10TH ANNUAL
Data & Analytics Summit

Charting a New Data Frontier:
AI Innovation and Next-Generation Metrics

September 23 | Virtual pre-conference
September 25–27 | In-person College Park, Maryland

Achieving the Dream

Sponsorship Opportunities

Data & Analytics Summit Overview

Explore the intersection of AI, data, socio-economic mobility, and labor market relevance.

ATD's 10th annual Data & Analytics Summit will bring together hundreds of higher education professionals and national experts. Together, we will explore the following:

- The promise and perils of AI in higher education

- The path to economic and social mobility paved by next-generation metrics

- The relevance of programs and credentials in today's dynamic labor market landscape

- The relationships between workforce outcomes and economically vibrant communities

Attendees will develop meaningful connections with like-minded peers committed to empowering themselves and others with data.

What Attendees Said About Previous Data & Analytics Summits:

I gained some helpful perspective on how to reframe difficult data conversations.	*ATD's commitment to professionalism and pragmatic engagement has impressed me from the beginning. This data summit reinforces that impression.*
Always awesome to see what other institutions are doing, and getting to hear about the advancements in the field brings positivity to the forefront. Through the use of data in higher education, we are beginning to tell our own stories.	

Who Should Attend?

We encourage the attendance of higher education professionals and teams who want to use data in more equity-minded ways to inform decisions that improve student outcomes and build institutional capacity. This includes individuals in the following fields and positions:

- Institutional Research
- Institutional Effectiveness
- Research and Planning
- Information Technology
- Student Affairs
- Faculty
- Senior Leaders
- Mid-Level Leaders (DEI leaders, student services directors, deans, etc.)
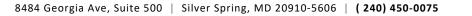
Expected Attendance:

250–300

Location:

College Park Marriott Hotel & Conference Center

3501 University Blvd East
Hyattsville, Maryland 20783
Hotel Main Phone: 301-985-7300

Schedule

All times are EST and schedule is subject to change

Monday, September 23, 2024	
12:00–2:00 p.m.	Virtual Pre-Conference Workshops
2:30–4:30 p.m.	Virtual Pre-Conference Workshops

Wednesday, September 25, 2024	
1:00–5:00 p.m.	Registration Open
12:00–2:30 p.m.	Pre-Summit Convenings
3:00–5:00 p.m.	Workshop: Unlocking Opportunities: Harnessing Data for College Access, Mobility, and Community Vibrancy
5:00–6:00 p.m.	Opening Reception

Thursday, September 26, 2024	
7:00 a.m.–5:00 p.m.	**Registration open**
7:30–9:00 a.m.	**Continental Breakfast**
9:00–9:15 a.m.	**Welcome Remarks** **Shara Davis**, Chief Research, Data, and Analytics Officer, Achieving the Dream
9:15–10:00 a.m.	**Opening Keynote Address: A Call for a New Data Mindset** **Dr. Karen Stout**, President and CEO, Achieving the Dream
10:00–10:15 a.m.	**Coffee Break**
10:15–11:15 a.m.	**Plenary: Maximizing Potential: Harnessing AI for Informed Decision-Making**
11:15–11:30 a.m.	**Break**
11:30 a.m.–12:30 p.m.	**Concurrent Sessions**
12:30–1:30 p.m.	**Networking Lunch**

Thursday, September 26, 2024 (Continued)	
1:30–2:00 p.m.	**Plenary: Shining a Light: Post-Completion Metrics and the Path to Social and Economic Mobility**
3:00–3:30 p.m.	**Innovative Collaborations**
3:30–3:45 p.m.	**Refreshment Break**
3:45–4:45 p.m.	**Concurrent Sessions**
Friday, September 27, 2024	
7:30–10:00 a.m.	**Registration Open**
7:30–8:30 a.m.	**Breakfast**
8:30–9:30 a.m.	**Plenary: Aligning Ambitions: Leveraging Labor Market Data To Enhance Program and Credential Relevance**
9:30–9:45 a.m.	**Break**
9:45–11:00 a.m.	**Concurrent Sessions**
11:15 a.m.–12:00 p.m.	**Closing Remarks: Weaving All the Threads Together** **Shara Davis**, Chief Research, Data, and Analytics Officer, Achieving the Dream

EVENT SPONSORSHIP OPPORTUNITIES
(All opportunities offered on a first-come basis)

PLATINUM SPONSOR - $10,000 — One Opportunity
- Exclusive name recognition as sponsor of Opening Session
- Exclusive name recognition as sponsor of Keynote Address with remarks by Dr. Karen A. Stout (logo only)
- Exclusive name recognition as sponsor of Opening Reception with two-minute speaking role
- Exclusive name recognition as sponsor of Networking Lunch
- Exclusive sponsorship of one 30-minute Innovative Collaboration Session presentation
- Recognition as Platinum Sponsor in Event App
- Four Summit registrations
- One tabletop display in high-traffic area for the duration of the event
- Opportunity for a promotional item giveaway or raffle for attendees
- Access to attendee list pre- and post-Summit (mailing addresses only)
- Brand Recognition:
    - *Link to company website via Summit website hyperlink logo*
    - *Logo and description in event mobile app*
    - *Social media recognition as Platinum Sponsor*
    - *Onsite signage*
    - *Sponsorship recognition listed in one ATD e-blast to attendees prior to the Summit*

GOLD SPONSOR - $7,500 — Three Opportunities
- Exclusive name recognition as sponsor of one of three Plenary Sessions (available on a first-come basis)
- Exclusive sponsorship of one 30-minute Innovative Collaboration Session
- Three Summit registrations
- One tabletop display in high-traffic area for the duration of the Summit
- Opportunity for a promotional item giveaway or raffle for attendees
- Access to attendee list pre- and post-Summit (mailing addresses only)
- Brand Recognition:
    - *Link to company website via Summit website hyperlink logo*
    - *Logo and description in event mobile app*
    - *Social media recognition as event sponsor*
    - *Onsite signage*
    - *Sponsor recognition listed in one ATD e-blast to attendees prior to the Summit*

SILVER SPONSOR - $5,000 — Two Opportunities
- Exclusive name recognition as sponsor of one Concurrent Session
- Exclusive sponsorship of one Continental Breakfast (two available; time segment preference on a first-come basis)

- Exclusive sponsorship of one 30-minute Innovative Collaboration Session
- Two Summit registrations
- One tabletop display in high-traffic area for the duration of the Summit
- Access to attendee list post-Summit (mailing addresses only)
- Brand Recognition:
    - *Link to company website via Summit website hyperlink logo*
    - *Logo and description in event mobile app*
    - *Social media recognition as event sponsor*
    - *Onsite signage*
    - *Sponsor recognition listed in one ATD e-blast to attendees prior to the Summit*

BRONZE SPONSOR - $2,500 — Four Opportunities

- Exclusive sponsorship of one 30-minute Innovative Collaboration Session
- Two Summit registrations
- One tabletop display in high-traffic area for the duration of the Summit
- Access to attendee list post-Summit (mailing addresses only)
- Brand Recognition:
    - *Link to company website via Summit website hyperlink logo*
    - *Logo and description in event mobile app*
    - *Social media recognition as event sponsor*
    - *Onsite signage*

EXHIBITOR SPONSOR - $1,000 — Five Opportunities

- 25% discount on event registrations
- One tabletop display in high-traffic area for the duration of the Summit
- Brand Recognition:
    - *Link to company website via Summit website hyperlink logo*
    - *Logo and description in event mobile app*
    - *Onsite signage*

A La Carte Opportunities

- Sponsorship of one Coffee or Refreshment — $500
- Sponsorship of raffle prizes giveaway (minimum value of $50 for four attendees) — $200

Corporate Presentation Guidelines

Achieving the Dream (ATD) is a partner and champion of more than 300 community colleges across the country that are committed to helping their students, particularly poverty-impacted students and students of color, achieve academic success and economic opportunity. Our vision is for every college to be a catalyst for equitable, antiracist, and economically vibrant communities. Drawing on our expert coaches, groundbreaking programs, and national peer network, we provide institutions with integrated, tailored support to drive access, completion rates, and employment outcomes for their students and their communities.

Innovative Collaboration Session

These 30-minute-long sessions provide companies an opportunity to co-present with an institutional partner to demonstrate best practices and show how your company has worked with the institution to improve student success on its campus. Companies must present with a collegiate partner and are encouraged to select an ATD Network institution as a co-presenter. Please view the list of ATD Network institutions.

Proposal Outline Submission

Proposals must demonstrate best practices and align with one of the following topics:

- The promise and perils of AI in higher education
- Next generation metrics: The path to economic and social mobility
- Program and credential relevance in today's dynamic labor market landscape
- Linking workforce outcomes to economically vibrant communities

Please submit an outline (using the attached template) for all corporate presentations. Submitted proposals will be reviewed by Achieving the Dream staff members. All presentation synopses must align with the presentation guidelines. Submissions must be sent to: dgilliard@achievingthedream.org.

Important Dates

August 19, 2024	Proposal outlines are due.
August 26, 2024	Sponsors will receive notification of whether their proposal outline necessitates any program improvements.
September 9, 2024	Sponsors must submit a final copy of their proposals.

All corporate presentations are available as a component of a sponsorship package.

For questions regarding sessions or sponsorship opportunities and packages, contact Dayna Gilliard, associate director of development, at dgilliard@achievingthedream.org or at (240) 450-3805.