



2022 PROSPECTUS

June 21 - June 24 • Priority Deadline February 1, 2022 • bit.ly/CLDE2022

A partnership between NASPA and AASCU's American Democracy Project (ADP)

2022 CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT MEETING

A NOTE FROM OUR LEADERSHIP

America is a diverse but unequal democracy, and higher education's role to reframe civic learning and action is integral to delivering America's promise to everyone. Higher education invests significant social, economic, and intellectual capital into American life by promoting economic mobility and individual gain. Because the undergraduate experience produces active citizens and responsible community members (Gillis and Perrin 2019), the work in higher education changes America's future so we can become a more inclusive and equitable democracy. But we need your help.

AASCU and NASPA are committed to supporting higher education professionals, partners, and students in this work. Our organizations foster the type of high-impact practices that have a demonstrated link to civic engagement after college (Flanagan and Levine 2010). We are proud to partner on the 2022 Civic Learning and Democratic Engagement Meeting (CLDE22), a forum designed to facilitate the exchange of best practices around college-level democratic engagement work. The theme for CLDE22 is Equity and Democracy.

Through CLDE and other initiatives, we are leading efforts to re-center civic learning in the landscape of American education and to invest in preparing students for successful careers and responsible citizenship. We invite you to support this work and connect with dedicated CLDE professionals by sponsoring CLDE22. The attached prospectus outlines a variety of opportunities to present, exhibit, convene focus groups, and so much more. Please fill out the application and return it to Kristie Jacobsen Jerde kjerde@naspa.org or Susannah Rodrigue at AASCU at 202.478.4675

We look forward to working with you,



Felice Nudelman

Associate Vice President
Academic Innovation and
Transformation American Association of
State Colleges and Universities (AASCU)



Jill Dunlap

Senior Director of Research, Policy,
and Civic Engagement
National Association of Student Personnel
Administrators (NASPA)



Cathy Copeland

Director
The American Democracy Project
American Association of State Colleges
and Universities (AASCU)

2022 CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT MEETING



"Democracy transformed from thin paper to thick action is the greatest form of government on earth."

— Martin Luther King Jr.

ABOUT THE CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT MEETING

The 2022 Civic Learning and Democratic Engagement conference bring together faculty, student affairs professionals, students, senior campus administrators, and community partners. Together, these stakeholders ensure that students who graduate from colleges and universities, both public and private, are prepared to be the informed, engaged citizens our communities and democracy need.

This year's event will take place from June 21 - 24, 2022 in Minneapolis, Minnesota.

Participants will have opportunities to network and develop their civic-minded thinking and practices through engaging plenary sessions, informative general interest sessions, interactive workshops, and roundtable discussions.

Use the hashtag #CLDE22 to connect with other attendees at the conference and see what everyone is talking about!

ABOUT AASCU

AASCU institutions advance social mobility for students of all backgrounds, positively impacting them, their families, and their communities for generations to come. Offering more than three million students each year an affordable, high-quality college education—particularly those from low-income families, first-generation college students, and/or students of color—AASCU institutions are stewards of their communities, powering economic growth and preparing graduates to be informed and engaged citizens who live by the values of a democratic society.

The 2022 Civic Learning and Democratic Engagement Meeting (CLDE22) is a conference intended to facilitate knowledge-sharing and develop a sense of community among civic learning and democratic engagement professionals.

This meeting is designed around the CLDE Theory of Change, which poses four important questions:

Purpose: What are the key features of the thriving democracy we aspire to enact and support through our work?

Learning Outcomes: What knowledge, skills, and dispositions do people need in order to help create and contribute to a thriving democracy?

Pedagogy: How can we best foster the acquisition and development of the knowledge, skills, and dispositions necessary for a thriving democracy?

Strategy: How can we build the institutional culture, infrastructure, and relationships needed to support learning that enables a thriving democracy?

ABOUT NASPA

NASPA is the professional home for the field of student affairs. Together, we are dedicated to fulfilling the promise of higher education through our guiding principles of Integrity, Innovation, Inclusion, and Inquiry. We place students at the center of our work, serving the field through exceptional professional development, research to take on our biggest challenges, advocacy for inclusive and equitable practices and communities, and nurturing networks and pipelines to mentor, rejuvenate, and support.

2022 CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT MEETING

WHY BECOME A 2022 CLDE SPONSOR?

AASCU is a network a of more than 355 colleges and universities

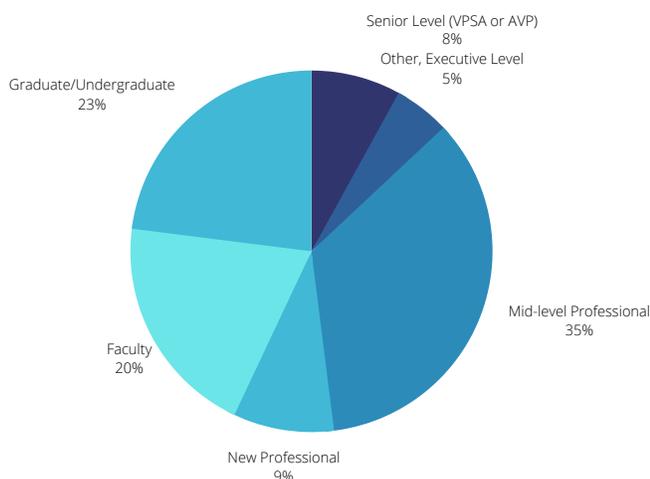


NASPA is a network 13,000 members and 2,100 colleges and universities

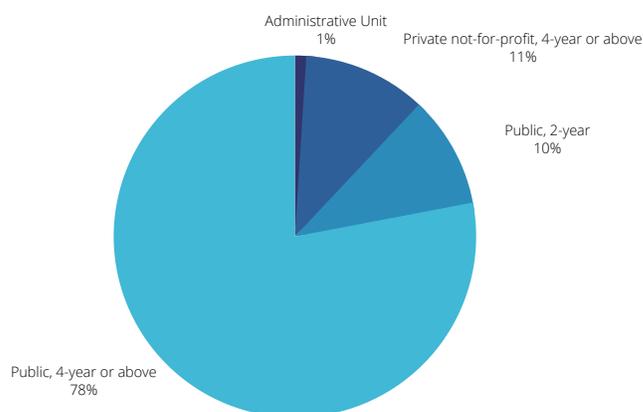


- Share information about your organization with over 700 civic learning and democratic engagement professionals
- Demonstrate your organization's support for advancing civic engagement and strengthening American democracy
- Position your organization as a thought leader in the field
- Build or develop your relationships with the American Democracy Project (ADP) and NASPA
- Engage with attendees as they reflect on lessons learned and identify opportunities and imperatives to help define the path forward
- Present on ideas and dialogue with attendees about issues that affect education and their partners in the civic learning and democratic engagement space
- Increase brand awareness and recognition

WHO ATTENDS THE CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT MEETING?



ATTENDEE PROFESSIONAL LEVEL



ATTENDEE INSTITUTION TYPE



2021 CLDE MEETING HAD 700 ATTENDEES FROM 243 INSTITUTIONS



2022 CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT MEETING

SPONSOR BENEFITS	GOLD	SILVER	BRONZE
Sponsor Level	\$7500 plus	\$3000 plus	for profit \$1750 non-profit \$1250
Complimentary registration(s)	3	2	1
An exhibit space with one 6-foot draped and skirted table, two chairs, and basic WiFi and description app .			
Signage and verbal recognition at conference			
Website recognition: logo and hyperlink on the event website			
Mobile app banner ad and enhanced exhibit description and analytics			
Choose from these limited opportunities: <ul style="list-style-type: none"> Concurrent session (50 minutes) Off-site local event Hosted reception 			
Choose from these limited opportunities: <ul style="list-style-type: none"> Plenary session Refreshment break Logo badge holders or Hosted lunch 			

Sponsors who support at \$10,000 or more will receive additional benefits in a package tailored to their partnership goals. Reach out to Susannah Rodrigues (RodrigueS@aascu.org), Fred Comparato (FComparato@naspa.org), or Kristie Jerde (kjerde@naspa.org) for more information.

Sponsor Opportunities

Gold

Concurrent Session (50 minutes)

- Opportunity to present a conference concurrent session

Hosted reception (two opportunities are available)

- Opportunity to be the named sponsor of a reception
- The sponsor may provide brief remarks or a 1-minute video during the event
- Special signage and verbal recognition by event staff prior to the reception
- Option to provide logoed materials such as napkins or cups at the reception
- The sponsor selects the menu and is financially responsible for food and beverage cost

Off-site local event (two opportunities are available)

- Opportunity to participate in an equity-based off-site event highlighting local activism in the Twin Cities
 - Special signage and verbal recognition during the event
 - The sponsor provides transportation and possible lunch
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Silver

Plenary Session (three opportunities available)

- Opportunity to be the presenting sponsor of a plenary session
- Special signage and verbal recognition by event staff during the session
- Opportunity to provide brief remarks -pre-recorded or read by CLDE staff

Badge Holders (one opportunity available)

- Company logo on badge holders or lanyards

Refreshment Break (two opportunities available)

- Opportunity to be the named sponsor of one of the conference refreshment breaks
- Special signage recognizing break sponsorship
- Sponsor selects menu and is financially responsible for food and beverage cost

Hosted Lunch (limited opportunities available)

- Opportunity to host a lunch meeting for a group of your choosing
- Option to provide a self-moderated small program or focus group with invited attendees
- The sponsor selects the menu and is financially responsible for food and beverage cost

2022 CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT MEETING

Sponsor Application

Name of Organization (as you would like it to appear in conference materials):

Mailing Address:

City:

State:

Zip Code:

Organization Phone:

Website:

Phone:

Onsite Contact 1 Name/Title:

E-Mail Address:

Onsite Contact 2 Name/Title:

E-Mail Address:

Onsite Contact 3 Name/Title:

E-Mail Address:

Onsite Contact 4 Name/Title:

E-Mail Address:

**If you do not know your on-site contacts when you complete this form, you may provide them at a later date.*

Once you have submitted your application and organization logo (Image files should be 500px by 500px), we will send a follow-up email requesting more information for your exhibit space and sponsor opportunity.

Sponsorship \$ Additional Registrations (\$395) x = \$ Total \$

Payment type: (Invoice will be sent for payment)

Check (made payable to NASPA)

Please send to: NASPA CL ID# 500016

P.O. Box 5007

Merrifield, VA 22116-5007

Credit Card (Once we have confirmed your sponsorship, we will send you a link to play your sponsorship online)

“What we do is more important than what we say or
what we say we believe.”

-bell hooks

2022 CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT MEETING

Exhibiting Policies

Please visit bit.ly/CLDE2022 for more detailed exhibitor information.

EXHIBITOR HOURS:

Move-in will be on Tuesday, June 21 from Noon - 3:00 p.m.

Tuesday, June 21 from 3:00 p.m. - 5:00 p.m.

Wednesday, June 22 from 8:00 a.m. - 5:00 p.m.

Thursday, June 23 from 8:00 a.m. - 5:00 p.m.

Friday, June 24 from 8:00 a.m. – Noon

*Hours are subject to change.

PROPERTY RESPONSIBILITY/INSURANCE: You are responsible for ensuring the safety of your personnel and your exhibit materials from theft, damage, accident, fire, and other such causes. Exhibitors who desire to carry insurance must do so at their own expense. All property of the exhibitors is understood to remain in their care, custody, and control in transit to and from the confines of the exhibit area, as well as while it is on the floor. Security and storage space will not be provided.

NASPA and AASCU and their agents are not responsible for losses incurred, theft, or damage to materials.

***NON-PROFIT ORGANIZATIONS:** If your organization is participating using the discounted non-profit rate, you also agree to share CLDE22 meeting information via email announcements, newsletters, social media platforms, etc., and invite your organization's networks to engage in the conference.

ATTENDEE LIST: An advance listing of meeting attendees, which is provided to all attendees to enhance their educational experience and promote communication and networking at the meeting, is available to exhibitors/sponsors. The sponsor agrees to use such listing following the Sponsor Attendee List Policy, which will be provided after this form has been submitted.

NOTE: THE EXHIBIT REGISTRATION DEADLINE IS March 1, 2022. NO REFUNDS WILL BE MADE AFTER March 1, 2022.

QUESTIONS?

Please contact Kristie Jacobsen Jerde at NASPA at 202.903.7500 ext. 1247 or Susannah Rodrigue at AASCU at 202.478.4675 or email kjerde@naspa.org.

Please complete this registration form and email it to kjerde@naspa.org.