



# Community College Month 2022 Campaign Overview & Action Plan



**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.

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



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## **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 announce the #CCMonth campaign on April 1 through a release to member colleges, affiliates, the press, and online. ACCT's Twitter account, [@CCTrustees](https://twitter.com/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.

## **About ACCT**

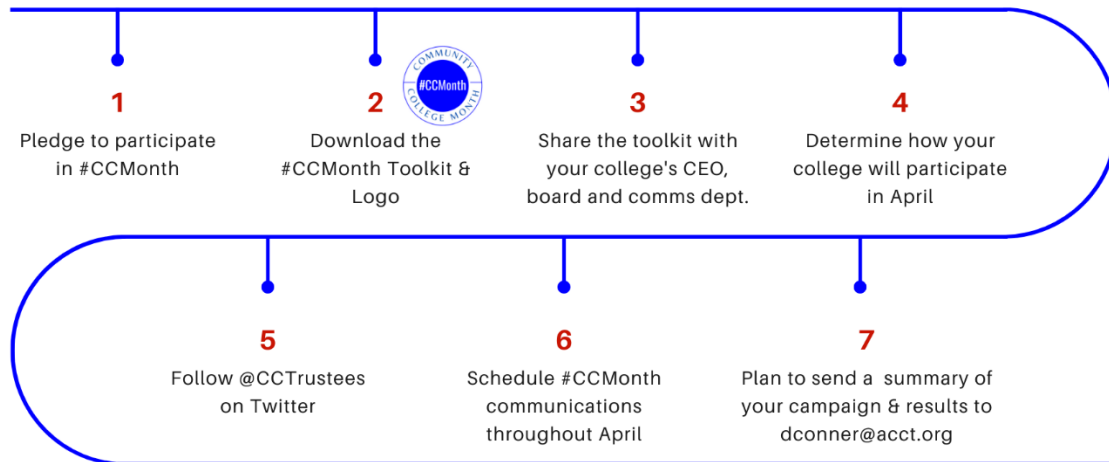
The Association of Community College Trustees (ACCT) is a non-profit educational organization of governing boards, representing more than 6,500 elected and appointed trustees who govern over 1,200 community, technical, and junior colleges in the United States and beyond.

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## #CCMonth Action Steps Right Now



Visit <https://www.acct.org/ccmonth> for resources.





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## ACTION STEPS IN APRIL

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Be sure to download our supplemental toolkit resources for more information, including:

- #CCMonth Logo
- Talking Points
- Suggested Social Media Posts
- Sample Op-Eds
- Press Release Template
- Sample Board Resolutions

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