

# INSIDE OUT:

## COMMUNITY COLLEGES FAR & WIDE

Lumina Foundation's Million Dollar Community College Challenge highlights the importance of telling every college's story.

BY SHAUNA DAVIS AND MARY LAPHEN POPE

LUMINA FOUNDATION SET OUT TO HELP COMMUNITY colleges think about making memorable connections with their communities through brand-building and marketing as key components of their enrollment efforts. We launched The Million Dollar Community College Challenge last year and invited colleges to tell us how they would transform their brand-building and marketing efforts to be more inclusive of today's students. Thousands of professionals engaged, hundreds of colleges applied, and we learned so much about the brand visions that community college leaders have for their colleges.

Brand perception isn't a slogan; it's a sensory experience. From the website to the parking lot to the classroom, every touchpoint is an opportunity to connect with potential students and build your brand. Now more than ever, community colleges need new ways to connect with millions of Americans who can enhance their career path with a college degree or short-term credential. The official Million Dollar Community College Challenge may be over, but the goal remains. While human connection will always be a powerful outreach tool, engaging the community through multimedia to help improve brand visibility and spread your college's brand story is a vital part of a robust and proactive marketing plan.

Whether connecting with potential students, raising awareness with donors and partner organizations, or showcasing all that your college offers potential employers, every college has a creative, powerful, and interesting story to tell.

While we couldn't provide every college with a million dollars, we launched a series of website workshops and a five-part marketing academy to help more colleges do this very important work. Now, we are telling the stories of four dynamic community colleges through documentary video to inspire community college leaders to communicate what's truly special about their college and to share their stories.

We traveled far and wide, covering the mainland United States and

Micronesia to visit a United States Territory, capturing the community college experience which we feature in this four-part series: **Inside Out: Community Colleges Far and Wide**. The colleges include Fond du Lac Tribal and Community College (Minn.), Yavapai College (Ariz.), Guam Community College, and Cape Fear Community College (N.C.). At every stop, we met engaging faculty and talented students, toured impressive facilities, and walked away excited about what each college is doing. We never intended these to be recruitment videos. Instead, we set out to capture the community college experience and educate the public on the diverse range of two-year institutions. Our tagline sums it up this way: *We bet you never thought about community colleges like this*. Check out the first spotlight on Fond du Lac Tribal and Community College in Cloquet, Minnesota, and stay tuned for more on the series as we roll out the rest of the videos in the coming months. To see the video, go to [www.luminafoundation.org/challenge](http://www.luminafoundation.org/challenge).

There's something special about every community college, and it's essential to bring that unique quality to light to help more people understand the education and memorable experience community colleges can offer.

There's never been a more critical time to tell a better story about community colleges.



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## ACCT State-Based Governance Leadership Institutes

The Association of Community College Trustees (ACCT) is pleased to partner with state community college associations, systems, and related organizations to design and deliver customized governance leadership training for community college trustees and presidents in their respective states.

State-based Governance Leadership Institutes (GLIs) are one- or two-day programs, facilitated by ACCT expert consultants, that provide information and training on key issues and principles of governance practice. Through interactive panels, small group discussions, case-study exercises, and informal networking, participants build expertise and work through real-world issues and challenges.

State-based GLIs are designed to complement ACCT's national programs and events, such as national GLIs, the annual ACCT Leadership Congress, and the Community College National Legislative Summit. Content is developed collaboratively by ACCT and the partner organization, and may target new and/or experienced trustees and institutional leaders. State-specific issues, such as legislative statutes and requirements, are typically addressed, as well as broader governance topics such as:

- Roles and responsibilities of a public governing board
- Ethical governance and conflicts of interest
- The policy role of the board
- The Board's fiduciary responsibilities (financial, organizational, legal, ethical, and regulatory issues)
- Robert's Rules/parliamentary procedures
- Review standards of good practice (Board processes, officer roles, trustee effectiveness)
- Board processes (committees, officers, role of the chair)
- The Board/CEO relationship

*It was local! It was in person! The panelists represented the topics and their community college well. I was surprised to learn a lot about Robert's Rules.*

— Illinois GLI participant,  
Fall 2022

## Getting started

State associations or other organizations interested in developing a GLI should contact Christina Simons, Director of Educational Programs and Events, at [csimons@acct.org](mailto:csimons@acct.org) to arrange a phone call to discuss program needs and scheduling.