

APRIL IS COMMUNITY COLLEGE MONTH START PLANNING NOW!

COMMUNITY COLLEGE MONTH, ALSO KNOWN AS #CCMONTH, 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.

The #CCMonth campaign has expanded to include a broad partnership of allied advocates from within the community college and higher education sectors and far beyond.

Last year, **Illinois Governor J.B. Pritzker** visited community colleges throughout the state and then issued a proclamation declaring April to be Illinois Community College Month. **Arizona Governor Katie Hobbs**, **Michigan Governor Gretchen Whitmer**, and **Maryland Governor Wes Moore** then issued formal Community College Month proclamations on behalf of their states.

The **U.S. Department of Education** and **Education Secretary Miguel Cardona** have lent their voices to #CCMonth on X, formerly known as Twitter, in past years. Last year, former **First Lady Michelle Obama** added to their voices with a video supporting Community College Month, garnering hundreds of thousands of "likes" on Instagram within 24 hours, and the **U.S. Department of State** kicked off the campaign on April 1 in spectacular fashion, posting to LinkedIn and Instagram:

The Department of State is committed to recruiting qualified, dedicated candidates from all backgrounds. When you think about Foreign Service professionals, have you ever thought that many started their successful careers with a community college education?



#Equity is achieved by lowering systemic barriers, and community colleges provide equitable access to higher education to many talented, driven Americans with the skills, cultural competencies, and experience that make a successful #diplomat.

Throughout April, we will highlight some of our #foreignaffairs professionals who started at #communitycollege and now have a rewarding and exciting #globalcareer representing the very #community their community college supports to the world.

The State Department linked to its job listings, encouraging community college students to apply. On April 26, it hosted a careers-focused webinar called Global Careers, Community College Beginnings. “Community colleges are one of the backbones of the U.S. higher education system, bringing access to affordable, quality post-secondary education to millions of Americans each year. Whether you’re a current community college student, alumnus/a, or a transfer student, your community college education has opened the doors to an exciting career with the U.S. Department of State.”

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.

Your challenge this year? To accomplish even more than we accomplished last year.

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

- **Talk to your elected officials** about the importance of community colleges. Work with colleges throughout your state to petition your governor to declare April Community College Month within your state—and alongside that proclamation, to make commitments to prioritize support for your institutions.
- **Write an Op Ed** for your local newspaper. Reach out to local, state, and national media outlets with stories of successful alumni, vital college programs that fill local employment needs, important partnerships with local businesses, and calls for statewide and federal support for your college.
- Create images, podcasts, and videos to **share across social media**. Social media influences popular culture, politics, and traditional media. Mobilize influencers in your community to present community colleges as important, valuable, and affordable.
- **Pass a resolution** at your March or April board meeting.
- Send out a **press release** letting the world know about your commitment.
- Spread the word to your community!

#CCMONTH ACTION STEPS TO TAKE RIGHT NOW

1. Download the #CCMonth toolkit and logo.
2. Share the toolkit with your college’s CEO, board, communications department and any others who will play a role during #CCMonth outreach.
3. Determine how your college will participate in April.
4. Make sure you are following @CCTrustees on X – This is the hub of our #CCMonth activity. Also be sure you’re following us on Facebook (facebook.com/CCTrustees) and LinkedIn (<https://www.linkedin.com/company/association-of-community-college-trustees>).
5. 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!)
6. Plan to send a summary of your campaign and results to ACCT Director of Strategic Communications David Conner at dconner@acct.org. We want to see the fruits of your labor and showcase the most successful outreach efforts!

Collaborate with your college's communications department to get started on your campaigns. Download the Community College Month toolkit for more ideas and inspiration.