



Counselors to Higher Education Section (CHE)

The Counselors to Higher Education (CHE) Section is a community of senior-level communications leaders and aspiring leaders who serve higher education institutions. Through in-person programs, publications and webinars, this specialized group of nearly 600 members shares knowledge, analysis and trends so that Section members have the tools they need to serve as strategic public relations and communication leaders for their college or university. This network of peers will help you promote the value, power and appropriate role of public relations to your institution's stakeholders.

Founded in 1999, CHE was created to provide a vehicle for senior communications executives in higher education to network, learn and share best practices. Initial membership was established by invitation to senior and executive-level communicators by CHE's founding members. During the past 20 years, CHE has experienced growth, especially in the past five years, to attract new members and advance inclusivity. Today, CHE has established itself as one of the largest sections within PRSA's framework of 14 industry sectors. Growth of the section is dependent on advancing a marketing and communications strategy beyond the support of PRSA National.

Each year CHE delivers professional development programming and networking opportunities including:

- Senior Summit (established as the founding event)
- Webinars (launched in 2016).
- Networking and informal mentorship.
- Networking session at ICON.