



Greetings Future Sponsor!

As a state organization, the Texas Academic Advising Network (TEXAAN) strives to equip academic advisors with the skills and tools necessary to create equitable and inclusive environments for students. Academic advising is known to have a lasting impact on student persistence and educational achievement. Therefore, TEXAAN aspires to become the premier advising organization for academic advisors in the state of Texas and beyond. Our four pillars are recognition, networking, professional development, and dissemination of information. In order to strengthen these pillars, we are focusing on the following:

- Increasing membership participation to broaden the scope of quality advising
- Creating additional involvement opportunities for academic advisors and other student supporting professionals
- Hosting additional field related webinars
- Providing consistent communication of innovative approaches to academic advising
- Establishing networking opportunities to create better relationships within Texas higher education institutions
- Expanding the awareness of TEXAAN's benefits to Texas higher education institutions and beyond

We would like to personally thank you for considering one of our sponsorship packages this year. Your contribution will aid us in several ways, most notably to support our annual conference. Through this conference, we seek to provide in-depth training for new advisors, professional development for continuing advisors, and opportunities for other academic guidance staff to thrive. This year's conference will take place in the ever-popular location of Austin, Texas. Due to the COVID-19 pandemic, attendees will be able to participate in the conference in-person and virtually, expanding the visibility and exposure to your organization.

We hope that you will consider partnering with us to provide invaluable support during this crucial time, for our indispensable organization. If you have any questions, please feel free to contact us at [conference@texaan.org](mailto:conference@texaan.org)

Sincerely,

TEXAAN Planning Committee – Texas Academic Advising Network 2021–2022



**TEXAAN**  
TEXAS ACADEMIC ADVISING NETWORK

*2022 SPONSORSHIP  
PACKET*

# 2022 Conference Information

<https://texaan.org/Annual-Conference>

## Dates

February 24-26, 2022

## Conference Location

Austin, TX

## Major Activities at the Conference

Opening Ceremony

20+ Concurrent Sessions

Keynote Speaker

Presentation of Awards

Business Meeting

Region Meetings

Closing Ceremony



## Vision of TEXAAN

Texas Academic Advising Network (TEXAAN) views sound academic advising as a critical component in higher education and instrumental to student success. TEXAAN encourages academic advisors to create a supportive environment in which they may challenge students to take responsibility for making appropriate academic and career decisions.



## TEXAAN's Mission

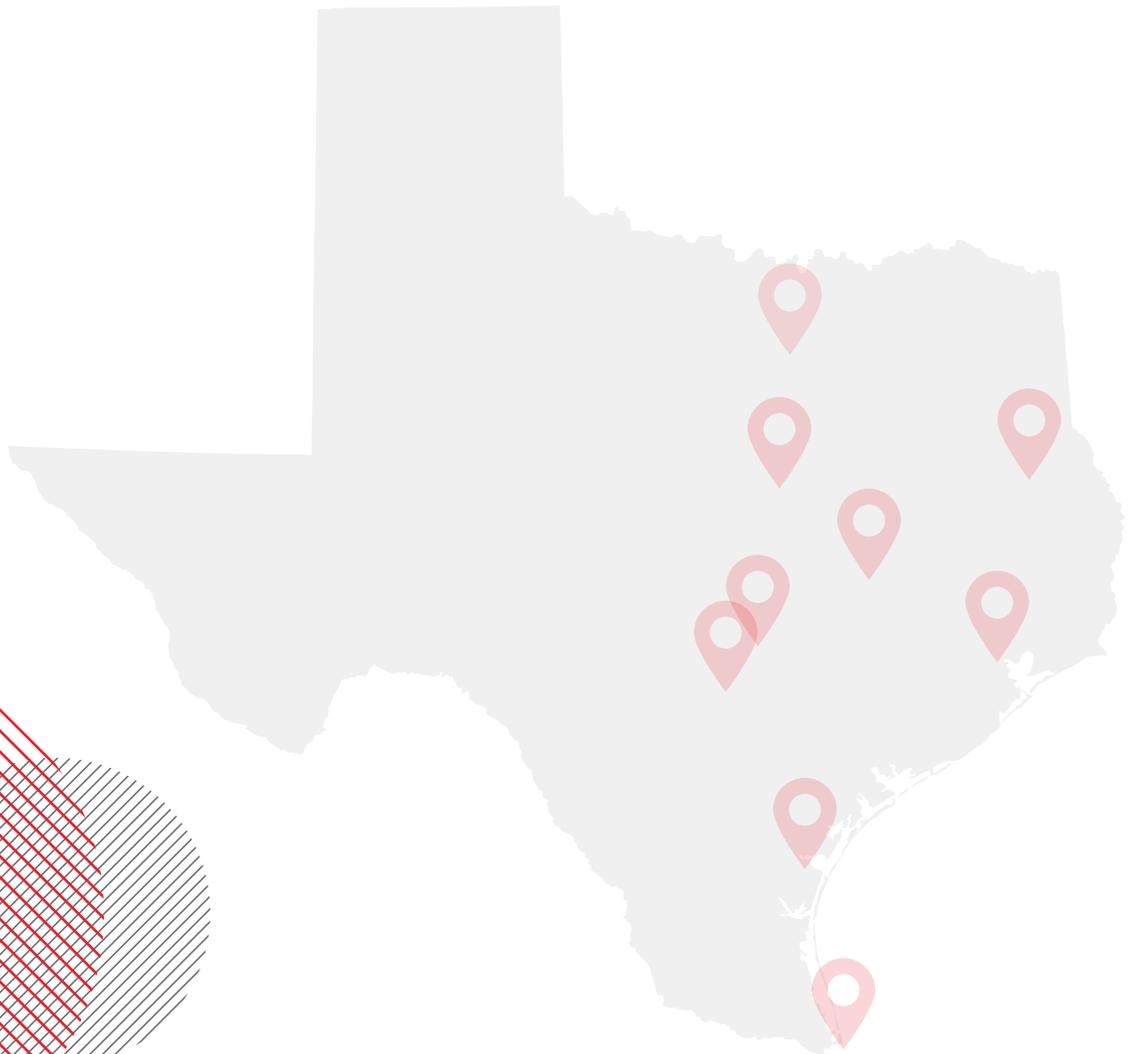
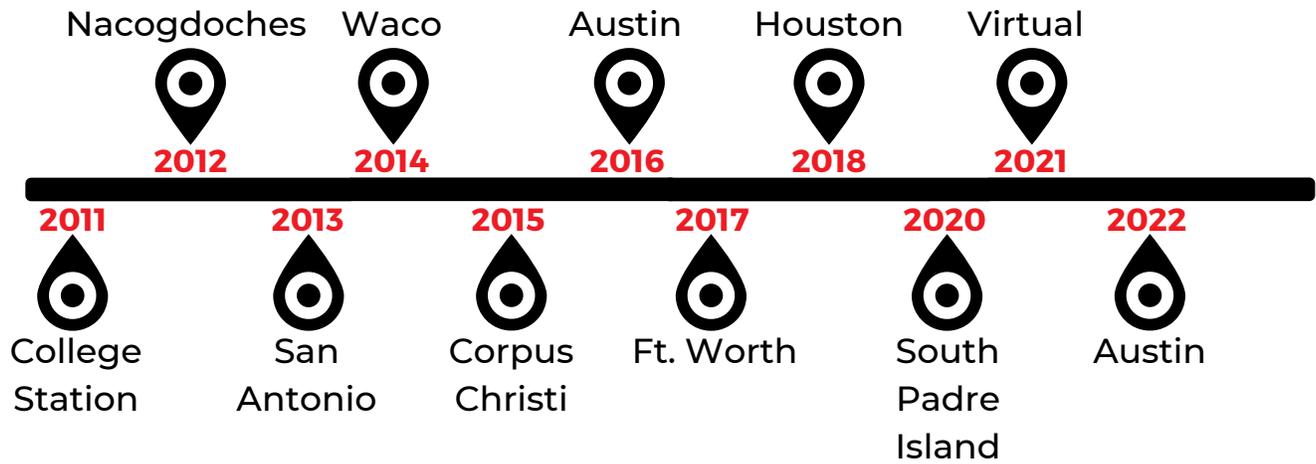
To serve as a professional representation of academic advising in Texas by providing professional development, networking, recognition and information.

## TEXAAN's Executive Board

TEXAAN's executive board consists of ten advisors from across the state of Texas. Nine of the officers are selected by elections, held each year. This is a group of dedicated professionals willing to give back to the advising network.

# HISTORY OF TEXAAN CONFERENCE

This year will mark TEXAAN's 29th conference. Here are the previous locations:



# THE IMPACT OF ACADEMIC ADVISING

Academic Advising is “a series of intentional interactions with a curriculum, pedagogy, and a set of student learning outcomes. Academic advising synthesizes and contextualizes students’ educational experiences within the frameworks of their aspirations, abilities and lives to extend learning beyond campus boundaries and timeframes”- National Academic Advising Association. Academic advisors help students with academics, plans for graduation, organizations to join, future career plans, and beyond. Being an academic advisor is about helping students toward graduation, celebrating their accomplishments, supporting them during disappointments, and teaching them to help themselves.



“A little over 4 years ago you caught me waiting outside of the Riverside ACC campus test center semi-ready to take my TSI tests for my incoming semester. I have no idea how we crossed paths but I will never stop thanking god for giving me that fate! You have picked me up at what I thought was my lowest point in my college life, and not once did you hesitate in helping me the way you did! When I received the news that all of my credits were completed I couldn't stop looking back at that exact moment of me sitting outside of that testing center. You really did turn my life upside down and I don't think I will be able to ever repay you for that! Even when I transferred, you were still helping me and you've made me truly believe in myself when I didn't think I could! I am a first generation graduate from university and am excited for what the future holds for me! I am currently taking a tiny break from academics and am planning on applying for grad school and hopefully law school if I play my cards right! Thank you a million times again, my family and I are very grateful for you giving me that push :) It's amazing people like you that give people like me the opportunity of growing, learning and becoming something great in life. Thank you Eriko :)

Sincerely,

A TXST Alumni

"The TEXAAN 2021 conference was amazing! This was my first TEXAAN, and it for sure won't be my last. They made the event so much fun and inviting! Even being virtual, I connected and engaged with so many different people across the state and learned so much about other schools, their advising techniques, and their overall approach to helping students succeed in college. It was great to see everyone come together and share their passion for higher education! "

-Jennifer Browning, Austin Community College  
Student Affairs Assistant



"My experience with TEXAAN as a whole has been nothing but wonderful. Whether they are small webinars or grand events such as conferences. I was nervous attending my first event, even being virtual, because I didn't know what to expect. It definitely exceeded my expectations! The layout and formatting was easy to follow and navigate, the sessions were beneficial and focused on different hard hitting topics and trends, and not to mention the personalities and speaker list was phenomenal. I highly recommend anyone to join and be involved with TEXAAN!"

-Cindy Englehart, Texas Woman's University Advisor

"My first TEXAAN conference was last year's Virtual conference. As a brand new Advisor who started their role during COVID-19, I didn't have many opportunities to interact with other Advisors outside of my own institution before this conference. I was incredibly grateful to have the opportunity to network with other Advisors from across the state of Texas and learn about the strategies they are using to engage with their students. The seminars led by fellow peers and colleagues really helped me to grow as an Advisor and add new skills to my toolbox, which I continue to use when working with students daily. I am very excited for future TEXAAN conferences to come! "

-Antonia Hsu, Austin Community College Advisor

# WHY SPONSOR?

TEXAAN seeks your help in providing these professional development, networking and learning opportunities to academic advisors. Your support helps TEXAAN fulfill its mission of reaching academic advisors across the state of Texas and keeping them professionally engaged. With over 400 advising professionals attending the conference, this virtual event will provide a great opportunity for exposure to your company. As dedicated professionals, advisors motivate, teach, and guide students toward graduation in their desired field. With limited budgets and the impact of COVID-19, many institutions cannot afford to send staff to a state conference. Your generosity will benefit academic advisors, the students they serve, and their institutions as a whole.



# WHY EXHIBIT?

The TEXAAN annual conference is the most cost-effective way to reach potential customers, future employees, and leaders in the field of academic advising. Connect with qualified academic advisors and administrators to network, recruit, sell your product, and promote your company. We are so thankful for our previous sponsors and partners.



# SPONSORSHIP TIERS

## TIER 1 \$75

- ✓ Logo in TEXAAN Conference Brochure

## TIER 2 \$100

- ✓ Logo in TEXAAN Conference Brochure
- ✓ Logo on TEXAAN website, shout out on social media (Facebook, Twitter, Instagram)

## TIER 3 \$200

- ✓ Logo in TEXAAN Conference Brochure
- ✓ Logo on TEXAAN website, shout out on social media (Facebook, Twitter, Instagram)
- ✓ Logo in the Official Conference app (Whova)

## TIER 4 \$750

- ✓ Logo in TEXAAN Conference Brochure
- ✓ Logo on TEXAAN website, feature on social media (Facebook, Twitter, Instagram)
- ✓ Logo in the Official Conference app (Whova)
- ✓ Opening Ceremony Recognition

## TIER 5 \$1000

- ✓ Logo in TEXAAN Conference Brochure
- ✓ Logo on TEXAAN website, feature on social media (Facebook, Twitter, Instagram)
- ✓ Logo in the Official Conference app (Whova)
- ✓ Opening Ceremony Recognition
- ✓ Exhibitor Booth w/ signage

## TIER 6 \$3000

- ✓ Logo in TEXAAN Conference Brochure
- ✓ Logo on TEXAAN website, feature on social media (Facebook, Twitter, Instagram)
- ✓ Logo in the Official Conference app (Whova)
- ✓ Opening Ceremony Recognition with video advertising
- ✓ Premium Exhibitor Booth w/ signage

Please submit monetary donations online: <https://www.texaan.org/Donate>

All donations and sponsorships are tax deductible as TEXAAN is a 501(c)(3) non-profit organization (TIN: 74-2905697)

## CONTACT US



Please send any questions or gift certificate donations to [conference@texaan.org](mailto:conference@texaan.org)

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