

APRIL IS  
**COMMUNITY  
COLLEGE MONTH**  
START PLANNING NOW!

[www.acct.org/ccmonth](http://www.acct.org/ccmonth)



COMMUNITY COLLEGE MONTH IS YOUR OPPORTUNITY TO demonstrate the vital importance of your college, and to make an undeniable case for why your college deserves greater public support. The earlier you start planning, the more you'll accomplish.

Last year was our most successful #CCMonth campaign ever. We've never seen so much online activity among our members, as well as by leaders including Secretary of Education Miguel Cardona and a number of governors and higher education officials.

By the end of April, an estimated 5,000 individual posts on Twitter, Instagram, and blogs had been posted that were seen by an estimated 4 million sets of eyes throughout the month, according to Keyhole social media analytics. A Google social media search engine showed more than 10,000 Facebook posts and another 700 LinkedIn posts carried the #CCMonth campaign hashtag.

Our goal this year? To get even more messaging out throughout the month so that more people will see, hear, and feel the positive impacts of community colleges on students and our communities.

## HERE'S WHAT YOU CAN DO TO SHOW YOUR SUPPORT THIS APRIL:

- Write an Op-Ed for your local newspaper.
- Create images, podcasts, and videos to share across social media.
- Pass a resolution at your March or April board meeting.
- Send out a press release letting the world know about your commitment.
- Talk to your elected officials about the importance of community colleges.
- Get your students involved in the movement.
- Spread the word to your community!



Collaborate with your college's communications department to get started on your campaigns. Download the Community College Month toolkit at [www.acct.org/ccmonth](http://www.acct.org/ccmonth) for more ideas and inspiration.

## #CCMONTH ACTION STEPS TO TAKE RIGHT NOW

1. Pledge to participate in #CCMonth. Go to [www.acct.org/ccmonth](http://www.acct.org/ccmonth) to take the pledge, and we will send you updates leading up to April and throughout the month. Be sure to share this link with your colleagues, your college's communications department, and any other community members who will play a role in doing #CCMonth outreach.
2. Download the #CCMonth toolkit and logo at [www.acct.org/ccmonth](http://www.acct.org/ccmonth).
3. Share the toolkit with your college's CEO, board, communications department, and any others who will play a role during #CCMonth outreach.
4. Determine how your college will participate in April.
5. Make sure you are following @CCTrustees on Twitter – this is the hub of our #CCMonth activity. Also be sure you're following us on Facebook ([facebook.com/CCTrustees](https://facebook.com/CCTrustees)) and LinkedIn ([www.linkedin.com/company/association-of-community-college-trustees](http://www.linkedin.com/company/association-of-community-college-trustees)).
6. Schedule your #CCMonth communications throughout April. (Important: Make sure to coordinate your individual outreach with that of the college to make sure everyone is on the same page and sending consistent messages out into the world!)
7. Plan to send a summary of your campaign and results to ACCT Director of Strategic Communications David Conner at [dconner@acct.org](mailto:dconner@acct.org). We want to see the fruits of your labor and showcase the most successful outreach efforts!