

November 20, 2017

Dear

The benefits of your membership to the Alberta Association of Career Colleges

In 2016/17, Alberta's Career Colleges educated 23,600 students. Our sector is made up of 150 institutions and we represent a significant segment of the Province's post-secondary education system.

The Alberta Association of Career Colleges (AACC) works hard to advocate and network on behalf of all of Alberta's Career Colleges. We routinely meet with regulators and stakeholders to ensure our industry is involved in policy making decisions.

Recently the Director of the Private Career Colleges branch, Patti Papirnik, announced her retirement from the branch. As of this writing, her replacement had not yet been chosen. With any leadership change to our regulatory body, there comes uncertainty. The Board will continue to work closely with the PCC Branch and ensure an ongoing productive and effective relationship with the new Director.

Over the past year, the Board has worked hard to provide value to our members. Some of our initiatives this year included:

- An ad and advertorial about our sector in the Colleges and Universities supplement of the Edmonton and Calgary Sun newspapers.
- A spring information session with a guest speaker workshop on Managing Student Complaints.
- Increased visibility with government representatives including a meeting with two ADM's and the Executive Director of the Ministry of Advanced Education.
- Meetings with Student Aid Alberta to raise our sector's concerns over early tuition release.
- A Fall AGM which included guest speakers on the topics of Student Mental Health Support, Student Satisfaction and Conflict Resolution.
- Updates to our website to include Member School Profiles.

Our most exciting initiative to date is the creation of Excellence in Education Awards for graduates of AACC member schools and its instructors. The AACC has committed funds to issue eight \$500 awards to students each year and two \$500 awards for deserving instructors. The criteria and applications for these awards have been published on the Association website.

In 2017, membership in the Alberta Association of Career Colleges grew to its largest representation of our sector yet. It is the goal of the Association to continue this growth and create a strong and united voice in support of private career colleges.

Membership fees in the AACC are reasonable. Our board is made up entirely of volunteers which means that membership fees are used exclusively for the activities to promote and protect our member schools.

The greatest benefit of all in joining the Association is that we create strength in numbers. When opposing government policy that is challenging to our sector or when lobbying government for policy changes to make our businesses run more smoothly, our chances for success increase with every member. **A membership form is included.** Please ensure your membership is paid for and active, or if you would like to speak with one of the board members, please feel free to contact us.

Benefits of Membership:

- Each member of the AACC automatically becomes a member of the affiliate national body, the National Association of Career Colleges (NACC).
- The AACC provides a cohesive voice to advocate on behalf of its members for issues that are of common concern.
- The AACC aims to increase public and industry awareness of the quality of private colleges and their programs.
- Association meetings provide forums to invite speakers of interest, either from government or other sectors, so that issues common to all members can be discussed.
- Membership in the Association provides an opportunity to work in cooperation with other private providers in the province.

We believe the association is the best way for its members to make positive changes for private career colleges.

Yours truly,

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