CGS Partnership Prospectus

2022 ANNUAL MEETING

DECEMBER 7-10 | SAN FRANCISCO, CA
About CGS

Since 1961, the Council of Graduate Schools (CGS) has been the only U.S. organization dedicated solely to the advancement of graduate education and research. When you reach CGS members, you reach graduate deans, major university decision-makers. CGS graduate deans represent approximately 500 universities in the U.S., Canada, and a diverse range of international institutions.

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Our Members

~500
U.S. AND CANADIAN MEMBER UNIVERSITIES

30
INTERNATIONAL MEMBERS

The Carnegie classification system categorizes PhD-granting institutions by level of research activity (R1 = highest) and master’s colleges and universities by the number of degrees awarded (M1 = larger).

Degrees

CGS MEMBERS IN THE U.S. AWARD

86.9% of all DOCTORAL DEGREES
59.8% of all MASTER’S DEGREES
for an annual total of 60,823 research/scholarship
for an annual total of 476,616 master’s degrees

Students

1,849,606
AGGREGATE ENROLLMENT
(master’s and doctoral students)

348,840
ASSISTANTSHIPS SUPPORTED

For more information and data sources visit cgsnet.org/about-cgs.
Top Priorities for Graduate School Leaders

- Admissions, recruitment, and enrollment
- Assessing student and/or workforce demand for graduate programs
- Badges, stackable credentials, and other non-degree graduate education
- Data analytics, machine learning in graduate education administration
- Diversity and inclusion
- Faculty and advising
- Graduate student mental health & graduate program climate
- Online graduate education
- Organizational structure & infrastructure, including graduate school technology
- Student financial support
- Student professional development and career outcomes

Source: 2021 CGS Member Survey

“"The Council of Graduate Schools is the premier organization that higher education leaders look to and trust to stay abreast of developments in graduate education. The CGS Annual Meeting is the single best networking and professional development opportunity for leaders in graduate education, and takeaways from the Annual Meetings routinely influence planning, programs, and priorities in graduate schools coast-to-coast.”

KATHRYN HAUSBECK KORGAN
VICE PROVOST FOR GRADUATE EDUCATION & DEAN OF THE GRADUATE COLLEGE
UNIVERSITY OF NEVADA, LAS VEGAS

Benefits of SPONSORING & EXHIBITING

Exhibitors Receive

- Registration for up to two representatives of your company. Includes full access to meeting sessions, all meal functions open to regular attendees, receptions, and refreshment breaks.
- Option to add one complimentary exhibit-hall only registration pass to your 2022 CGS Annual Meeting exhibitor registration, in addition to the two full registrations that are included with exhibiting (available only to sustaining members)
- NEW for SUSTAINING MEMBERS: Option to select exhibit table location (available only to sustaining members)
- Company description and link to your website on the CGS website
- Mailing labels (pdf format) of all Annual Meeting participants as of November 8
- Acknowledgment in Annual Meeting mobile app
- Six-foot skirted display table
- Internet access

Meeting Sponsors Receive

- One complimentary ad in GradEdge newsletter
- Acknowledgment of your company in electronic mailing promoting the Annual Meeting
- Special thanks from the CGS President in her opening remarks to the meeting
- Projection of company logo via PowerPoint slide in general session room
- Acknowledgment in Annual Meeting mobile app and on the CGS website
- Additional benefits listed in individual sponsorship description

See Exhibitor Registration form on page 15.

Social media promotion is part of the package

All special event sponsorships (e.g., breakfasts, receptions) come with the guarantee of at least one dedicated “thank you” tweet from @CGSGradEd linked to the conference hashtag, #CGS62.

CGS Terms & Conditions

Right of Refusal
CGS reserves the right to refuse to rent exhibit space, to release a sponsorship, or to deny membership in the Sustaining Membership Network to any applicant.

Disclaimer of Endorsement
CGS’s acceptance of a contract with a potential exhibitor, sponsor, or Sustaining Membership Network member is not, and should not be construed as an endorsement by CGS of the organization or of its products or services.

Guarantee Policy
Sponsorships and exhibit space are guaranteed once payment has been received. All payments are subject to the CGS refund policy as specified in the sponsorship agreement.
Call for Proposals

Members of the non-profit and business communities help the Council of Graduate Schools fulfill its mission of advancing graduate education. To help our members benefit from the expertise of industry leaders, CGS invites proposals from companies and non-profits to propose Annual Meeting sessions of interest to the CGS membership. Companies and non-profits gain valuable opportunities to engage with leadership and staff from CGS’s 500 member universities. CGS members are national and international thought leaders in their fields, and at the Annual Meeting they share up-to-date information about needs and trends in graduate education.

Lightning Sessions

These 30-MINUTE SESSIONS are an opportunity to share, demonstrate and discuss a recent innovation in graduate education with graduate deans and staff. While we welcome proposals on any topic, CGS gives particular priority to proposals focused on areas of special interest to graduate education administrators:

- Graduate enrollment management
- Supporting student retention and success
- Diversity and inclusion
- Online education
- Professional development for graduate students
- Business analytics for graduate schools and programs
- International student recruitment

Benefits

- Visibility among attendees at the largest national meeting of graduate deans and staff
- 30-minute session led by representatives of your company
- Opportunity to share recent innovations in your field
- Opportunity to present meaningful content to CGS community
- Recognition as the session sponsor in the CGS Annual Meeting mobile app
- Recognition as an Annual Meeting sponsor in Annual Meeting mobile app and on the CGS website

Session Guidelines

- Panel may endorse a particular product or service
- Panel should not serve as a focus group
- Please submit proposals via the online form or a single pdf attachment to avincent@cgs.nche.edu
- If proposal is selected, proposer agrees to pay all costs within 30 days of selection notice

Proposal Guidelines

- Proposal should not exceed two pages, single spaced.
- Proposal should include contact information for primary contact as well as the names and affiliations of potential speakers
- Proposals will be evaluated according to the following criteria:
  - Potential interest to graduate deans and staff
  - Integration of relevant data and/or case studies
  - Established record of success with the innovation(s) you plan to share
  - Knowledge and expertise of presenters

Concurrent Sessions

These ONE-HOUR SESSIONS are integrated into CGS’s regular programming of concurrent sessions. Your company is invited to collaborate with clients or colleagues to demonstrate its thought leadership on pressing issues in graduate education.

Benefits

- Visibility among attendees at the largest national meeting of graduate deans and staff
- One-hour concurrent session led by representatives of your company
- Opportunity to demonstrate thought leadership
- Opportunity to present meaningful content to CGS community
- Recognition as the session sponsor in the CGS Annual Meeting mobile app
- Recognition as an Annual Meeting sponsor in Annual Meeting mobile app and on the CGS website

Proposal Guidelines

- Proposal should not exceed two pages, single spaced.
- Proposal should include contact information for primary contact as well as the names and affiliations of potential speakers. At least one graduate dean at a member university should present at the session.
- Proposals will be evaluated according to the following criteria:
  - Addresses pressing issue in graduate education
  - Knowledge and expertise of presenters
  - Commitment of at least one graduate dean at a CGS member university to participate
  - Integration of relevant data or examples
  - Novelty (avoids overlap with other sessions likely to be held at this year’s Annual Meeting)

Session Guidelines

- Panel content should not exceed 45 minutes, to allow ample time for questions (2-3 speakers is optimal)
- Panel should not be focused on a particular product or service
- Panel should not serve as a focus group
- Please submit proposals via the online form or a single pdf attachment to avincent@cgs.nche.edu.
- If proposal is selected, proposer agrees to pay all costs within 30 days of selection notice
Sponsorship Opportunities

Lanyards
Your company’s name and logo will be prominently featured on the lanyards that meeting attendees will use to wear their name tags throughout the meeting. An added benefit of this sponsorship is that lanyards are often visible in meeting photos.
MEMBERS: $6,500; NONMEMBERS: $8,000

Hotel Room Key Cards
Reach nearly all the meeting registrants with your company’s name and logo printed on the back and front of hotel room key cards. Presented at check-in to each attendee, key cards ensure that your company’s name will be encountered early and repeatedly throughout the meeting.
MEMBERS: $9,500; NONMEMBERS: $11,000

Charging Stations
Meeting participants rely upon the convenience of the charging stations to charge their mobile devices between sessions. Located in the Refreshment/Exhibit area, the high-top charging tables will prominently display your company’s logo on the base and top of the tables. In addition, your sponsorship includes the option to place printed marketing materials (i.e. case studies, brochures, etc.) on the tables and verbal recognition of the sponsorship during the meeting.
MEMBERS: $6,500; NONMEMBERS: $8,000

Conference Mobile App
Prominently feature your company’s brand and expertise by sponsoring the Annual Meeting mobile app. The app can link to an external webpage featuring a white paper, case study or other online marketing materials you would like to feature. In addition, your sponsorship will be recognized with a sign at the registration desk, and verbal recognition of the sponsorship during the meeting.
MEMBERS: $6,000; NONMEMBERS: $7,500

Assistant & Associate Deans’ Breakfast
Thursday, December 8
Create brand recognition for your company and connect with emerging leaders in graduate education at this annual breakfast for assistant and associate deans. Receive recognition from the CGS leadership at the opening to this breakfast and provide materials at every table.
MEMBERS: $5,750; NONMEMBERS: $7,000

Plenary Session Sponsorships
Thursday, December 8 (afternoon plenary)
Friday, December 9 (morning plenary)
Friday, December 9 (afternoon plenary)
The CGS Annual Meeting plenary sessions, which feature notable speakers on pressing issues in graduate education, attract the largest audiences at the Annual Meeting. Benefits of this highly visible sponsorship include the option to provide a brief video about your company or for a company representative to deliver brief non-commercial remarks before the plenary session is introduced to all meeting attendees. A CGS leader will recognize and thank the sponsor and introduce the video or company representative. In addition, sponsors receive logo recognition on session signage and may place brochures or publications on designated materials tables in the plenary session room or include an electronic resource in the session description in the meeting mobile app.
MEMBERS: $5,000; NONMEMBERS: $6,500

Breakfast Presentations for All Attendees
Thursday, December 8
Friday, December 9
Saturday, December 10
In sponsoring a breakfast open to all meeting attendees, a spokesperson from your organization will give a 30-minute presentation, followed by a question-and-answer session with CGS deans. This is an opportunity to offer expertise on a trend in graduate education, present a new product or service, and gain valuable insights and feedback from decision-makers in the graduate school. During the breakfast, the @CGSGradEd Twitter account will tweet a “thank you” to your company that will be linked to the meeting hashtag (#CGS62).
PLEASE INQUIRE ABOUT PRICING.

Evening Reception for All Attendees
Thursday, December 8
After a busy day of panel sessions, the Thursday evening reception offers Annual Meeting attendees an opportunity to relax, network, and discuss ideas shared in meeting sessions. By sponsoring this well-attended event, your company will be acknowledged by the CGS President during the opening plenary session. Exclusive or lead reception sponsors will be invited to deliver brief welcoming remarks. During the reception, @CGSGradEd will acknowledge your company in a thank-you tweet linked to the meeting hashtag (#CGS62).
PLEASE INQUIRE ABOUT PRICING FOR EXCLUSIVE OR LEAD SPONSORSHIP OPTIONS.

Propose a Sponsorship
Don’t see your ideal sponsorship opportunity listed here? Propose a unique sponsorship that brings value to your company as well as to CGS member institutions. Please note that proposals are subject to approval by CGS and pricing is determined on a case-by-case basis.
Engagement BEYOND the Meeting

Become a Member

CGS invites organizations with an interest in promoting graduate education to apply for membership in the CGS Sustaining Membership Network. Membership gives companies and organizations:

- Exclusive opportunities for visibility with CGS institutions at the Annual Meeting and throughout the year.
- Timely access to graduate education data and insider knowledge.
- Discounts on CGS meeting registrations, exhibitor fees, webinars, workshops, print publications, and more.
- Additional benefits accrue with increased levels of investment.

$1,000 – $25,000

To learn more about applying for membership, please contact Adrienne Vincent at avincent@cgs.nche.edu.

Sponsor A Webinar

Interact with the graduate education community in real time: submit a proposal to lead a webinar on a pressing graduate education issue, or cosponsor a planned CGS webinar. Recent CGS webinars have drawn 100–200 participants, and popular archived webinars have been viewed over 200 times.

Members $2,000 – $6,000
Nonmembers $2,500 – $7,000

To learn more about the CGS sponsored webinar program, please contact Adrienne Vincent at avincent@cgs.nche.edu.
Advertise
in GradEdge

The quarterly GradEdge newsletter brings the latest in graduate education news to its members. With a distribution list of over 1,600 individuals, GradEdge reaches the top decision-makers in graduate education. Use the newsletter to place advertisements for products, services, events, and ideas relevant to the graduate education community. Your ad will appear on the landing page and at the end of every article.

Members $600
Nonmembers $1,200

For more information about advertising in GradEdge, please contact Adrienne Vincent at avincident@cgs.nche.edu.

CGS Members

ALABAMA
Alabama A&M University
Alabama State University
Auburn University
The University of Alabama
The University of Alabama at Birmingham
The University of Alabama in Huntsville
University of North Alabama
University of South Alabama

ARKANSAS
Arkansas State University
Arkansas Tech University
Henderson State University
University of Arkansas
University of Arkansas at Little Rock
University of Central Arkansas

CALIFORNIA
Azusa Pacific University
California Institute of Integral Studies
California Institute of Technology
California Polytechnic State University
California State University, Bakersfield
California State University, Dominguez Hills
California State University, Fresno
California State University, Fullerton
California State University, Los Angeles
California State University, Sacramento
California State University, San Bernardino
California State University, Stanislaus
Chapman University
International Technological University
Loma Linda University
Loyola Marymount University
National University
Northcentral University
Saint Mary’s College of California
San Diego State University
San Jose State University
Stanford University
The Claremont Graduate University
University of California, Berkeley
University of California, Davis
University of California, Irvine
University of California, Los Angeles
University of California, Merced
University of California, Riverside
University of California, San Diego
University of California, Santa Barbara
University of California, Santa Cruz
University of Southern California
University of the Pacific

COLORADO
Colorado School of Mines
Colorado State University
Metropolitan State University of Denver
University of Colorado Boulder
University of Colorado Denver
Anschutz Medical Campus
University of Colorado, Colorado Springs
University of Denver
University of Northern Colorado

CONNECTICUT
Sacred Heart University
Southern Connecticut State University
University of Bridgeport
University of Connecticut
University of Hartford
University of New Haven
Wesleyan University
Yale University

DELAWARE
University of Delaware

FLORIDA
Florida A&M University
Florida Atlantic University
Florida Gulf Coast University
Florida International University
Florida State University
University of Central Florida
University of Florida
University of Miami
University of North Florida
University of South Florida
University of West Florida

GEORGIA
Augusta University
Clark Atlanta University
Columbus State University
Emory University
Georgia Institute of Technology
Georgia Southern University
Georgia State University

HAWAII
University of Hawaii at Manoa

IDAHO
Boise State University
Idaho State University
University of Idaho

ILLINOIS
Bradley University
Concordia University Chicago
DePaul University
Eastern Illinois University
Governors State University
Illinois Institute of Technology
Illinois State University
Lewis University
Loyola University Chicago
North Central College
Northern Illinois University
Northwestern University
Rosalind Franklin University
University of Medicine and Science
Rush University
Southern Illinois University Carbondale
Southern Illinois University Edwardsville
The University of Chicago
University of Illinois at Chicago
University of Illinois at Springfield
University of Illinois at Urbana-Champaign
Western Illinois University

Kennesaw State University
Morehouse School of Medicine
University of Georgia
University of West Georgia
Valdosta State University

MEMBERS AS OF JANUARY 1, 2022

COUNCIL OF GRADUATE SCHOOLS PARTNERSHIP PROSPECTUS 2022

10 DECEMBER 7-10, 2022 SAN FRANCISCO, CA
CGS Members

INDIANA
Ball State University
Indiana University
Purdue University of Indianapolis
University of Notre Dame
University of Southern Indiana
Valparaiso University

KANSAS
Emporia State University
Fort Hays State University
Kansas State University
The University of Kansas
Wichita State University

MASSACHUSETTS
Boston College
Boston University
Brandeis University
Bridgewater State University
Clark University
Fitchburg State University
Harvard University
Massachusetts Institute of Technology
Merrimack College
Northeastern University
Salve Regina University
Springfield College
Tufts University
University of Massachusetts Amherst
University of Massachusetts Boston
University of Massachusetts Lowell
University of Massachusetts Medical School
Wentworth Institute of Technology
Woods Hole Oceanographic Institution
Worcester Polytechnic Institute

MICHIGAN
Andrews University
Central Michigan University
Eastern Michigan University
Ferris State University
Grand Valley State University
Kettering University
Michigan State University
Michigan Technological University
Northern Michigan University
Oakland University
University of Michigan
University of Michigan–Flint
Wayne State University
Western Michigan University

MINNESOTA
Bemidji State University
Capella University
Concordia University–St. Paul
Minnesota State University Moorhead
Minnesota State University–Mankato
Rasmussen College
St. Cloud State University
University of Minnesota
Van Andel Institute
Graduate School
Walden University

MISSISSIPPI
Alcorn State University
Mississippi State University
University of Mississippi
University of Mississippi Medical Center
University of Southern Mississippi

MISSOURI
Kansas City University of Medicine and Biosciences
Missouri State University
Missouri University of Science and Technology
Missouri Western State University
Saint Louis University
Southeast Missouri State University
Truman State University
University of Central Missouri
University of Missouri–St. Louis
University of Missouri
University of Missouri
Kansas City
Washington University in St. Louis

MONTANA
Montana State University
Montana Technological University
University of Montana

NEBRASKA
Creighton University
University of Nebraska at Kearney
University of Nebraska at Omaha
University of Nebraska Medical Center
University of Nebraska–Lincoln

NEW MEXICO
New Mexico Highlands University
New Mexico Institute of Mining and Technology
New Mexico State University
University of New Mexico

NEW YORK
Albert Einstein College of Medicine
City College of CUNY
City University of New York Graduate Center
Clarkson University
Columbia University
Cornell University
Fordham University
Hofstra University
John Jay College of Criminal Justice
Marist College
New York Institute of Technology
New York Medical College
New York University
Rensselaer Polytechnic Institute
Rochester Institute of Technology
Sarah Lawrence College
St. Bonaventure University
St. John’s University
State University of New York at Binghamton
State University of New York at Oswego
State University of New York at Upstate Medical University
Stony Brook University
SUNY Buffalo State
SUNY College of Environmental Science and Forestry
Syracuse University
The New School for Social Research
The Rockefeller University
The University at Albany
State University of New York
The University at Buffalo
SUNY
The University of Rochester

NORTH CAROLINA
Appalachian State University
Duke University
East Carolina University
Fayetteville State University
North Carolina Agricultural & Technical State University
University of North Carolina
University of North Carolina at Chapel Hill
University of North Carolina at Charlotte
University of North Carolina at Greensboro
University of North Carolina at Pembroke
University of North Carolina at Wilmington
Wake Forest University
Western Carolina University

NORTH DAKOTA
North Dakota State University
University of North Dakota

OHIO
Bowling Green State University
Case Western Reserve University
Cleveland State University
John Carroll University
Kent State University
Miami University
Northeast Ohio Medical University
Ohio University
Otterbein University

OREGON
Oregon Health and Science University
Oregon State University
Portland State University
University of Oregon

PENNNSYLVANIA
Arcadia University
Bryn Mawr College
Bucknell University
California University of Pennsylvania
Carnegie-Mellon University
Chatham University
Drexel University
Duquesne University
Indiana University of Pennsylvania
International Institute for Restorative Practices
Kutztown University of Pennsylvania
La Salle University
Lehigh University
Millersville University
Shippensburg University
Temple University
The Pennsylvania State University
Thomas Jefferson University
University of Pennsylvania
University of Pittsburgh
University of Scranton
University of the Sciences in Philadelphia
Villanova University
West Chester University

RHODE ISLAND
Brown University
University of Rhode Island

SOUTH CAROLINA
Clemson University
Colorado State University
College of Charleston
Furman University
Medical University of South Carolina
University of South Carolina

WISCONSIN
University of Wisconsin–Madison

WYaoming
Western Wyoming Community College

Members as of January 1, 2022

DECEMBER 7-10, 2022 SAN FRANCISCO, CA

COUNCIL OF GRADUATE SCHOOLS PARTNERSHIP PROSPECTUS 2022

Members as of January 1, 2022
CGS Members

SOUTHDAKOTA
- Dakota State University
- South Dakota School of Mines and Technology
- South Dakota State University
- University of South Dakota

TENNESSEE
- Austin Peay State University
- East Tennessee State University
- Lipscomb University
- Meharry Medical College
- Middle Tennessee State University
- Tennessee State University
- Tennessee Technological University
- The University of Tennessee at Chattanooga
- The University of Tennessee Health Science Center
- The University of Tennessee, Knoxville
- University of Memphis
- Vanderbilt University

TEXAS
- Baylor College of Medicine
- Baylor University
- Lamar University
- Midwestern State University
- Rice University
- Sam Houston State University
- Southern Methodist University
- Texas A&M International University
- Texas A&M University
- Texas A&M University–Commerce
- Texas A&M University–Corpus Christi
- Texas A&M University at Galveston
- Texas A&M University–Central Texas

VIRGINIA
- College of William and Mary
- George Mason University
- Hampton University
- James Madison University
- Longwood University
- Norfolk State University
- Old Dominion University
- Radford University
- University of Virginia
- Virginia Commonwealth University
- Virginia Polytechnic Institute and State University

WASHINGTON
- Central Washington University
- Eastern Washington University
- University of Washington
- Washington State University
- Western Washington University

WASHINGTON, DC
- Gallaudet University
- Georgetown University
- Howard University
- The Catholic University of America
- The George Washington University
- University of the District of Columbia

WEST VIRGINIA
- American Public University
- Fairmont State University
- West Virginia University

WISCONSIN
- Herzing University
- Marquette University
- Medical College of Wisconsin
- University of Wisconsin–Madison
- University of Wisconsin–Milwaukee
- University of Wisconsin–Whitewater

University of Wisconsin–Madison

42ND ANNUAL MEETING
DECEMBER 7-10, 2022 | SAN FRANCISCO, CA

STEP 1: PROVIDE YOUR CONTACT INFORMATION

- PRIMARY CONTACT
  - COMPANY NAME
  - ADDRESS
  - CITY
  - STATE
  - ZIP
  - EMAIL ADDRESS

You will receive an acknowledgment from CGS after your form has been processed. In August 2022, you will receive a request to submit an additional form with the names of your two on-site representatives.

STEP 2: SELECT YOUR RATES

- $3,000 Member Rate
- $5,000 Nonmember Rate postmarked on or before OCTOBER 14
- $6,000 Nonmember Rate—Late postmarked after October 14 but before November 9

STEP 3: INDICATE YOUR EXHIBIT SPACE PREFERENCES

Please list any categories of exhibitors you do not wish to be near:

STEP 4: SELECT YOUR PAYMENT METHOD

- Check, payable to Council of Graduate Schools
- MasterCard®
- Visa®
- Discover®
- AmEx®

STEP 5: SUBMIT YOUR REGISTRATION

Questions?
Please contact
Adrienne Vincent,
at 202-461-3868 or
avincent@cgs.nche.edu.

This application reserves exhibit space for your company at the Council of Graduate Schools’ 62nd Annual Meeting. Exhibit space is guaranteed once payment has been received. All payments are subject to the CGS refund policy.

Check, payable to Council of Graduate Schools
MasterCard®, Visa®, Discover®, AmEx®

Mail: Mail completed registration form and payment to:
Adrienne Vincent
One Dupont Circle, NW
Suite 230
Washington, DC 20036

Email: Send scanned form and credit card payment information to:
avincent@cgs.nche.edu

Fax: Fax completed form and credit card payment information to:
202-296-9194
Save the Date

2023 Annual Meeting

December 6-9, 2023
Washington, DC