

2021 CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT MEETING #CLDE21

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

A NOTE FROM OUR LEADERSHIP

The turbulent 2020 election, the aftershocks of which continue to reverberate through American political and civil discourse, underscored the urgent need for higher education to reassert its role in democratic society. Higher education's contribution to American life has always extended beyond promoting economic mobility and individual gain for our students. The undergraduate experience produces active citizens and responsible community members ([Gillis and Perrin 2019](#)).

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 Civic Learning and Democratic Engagement Meeting (CLDE21), a forum designed to facilitate the exchange of best practices around college-level democratic engagement work. The theme for CLDE21 is *Defining the Path Forward*. Campus practitioners and experts in the field will convene to reflect on lessons learned from the past year and to identify strategies to define our path forward in providing support and growing the population of engaged citizens in this country.

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 CLDE21. 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 Ramona Crawford crawfordr@aascu.org.

We look forward to working with you,



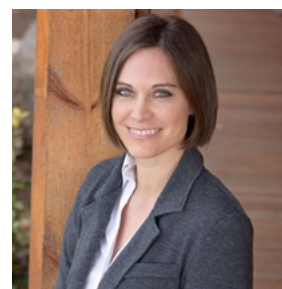
Felice Nudelman

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

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

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DEFINING THE PATH FORWARD SPONSORSHIP PROSPECTUS

June 2-4 and June 9-11 • Priority Deadline April 30, 2021 • bit.ly/CLDE2021



“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 2021 Civic Learning and Democratic Engagement Meeting (CLDE21) will facilitate exchange of knowledge and develop a sense of community around our shared civic learning and democratic engagement work. The theme for CLDE21 is *Defining the Path Forward*. The past year has created unique challenges for our institutions, students, and communities and CLDE21 provides an opportunity to come together to reflect on the lessons learned and identify opportunities and imperatives to help define our path forward.

The meeting is designed around the emergent theory of change which poses four important questions:

- 1. Purpose:** What are the key features of the thriving democracy we aspire to enact and support through our work?
- 2. Learning Outcomes:** What knowledge, skills, and dispositions do people need in order to help create and contribute to a thriving democracy?
- 3. Pedagogy:** How can we best foster the acquisition and development of the knowledge, skills, and dispositions necessary for a thriving democracy?
- 4. Strategy:** How can we build the institutional culture, infrastructure, and relationships needed to support learning that enables a thriving democracy?

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.

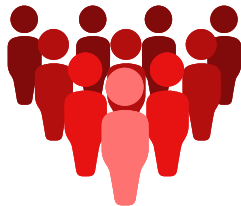
ABOUT NASPA

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.

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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



WHY BECOME A 2021 CLDE SPONSOR?

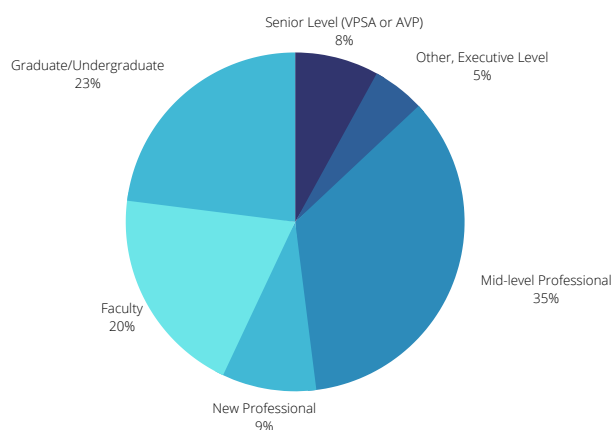
- Share information about your organization with over 600 civic learning and democratic engagement professionals
- Demonstrate your organization's support for advancing civic engagement and strengthening American democracy
- Position your organization as a thought leader in the field
- Build or develop 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

SPONSOR TESTIMONIAL

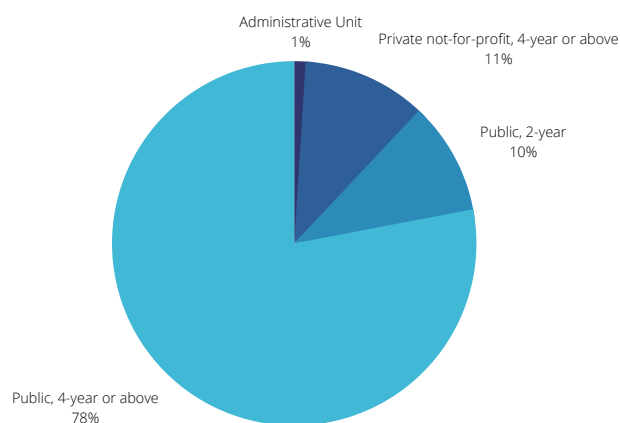
“The CLDE Meeting is a great time for the Democracy Works partnerships team to share information with and learn from leaders in the student civic engagement space. As sponsors, we have benefitted from having dedicated opportunities to connect with attendees, new and returning, and share our love of all things democracy!”

— Nicole Costa (she/her), Campus Outreach Lead, Democracy Works

WHO ATTENDS THE CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT MEETING?



ATTENDEE PROFESSIONAL LEVEL



ATTENDEE INSTITUTION TYPE



2020 CLDE MEETING HAD 500 ATTENDEES FROM 369 INSTITUTIONS

2021 VIRTUAL CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT CONFERENCE SPONSORSHIP OPPORTUNITIES

BENEFITS	GOLD	SILVER	BRONZE
Cost	\$7500 min	\$4000 min	for profit \$1750 non-profit \$1250
Complimentary registration(s)	3	2	1
Attendee list 2 weeks prior to the event and 1 week after the event (name, title and institution)	X	X	X
Company logo and hyperlink on conference website	X	X	X
Recognition of sponsor level on platform banner	X	X	X
Exhibit Booth Banner	Large	Medium	Logo only
Exhibit Booth	X	X	X
Exhibit Booth Analytics	X	X	X
Exhibit participation points	100	50	25
Banner ad with link to your preferred web address on the platform	X	X	
Sponsor of a keynote (limited number)		X	
Networking Session		X	
Recognition in pre-event email	X		
Customized Event Icon	X		
Option to pick one of the below: Opportunity to present on a Special Topic session (75 minutes) (limited number) or Opportunity to be the named sponsor of conference reception (limited number)	X		

EXHIBIT BOOTH INCLUDES:

- Logo placement
- Request a Demo button
- Option to add scheduler invite
- Option to link social media
- Option to attach brochures
- Option to embed a video or document

GOLD PLUS SPONSORSHIP OPPORTUNITY- \$10,000+ (3 OPPORTUNITIES AVAILABLE)

The Civic Learning and Democratic Engagement Conference provides access to nearly 600 higher education leaders working to build a movement for civic learning and democratic engagement in higher education. The conference itself facilitates exchanges of knowledge and supports a sense of community around shared civic learning and democratic engagement goals. CLDE sponsors may consider extending their impact beyond the conference by offering a webinar, blog posts, research collaboration or other outreach to campuses beyond the conference and during the upcoming academic year.

CLDE plus

1. One-hour webinar or workshop in collaboration with ADP or NASPA LEAD initiative
2. Post within the ADP newsletter and NASPA LEAD Blog
3. Research Collaboration

2021 CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT (CLDE) 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:

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 the initial build of your virtual exhibit booth.

Sponsorship \$

Additional Registrations (\$395) x = \$

Total \$

Payment type:

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)

“The health of a democratic society may be measured
by the quality of functions performed by private citizens.”

— Alexis de Tocqueville, Democracy in America