



**Public Policy & International Affairs**  
Program

Draft

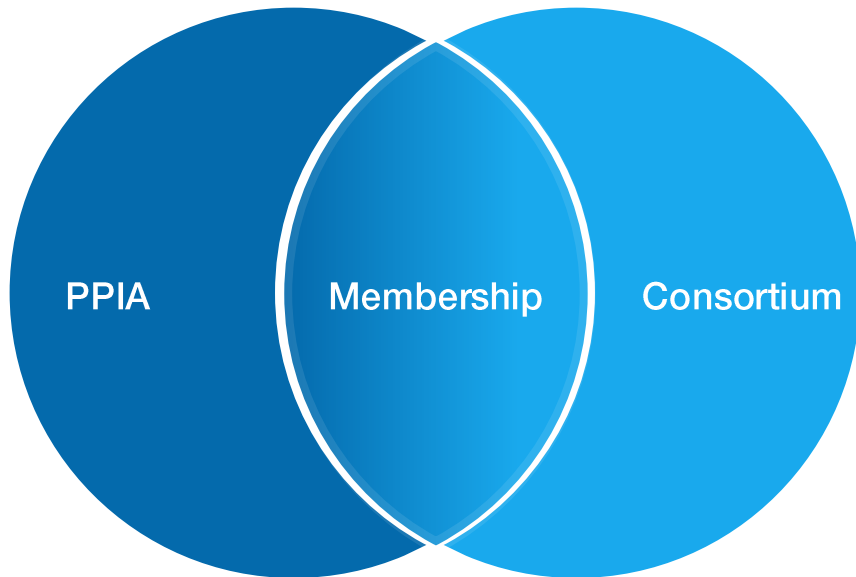
# Strengthening Consortium Partnerships

A consistent framework for institutional engagement, visibility, and collaboration



# Why This Matters Now

As PPIA's national footprint and applicant volume have grown, informal and uneven engagement models no longer serve institutions or students equitably



**University partners have always expected value to be defined, delivered, and communicated as part of consortium membership**

## **01 PPIA, A National Platform**

- National pipeline programs
- Alumni network and pathways
- Employer and funder relationships
- Cross-institution coordination
- Shared infrastructure

## **02 Consortium: Academic Delivery**

- Degree programs and curriculum
- Faculty expertise
- Admissions and advising
- Student support and credentialing
- Institutional reputation

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## **03 Membership: Shared Commitment**

- Student pathways into public service
- Coordinated recruitment and visibility
- Participation in shared infrastructure
- Reciprocal partnership, not transactions
- Equal standing across institutions

# What The Research Confirms

PPIA's **membership dues of \$1500 - \$3000** fall within, and oftentimes below, the range charged by comparable academic associations

Organization	Institutional Membership Fee	What Membership Includes	Sponsorship Practice	Key Takeaway for PPIA
<b>Public Policy and International Affairs Program</b> PPIA	<b>\$3,000</b> (flat), schools with >100 students  <b>\$1,500</b> (flat) schools with < 100 students	<ul style="list-style-type: none"> <li>• Consortium membership</li> <li>• National pipeline programs</li> <li>• Partner promotion allotments</li> <li>• Brand affiliation</li> <li>• Consortium communication</li> <li>• Directory &amp; opportunity hub</li> </ul>	<b>Tiered sponsorship model</b> offering bundled, time-bound services and visibility	Dues sit in the middle of peer range; sponsorship tiers provide structured scale
<b>Association of Professional Schools of International Affairs</b> APSIA	~\$7,500 (full member) ~\$2,000 (affiliate)	<ul style="list-style-type: none"> <li>• Member directory</li> <li>• Program discovery tools</li> <li>• Brand affiliation</li> <li>• Employer &amp; student visibility</li> </ul>	<b>Tiered participation</b> and visibility opportunities managed separately	Higher baseline dues; sponsorship layered on top
<b>Association for Public Policy Analysis and Management</b> APPAM	~\$2,300 (institutional)	<ul style="list-style-type: none"> <li>• Student memberships (20)</li> <li>• Conference access</li> <li>• Journal subscription</li> <li>• Networking</li> </ul>	<b>Event sponsorships</b> and conference-related opportunities	Lower dues model, but narrower scope than PPIA
<b>Network of Schools of Public Policy, Affairs, and Administration</b> NASPAA	~\$893 – \$6,288+ (tiered by program size)	<ul style="list-style-type: none"> <li>• Association membership</li> <li>• Accreditation support</li> <li>• Conferences</li> <li>• Professional resources</li> </ul>	<b>Tiered sponsorships</b> and event-based visibility (low thousands to five figures)	Confirms wide variation in dues and normal use of optional add-ons

# What Membership Includes (Baseline Services)

Membership provides institutions with access, visibility, and engagement opportunities that extend reach and impact without increasing staff workload or operational complexity



## Opportunity & Placement Amplification

Up to 3 complimentary promotions annually

- Student-facing programs, fellowships, events
- Shared via PPIA's social channels and bi-monthly newsletter
- Standardized, equitable scheduling



## Consortium Directory & Opportunity Hub

Coming in 2Q26

- Student-facing directory of member schools
- Profiles and searchable program listings
- No rankings or paid prioritization



## Consortium Visibility & Recognition

Recognized participation in a national network

- Listed as a PPIA Consortium Partner
- Periodic acknowledgment in consortium communications
- Affiliation with a national public service network



## Strategic Access & Engagement

A seat at the table for shared dialogue and coordination

- Partner briefings and updates
- Advisory conversations, working groups, and regional round-ups
- Cross-institution dialogue on pathways and outcomes



Consortium membership is **not a marketing package, a pay-to-play arrangement, or a guarantee of outcomes**; all members receive the same baseline benefits regardless of size or resources

# Understanding The Scope of Consortium Membership

Each row shows **what all Consortium members receive** and the guardrails that ensure equity, predictability, and mission alignment

Category	What All Members Receive	What Membership Does Not Do
<b>Value Model</b>	Consistent, equitable value for every institution	<b>Does not</b> vary by size, budget, or program scale
<b>Visibility</b>	Baseline visibility for programs, events, and opportunities	<b>Does not</b> prioritize or elevate one institution over another
<b>Network access</b>	Participation in a national public service and policy education network	<b>Does not</b> rank or compare programs
<b>Infrastructure</b>	Shared infrastructure supporting student discovery and pathways	<b>Does not</b> guarantee outcomes, placements, or admissions
<b>Engagement</b>	Ongoing opportunities for dialogue, learning, and collaboration	<b>Does not</b> require participation in optional offerings
<b>Operating principle</b>	Shared access and alignment across institutions	<b>Not competitive or transactional</b>

# Sponsorship Tiers: Investments That Are Designed To Scale

As tiers increase, engagement deepens, services expand, and overall costs decrease

Figures are in thousands (000s)

		Tier 1 Collaboration	Tier 2 Engagement	Tier 3 Impact	Tier 4 Strategic	Tier 5 Flagship
		Bronze	Silver	Gold	Bespoke Yellow	Founders Blue
Engagement	Pricing	\$6.00	\$12.00	\$20.00	\$30.00	\$50.00
<b>PPIA Future Leaders Summit &amp; Exposition</b>	Varies	\$2.00	\$3.50	\$5.00	\$7.50	\$10.00
<b>PPIA Virtual Career Fair</b>	Varies	\$1.00	\$1.30	\$1.80	\$2.50	\$3.50
<b>Annual Impact &amp; Performance Brief</b>	\$0	✓	✓	✓	✓	✓
<b>Program Spotlight Feature</b>	\$6.00	✓	✓	✓	✓	✓
<b>Digital Storytelling Assets</b>	\$3.00		✓	✓	✓	✓
<b>Newsletter Feature</b>	\$1.50		✓	✓	✓	✓
<b>Academic Thought Leadership</b>	\$5.00		✓	✓	✓	✓
<b>Preferred Visibility Placement</b>	\$1.50			✓	✓	✓
<b>Targeted Outreach Campaigns</b>	\$6.00			✓	✓	✓
<b>JSI Applicant Data Access</b>	\$15.00				✓	✓
<b>Customized Partnership Programming</b>	\$10.00					✓
<b>PPIA Explorers Program</b>	\$20.00					✓
<b>Estimated À La Carte Value</b>		\$8.50	\$20.30	\$29.80	\$48.00	\$81.50
<b>Estimated Bundle Savings</b>		\$2.50	\$8.30	\$9.80	\$18.00	\$31.50

# Understanding The Scope of Sponsorship Investments

PPIA sponsorship tiers provide predictable, scalable pathways that allow institutions to select the level of visibility and coordination aligned with their goals and capacity

Category	What Sponsorship Tiers Provide	What Sponsorship Tiers Do Not Do
<b>Purpose</b>	Optional, paid packages that expand visibility and coordination	<b>Does not</b> replace or redefine Consortium membership
<b>Value Model</b>	Differentiated levels of service and visibility by tier	<b>Does not</b> provide admissions advantage, outcomes, or endorsement
<b>Engagement</b>	Increased frequency and reach of PPIA-managed engagement	<b>Does not</b> guarantee student actions, applications, or placements
<b>Visibility</b>	Additional, clearly labeled PPIA-managed placements	<b>Does not</b> rank or elevate institutions within the Consortium
<b>Access</b>	Structured outreach conducted by PPIA on behalf of sponsors	<b>Does not</b> provide direct or unrestricted access to students
<b>Data Use</b>	Consent-based insights and PPIA-managed communications	<b>Does not</b> include applications, essays, demographics, or system access
<b>Operations</b>	Bundled execution that reduces institutional workload	<b>Does not</b> require additional staffing or operational lift
<b>Equity &amp; Guardrails</b>	Clear boundaries supporting consistency and mission alignment	<b>Does not</b> operate as pay-for-placement or pay-for-outcomes
<b>Time Horizon</b>	Defined, time-bound engagement tied to specific initiatives	<b>Does not</b> create permanent or exclusive entitlements
<b>Relationship to Membership</b>	Additive enhancements layered on top of baseline benefits	<b>Does not</b> alter baseline benefits for non-sponsoring members

# Action Requested

Approve a unified membership and sponsorship framework that is predictable, equitable, and mission-aligned

## Request approval to:

- **Adopt the Consortium Membership** structure and baseline benefits
- **Approve the Sponsorship Tier model** as an optional, time-bound engagement framework
- **Authorize standardized pricing bands** for transparency and consistency
- **Affirm guardrails** that limit sponsorship to differentiated services and visibility—not admissions influence, outcomes, or endorsement
- **Confirm the additive model**, where sponsorship enhances—but does not alter—membership benefits
- **Delegate implementation authority** to the Executive Director, with Executive Committee oversight

## Upon approval:

- Framework launches January 2026
- Sponsorships offered opt-in and time-bound only
- All services clearly labeled and PPIA-managed
- Material changes return to the Executive Committee for review

# Appendix

## Sponsorship Tiers

# Tier 1: Collaboration (Bronze)

An accessible entry point that introduces an institution to the PPIA ecosystem through **credible storytelling** and foundational visibility across content and convenings



## Bronze Sponsorship PPIA Future Leaders Summit

1 free registration (total)

1 free attendee (maximum) for the Pre-Summit Reception

### All regular registration benefits plus:

- On-site and marketing recognition
- Elevated exhibitor visibility



## Bronze Sponsorship PPIA Virtual Career Fair

1 virtual booth (breakout room)

### All regular registration benefits plus:

- Access to all registrant names & emails
- Organization name listed on Virtual Fair webpage
- Inclusion in digital exhibitor pamphlet (by deadline)

## Engagement Opportunities



### Annual Impact & Performance Brief

A concise, **year-end summary** that documents how your institution engaged with PPIA audiences, participated in programs, and benefited from partnership touchpoints.



### Program Spotlight Feature

A sponsored **editorial feature** that highlights your program's strengths, outcomes, and pathways, distributed through PPIA's student- and alumni-facing platforms.

# Tier 2: Engagement (Silver)

An expanded engagement model that builds on core storytelling through **multi-channel content and academic voice** to deepen familiarity and trust with prospective students

## Silver Sponsorship PPIA Future Leaders Summit

2 free registrations (total)

2 free attendees (maximum) for the Pre-Summit Reception

### All Bronze benefits plus:

- Enhanced logo placement across materials
- High-traffic exhibitor location

## Silver Sponsorship PPIA Virtual Career Fair

1 virtual booth (breakout room)

### All Bronze benefits plus:

- Access to breakout-room attendee names and emails
- Medium-size logo on webpage and digital pamphlet
- Priority exhibitor listing order

## Engagement Opportunities of Bronze benefits plus:



### Digital Storytelling Assets

**Short-form digital content** that visually communicates your program's value, outcomes, and pathways in a format designed for quick student engagement.



### Newsletter Feature

A dedicated **feature placement within a PPIA newsletter** that spotlights your institution's programs, opportunities, or upcoming application deadlines.



### Academic Thought Leadership

An **editorial-style contribution** that elevates your faculty or admissions leaders' perspectives on public service education and career pathways

# Tier 3: Targeted Outreach (Gold)

A recruitment-focused partnership centered on **targeted outreach**, designed to elevate visibility and activate momentum during key recruitment and decision-making periods



## Gold Sponsorship PPIA Future Leaders Summit

3 free registrations (total)

3 free attendees (maximum) for the Pre-Summit Reception

### All Silver benefits plus:

- Prominent Summit branding
- Premier exhibitor placement
- Full registrant email access
- Post-Summit programming opportunity



## Gold Sponsorship PPIA Virtual Career Fair

1 virtual booth (breakout room)

### All Silver benefits plus:

- Large logo placement on webpage and digital pamphlet
- Logo included in pre-event promotional emails
- Verbal sponsor recognition during opening remarks

## Engagement Opportunities of Silver benefits plus:



### Preferred Visibility

**Priority placement of an institution's name and logo** across high-traffic PPIA platforms and event touchpoints, ensuring your program is seen early and often by prospective students at moments when they are actively exploring graduate and career pathways.



### Targeted Outreach Campaigns

**Purpose-driven outreach campaigns** designed to connect your institution directly with defined segments of PPIA students whose academic interests, career goals, or timelines align with your programs.

# Tier 4: Strategic (Bespoke Yellow)

A **data-informed partnership** that integrates consented applicant insights with content and outreach to support smarter recruitment planning and pipeline development

## Bespoke Yellow Sponsorship **PPIA Future Leaders Summit**

4 free registrations (total)

5 free attendees (maximum) for the Pre-Summit Reception

### All Gold benefits plus:

- Speaking role during Pre-Summit Reception
- Prominent Summit and Reception logo placement
- Custom programming collaboration

## Bespoke Yellow Sponsorship **PPIA Virtual Career Fair**

1 virtual booth (breakout room)

### All Gold benefits plus:

- Sponsor spotlight slide during opening session
- One co-branded digital asset shared post-event
- Priority mention in post-event follow-up email

## Engagement Opportunities of Gold benefits plus:



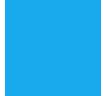
### Junior Summer Institute Applicant Data Access

Access to a curated, **consent-based dataset** of Junior Summer Institute (JSI) applicants that supports informed, ethical recruitment by graduate programs aligned with public service pathways. The data includes **limited, non-sensitive information only** such as name, email address, undergraduate institution, major, stated areas of interest, and anticipated graduate school timelines allowing universities to better understand and engage students already exploring public policy and international affairs.

Access **does not include** full applications, essays, recommendations, transcripts, demographic or identity-based data, or any confidential information, nor does it provide entry into application systems. All information is shared in accordance with applicant consent and designed exclusively to support responsible, mission-aligned recruitment outreach.

# Tier 5: Flagship (Founders Blue)

A **comprehensive partnership** that brings together premium programming, data access, custom initiatives, and performance insights into a single, high-impact investment



## Founders Blue Sponsorship PPIA Future Leaders Summit

5 free registrations (total)

7 free attendees (maximum) for the Pre-Summit Reception

### All Bespoke Yellow benefits plus:

- Presenting Sponsor designation
- Featured speaking role during Pre-Summit Reception
- Top-tier logo placement and premier exhibitor locations
- Customized co-branded programming



## Founders Blue Sponsorship PPIA Virtual Career Fair

1 virtual booth (breakout room)

### All Bespoke Yellow benefits plus:

- Presenting Sponsor designation across all Virtual Fair materials
- Verbal recognition at opening and closing sessions
- Top placement on Virtual Fair webpage
- Option to host or co-moderate a themed breakout session
- Early access to anonymized registration trends

## Engagement Opportunities of Bespoke Yellow benefits plus:



### Customized Partnership Programming

Collaboratively designed programming developed with PPIA to align with an institution's recruitment, engagement, or thought-leadership goals. These **tailored experiences go beyond standard sponsorship** visibility to create meaningful, mission-aligned interactions with students.



### PPIA Explorers Program

An immersive, multi-day program that introduces students to public service careers and graduate education pathways through curated programming and direct engagement with institutional partners. Participation positions schools as an early pipeline partner with sustained exposure to prospective applicants.

# Appendix

Junior Summer Institute Applicant Data  
(Internal Use Only)

# Junior Summer Institute Data: Clear Guardrails

Institutions receive limited, consent-based applicant information to support recruitment outreach, with PPIA stewarding the data and reinforcing ethical, consent-aligned use.



## What Institutions Do Not Receive

- Full JSI applications or applicant profiles
- Essays, personal statements, or recommendation letters
- Academic transcripts or admissions evaluations
- Demographic, identity-based, or protected information
- Access to application systems or admissions signals



## What May Be Used And How

**The following information is shared solely for recruitment and outreach purposes aligned with public service and international affairs pathways**

- Names and email addresses of JSI applicants who have opted in
- Undergraduate institution and major
- Stated academic interests (high-level)
- Anticipated graduate school timelines



## How the Data May Be Used

**All use must be consistent with applicant consent and ethical recruitment practices**

- Outreach to opted-in JSI applicants about graduate programs, events, or deadlines
- Recruitment communications aligned to applicants' stated interests and timelines
- Program awareness and pipeline-building efforts

# JSI Applicant Referral Service for Volcker SPA

PPIA acts as the **trusted intermediary**, connecting Volcker Summer Policy Academy (SPA) with JSI applicants who **explicitly opted** in for SPA during the JSI application process



## What This Service Is Not

- Not resale of student data
- Not open or ongoing access to the JSI applicant pool
- Not included in consortium membership benefits
- Not tied to admissions decisions or outcomes



## What This Service Provides

- Access to **JSI applicants who affirmatively expressed interest** in Volcker SPA
- A **curated, interest-aligned referral pool**, not the full applicant dataset
- **PPIA-managed outreach and coordination** to ensure privacy and compliance
- A **ready pipeline** of students eligible for graduate and policy pathways



## Why This Is A Paid Service

- Requires **data stewardship, consent management, and secure handling**
- Involves **operational coordination and compliance oversight**
- Replaces informal access tied to former JSI host-school relationships
- Reflects the value of **ethical, consent-driven referrals**, not data ownership

# Recommended Pricing: JSI / Volcker SPA Referral Service

Recommended starting point: **\$25,000 per cycle**; this reflects access to a consented, interest-aligned applicant pool, delivered through PPIA as the intermediary, not data access



## What This Price Covers

This pricing is not for student data. It covers the service and stewardship required to do this responsibly, specifically:

- **Consent verification:** Ensuring students explicitly opted in to be considered for Volcker SPA
- **Curation of the referral pool:** Identifying only applicants who selected SPA as an alternative pathway
- **Privacy-safe handling:** Secure processing, compliance checks, and controlled use of information
- **PPIA-managed coordination:** Structured handoff or PPIA-facilitated outreach (not open access)
- **Pipeline value:** A ready group of motivated, policy-interested students eligible for SPA



## Why This Pricing Is Reasonable

This pricing is consistent with:

- University **lead-generation partnerships** (\$10K–\$25K/year)
  - **Recruitment pipeline services** that rely on consented interest signals
  - Replacement of **informal access** previously provided through host-school relationships
  - The operational burden and reputational risk PPIA assumes as the intermediary
- Volcker SPA is paying for **cost of stewardship, compliance, process and access management.**

# Appendix

PPIA Event Registration & Sponsorships  
(Details)

# PPIA Future Leaders Summit

All sponsorship tiers build on prior benefits; free registrations reflect the total number included at each level

**Regular Registration (\$1.25K):** Required for all participating institutions unless otherwise noted. Provides baseline access to the Summit for institutions seeking presence and engagement without sponsorship. Complimentary for Consortium Members hosting Public Service Weekends, Junior Summer Institutes, and Institutional Partners.

**Regular registration includes:**

- Each registration includes (total): 1
- Exhibitor table and chairs
- Registrant email list access
- Invitation to Pre-Summit Reception and Consortium Luncheon



**Bronze  
\$2K**

1 free registration (total)  
1 free attendee (maximum) for the Pre-Summit Reception

**All regular registration benefits plus:**

- On-site and marketing recognition
- Elevated exhibitor visibility



**Silver  
\$3.5K**

2 free registrations (total)  
2 free attendees (maximum) for the Pre-Summit Reception

**All Bronze benefits plus:**

- Enhanced logo placement across materials
- High-traffic exhibitor location



**Gold  
\$5K**

3 free registrations (total)  
3 free attendees (maximum) for the Pre-Summit Reception

**All Silver benefits plus:**

- Prominent Summit branding
- Premier exhibitor placement
- Full registrant email access
- Post-Summit programming opportunity



**Bespoke Yellow  
\$7.5K**

4 free registrations (total)  
5 free attendees (maximum) for the Pre-Summit Reception

**All Gold benefits plus:**

- Speaking role during Pre-Summit Reception
- Prominent Summit and Reception logo placement
- Custom programming collaboration



**Founders Blue  
\$10K**

5 free registrations (total)  
7 free attendees (maximum) for the Pre-Summit Reception

**All Bespoke Yellow benefits plus:**

- Presenting Sponsor designation
- Featured speaking role during Pre-Summit Reception
- Top-tier logo placement and premier exhibitor locations
- Customized co-branded programming

# PPIA Virtual Career Fair

All sponsorship tiers build on prior benefits; free registrations reflect the total number included at each level

**Regular Registration (\$600):** Required for all participating institutions unless otherwise noted. Provides baseline access to the virtual career fair for institutions seeking presence and engagement without sponsorship. Complimentary for Consortium Members hosting Public Service Weekends, Junior Summer Institutes, and Institutional Partners.

**Regular registration includes:**

- A virtual booth (breakout room) for live engagement with attendees
- Listing on the PPIA Virtual Career Fair webpage
- Participation in scheduled networking and recruitment sessions
- Exhibitors who register by the published deadline will be included in a digital exhibitor list shared through PPIA networks



**Bronze  
\$1K**

1 virtual booth (breakout room)

**All regular registration benefits plus:**

- Access to all registrant names & emails
- Organization name listed on Virtual Fair webpage
- Inclusion in digital exhibitor pamphlet (by deadline)



**Silver  
\$1.3K**

1 virtual booth (breakout room)

**All Bronze benefits plus:**

- Access to breakout-room attendee names and emails
- Medium-size logo on webpage and digital pamphlet
- Priority exhibitor listing order



**Gold  
\$1.8K**

1 virtual booth (breakout room)

**All Silver benefits plus:**

- Large logo placement on webpage and digital pamphlet
- Logo included in pre-event promotional emails
- Verbal sponsor recognition during opening remarks



**Bespoke Yellow  
\$2.5K**

1 virtual booth (breakout room)

**All Gold benefits plus:**

- Sponsor spotlight slide during opening session
- One co-branded digital asset shared post-event
- Priority mention in post-event follow-up email



**Founders Blue  
\$3.5K**

1 virtual booth (breakout room)

**All Bespoke Yellow benefits plus:**

- Presenting Sponsor designation across all Virtual Fair materials
- Verbal recognition at opening and closing sessions
- Top placement on Virtual Fair webpage
- Option to host or co-moderate a themed breakout session
- Early access to anonymized registration trends