

## Sponsor Prospectus

### About Next Gen HCBS Leaders Program

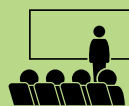
To encourage up-and-coming professionals to seek senior leadership opportunities in LTSS state agencies, ADvancing States is excited to provide a unique opportunity for emerging leaders, the Next Gen HCBS Leaders Program (Next Gen). The Next Gen program offers a combination of networking and learning opportunities with a curriculum tailored to those wishing to deepen their knowledge and refine their skills in management, leadership, and content development in the Medicaid and Aging arenas.

During each one-year program, Next Gen Leaders receive 1:1 mentorship from an expert in their field, access to exclusive educational opportunities, including an overview of how aging and disability services are provided throughout the nation, and scholarships to the ADvancing States' Spring Meeting and HCBS Conference, where they can network with and learn from leaders across the country. New in 2025, Next Gen Leaders will also have the opportunity earn a Foundational Leadership Certificate in HCBS, a first-of-its-kind learning opportunity offered in partnership with the Gillings School of Public Health at the University of North Carolina, Chapel Hill.

## WHY SPONSOR?



**Demonstrate your organization's commitment to HCBS expertise**



**Chance to mentor one of our current Next Gen members**



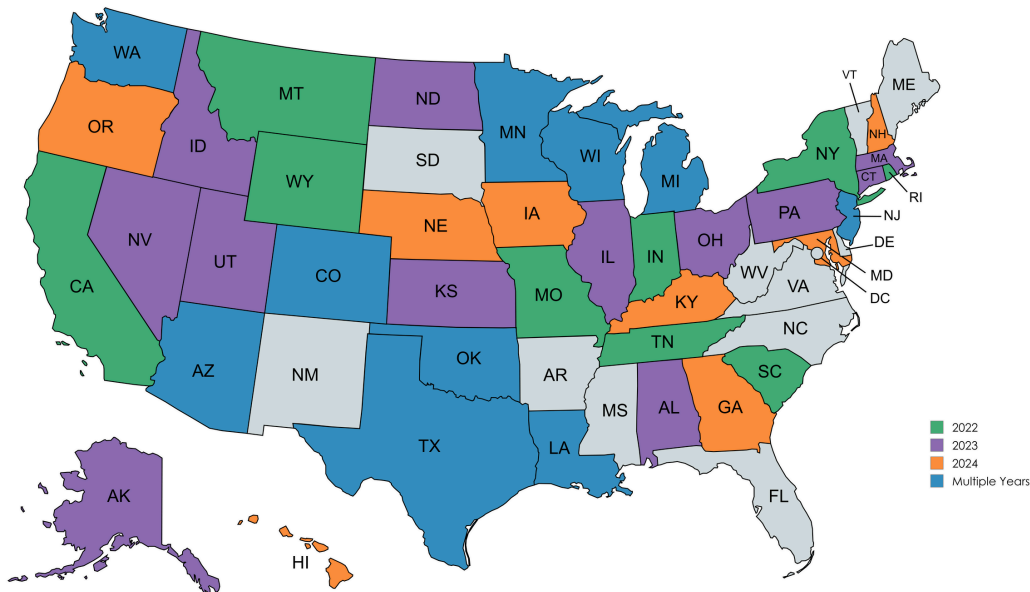
**Branding at Next Gen events, websites, etc.**



**Meet the current cohort at the HCBS Conference or Spring Meeting**

Questions? Send us a note at [info@advancingstates.org](mailto:info@advancingstates.org)!

# Past Next Gen Cohorts



Interest in the Next Gen HCBS Leaders program has been high and is increasing as the program matures. Since its program launch in 2022, more than 250 people have applied to participate in the program and thanks to the generosity of the Next Gen sponsors, 50 Next Gen HCBS Leaders have completed the program to date.

The 2025 cohort includes 15 Next Gen Leaders representing state and territorial agencies on aging and disabilities from across the country.

When asked about their experience in the Next Gen HCBS Leaders program, Next Gen alumni overwhelmingly rate their experience in the program as “very valuable” and regularly encourage colleagues and peers to apply for the program.

*“The Next Gen program has been an incredible mentorship experience. It allowed me to connect with accomplished individuals I might have found intimidating to approach otherwise. The conversations were open and honest, and thanks to my mentor's support, I seized an opportunity to advance my career that I might have otherwise missed.”*

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# Foundational Leadership Certificate in HCBS

We're excited to announce a groundbreaking addition to the Next Gen Leaders experience — the **Foundational Leadership Certificate in HCBS**, offered in partnership with the prestigious **Gillings School of Global Public Health at the University of North Carolina at Chapel Hill**.

This first-of-its-kind program provides Next Gen Leaders with an opportunity to build their expertise to better support people in their homes and communities through a structured, interactive curriculum. Participants will receive scholarships to cover program costs and will engage in approximately **two hours of study per week during the fall of 2025**.

## Core Modules Include:

- **Overview of the U.S. Long-Term Services and Supports (LTSS) System**
- **Historical Perspectives & Current Structure of LTSS**
- **Older Americans Act 101**
- **Federal Medicaid Authorities for HCBS**
- **Medicaid HCBS & Provider Types**
- **Eligibility, Enrollment & Service Planning Concepts**
- **Access Points & Processes for LTSS & HCBS**
- **Who is Accessing HCBS & Addressing Barriers**



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# Next Gen Leaders Sponsorship Package

The Next Gen Leaders Sponsorship helps cover travel, hotel, and meal expenses for Next Gen HCBS Leaders attending the Spring Meeting and HCBS Conference.

Annual Sponsorship:  
Sponsorship operates on a calendar-year basis.

**Sponsorships for the Next Generation Leaders start at \$15,000, which will fund a one-year scholarship for a Next Gen Leader. Sponsorship benefits include:**

- **Commitment to HCBS:** Identify your organization's commitment to investment in the HCBS system.
- **Brand Visibility:** Your organization's logo will be featured at all Next Gen events, including webinars, meetings, and more.
- **Mentorship Opportunity:** If your representative is a member of the Alumni Leadership Network, they may be selected as a mentor for program participants.
- **Networking Access:** Sponsors can connect with participants at the HCBS Conference and/or Spring Meeting, depending on the sponsorship level.

*"Participation in the ADvancing States Next Gen Leadership program was a great investment in my future. The program presented multiple opportunities for networking with both state agencies and other leaders in the HCBS industry that I would not have otherwise had. The networking was provided in a way that was both individualized to my needs and in small and large groups, so it was effective for me to reach my goals."*

## About ADvancing States

ADvancing States represents the nation's 56 state and territorial agencies on aging and disabilities and long-term services and supports directors.

Our mission is to design, improve, and sustain state systems delivering long-term services and supports for older adults, people with disabilities, and their caregivers.

**Thanks to the Generosity of our Founding Next Gen Sponsors**



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