

Community College Month 2024 Campaign Toolkit

Cultivating Skills for the Future

Resources include:

- #CCMonth Logo
- Talking Points for Community College Advocates
- Suggested Social Media Posts & Tips
- Sample Press Release
- Sample Blog Posts & Op-Eds
- Sample State Proclamations & Board Resolutions





Community College Month Cultivating Skills for the Future

Organized by ACCT, April is Community College Month, and that presents a great opportunity to get the word out about why community colleges matter, how your college is serving your community's needs today, and why public support for our colleges is more important than ever. The Association of Community College Trustees (ACCT) is a non-profit educational organization of governing boards, representing more than 6,500 elected and appointed trustees who govern over 1,200 community, technical, and junior colleges in the United States and beyond.

ACCT's Member Communications and Education Committee has collaborated to develop this toolkit designed to help you make the most of the [#CCMonth](#) campaign.

This toolkit is designed primarily with community college leaders, staff, and students in mind; however, it has been used by public agencies and other advocates. We encourage anyone who supports community colleges in spirit to participate in the campaign.

Goal of #CCMonth Campaign

The primary goal of #CCMonth is to increase awareness and understanding of the value of community colleges both locally and nationally through grassroots, localized outreach. We believe that accomplishing this will advance appreciation for and reduce stigmas related to community colleges, and ultimately welcome more students through our doors.

Outline of Campaign

ACCT will publicly begin the #CCMonth campaign on April 1 through a release to member colleges, affiliates, the press, and online. ACCT's Twitter account, [@CCTrustees](#), will serve as the association's primary advocacy messenger throughout the month.

ACCT members are challenged to pledge their commitment to participating in #CCMonth online and within their local communities as described in the following pages of this toolkit.

ACCT will amplify local efforts by sharing highlights of local campaigns through our nationwide networks using social media, podcasts, articles in ACCT's magazine and websites, broadcast emails and other communications channels.

2024 Campaign Theme

The theme of our 2024 #CCMonth campaign is "Cultivating Skills for the Future."

This theme emphasizes the role that community colleges play in practical education as well as the visionary natures of our institutions.

Each community college is unique, and we encourage you to tailor this message to emphasize the unique role that your institution plays in your community. The combination of workforce training, traditional liberal arts and sciences education, community service, and business partnerships is what makes community colleges special and what makes them a special value for students. Economists have declared that the future economy is a skills-based economy, and community colleges are uniquely designed to meet that need.



Outcomes from Recent Years

- 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. ACCT members have reported increases in state support resulting from their #CCMonth activities. **Use April as a time to work with your state leaders to secure public appreciation for community colleges and commitments for increased state support, if needed. Let your governor and other elected officials know that other governors will be supporting this year’s nonpartisan advocacy campaign—tell them to be a part of it to make your state proud.**
- 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. This positive visibility for the value and importance of community colleges—particularly on social media—can have a profound influence on public perception and word-of-mouth appreciation. **Amplify messages of public officials who speak out in support of community colleges, and ask anyone in your network with public influence to make a statement in support of Community College Month.**
- The U.S. Department of State kicked off the campaign on April 1 of last year in spectacular fashion, proclaiming its support of community colleges and “candidates of all backgrounds.” The State Department publicly celebrated its foreign affairs staff who began at community colleges throughout the month with names, photos, and quotes, and it encouraged community college graduates to apply to work at the State Department. **Share this model with your college’s partner agencies, organizations, and companies, and encourage them to do similar outreach. Show the world that your colleges and their partners are “cultivating skills for the future.”**

TIP: Consider asking notable college alumni or other supporters of your institution to participate in your #CCMonth promotions, whether through speaking with media about the value of your college, penning an op-ed or sharing a message of appreciation on social media.

Your Action Steps During April.

1. **Invite people in.** Engage your college’s communications office to coordinate activities and outreach throughout the month of April to demonstrate the value of your community college. This can include public virtual showcases of important or innovative college programs to the community.
2. **The power of the pen.** Coordinate placements op-eds written by leaders of your college, including student leaders when possible, attesting to the value and importance of your college to the community in local, community and state news outlets.
3. **Campaign online.** Celebrate your community college’s success stories by sharing information through Twitter, Facebook and other social media using #CCMonth. (When possible, tag @CCTrustees so we can share your stories!)
4. **Use your face and your voice.** Whether through the board chair, the president, or both, work as a team to get the authorized spokespeople for your college booked on the local news to talk about the economic impact of the college, or about a specific program’s or student’s successes.
5. **Plan now to be a gracious in-person host when your campus is open for business.** Make plans to hold an “open campus week” celebration when the time is right. Invite the public, elected officials and the media to see how your college is transforming lives.
6. **Advance the agenda.** Whenever possible, work the [community college legislative priorities](#) into your talking points to leverage Community College Month attention to make a difference for your students.

On the following pages are some tools that trustees/boards and other community college leaders can use to bring attention to your college.



Logo

This is the #CCMonth logo.

Whenever possible, incorporate this logo into your #CCMonth-related communications to strengthen the perception of a unified national community college movement.

You can download the logo [via the ACCT website](#).



This logo was designed by Oakland Community College student Quantanik Norton.

Quantanik won ACCT's nationwide #CCMonth logo-design competition to identify a new logo that celebrates the spirit and importance of community colleges.

"I'm excited about this and honored to have this recognition," said Norton, who won a \$1,250 cash award for her design. "I had so much fun coming up with a logo design to represent #CCMonth!"

Paraskeva Stanoevska, a student at Cape Cod Community College, was the first runner-up and recipient of a \$500 cash prize, and Ryan Tran from Valencia College, won third place, with a \$250 award.

Please use this logo alongside your #CCMonth promotions to show the great talents of community college students.

TIP: Use the logo included with the toolkit as a supplement to your communications. Feel free to use it as a standalone graphic, or to incorporate it with your own images, videos, etc., and to pair with your own logo.



Talking Points

Cultivating Skills for the Future

- What's in a name: Over time, people have established notions of what community colleges are, oftentimes losing sight of the name. Community colleges are hubs of their communities. They exist to fill communities' many needs and their interests. **When you talk about your college, emphasize that community colleges are not just “two-year colleges” or vocational schools, but are vital centers of their communities.**
- The World Economic Forum has declared that the new-and-future economy is a skills-based economy. **According to the organization**, “The rise of the skills economy is aiming to address a global skills shortage; Under this new paradigm, individual skills rather than traditional job credentials become the most important currency of work; and Skills-based organizations are more adaptable to change.” **Demonstrate how your college offers one-of-a-kind job-training and practical education designed to get students working and to help workers acquire the new skills they need to compete in an evolving working world.**
- Community colleges partner with area businesses to create academic and workforce training programs designed specifically to meet the needs of employers and to qualify students for jobs that pay living wages. **Showcase your institution's business partnerships, and emphasize how those partnerships were created to address the needs of the community.**
- Community colleges provide general education courses that lead to associate degrees and which can transfer to four-year universities for the completion of bachelors' degrees, saving students significant amounts of money. But community colleges also provide classes created specifically to address the needs and interests of their communities—classes that may not be found at any other institution. **Emphasize both the value and the uniqueness of your college and how it serves your community's interests.**
- Many community college students support or contribute to supporting their families. Most community colleges offer resources and flexibility that make it possible for students with other life commitments to enroll, stay enrolled and complete their programs. **Talk about the community resources your college offers, and profile some students who benefit from them.**

About public community colleges:

- **Provide higher education to students who have the fewest resources and the greatest obstacles.**
- **“Are engines of economic mobility and dynamism, according to the American Federation of Scientists.**
- **“Can drive local inclusive economic recovery, according to the Urban Institute.**
- **Are the most in-demand institutions during and following times of economic recession** and when workers need to acquire new practical skills.
- Are primary educators/certifiers of in-demand nursing and other healthcare professionals.
- Are there for their communities in times of crisis.
 - > Examples from **Ohio, Nebraska, New York, Wisconsin** and others throughout the country underscore their vital role in providing medical care.
 - > **Community colleges are committed to meeting their communities' basic needs**, including **access to food, housing, transportation, childcare and other services** while students seek education and vital workforce training.
 - > Serve the most demographically and socioeconomically diverse students.
 - > Offer the most affordable high-quality higher educations.
 - Guarantee **fair admissions for all students.**
- Make higher education that would be unattainable for many students accessible to all students.
 - > Are **underfunded** and need increased state support.



Information About Changing Perceptions of Community Colleges

According to a 2023 national survey of college and university students from *New America*:

- Eighty-five percent (85%) of Americans think community colleges are worth the cost, compared with 66 percent who believe the same about public four-year colleges.
- More than 82 percent said they were “comfortable” supporting community colleges with tax dollars, compared with 69 percent for their four-year counterparts. By contrast, only 36 percent support tax dollars funding for-profit colleges and universities.
- More than half of Americans believe that community colleges spend their money wisely (51%) and run efficiently (55%). By comparison, 41 percent believe public and private nonprofit colleges and universities spend their money wisely, and 29 percent believe for-profit colleges and universities spend their money wisely.
- Fifty-eight percent of Americans believe community colleges are underfunded by state and federal governments. “Half or less than half of Americans think other sectors of higher education are,” according to the survey.
- “A majority believe that students need career-related support (88%), financial aid (87%), and academic support (85%). They also strongly believe that colleges and universities must provide more, and favor the provision of housing (82%) and food (76%) support and on-campus child care (70%),” according to the survey report.
- Despite partisan differences, “three-fourths of Americans agree that all students benefit when colleges and universities reflect the racial diversity of the U.S. (78 percent). A majority also believe that higher education institutions should admit more students (69 percent) and hire more faculty and staff members (68 percent) from racially diverse backgrounds,” the survey states.
- Seven in 10 Americans believe that the minimum level of education their close family members need to complete to ensure financial stability is a postsecondary certificate — a belief that is consistent across party lines and racial backgrounds, according to the survey. Only about 40 percent believe a bachelor’s degree is required for financial stability.
- Nearly 90 percent believe that individuals with postsecondary credentials “contribute to a skilled workforce,” while smaller but significant majorities believe that they increase tax revenues, support for local businesses, civic engagement, unemployment rates, and public health. “The individual and societal benefits of higher education show bipartisan alignment,” the survey states.
- *Click for more [highlights](#).*

According to a national Gallup survey:

- More associate degree holders (30%) agree that their **professors/instructors care about them as people** than bachelor’s degree holders (26%).*
- More associate degree holders (20%) had a **mentor who encouraged them to pursue their goals and dreams** than bachelor’s degree holders (18%).*
- More associate degree holders (35%) said that **their current work is “completely related” to their educational program of study** than bachelor’s degree holders (33%).*
- More associate degree holders (46%) said **that their education was worth the cost** than bachelor’s degree holders (45%).*
- More associate degree holders are **interested in the work they do** (41%), feel **their job gives them the opportunity to do work that interests them** (40%) and feel they have **the ideal job** for them (29%) compared with bachelor’s degree holders (38%, 38% and 26%, respectively).*

> *All percentages reflect graduates who “strongly agreed.” *Source*.



Suggested Social Media Posts

- April is Community College Month! Throughout the month of April, we invite you to join us in demonstrating how your community college is *your community's college.* How does your college serve your community? Tag your messages with #CCMonth and @CCTrustees.
- The World Economic Forum and others have declared we're in a new skills-based economy. Community colleges have always emphasized practical, skills-based learning alongside traditional liberal-arts education. Look into what your local community college can teach you. #CCMonth
- Many people think about community colleges in their own ways, but have you ever considered how your local community colleges serve your community? From partnering with local businesses and getting students ready to work to certifying healthcare workers to providing food banks for underprivileged people, community colleges are our communities' colleges. #CCMonth @CCTrustees
- According to @EmsiBG, "the added income created in the U.S. through increased community college student productivity and the spending of international students supported the equivalent of 15.5 million jobs in 2012." #CCMonth @CCTrustees
- Community colleges deserve support! <https://vimeo.com/295446724> A @TCFdotorg report challenges federal and state policy makers to increase funding for community colleges to improve social mobility: <https://www.insidehighered.com/news/2019/04/26/call-major-government-funding-boost-community-colleges> #CCMonth @CCTrustees
- According to @Gallup, "Graduates of community colleges are more likely to have professors who care about them": <https://twitter.com/DrMcM/status/1228798740380704774?s=20> We can't speak for others, but at [YOUR COLLEGE NAME] we care about our students' success. #CCMonth @CCTrustees

Other Social Media Tips

- Tell your college's story: Explain how it supports students, the community and the economy.
- Showcase programs and courses at your college that teach in-demand skills that will get students to work right away and keep them working in the future.
- Demonstrate your college's visionary leadership within your community by highlighting past, current, and future partnerships with area businesses.
- Profile business and governmental partnerships in your community, and ask those partners to share the benefits of your partnerships through news and social media.
- Ask government officials and agencies to support your college during #CCMonth by issuing public statements in the media, through social media, and by taking actions to demonstrate their support of community colleges and their students.
- Tell students' stories: Dedicate as many social media posts as possible to highlighting students' accomplishments and telling why the community college was their first choice or emphasizing involvement in the student community. Importantly, also ask your students to share their own good news on their favorite social media platforms, and tag their posts with #CCMonth.
- Tell the CEO's and other staff's stories: Who are they? Why have they dedicated their careers to working at community colleges?
- Use a photo/graphic or video as often as possible.
- Don't forget to use #CCMonth and tag @CCTrustees!



Talking Points for Students

- State your name and your college.
- State your major.
- If you're a student trustee or a member of your student government, mention that.
- Briefly explain:
 - > Why you chose your college;
 - > Why your college was the best choice for you; and/or
 - > What you love about your college.
- Thank your college by name, and:
 - > Emphasize how you are involved in your college's community.
 - > Encourage others to check out what the college has to offer;
 - > Mention the college's website.

Introduce yourself and thank everyone for participating in Community College Month, the month-long campaign bringing awareness to community colleges.

Sample messages:

- (For video) My name is Jane Jackson, and I'm a general studies major at Riverdale Community College. I'm also a student representative on our board of trustees, the group of people who oversee the college. Riverdale isn't just a community college; it's a thriving hub of our community. Check out what the college has to offer at Riverdale.edu.
- (For video) My name is Jane Jackson, and as a single working mom who needed to advance her career, Riverdale Community College has given me the opportunities I wouldn't have gotten anywhere else. I never could have imagined how challenging the coursework is, how flexible the college would be about my busy schedule, and more than anything, how much the college would *care* about my success. I'm an advocate for community colleges because my community college has changed my life. Don't overlook the treasure in your backyard because of what you've heard about community colleges. Trust me, community colleges are second to none.
- My college saved lives during the COVID-19 pandemic and it saves students' lives every day through the opportunities it provides. I am so proud to be a student at my college—my community's college. In times of major crises, community colleges are always there to help their communities.
- (Written post) I am PROUD to be a biology major at Riverdale Community College. @RiverdaleCC is preparing me for work *and* advanced studies, and without crippling student loan debt. Want to change your life? Check out your local community college. #CCMonth @CCTrustees
- (Written post) Going to a community college was one of the best decisions of my life. I take the same courses as the first 2 years at a 4-year university for a fraction of the cost, and in smaller classrooms, taught by instructors who care instead of in an auditorium. @RiverdaleCC is the best option for me, and it might be your best option, too. When you think of community, think of your community college. #CCMonth @CCTrustees



About Op-Eds

The term “op-ed” is short for “opposite the editorial page.” It’s a form of writing published by newspapers, magazines and some websites that express an opinion and (most often) make an argument in favor of or against something.

Why publish an op-ed?

Op-eds can be great publicity, or “earned promotion” (as opposed to purchased advertising), and when run in publications of influence, well-written op-eds can make a great impact on how readers view the topic that is discussed. Readers of nationally renowned publications vary widely and include very influential and powerful individuals. But don’t discount local/community and state-based publications! These are read by elected officials and community stakeholders, and your argument can change the way people see things. A published op-ed is also a great achievement for anyone. Your college may have relationships with members of the news media. If you are interested in writing and publishing an op-ed, ask your college’s communications department how they can help.

Note: Your op-ed doesn’t have to be “about” Community College Month itself. Make the best possible argument for your college based on outcomes, student, faculty and other experiences, economic returns, etc.

A few basic guidelines

Every publication has its own guidelines. Be sure to read them before pitching an op-ed. That said, some basic guidelines generally apply:

- Your writing must be strong, clear, and concise. (Use short, simple sentences.)
- The topic must be relevant, timely and newsworthy.
- Learn the demographic profile of readers of the publication you plan to pitch, and write with that demographic in mind.
- 750 words is the absolute maximum in most cases (shorter for some publications). Editors will not consider work that is longer than this. You must put in the work of editing before submitting.
- Sources must be identified and tagged within the op-ed (e.g., “_____, according to the Pew Research Center.”); no footnotes or hyperlinks to external sources that must be read to understand your argument.
- Make your best argument, not all possible arguments.
- Give a reasonable and convincing counter-argument to questions that your argument raises.
- End with a call to action.
- Do not pitch an op-ed if you have a financial or ethical conflict of interest.



Sample Press Fill-in-the-Blank Press Release:

[Name and Contact Information]

[COLLEGE] JOINS #CCMONTH CAMPAIGN TO DRAW ATTENTION TO THE COMMUNITY IN COMMUNITY COLLEGE

[CITY][DATE] — [COLLEGE] announced today that it will join #CCMonth, a monthlong grassroots education and stigma-busting campaign coordinated by the Association of Community College Trustees (ACCT). The primary goals of #CCMonth are to improve awareness of the economic, academic and equity advantages of attending community colleges, and to bust longtime stigmas wrongly associated with public two-year colleges.

“The past year has proved beyond any doubt that our college is absolutely vital to our community and our state,” [NAME, TITLE, COLLEGE] said. “#CCMonth is an opportunity to reach out into both and to demonstrate not only that community colleges should be the first choice of many collegegoers, but why community colleges are first-class institutions that are vital to our local and state economies.”

Public community colleges are a uniquely American educational model that was designed to guarantee access to affordable, high-quality higher education for all people. They are the primary educators of life-saving nursing and other healthcare professionals among many others. They also serve as an onramp to bachelor’s, master’s and higher-level degrees for many students, and particularly for the most demographically and socioeconomically diverse students. They guarantee fair admissions for all students. They offer supports for adult students who have to work to support their families. And without community colleges, many American students would not be able to access higher education at all.

In short, community colleges were created to serve the needs of their communities, and they do it exceptionally well.

Despite some ongoing stigma about community colleges, research from New America’s annual Varying Degrees study and other sources reveals that the majority of American people hold community colleges in the highest regard among all higher education institutions with respect to being worth the cost of attendance, whether tax dollars should support them, and whether they spend their resources wisely and run efficiently.

More Americans also believe community colleges are more underfunded than other institutions, and “a majority believe that students need career-related support (88%), financial aid (87%), and academic support (85%). They also strongly believe that colleges and universities must provide more, and favor the provision of housing (82%) and food (76%) support and on-campus child care (70%),” according to the survey report. Community colleges throughout the United States provide these services so that the most disadvantaged students will have a chance at succeeding in their higher education careers.

“The new-and-future economy is a skills-based economy,” said ACCT President and CEO Jee Hang Lee. “The nation’s community colleges always have specialized in providing practical education and skills that students can use to advance themselves in a competitive economy. They give opportunities to all students, and they support all students throughout their educations, whether they attend to attain an associate degree or certificate, intend to transfer on for a bachelor’s or higher degree, or they take one or a few courses to learn a new skill or expand their horizons.”

Each year’s #CCMonth campaign made millions of impressions across social media platforms, including Twitter, Facebook, Instagram and LinkedIn, and prominent supporters include the U.S. Departments of Education, Energy, Labor, and State; the U.S. Census Bureau; First Lady Jill Biden and former First Lady Michelle Obama; governors of Illinois, Maryland, Michigan, and New Jersey, and many others. This year, organizers are encouraging students and other to take the message to their favorite online social platforms to spread the word about the importance of community colleges in cultivating skills for the future, and the unique affordability that community colleges offer to financially challenged generations.

A #CCMonth campaign toolkit is housed on the ACCT website, acct.org, including a logo, sample op-eds and press releases, social media posts, board resolutions and additional information. ACCT’s Twitter account, @CCTrustees, will be sharing information from member colleges throughout the month to amplify awareness.

About [College]



Sample Op-Ed:

Building STEM Communities with Community Colleges

by Shannon Brescher Shea and AnneMarie Horowitz, April 26, 2021

Published on *Energy.gov*

April is Community College Month. We're jumping in to celebrate by sharing our STEM workforce development and education outreach opportunities. These programs target students from the more than 1,000 public and private community colleges across the United States. (And did you know that Dr. Jill Biden is a community college teacher alongside her role as First Lady of the United States?)

Community colleges educate a diverse student population across age, family educational attainment, race, and area of study, reflecting the nation as a whole. They often reach students who are unable to access traditional, four-year degree programs. According to the U.S. Census, more than 30 percent of college students are undergraduates at two-year colleges. More than half of students in community colleges attend part-time as they develop workforce skills and earn associate degrees, certificates, or baccalaureate degrees. Students at community colleges are able to obtain a high-quality education that's affordable and can launch them straight into careers or other four-year degree programs.

America is poised to make a major investment in community college infrastructure. The [American Jobs Plan](#) proposes spending \$12 billion for facilities and technologies as well as identifying strategies to address access to community colleges in education deserts.

Internships Program

The DOE's flagship program is our [Community College Internships \(CCI\) program](#) through the Office of Science. It's a competitive 10-week paid internship for community college students. Students can work at one of 16 participating DOE national laboratories under the supervision of lab technicians or researchers. They work on technologies, instrumentation projects, or major research facilities in support of DOE's mission. Host laboratories also offer additional professional development opportunities, including workshops, laboratory tours, and scientific lectures. Internships are offered in the spring, summer, and fall.

Applications for the Fall 2021 term of this program are **due on May 27, 2021**.

Oak Ridge National Laboratory

The experiences of CCI participants mirror the diverse research done at our national laboratories. At Argonne National Laboratory in 2018, [Brenda Escobedo](#) developed a device that mimicked a piece of the Gammasphere Accelerator. Engineers at Argonne were in the process of upgrading the detector and used Escobedo's device to test the upgrade.

[Mwesi Musisi-Nkambwe](#) interned at Brookhaven National Laboratory through both the Community College Internships program (2003) and the Science Undergraduate Laboratory Internships program (2004). During his internships, he improved the interface in the control room of the Relativistic Heavy Ion Collider (an Office of Science user facility) that technicians use to manage the equipment.

At Oak Ridge National Laboratory in 2016, [Nabeel Jaser](#) worked to improve the efficiency of the beamline of one of the most intense pulsed neutron beams in the world. With his mentor, he constructed a tool that scientists could use to change out samples more quickly.

Community colleges provide opportunities for millions of Americans from all walks of life and while the American Jobs Plan is paving the way for even more Americans to benefit, the DOE's internship program is just one of many ways it supports STEM workforce development and education. For more resources for college and graduate students in STEM from the U.S. Department of Energy, visit [STEM Rising](#).

Read more at <https://www.energy.gov/articles/building-stem-communities-community-colleges>.



Sample Op-Ed:

HCC reflects on National Community College Month: ‘We are Howard County’s community college’

by Jess Nocera, April 18, 2019

Published on BaltimoreSun.com.

Even though Matthew Arminio has a bachelor’s and a master’s degree, he found himself back in school.

Arminio, 32, of Columbia, has been taking classes at Howard Community College for two years to eventually apply to colleges with physician assistant programs. He holds a bachelor’s in exercise science from West Chester University and a master’s in acupuncture from the Maryland University of Integrative Health in Laurel.

He said he has enjoyed his experience at Howard Community College so far because it’s more flexible and accessible for an “older student” to continue their education.

“I think high school students should work right out of high school, but if they have a vague idea of what they want to do, they should go to a community college, take a bunch of classes and also save money,” Arminio said.

Arminio is one of nearly 500,000 students — 150,000 in credit programs and 350,000 in continuing education and workforce development courses — enrolled in a Maryland community college annually, according to data from Howard Community College.

In honor of April being National Community College Month, HCC has shared 16 facts about Maryland community colleges, including that 70% of all freshmen and sophomore college students from Maryland are enrolled in one of the community colleges.

Kathleen B. Hetherington is the only HCC president to be a community college graduate. Hetherington, who has been HCC’s president since 2007, has spent her entire professional career in community colleges.

“I always share my experience with students,” Hetherington said. “Community colleges were relatively new at that time, and I started at the Community College at Philadelphia and it was the beginning of a career for me.”

After earning her associate degree while at community college, Hetherington went on to receive additional degrees at Penn State, Villanova and Widener universities.

“One of the things that I think also helps when I’m out in the community is relaying that you can start out a community college,” she said.

Continue reading at <https://www.baltimoresun.com/maryland/howard/ph-ho-cf-community-college-month-hcc-0418-story.html>

**Read more sample op-eds and blog posts at
acct.org/advocacy/CCMonth/op-eds.**



Board Resolutions:

A note from Phil Linfante, Chair of Warren County Community College and the New Jersey Council of County Colleges, and a member of the ACCT Member Communications and Education Committee

In 2019, we successfully challenged all 19 community colleges in the state of New Jersey to declare April Community College month through a resolution approved by the Board of Trustees.

Background:

In 1985, in recognition of the important contribution of community and technical colleges to our total educational system, congress authorized and requested then President Ronald Reagan to issue Proclamation 5418 establishing a National Community College Month. A month has been designated each year since then to celebrate community colleges

Process:

Attached is a resolution passed by Warren County Community College last year and passed by the Warren County Board of Chosen Freeholders to celebrate the month.

The resolution, as you will see, included the many awards, involvement, and recognition of the college in the county, state and nation.

A board resolution is a great way for your college to receive positive press and recognition. The resolution can also be sent to your local municipalities to be passed by their governing bodies.

We, at NJCCC, are working with the Assembly, Senate, and Governor's office for them to declare April, Community College Month.

Some suggestions for implementation:

- Pass a resolution at your March or April board of trustees meeting
- Send the resolution to your governing bodies/freeholders and local municipalities to pass at their meeting (Sample letter to governing bodies is attached)
- Arrange for a representation of students or staff of your college to attend the meeting.
- Host a community college "Open House" Week during April and invite all federal, state, county and elected officials representing your county college to visit the college. (Sample Congressional Visit Toolkit is included in the Community College Month Toolkit. This can be used as a guide to plan any visits to your campus(es).)
- Let's make the month of April, a showcase month for our community college sector.

Go to acct.org/advocacy/CCMonth for toolkit updates and additional campaign materials.

