



The Council of  
Independent Colleges

## **2020-2021 GUIDE TO INSTITUTE SPONSORS**

Services and Areas of Expertise Offered by Sponsors of  
CIC's Annual Institutes: A Resource for Campus Leaders

# CIC Guide to Institute Sponsors

The Council of Independent Colleges is grateful for the support provided by the sponsors of the 2020 Institute for Chief Academic Officers and Academic Team Members and the 2021 Presidents Institute. CIC knows the value and importance of partnerships between our member institutions and our sponsors. Sponsoring firms for CIC events provide industry-leading expertise in all aspects of institutional management. The Guide to Institute Sponsors is designed to inform our members of the ways the products and services of sponsoring firms can assist the work of independent colleges and universities. Please share this guide with other administrators on your campus who may be interested. For more information, please contact Alana K. Cassidy, CIC director of sponsorships, by phone at (202) 552-8977 or by email at [acassidy@cic.nche.edu](mailto:acassidy@cic.nche.edu).

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# Advancement Services

DEVELOPMENT • FUNDRAISING • GOVERNMENT RELATIONS



**Gonser Gerber LLP** understands that each university or college is unique. The firm takes time to get to know the president and other institutional leaders to understand each institution's particular opportunities and challenges. Gonser Gerber is based on forming individually crafted relationships. Founded in 1950, Gonser Gerber is the nation's first advancement consulting firm serving higher education institutions. The firm's services have provided more than 1,000 clients with innovative solutions, improved philanthropic performance, and campaign goals achieved.



**Johnson, Grossnickle and Associates (JGA)** takes an authentic approach to providing strategic and philanthropic consulting services to private colleges and universities. The firm's 25 years of experience is where their authentic approach first becomes apparent. JGA experts have been senior advancement officers, leaders of institutions, and philanthropic consultants. While their breadth and depth of experience allows them to serve as thought leaders, JGA also openly shares their experience and expertise with colleges and universities.



**McAllister & Quinn** is a higher education consulting firm that specializes in working with small colleges to secure federal grant funding. The firm is regarded as one of the most effective federal grant and faculty development firms for small colleges and universities. McAllister & Quinn currently represents more than 50 small and mid-sized colleges and universities and has generated hundreds of millions of dollars for scholarships, academic programs, research, and student support services.



**Westfall Gold** serves higher education institutions with advancement consulting in the area of major gifts. Westfall Gold's premier offering is a proprietary weekend major donor experience that has proven to: deepen relationships with current givers resulting in major uplift in their financial partnership; significantly increase reactivation of previous donors; and be an effective tool in the conversion of prospective partners. Westfall Gold has been serving higher education clients since its beginning and has made a deep commitment to the needs of campus leaders. The firm has seen nearly \$1.1 billion raised for its clients through these weekend experiences.

*Sponsors listed in other categories of the Guide who also offer services in this area include:*

[EAB](#), [Goff Public](#), [Jenzabar](#), and [RNL](#).

# Campus Services and Resources

FOOD SERVICE • FACILITIES PLANNING AND MANAGEMENT •  
ARCHITECTURE AND DESIGN • ENGINEERING • REAL ESTATE



**Aramark** partners with over 600 higher education institutions, delivering innovative dining and facility management solutions to create safe, sustainable, healthy, and dynamic campuses that attract and engage students. The company's complete array of dining services includes master planning; culinary development; venue design; catering; concessions; and residential, full-service, and express-dining concepts. Aramark's expertise in facilities services covers maintenance, custodial, grounds, energy, and engineering solutions; capital project management; and building commissioning.

**Derck & Edson, LLC's** commitment to higher education is demonstrated through the firm's numerous planning, enhancement, and athletics projects on campuses throughout the United States. The firm's expertise is demonstrated by the lasting, positive impressions that its work leaves on college and university campuses. Since 1940, the company has been transforming campuses through planning, design, and implementation services that meet the needs of colleges and universities, including feasibility studies, master planning, athletic facilities design, implementation services, engineering, geographic information system services, architectural services, site design, circulation solutions, construction observation, inventory and analysis, and identity enhancement.

## BHDP

**BHDP** designs intelligent and innovative places of learning and discovery that inspire thinkers and leaders. BHDP is proud to be the presenting sponsor of The Board Education Series™. This new series offers university presidents and their boards exceptional thought leadership from prominent subject matter experts in all aspects of higher education. This specialized content will assist presidents as they seek to lead their trustees on essential issues tailored to their unique circumstances. The Board Education Series is offered at no cost to strengthen institutional leaders as they seek to achieve economic equilibrium, market differentiation, and institutional prosperity.



**GMB Architecture + Engineering (GMB)** is composed of trained planners, designers, and engineers who partner with higher education institutions to foster continual learning, student engagement, and success beyond the college years in every building type. GMB is driven by the idea that continual learning provides transformational opportunities, and higher educational ecosystems are an incredible example of that philosophy.

## CAMPUS SERVICES AND RESOURCES (CONT.)

### HASTINGS+CHIVETTA

**Hastings+Chivetta Architects, Inc.** is an architectural firm dedicated to shaping campus life. At colleges and universities across the country, it plans and designs places that influence how people live on campus. Over 80 percent of the firm's projects are on a repeat or referral basis for higher education clients throughout the nation. For a half-century, the dedicated staff has participated in the master planning, design, and construction of every campus project type from science to athletics. From this experience they have gained a deep understanding of what campus leaders require to deliver projects that instill pride in past and future graduates. Hastings+Chivetta is committed to planning and designing facilities that meet each client's unique requirements. The firm is recognized as a steward of sustainable design that supports its clients' missions. Hastings+Chivetta is proud to have worked with over 70 CIC institutions in its 60-year history.



**Metz Culinary Management** has been an innovative leader in the hospitality industry since 1994. The company's experience with thousands of guests per week enables Metz to bring restaurant-quality cuisine and service to its food service operations in the educational setting. The company's menus offer fresh, nutritious, enticing options tailored to students, staff, and guests. Metz sources the best local foods and ingredients each season and offers an abundance of vegetarian, vegan, heart-healthy, and lower-fat choices thanks to the company's commitment to nutrition. Cage-free eggs, fair-trade coffee, and antibiotic-free chicken are just the beginning of the company's sustainability efforts.



**National Management Resources Corporation**, founded in 1978, provides services exclusively to private institutions of higher learning. Services include physical plant maintenance and repair; custodial and landscape; event planning and setups; security; and construction management. National tailors its services to meet the needs and goals of the clients the company serves. With National, an institution can rest assured that its facilities look their best for recruitment, retention, and advancement. National helps make colleges and universities look picture perfect for every occasion.



**Sodexo**, a leader in quality of life services, enhances the student experience on campus. By focusing on services that improve quality of life, the firm positively influences its partners' ability to attract, engage, and retain students. From dining programs that meet the preferences and lifestyles of today's student to purpose-built environments designed to promote the mission of the institution, Sodexo's commitment to improving quality of life spans the entire campus experience.

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*Sponsors listed in other categories of the Guide who also offer services in this area include:*

[Credo.](#)

# Consulting and Legal Services

COMPLIANCE • HUMAN RESOURCES • LEGAL ISSUES • POLICY



**AGB Consulting** is a higher education consulting practice that strengthens institution and foundation governing boards through proven solutions in governance, strategy, and transformation challenges and opportunities. AGB Consulting focuses exclusively on higher education governance and brings 100 years of directly related experience to each engagement. Their unique perspective enables AGB Consulting to develop solutions focused on achieving outcomes that strengthen the institution or foundation and support implementation.



**RAYMOND D. COTTON  
AND ASSOCIATES**

**Raymond D. Cotton and Associates**, attorneys at law, is a small law firm and consultancy located in Washington, DC, and dedicated solely to higher education. The firm represents presidents, boards of trustees, and other top-level executives at colleges and universities on matters such as employment contracts, executive compensation, performance evaluation, and intermediate sanctions. They also conduct compensation studies of presidents. The firm's primary partner is Raymond D. Cotton, who has represented over 400 colleges, universities, and presidents.



**BLUE MOON  
CONSULTING  
GROUP**

**Blue Moon Consulting Group** is a boutique consulting firm that offers insight, counsel, and experience to help clients effectively manage real-time response to significant issues and crisis events. The firm also helps organizations mitigate issues and avoid crises altogether through the development of a proactive strategy and by conducting training, exercises, and leadership sessions.



**Stephoe & Johnson PLLC** is a U.S. law firm with core strengths in business, energy, labor and employment, litigation, and transactional law. Higher Education Team attorneys have held leadership positions at colleges and universities, serve as members of governing boards, and regularly counsel higher education institutions on compliance issues as well as complex Title IX guidelines. Steptoe & Johnson understands the challenges facing these institutions and crafts pragmatic solutions to help achieve their long-term goals.



**CASAGRANDE  
CONSULTING**

*"Aligning performance with mission"*

[www.CasagrandeConsultingLLC.com](http://www.CasagrandeConsultingLLC.com)

**Casagrande Consulting, LLC** is a boutique firm focused on providing insight on board, leadership, and compensation effectiveness to institutions of higher education. Since its launch in 2009, the firm has served more than 100 institutions, including many CIC members.

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[Capital Education](#), [Gray Associates](#), [Goff Public](#), and [Stevens Strategy, LLC](#).

# Enrollment Management

ADMISSIONS • FINANCIAL AID • RETENTION • CONSORTIA



**Acadeum** powers the CIC Online Course Sharing Consortium, which supports more than 230 CIC member institutions that share online courses to improve revenue, retention, and recruitment. Through Acadeum Course Share™, institutions expand their capacity to improve student progress around time to completion, improve retention for at-risk students, replace low-enrolled sections to operate more efficiently, develop new specializations to recruit more students, and address many other student or scheduling challenges on their campus.



**Ardeo Education Solutions** helps colleges and universities improve access to life-changing higher education by removing the fear of debt. The firm's loan repayment assistance programs (LRAPs) provide a powerful promise to prospective students: If income after graduation is modest, the program will help repay federal student, parent PLUS, and private alternative loans.



**Capture Higher Ed** is a leading innovator of marketing platforms and services for enrollment management and university advancement. Capture's Behavioral Intelligence Platform offers solutions throughout the student decision journey: engage, apply, aid, and enroll. With industry-leading marketing automation, fully managed services, and AI-powered predictive modeling—all built specifically for

higher education—Capture gives universities the control needed to target interested students in relevant ways that increase engagement, drive admissions, and improve retention. Founded in 2011, Capture has served hundreds of higher education institutions and programs across the country while being recognized by Inc. 5000 as a fastest-growing U.S. company.



**EAB's** mission is to make education smarter and communities stronger. The firm harnesses the collective power of more than 1,700 schools, colleges, and universities to uncover and apply proven practices and transformative insights. From kindergarten to college and beyond, EAB partners with education leaders, practitioners, and staff to accelerate progress and drive results across three key areas: enrollment management, student success, and institutional strategy.

## FARRELL DAY

**Farrell Day** empowers college and university leaders to make data-informed decisions that enhance and sustain mission. The firm believes institutional success is driven by transparency of data—both across departments on campus and across the higher education marketplace. The firm's services are centered on real-time student record-level data that illuminate strategic opportunities and highlight areas for improvement. Farrell Day's experienced team members analyze and contextualize data, enabling partners to change the trajectory of their institutions.

## ENROLLMENT MANAGEMENT (CONT.)



**Nearpeer** improves enrollment, student engagement, wellness, and inclusion. The firm's Peer Engagement Platform connects students academically and socially with their peers in a private, virtual community that is focused on authentic, 1:1 peer connections between students. Nearpeer's unique approach serves all students, with special focus on introverted and less confident students who are at higher risk of loneliness and isolation. They also have demonstrated outsized impact with underrepresented populations' sense of belonging. Nearpeer's impact on their partners' enrollment yield, melt, and persistence delivers over \$1 million per year in higher tuition revenue.



**The Dysart Group** is a higher education consulting firm that specializes in admissions, financial aid, and retention. John Dysart has provided consultation services to more than 200 colleges and universities and has a special talent for integrating enrollment management plans with net revenue objectives and strategic planning. The Dysart Group is experienced in working with private institutions, state universities, community colleges, and a variety of special mission institutions including religiously-affiliated colleges, historically Black colleges and universities, single-sex schools, and the first historically Hispanic university in the country.



**Ruffalo Noel Levitz (RNL)** is a leading provider of higher education enrollment, student success, and fundraising solutions. The firm serves more than 1,900 colleges and universities through data-driven solutions focused on the entire lifecycle of enrollment and fundraising, ensuring that students find the right program, graduate on time, secure their first job in their chosen field, and give back to support the next generation. With a deep knowledge of the industry, RNL provides institutions with the ability to scale their efforts by tapping into a community of support and resources.



**Two Ocean Education Partners** supports colleges and universities in building meaningful relationships with prospective students and families to help fulfill their missions. The firm's approach is grounded in data and leverages adaptive strategies that evolve as a class develops over time. With a combination of Fortune 500 and higher education marketing strategies, Two Ocean places students at the center of the experience to help them on their journey to college.

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*Sponsors listed in other categories of the Guide who also offer services in this area include*

[Capital Education](#), [Credo](#), [Ellucian](#), [Jenzabar](#), [Presence](#), [Stevens Strategy, LLC](#), [Synergis Education](#), and [Wiley Education Services](#).



# Executive Services

EXECUTIVE SEARCH • CONTACTS • INTERIM APPOINTMENTS



**Academic Search** is an executive search firm dedicated to serving higher education institutions and related organizations and is the only search firm in the nation with a formal relationship to a premier leadership development program. As the subsidiary of the American Academic Leadership Institute (AALI), Academic Search provides substantial financial support to a number of signature CIC leadership programs, including the Executive Leadership Academy and Senior Leadership Academy, through grants by AALI.



**Hyatt-Fennell, Executive Search** is a highly successful national and international executive search firm. The firm includes a strong support staff and excellent senior consultants who are rich in higher education and recruitment experience. Hyatt-Fennell is well-known and respected for placing top executives with private colleges and universities. Through a partnership with its clients, Hyatt-Fennell enhances and streamlines the search process and provides a commitment to finding the perfect person for each position. Hyatt-Fennell brings over 60 years of experience to the process of client-centered service.



**Lindauer** is proud to be one of the world's leading retained executive search firms focused on nonprofits, ranked in Hunt Scanlon's 2020 list of the top 50 executive search firms in the United States. Since its founding more than 20 years ago, Lindauer has grown into a global firm serving education, health, arts, policy, foundation, and charity organizations across the United States and on four continents. Long known as a fierce advocate for diversity and inclusion, Lindauer remains a trusted partner, convener, leader, and driver of equity, inclusion, and anti-racism across the nonprofit sector. Fortunate to partner with the world's leading institutions, the firm offers a wide range of talent management, leadership, and search services.

## Pearl Meyer

**Pearl Meyer** advises boards and senior management on the alignment of executive compensation with business and leadership strategy, making pay programs a powerful catalyst for value creation and competitive advantage. Pearl Meyer's global clients range from emerging high-growth, not-for-profit, and private companies to the Fortune 500 and FTSE 350. The firm has offices in Atlanta, Baltimore, Boston, Charlotte, Chicago, Houston, London, Los Angeles, New York, Raleigh, and San Jose.

## EXECUTIVE SERVICES (CONT.)

### **RH PERRY & ASSOCIATES** SEARCH COUNSEL TO HIGHER EDUCATION

**RH Perry & Associates** partners with institutions of higher education and other mission-driven organizations to identify outstanding leaders. Established in 1974, RH Perry's senior consultants bring both executive-level higher education experience and search expertise to every assignment. RH Perry is committed to: 1) respecting and embracing the unique perspectives and talents of their clients, their candidates, and their team; 2) acting with integrity through honest and informed counsel; 3) promoting transparency by proactively communicating critical information and clearly articulating their best practices; 4) maintaining appropriate confidentiality throughout the search process; and 5) treating others with respect and honoring diverse life and work styles.



**Spelman Johnson** is an executive search firm recognized for its work in identifying and recruiting outstanding leaders in education, advocacy associations, and social impact organizations since 1991. Spelman Johnson's success is strengthened by the firm's deep and diverse relationships and its investment in the development of a leadership pipeline.



**The Registry** is the nation's leading firm in the interim executive space. It is the only membership-based interim placement firm, which provides a business model that preempts the need for expensive, time-consuming, and potentially disruptive open-market interim searches. Over the last quarter-century, the Registry has defined and institutionalized "best practices" for the engagement of interim executives. Now with over 1,000 members, the Registry can immediately generate interim candidate pools for presidents/chancellors, all cabinet positions, and deans. Most importantly, the Registry provides the very best interim talent, and its members continue to achieve the very best results for their college and university clients.

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[Gonser Gerber LLP.](#)

# Financial Management

FINANCIAL ANALYSIS • ENDOWMENT MANAGEMENT •  
INVESTMENTS • INSURANCE • RETIREMENT PLANNING



Asset Strategy Consultants (ASC) has been providing independent investment consulting services to endowments, foundations, retirement plans, operating reserves, and private wealth for 29 years. With a long history of supporting educational clients, ASC can service endowment portfolios as well as 403(b) plans for higher-ed. ASC's thoughtful approach to investing helps manage risk and responsibility for institutions while achieving their individual investment needs and spending goals. Whether it be traditional consulting or an outsourced CIO model, ASC provides fiduciary oversight, education, and governance. In addition, growing 403(b) plans and offering financial wellness is how the firm helps college and university employees.



BKD CPAs & Advisors helps higher education institutions nationwide maintain financial stability, manage risks, and stay compliant with accounting standards and changing tax laws. By partnering with BKD CPAs & Advisors, colleges and universities can take advantage of opportunities, meet student needs, and prepare for what's next. The firm's knowledgeable advisors work with colleges and universities of all shapes and sizes, offering audit, tax, and consulting services, including contribution margin and program economics analyses.



EIIA is a nonprofit member-driven consortium that is committed to protecting the promise of private faith-inspired institutions of higher education through the delivery of innovative insurance and risk management solutions. EIIA integrates the collective wisdom of its members with industry expertise to achieve a dynamic partnership that generates extraordinary results for property and casualty, employee benefits, and student programs. EIIA serves over 150 private faith-inspired institutions united around shared goals, values, risks, and vision.



TIAA is a leading provider of financial services in the academic, research, medical, cultural, and government fields. TIAA has \$1.2 trillion in assets under management (as of Q3/20) and offers a wide range of strategies, including investing, banking, advice and education, and retirement services.

## FINANCIAL MANAGEMENT (CONT.)



**Ziegler** provides its higher education clients with private placement structuring, capital raising, public-private partnership structuring, strategic advisory services, equity and fixed-income sales, and trading for both rated and non-rated bond issues. The higher education practice complements Ziegler's other business lines in the health care, senior living, and education sectors, allowing the practice to leverage its unique expertise in complex credit structures and financial advisory services. Through the practice, independent colleges and universities can learn what their competitors are doing, keep abreast of market trends, and take advantage of new financing opportunities.

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[Gray Associates](#), [Jenzabar](#), and [Stevens Strategy, LLC](#).

# Information Resources

DATA MANAGEMENT • COMPUTING • TELECOMMUNICATIONS • SOFTWARE • TECHNOLOGY



**Ad Astra** helps institutions graduate more students faster. Partnering with more than 500 colleges, universities, and systems nationwide, Ad Astra helps improve stewardship of instructional resources, streamline student access to courses, and accelerate student completions. Ad Astra's data-informed software and informative consulting services lead the industry in higher education scheduling software solutions.



**Ellucian** is the market leader charting the digital future of higher education with a portfolio of cloud-ready technology solutions and services. Serving more than 2,700 customers in over 50 countries, reaching over 20 million students, Ellucian delivers student information systems (SIS), finance and human resources, financial aid, integration, analytics, recruiting, retention, and advancement software solutions. Ellucian also supports the higher education community with a range of professional services that includes application software implementation, management consulting, and grants services.



**Anthology** has been formed by Campus Labs, Campus Management, and iModules to help higher education advance and thrive. Through a connected data experience that offers a holistic view, creates efficiencies, and provides intelligence, Anthology inspires constituents to reach their full potential using technology insights.



**Gray Associates** is a data analytics, software, and strategy consulting firm focused on higher education. The firm helps colleges and universities develop data-informed academic program strategies that maximize outcomes for students, institutions, and their constituencies. Gray has developed industry-leading databases on market demand for academic programs, a software platform to calculate and track program economics, and a program planning tool to model the impact of academic program decisions on an institution's future. The firm combines data on program markets and economics with an institutional self-evaluation of mission and academic performance in an integrated approach to program assessment.

## INFORMATION RESOURCES (CONT.)



**Jenzabar** is a leader in delivering modern enterprise resource planning (ERP), student information systems (SIS), and data analytics solutions to higher education institutions around the world. Created out of a passion for education and driven by a vision of technology innovation, Jenzabar's comprehensive suite of cloud-based solutions and services gives institutions the state-of-the-art functionality required to address the needs and expectations of today's modern, digital-savvy students. With over 30 years of experience, Jenzabar supports more than 1,300 campuses worldwide with intuitive and powerful offerings that enable long-term success for both institutions and their students.

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*[Capital Education](#), [EAB](#), [Farrell Day](#), [Nearpeer](#), [Presence](#), and [Wiley Education Services](#).*

# Learning Resources

PROGRAMS • FACULTY DEVELOPMENT • ONLINE LEARNING • ASSESSMENT



**Capital Education (CapEd)** is a full-service provider of online and post-traditional learning solutions to colleges and universities. The firm's collective experience and diversity of partnerships have led to a deep understanding of both institutions of higher education and the learners that engage with them. This expertise comes alive in partnerships where CapEd endeavors to align partners' programs and missions to create highly engaged student experiences. The firm's solutions-focused relationships are custom built to support the broadest strategic intents of its partners, allowing for packages that range from comprehensive revenue-share to fee-for-service engagements.



**Strada Education Network** leverages a unique combination of research, philanthropy, policymaker engagement, investments, and solutions to help people connect their education to meaningful careers. Building an education-to-employment system that supports all Americans won't be an easy task, but for millions of people working toward purpose-filled, prosperous lives, it's an essential one. Through strategic philanthropy, engagement with policymakers, investments, and solutions and services—all informed by the latest research—Strada can create large-scale change.



**Presence**, a student learning and development platform, amplifies the story of a campus's unique value. The experiences students engage in, their progress along learning pathways, and the employable skills they earn throughout their involvement are all on display in this solution set. Strong customer support guides partners through innovative co-curriculum design and retention strategy, leading to more engaged, better retained, and better prepared graduates able to articulate the value of their campus experience. With the landscape of the industry rapidly changing, Presence leverages the student experience to facilitate an institution's confident and courageous decision-making.



**Synergis Education** works with colleges and universities to develop, launch, and expand niche degree programs in face-to-face, online, and blended program formats. With a special focus on in-demand programs in nursing and education, Synergis assists institutions by providing expertise and resources devoted to marketing, recruitment, retention, instructional design, and data integration. The firm's approach is to enable institutional partners to extend their reach by creating high-demand programs with environments and services that attract prospective students. Since 2011, Synergis has built and supported over 60 degree programs on behalf of its diverse institutional partners and has enrolled more than 12,000 students.

## LEARNING RESOURCES (CONT.)

# WILEY

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EDUCATION SERVICES

**Wiley Education Services**, a division of Wiley, is a leading, global provider of technology-enabled education solutions to meet the evolving needs of universities, corporations, and, ultimately, learners. Wiley Education Services partners with more than 60 institutions across the U.S., Europe, and Australia, and supports over 800 degree programs. The firm's best-in-class services and market insights are driven by a deep commitment and expertise proven to elevate enrollment, retention, and completion rates.

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[Credo](#), [Nearpeer](#), and [Stevens Strategy, LLC](#).



# Strategic Planning and Communications

BRANDING • MARKETING • ORGANIZATIONAL CHANGE • STRATEGIC PLANNING



**Credo** has partnered with independent college and university presidents, cabinets, and board members around the country for more than 25 years, using a team of interdisciplinary experts to develop, research, implement, and help presidents and leadership teams go farther faster and more efficiently. Credo's expertise in this sector of the higher education marketplace allows them to understand the unique challenges independent institutions face, as well as add context to the cultural, societal, and economic pressures influencing change. Informed by a holistic approach to institutional health, Credo delivers action and results in strategic planning, campus planning, student success, enrollment, and architecture.



**Stevens Strategy, LLC** is a full-service consulting firm that specializes in managing the process of strategic change in colleges, universities, and schools. The firm offers professional services in the following areas: institutional vision and strategy, strategic organizational leadership, market and program analytics, finance and data analytics, and institution-wide policy manual development. Stevens Strategy's consultants, each with a particular area of expertise in leadership and management, have extensive experience serving colleges, universities, and schools. The firm's clients include independent and public institutions from the largest universities to the smallest colleges and schools in America and throughout the world.

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**Goff Public**, a Minnesota-based public relations and lobbying firm, has been helping clients share their stories, shape public opinion, and protect their reputations for more than 50 years. Goff Public's team of communications experts has the experience and acumen to help clients define who they are—and what they mean—to the people most important to them. Goff Public offers a full range of public relations services, including crisis communications, proactive media relations, spokesperson training, communications audits, and strategic planning. They are proven problem solvers who set the standard for client service.

# Recognition of Institute Sponsors

CIC GRATEFULLY ACKNOWLEDGES THE GENEROUS SUPPORT PROVIDED BY OUR SPONSORS

2020 Institute for  
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For more information, please contact Alana K. Cassidy, CIC director of sponsorships, by phone at (202) 552-8977 or by email at [acassidy@cic.nche.edu](mailto:acassidy@cic.nche.edu).



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