



Sponsorship Prospectus

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About the National Resource Center for The First-Year Experience and Students in Transition

The National Resource Center for The First-Year Experience and Students in Transition serves as the trusted expert, internationally recognized leader, and clearinghouse for scholarship, policy, and best practice for all postsecondary student transitions.

The National Resource Center for The First-Year Experience and Students in Transition was born out of the success of the University of South Carolina's much-honored University 101 course. This course was the brainchild of President Thomas Jones, who in May 1970 faced a campus fractured by protests. In the aftermath of the campus riots, he hoped to bond students to the institution and transform the way that undergraduate students were taught.

Two years later, the first group of entering college students at the University of South Carolina signed up for a new course called University 101. Little did President Jones know that he would do more than create a course; he would provide the impetus for an international movement to improve the educational experiences of first-year college students. This mission was embraced by educators across the country, and in 1982, 175 of them joined John N. Gardner, then the faculty director of University 101, and his colleagues at the University of South Carolina for a meeting on the first-year seminar concept.

At the urging of participants, Gardner organized the first Annual Conference on The Freshman Year Experience the following year. The momentum created by the educators attending these early conferences paved the way for the development of the National Resource Center, which was established at the University of South Carolina in 1986. As the Center broadened its focus to include other significant student transitions in higher education, it underwent several name changes, adopting the National Resource Center for The First-Year Experience and Students in Transition moniker in 1998.

Today, the Center collaborates with its institutional partner, University 101 Programs, in pursuit of its mission to advance and support efforts to improve student learning and transitions into and through higher education. Through its work with conferences and continuing education, a full complement of publications, the pursuit of a research agenda, and the creation and dissemination of online resources, the Center has grown to become the trusted expert, internationally recognized leader, and clearinghouse for scholarship, policy, and best practice for the first-year experience and all postsecondary student transitions.

About the National Conference on Students in Transition

As college educators, we are challenged to provide support for students and improve their entire undergraduate experience. At the National Conference on Students in Transition, attendees will share with and learn from one another the latest trends, initiatives, best practices, ideas, research, and assessment strategies focused on supporting student success in the first college year and beyond. We invite you to be a part of this exciting learning experience!

32nd National Conference on Students in Transition

- When: October 1-3, 2025
- Where: Virtual

Who Should Attend?

Educators interested in the college student experience from the first year through graduation, the collegiate curriculum, innovative pedagogies, and high-impact practices designed to improve learning and success for today's undergraduate students should attend. Graduate and undergraduate students are also encouraged to participate in the conference.

Conference Topics

- Sophomore Issues
- First-Generation College Students
- Transfer Student Experience
- Senior Year
- Community Colleges
- First-Year Experience

**31st National Conference on Students in Transition (2024)
Attendee Demographic Information**

**Total Number
of Campus
Attendees**

302

**Total Number
of Campuses
Represented**

160+

**Total Number
US States
Represented**

39

**International
Countries
Represented**

**Canada &
Taiwan**



Job Titles of 31st National Conference on Students in Transition (2024) Attendees

<p>Academic Advising Coordinator Academic Advisor & Coach Academic Advisor College of Engineering Academic Advisor, TRiO Student Support Services Academic Advisor/CARE Coach Academic Coach, The Learning Commons Academic Coordinator Academic Coordinator for Transfer Students Advisor/Coordinator for First-Year Retention Art Director, Student Media Arts and Humanities Librarian Assessment Specialist, Student Success Unit Assistant Dean for Academic Services, GCCIS Assistant Dean for Career Development Assistant Dean of Diversity Assistant Dean of Students Assistant Dean of Students for Engagement Assistant Dean, College of Business Assistant Director First Year Experience Assistant Director of Experiential Design Assistant Director of New Student Orientation Assistant Director of Second-Year Experience Assistant Director of the Success Center Assistant Director of Transfer Success Assistant Director Student Success Coaching Assistant Director, Course Development, U101 Assistant Director, Orientation & Student Inv Assistant Director, Recruitment & Outreach Assistant Professor Assistant Provost for Graduation & Retention Assistant Provost, Undergraduate Advisement Assistant Researcher Assistant Vice President for Student Success Assistant Vice President, Student Success Assistant Vice Provost & Assistant Dean Assistant Vice Provost for Academic Success Assoc. Dean, UG Studies & Faculty Affairs Associate Dean for Mentoring and Advising Associate Dean of Students Associate Dean of the First-Year Experience Associate Dean, Special Academic Programs Associate Director</p>	<p>Associate Director for Sustainability Associate Director of Career Development Associate Director of First Year Experience Associate Director of Outreach & Engagement Associate Director of Student Success & Adv. Associate Director, Stu Retention and Success Associate Director, University 101 Programs Associate Professor, Communication Associate Professor, Higher Education Associate Professor, Psychology Department Associate Vice Pres, Stu Engagement & Success Associate Vice President and Registrar Associate Vice President for Student Affairs Associate Vice President for Student Success Associate Vice Provost Student Affairs Asst. Dean of Learning Communities Asst. Dean of Students Asst. Director of First and Second Year Exp AVP for Technology, Informatics, and Data Sec Bridge Program Coordinator Scholars Program Coordinator Career & Transfer Services Coach Career and Academic Success Coach Chief Learning Officer College Transfer Advisor Coordinator of First-Gen and Returning Students Coordinator of First-Year Academic Programs Coordinator of Second Year Experience Coordinator -Tutoring Center/Academic Support Coordinator, Advising & Academic Planning Coordinator, Orientation & Transition Coordinator, Second Year Experience Coordinator, University 101 Programs Counselor Dean of Housing Dean of Personal & Professional Development Dean of Student Affairs Dean of Student Thriving Department Chair, ACA (Academic Success) Digital Learning Scholar in Residence Dir, Acad Assess and Qual Improvement Dir. of Academic Transitions and Engagement</p>
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Dir. of Operations & Student Development
 Director of Careers & First Year Advising
 Director of Completion Programs
 Director of First- and Second-Year Experience
 Director of First Year and Transition Programs
 Director of New Student Programs
 Director of Professional Development
 Director of Retention and Student Success
 Director of Student Academic Success
 Director of Student Engagement
 Director of Student Success Initiatives
 Director of Success Center
 Director, Academic Programs & Transitions
 Director, Admissions/New Student Orientation
 Director, Bridge Programs
 Director, Exploratory Advising
 Director, First Year Experience
 Director, Leadership and Service Center
 Director, New Student and Transition Programs
 Director, Recruitment, Retention & Engagement
 Director, Student Disability Resource Center
 Director, Student Outreach & Leadership Dev.
 Director, Student Success and Experience
 Director, Student Transitions
 Director, Student Transitions
 Director, Transition Programs and Initiatives
 Director, Undergraduate Programs
 Director, University Career Center
 Executive Director for First Year Success
 Executive Director, Library
 Faculty & Academic Advisor
 Faculty Fellow, College of Liberal Arts
 First Year Experience Librarian
 Freshman Advisor
 Graduate Assistant
 Graduate Assistant, Student Success Programs
 Graduate Assistant, TRIO
 Instruction & Research Library
 Instructor, Communication Studies
 Lead Recovery Coach
 Lecturer, The Department of Social Sciences
 Manager of Peer Leadership, University 101
 Manager, Career Education
 Manager, Student Transition & Engagement
 Medical Director

Online Learning Librarian
 Orientation and Transition Coordinator
 Professor and Associate Program Director, EdD
 Professor of Writing
 Professor, Communication Studies
 Professor, Education
 Professor, Exploratory Studies
 Professor, Music
 Program Coordinator, First-Year Experience
 Program Coordinator, Student Transitions
 Program Manager of Large Campus Programs, CSI
 Program Manager, Undergraduate Education
 Property Manager, Fraternity & Sorority Life
 Regional Director
 Research Assistant
 Residence Life Coordinator
 Second Year Experience Coordinator
 Senior Academic Advisor
 Senior Associate Dean of the College
 Senior Coordinator for Student Transitions
 Senior Director of College Access
 Senior Director, Housing & Residential Life
 Senior Lecturer
 Sr. Associate Director, First Year Transition
 Student Affairs Specialist
 Student Success Advocate
 Student Success Coach, Advising
 Student Success Coordinator
 Student Success Librarian
 Student Success Manager
 Student Success Specialist, Student Life
 Student Support Specialist, Academic Support
 Student Support Specialist, Tutoring
 Student Transition Coordinator
 Transfer & Adult Admissions Counselor
 Transfer Curriculum & Engagement Coordinator
 Transfer Success Program Coordinator
 Transition and Engagement Specialist
 Vice Chancellor for Academic Affairs
 Vice President for Student Affairs
 Vice President for Student Development
 Vice Provost Undergraduate Education



What Are Attendees Seeking?



Common Readers & Publishers



Engagement & Retention



Career Readiness & Assessment



Educational Content & Experts



Experiential Education



Academic Recognition



Technology Services

31st National Conference on Students in Transition (2024) Conference Overview

Why SIT? (Value Proposition)

- 3 Days of Conferencing
- 45+ Hours of Educational Sessions
- 40+ of Educational Programs
- ~5 Sessions Per Educational Block
- Opening and Plenary Keynote Addresses

What Do Sponsors Receive?

- Admission for one to two registrations (dependent on sponsorship level).
- Access to: all conference sessions, keynotes, and other networking opportunities
Company description in electronic program PDF
- Company description, contact information, and clickable link in the digital events app
- An emailed copy of attendee list with email addresses (sent one week prior to the conference)
- An electronic list of attendees mailing addresses (one-time use after the conference)
- Opportunity to submit for consideration one proposal for the conference presentation (pending registration).

Sponsorship Information

Companies/organizations are invited to sponsor special events, rooms, and sessions. Recognition will be provided in the electronic conference program, and digital event app. Sponsorships will be assigned on a first-come, first-serve basis according to when registration forms are received.

Tiered Sponsorships

Platinum (limited availability) - \$2,100

- Two registrations for vendor reps
- Up to 2 slides (for display) to be included during general session presentation
- Full page, full color ad included in electronic program
- Access to participant list for conference including email and mailing addresses
- Logo/Name included in conference app for breaks
- Recognition on Sponsors Page in electronic program and in conference app
- Opportunity to submit for consideration one proposal for conference presentation (pending registration)

Gold (limited availability) - \$1,400

- One registration for vendor rep
- Full page ad included in electronic program
- Access to participant list for conference including email and mailing addresses
- Logo/Name included in conference app for breaks
- Recognition on Sponsors Page in electronic program and in conference app
- Opportunity to submit for consideration one proposal for conference presentation (pending registration)

Silver - \$875

- One registration for vendor rep
- Half page ad included in electronic Conference program
- Access to participant list for conference including email and mailing addresses
- Logo/Name included in conference app for breaks
- Recognition on Sponsors Page in electronic program and in conference app
- Opportunity to submit for consideration one proposal for conference presentation (pending registration)

Bronze - \$525

- Access to participant list for conference including email and mailing addresses
- Logo/Name included in conference app for breaks
- Recognition on Sponsors Page in electronic program
- Opportunity to submit for consideration one proposal for conference presentation (pending registration)



À la Carte Sponsorship

- Keynote Address Sponsor - \$1,250 (Limited to One)
 - Full Page Ad in the Conference Program Guide
 - Banner Ad in the Guidebook App
 - Recognition in the Conference Program Guide and Guidebook as a Sponsor
 - Access to participant list for conference: including email and mailing addresses

Custom Sponsorship

Looking for an opportunity that is not listed. We are open to any ideas! Feel free to contact Michael Hood at MH254@mailbox.sc.edu or the FYE Conference Team at FYEConf@mailbox.sc.edu to see your idea become reality.

Advertising Page

Conference Program Guide

- Full-Page Ad - 7.5" x 10" = \$400
- Half-Page Ad Horizontal - 7.5" x 4.875" = \$250

Advertising Guidelines

The National Resource Center also offers vendors the opportunity to advertise in our conference program. By purchasing an ad in the conference program, you place your company or organization's products or services focused on student learning, development, and success in front of conference attendees who will share their program with colleagues. To purchase ad space, complete the ad space section on the Vendor Registration form. Materials will not be returned and become the property of the National Resource Center. Conference organizers reserve the right to review and approve ad copy.

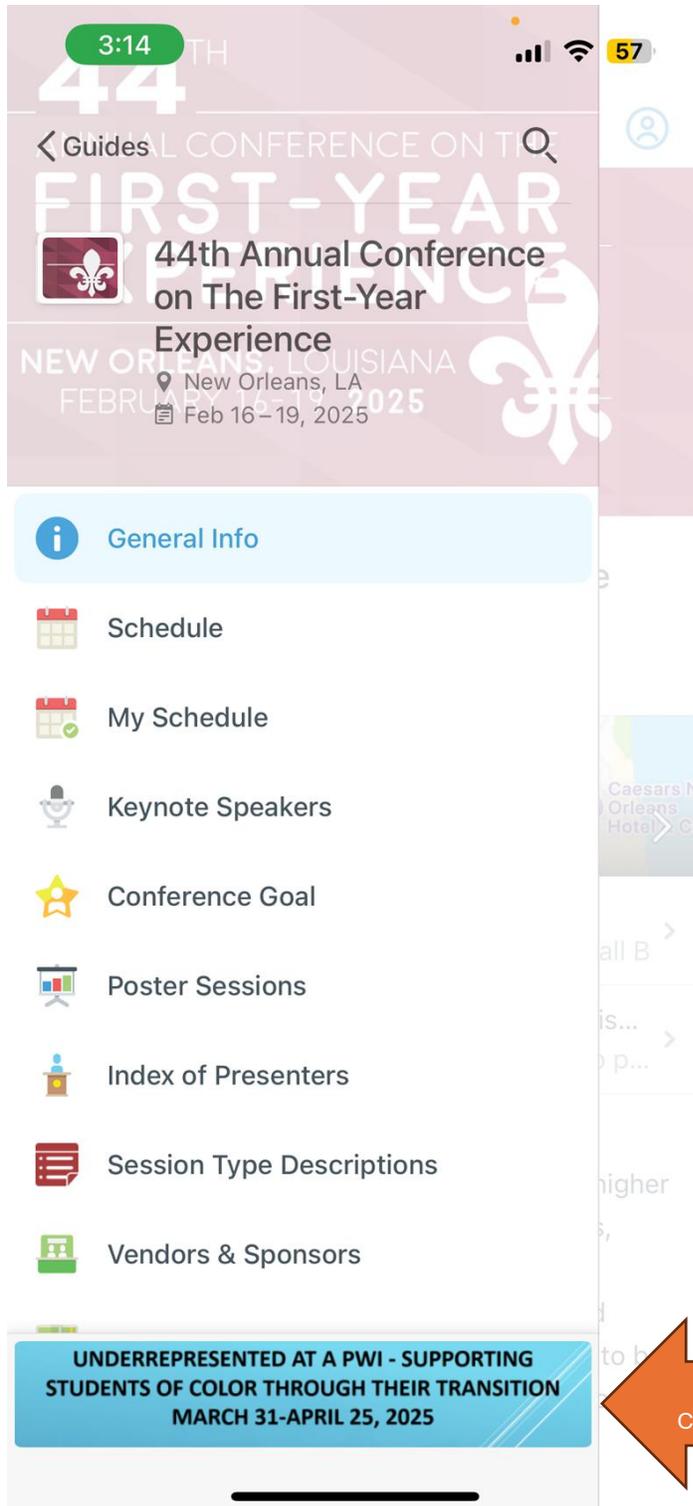
The deadline for materials is **September 10, 2025**, for the 32nd National Conference on Students in Transition.

Submitted ads should be print-ready (300 dpi or higher) and in either a .pdf or .jpg format. All program ads will be produced in full color in the electronic conference program.

Dimensions

The electronic program is 8.5" x 11" and produced in full color. Ads will be sold in three sizes. See the vendor registration form for costs.

Digital Event App Banner Advertising



The Digital Event App Banner Advertising is an opportunity for a company or organization to have a fully customizable and clickable banner ad in the Navigation Section of the events app.

Dimensions: 600 px by 110 px

Format: JPG

Cost: \$300

Customizable
Clickable Banner Ad