Participate in Achieving the Dream’s DREAM 2022 Annual Convening
FEBRUARY 14–17, 2022

Advancing Student Success:
Connect with more than 2,300 college presidents, faculty, staff, and policy makers through sponsorships and advertisements.
18th Annual Convening: February 14–17, 2022

ATD has been bringing together community college leaders, content experts, policy makers, and practitioners from more than 300 colleges and organizations in its annual convening designed for interactive learning and networking for 17 years.

At the 18th annual DREAM convening, participants will exchange ideas with colleagues about evidence-based reform strategies that transform higher education and impact student success. ATD’s immersive virtual experience provides inspirational interactive learning and key insights from higher education experts, thought leaders, and peers.

The convening will include plenary sessions with critically acclaimed artists, scholars, educators, and activists; breakout sessions with higher education thought leaders; and virtual exhibitions.
Five Core Themes

Building stronger pipelines to and through postsecondary education

Adopting a holistic, equity-focused approach to community vitality

Eliminating systemic barriers to student success

Fostering a sense of belonging through teaching and learning excellence

Leveraging data and analytics for institutional and community well-being
2022 Geographic Representation

Achieving the Dream’s Annual Conference draws attendees from 48 states, the District of Columbia, New Zealand, and South Africa.
DREAM 2021 Reviews

DREAM 2021 virtual attendees were highly satisfied with the event:

- **97 PERCENT** agree that DREAM emphasized student-centered culture
- **83 PERCENT** rated the plenary sessions very useful
- **8.8 OUT OF 10** attendees were likely to recommend DREAM to others.

"DREAM is one of the best conferences that I have ever attended. I love the chats while the presenter is presenting. I have learned so much from this conference. Listening to other colleges discuss their trials and triumphs was awesome. This was such an amazing conference and I look forward to attending next year."

"Thank you for this valuable experience. Excellent job on moving to a virtual platform and still making it engaging, interactive, and providing for networking."

"I found the convening extremely emotional and made me consider things I either did not know or was never introduced to in my life. I was sad when it ended."
Sponsorship Packages

**PLATINUM SPONSOR $25,000 (SOLD OUT)**
- Five (5) DREAM 2022 registrations plus 30% discount on additional registrations
- Name recognition & logo on Opening Plenary
- Name recognition & logo as sponsor of one (2 hour) DREAM Studios
- Name recognition & logo as platinum sponsor on one (1) 60-minute Spotlight Sessions
- Name recognition & logo as platinum sponsor on welcome networking activity with a two-minute speaking role
- Exclusive 30-minute collaborative presentation with ATD Staff and community college partner
- One (1) booth in virtual expo for the duration of the event
- Access to attendee list pre and post event (mailing addresses only)

**Brand Recognition via:**
- Article published in the DREAM or ATD resource center
- Article published on the DREAM event platform
- Native ad in Inside Education Weekly Newsletter
- Hyperlinked sponsor logo displayed prominently on DREAM registration website
- Hyperlinked sponsor logo displayed prominently in sponsor section of DREAM event platform
- Sponsor recognition as Title Sponsor throughout event
- Social media with your company logo
- Inclusion in official press-release regarding conference communications
- Inclusion in DREAM pre-conference newsletter
- Logo inclusion in DREAM “Know Before You Go” eblast
- Thank you sponsor recognition in the DREAM Daily newsletter

**GOLD SPONSOR $15,000 (Three sponsorships available at this level)**
- Three (3) DREAM 2022 registrations plus 25% discount on additional registrations
- Exclusive name recognition as sponsor of a Plenary session (closing offered on a first-come basis)
- Name and logo recognition as sponsor of one (2 hour) DREAM Studios
- Name and logo recognition on one (1) 60-minute Spotlight Session
- Sponsor one (1) 30-minute Innovative Collaborative Session with community college
- Name and logo recognition on one (1) break
- Access to attendee list pre and post DREAM 2022

**Brand Recognition via:**
- Hyperlinked sponsor logo displayed prominently on DREAM registration website
- Hyperlinked sponsor logo displayed prominently in sponsor section of DREAM event platform
- Social media with your company logo
- Logo inclusion in DREAM pre-conference sessions
- Logo inclusion in DREAM “Know Before You Go” eblast
- Thank you sponsor recognition in in DREAM Daily newsletter
Sponsorship Packages

**SILVER SPONSOR $10,000 (Five sponsorships available at this level)**
- Three (3) DREAM 2022 registrations plus 20% discount on additional registrations
- Name and logo recognition on one (1) 60-minute Concurrent session
- One (1) 30-minute Innovative Collaborative Session with an ATD community college member
- One (1) expo booth in virtual exhibit hall for the duration of the event
- Access to attendee list pre and post DREAM 2022

**Brand Recognition via:**
- Hyperlinked sponsor logo displayed prominently on DREAM registration website
- Hyperlinked sponsor logo displayed prominently in sponsor section of DREAM event platform
- Social media with your company logo
- Inclusion in DREAM pre-conference newsletter
- Logo Inclusion in DREAM “Know Before You Go” eblast
- Thank you sponsor recognition in the DREAM Daily newsletter

**BRONZE SPONSOR $7,500 (Six sponsorships available at this level)**
- Two (2) DREAM 2022 registrations plus 15% discount on additional registrations
- Exclusive name recognition and logo as sponsor of one (1) 30-minute Lightning Learning session
- One (1) 30-minute Innovative Collaborative Session with an ATD community college member
- One (1) expo booth in virtual exhibit hall for the duration of the event
- Access to attendee list post DREAM 2022

**Brand Recognition via:**
- Hyperlinked sponsor logo displayed prominently on DREAM registration website
- Hyperlinked sponsor logo displayed prominently in sponsor section of DREAM event platform
- Social media with your company logo
- Inclusion in DREAM pre-conference newsletter
- Thank you sponsor recognition in the DREAM Daily newsletter
Sponsorship Packages

**SUPPORTER SPONSOR $5,000 (Eight sponsorships available)**
- Two (2) DREAM 2022 registrations plus 15% discount on additional registrations
- One (1) 30-minute Innovative Collaborative Session with an ATD community college member
- One (1) expo booth in virtual exhibit hall for the duration of the event
- Access to attendee list post DREAM 2022

**Brand Recognition via:**
- Hyperlinked sponsor logo displayed prominently on DREAM registration website
- Hyperlinked sponsor logo displayed prominently in sponsor section of DREAM event platform
- Social media with your company logo
- Inclusion in DREAM pre-conference newsletter
- Thank you sponsor recognition in the DREAM Daily newsletter

**EXHIBITOR SPONSOR $2,500 (Multiple opportunities available)**
- One (1) DREAM registration
- One (1) expo booth in virtual exhibit hall for the duration of the event
- Access to attendee list post DREAM 2022

**Brand Recognition on:**
- Hyperlinked sponsor logo displayed prominently on registration website
- Inclusion in DREAM pre-conference newsletter
- Thank you sponsor recognition in the DREAM Daily newsletter

**Additional Opportunities (Available on a First Come Basis)**
- Leah Meyer Austin Award Donor — $25,000 (2 available)
- Sponsor the DREAM Scholars — $1,200 each (8 scholarships)
- Sponsor the DREAM Scholar Books and Technology Kit — $15,000
- Exclusive sponsor of the post-event survey email — $5,000
- Online registration sponsor-$2,500 (includes a custom video message from sponsor)
- Sponsor a break or networking activity featuring your company’s logo — $1,000
- Sponsor a DREAM Lab — $1,000
- Networking Activity Prize Sponsor — $500 (4 Available)

For more information about sponsorship options please contact:
Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805
Virtual Sponsor Booth
Layout & Capabilities

1. Brand Recognition
2. Virtual Tradeshow Capabilities
3. Upload Videos, Photos and Files
4. Future Sessions and Showcases
Virtual Sponsor Booth Layout

Helping Every Student Find Their Path to Success.
Starfish's holistic student success platform keeps students on track and connected with advisors, faculty, and staff, on or off campus.

CHAT WITH US TO LEARN HOW STARFISH CAN HELP

Starfish by Hobsons

Sponsorship Level

Description

Starfish by Hobsons

For over a decade, the Starfish student success platform has helped higher education institutions drive student success through powerful products and services for student engagement, advising, analytics, workflow management, and academic and career planning.

Starfish is proud to partner with dozens of AUI Network institutions and hundreds of colleges and universities to help them achieve 2x increases in retention rate compared to peers, exceed graduation rate goals, and set the standard for student success in higher education.

To submit contact information for post-event follow up email: starfish@hobsons.com

Links

https://twitter.com/starfish_by_hobsons
https://www.facebook.com/StarfishUS
https://www.linkedin.com/showcase/starfish-by-hobsons/
https://www.youtube.com/channel/UCTPwReb5GZjyKHzBC2q5IQ/videos

Meet Our Team

Click on any of our team’s profiles to start a one-on-one conversation.

Kelly Casperson
Student Engineer

Colin Lassiter
Account Executive

Elizabeth Perry
Account Executive

Jackie Roth
Starfish Account Manager

Tina Sasso
Events Manager

Donna Troeger
Product Marketing Manager

Andrew Wheeler
Senior Director of Marketing

Which of these is your most pressing student success priority?

1. Brand Recognition
2. Description
3. Links
4. Team Roster
**DREAM Studios**

**Tuesday, February 16, 11:00 a.m. – 1:00 p.m.**

**DREAM Studios** are two-hour workshops where experts dive into effective practices to support your work and advance the field. Presentations focus attention on critical elements for advancing student success.

**Tapping the Power of Open Pedagogy and Digital Tools to Create a Sense of Belonging and Increase Academic Success**

Join this DREAM Studio for a hands-on exploration of how to use open pedagogy and digital tools to advance equity in student learning. Using ATD’s new Culturally Relevant Teaching with OER Faculty Resource Guide as a framework, session attendees will learn how the flexibility of openly licensed content, paired with culturally responsive and other equity-focused teaching practices, can be used to create a sense of belonging and deliver powerful, student-centered learning experiences, whether in the classroom or online.

The Culturally Relevant Teaching with OER Faculty Resource Guide showcases tools, classroom strategies, examples from the field, and curated resources that provide an alternative to the traditional white and Euro-centric learning content found in most academic textbooks. Using course content that can be freely revised and remixed to reflect the interests, ethnicities, and cultural backgrounds of all students can be a powerful way to deepen learners’ engagement with and connection to their learning. This session is ideal for faculty, faculty developers, instructional designers, library staff, and other college staff interested in learning how to design and deliver equitable and innovative instruction.

**Driving Anti-racism, Equity, and Economic Mobility – and Measuring our Success**

As institutions of learning, credentialing and economic mobility for a student population that is 50% ethnically and racially minoritized, community colleges play an essential role in catalyzing equitable and economically vibrant communities. However, for this to be achieved, institutions must commit to a thoughtful process of direct influence that starts with seeing and understanding local communities in new ways, improving educational access and affordability for historically marginalized populations, and tracking the right institutional and community metrics to ensure progress and success.

Learning from several large-scale community collaboratives and drawing from a new ATD data guide, participants will explore a) institutional measures of access, affordability, and student progression for tracking timely completion and upward mobility and b) vibrancy metrics that can help colleges and their partners measure impact in their community over time. Several resources for understanding the latest workforce trends and creating urgency for new partnerships among employers, colleges, and community leaders will be shared as well ATD’s new data guide.

**Reimagining Access Strategies that Stabilize Enrollments and Provide a Pipeline Through Higher Education for Minoritized and Underserved Populations**

Colleges that are serious about finding and serving the students who need us the most are thinking holistically and broadly about equitable access – as much more than just opening doors. As a first step they are examining their data and seeking new sources of information to better understand who is coming to college and who is not, as well as who is being well-served by the college and who is not. By embracing this new access agenda, they are building a new pipeline for the talent that is being lost in our communities while also paving the way to sustainability for colleges and the long-term recovery in the neighborhoods that need it the most. Drawing from examples in the field, participants will explore ways to identify, recruit, and serve overlooked and underserved students, reclaim others lost during Covid, and consider the restructuring of college policies and practices necessary to support their attainment of credentials.

**Identifying and Dismantling Systemic Barriers to Success for Student Parents**

Student parents are most often adult learners and minoritized. Investing in the postsecondary success of the one in four community college students who are parents is one of the most effective strategies for accelerating families’ economic and social mobility and addressing longstanding societal inequalities. Yet, our colleges are not typically designed to support the success of these students and the many intersecting identities they hold. Helping student parents navigate the college experience requires institutions to look closely at their structures, policies, and processes that impact this population of students.

In this session ATD will showcase a new process that can be used with institutions to realize strengths and areas of opportunity in their efforts to support student parent success. Participants will engage with colleagues from an exemplar institution that has designed supports for student parents, explore strategies that can be implemented to meet the needs of student parents, and leave with actionable steps that are tailored to their institution and student parent population.
# DREAM 2022 AT-A-GLANCE

<table>
<thead>
<tr>
<th>Monday, February 14</th>
<th>Tuesday, February 15</th>
<th>Wednesday, February 16</th>
<th>Thursday, February 17</th>
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<tbody>
<tr>
<td>11:00 a.m. - 12:00 p.m.</td>
<td>DREAM Studios (11:00 am-1:00 pm ET)</td>
<td>Plenary Session (12:00 pm-1:15 pm ET)</td>
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<td>12:00 p.m. - 1:00 p.m.</td>
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<td>Sponsors Innovative Collaboration Sessions (1:15 pm-1:45 pm ET)</td>
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<td>1:00 p.m. - 2:00 p.m.</td>
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<tr>
<td>2:00 p.m. - 3:00 p.m.</td>
<td>Opening Plenary and LMA Award (1:30 pm-3:00 pm ET)</td>
<td>Concurrent Sessions (1:30 pm-2:30 pm ET)</td>
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<td>3:00 p.m. - 4:00 p.m.</td>
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<td>Lightning Learning (3:00-3:30 pm ET)</td>
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<td>4:00 p.m. - 5:00 p.m.</td>
<td>Welcome Networking Activity (4:15-4:45 pm ET)</td>
<td>Lightning Learning (3:30-4:00 pm ET)</td>
<td>DREAM Labs (4:15-5:00 pm ET)</td>
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Special Meetings by invitation only.
Since 2004, Achieving the Dream has helped hundreds of colleges and millions of students achieve their goals of success. Informed by research and more than 15 years of practice with institutions of varying demographics, sizes, and contexts, ATD has helped them:

- Enable institution-wide systems and culture change
- Envision the ideal student experience
- Prioritize the barriers to student success
- Share evidence-based strategies for change
- Anticipate necessary changes in college structures and processes
- Plan how to engage stakeholders in making the case for change
- Beta-test strategies for improvement
- Track implementation progress and impact of change initiatives