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Community College Month  
2020 Campaign Toolkit

Community College Month is a campaign to raise awareness about the importance of our institutions to communities and to students. Here are some things that trustees/boards and other community college leaders can do to bring attention to your college:

Use your platform to speak up.

One of the primary roles of trustees is to engage with and to represent their communities to the college. Here are a few ways you can do that:

- **Get out into the community (virtual outreach counts!).** This month, reach out to local business leaders and ask them if their workforce needs are being met. Let them know that your college is and will continue to be there to meet those needs.

- **The power of the pen.**
  - Publish an op-ed in your local newspaper and community websites to remind residents how important your college is to the lives of students and for local economic welfare. (See talking points and sample articles in the following pages.)
  - Encourage your college to pass a resolution acknowledging Community College Month and attesting to the importance of community colleges in your area. (See sample resolution.)

- **Get social.** 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!)

- **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.

- **Plan to be a gracious 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. (See Congressional Visit toolkit at https://www.acct.org/page/congressional-visit-toolkit)

Advance the agenda.

Trustees are primary advocates for the students at their colleges and throughout the country. 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.

**Make Community College Month your very own Self-Education Month.**

Throughout the month of April, commit to learning something new or brushing up on what you already know about community colleges, community college advocacy, governance and your students. Read
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highlights of a recent research report. Brush up on parliamentary procedure. If you don’t
normally read now.acct.org, Inside Higher Ed or the Chronicle of Higher Education, add them to your
daily reading list. You’ll have a lot more knowledge under your belt by May!

Engage!

- **Reach out to your peers.** Find out what’s going on at colleges beyond your own—throughout
  your state, your region, and throughout our vast country. You’ll find a lot of similarities and also
  a lot of differences—in some cases you’ll learn about solutions to challenges you may face down
  the road.

- **Write something!** Read our [Trustee Quarterly writers’ guidelines](https://www.acct.org) and pitch us a story about
  something unique, new or exciting that your board has done recently. (We are especially
  interested at this time in evidence and demonstrations of your college’s value in the
  community.)

- **Don’t be shy about reaching out to us at ACCT.** [Send us questions](https://www.acct.org) that have been on your mind.

- **And be sure to submit a presentation proposal for the 2020 ACCT Leadership Congress** before
  the July 1 deadline.

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**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.
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2020 Campaign Toolkit

2020 Campaign Tips & Talking Points

Community colleges are second to none in higher education.

Public community colleges:

- Provide higher education to students with the fewest resources and the greatest obstacles.
- Are the most in-demand institutions during and following times of economic recession.
- 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.

According to a 2017 national survey of college and university students from New America:

- More students believe community colleges prepare people to be successful than any other sector if higher education.
- More students believe community colleges are worth the cost compared with any other sector if higher education.
- More students believe community colleges contribute to a strong American workforce compared with any other sector if higher education.
- More students believe community colleges always put their students first compared with any other sector if higher education.

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 2020 Twitter & Facebook Posts

- April is Community College Month! Throughout the month of April, we invite you to join us in talking about how community college has helped you and your community. Tag your messages with #CCMonth and @CCTrustees.

- Community colleges are second to none in higher education. #CCMonth @CCTrustees

- Community colleges are helping save lives & support communities during this time. These institutions will be vital to jump-starting economies in the coming year—but they can’t do it without more public support. #CCMonth @CCTrustees http://action.acct.org/ctas/take-action-today-federal-stimulus-community

- Community colleges SAVE LIVES as primary educators of nursing and other healthcare professionals, and by donating medical equipment and facilities in times of crisis. Thank your local community college today. #CCMonth @CCTrustees

- Community colleges deserve support! https://vimeo.com/295446724 A recent @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 We can’t speak for others, but at [YOUR COLLEGE NAME] we care about our students’ success. #CCMonth @CCTrustees

- According to @NewAmerica, 4 in 5 community colleges are worth the cost. Find out more: https://twitter.com/CCTrustees/status/98843985012036608 We can’t speak for others, but at [YOUR COLLEGE NAME] we care about our students’ success. #CCMonth @CCTrustees

- [Tell your college’s story: Explain how it impacts students, the community and the economy]

- [Tell your students’ stories: Dedicate as many social media posts as possible to highlighting students accomplishments.]

- [Tell board members’ stories: Showcase members of your governing board and explain how they keep your college accountable.]

- [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.]
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• [Don’t forget to use #CCMonth and tag @CCTrustees!]
Twitter Posts from 2019 Community College Month

1. @NACAC Apr 20, 2019
   “Almost half of the nation’s undergraduates are in community colleges (yet) they’re the least talked about sector in higher education”
   RT @ACCTMonth
   #ACCTMonth

2. @MichaelNoland Apr 1, 2019
   April is Community College Month! Whether through university transfer paths, short-term career & technical certificates/diplomas, or through workforce training, CCs are in the life transformation business! Change your career path at @NortheastMSCC today! @INCCNews #CCMonth

3. @TriC Apr 23, 2019
   Tri-C is a national leader in total number of associate degrees awarded. 
   #TriCfacts #EndCCStigma #CCMonth #Comm_College

4. @MulaSoft Apr 23, 2019
   See the latest digital trends that global brands are implementing in 2020 — from artificial intelligence to multi-cloud computing.

5. @BlogOakley Apr 23, 2019
   Education leaders like @ACEducation Ted Mitchell recognize the value of America’s community colleges. #CCMonth @DavidMorrisLeg

6. @ACEnews Apr 25, 2019
   Ted Mitchell Community College Month Video
   @playersistsmartnext

7. @AtlanticCape Apr 25, 2019
   Atlantic Cape Community College
   Dr. Gaba and two students met with Assemblymen Macarro & Armeto to highlight the importance of the NJ Community College Opportunity Grant. We’re raising awareness about our ability to provide high quality, affordable education to students during Community College Month.
   #CCMonth
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Steve Robinson (@CCCPresident) - Apr 24, 2019
Periscope – Podcast 4/9: Episode 5. It’s now live. Begins with the amazing @OpenEdComm College spokesperson/advocate who has become a voice for so many. You can also catch up on episodes 1-4.
#HigherEd #CommCollege #CommunityCollege #CCMonth

MCC Kansas City (@MCCKansasCity) - Apr 15, 2019
Did you know that fewer than 25% of community college students take on debt to pay for school while 55% of students at 4-year colleges have debt to pay off at graduation?
#CCMonth #MCCYourFuture

NACC (@NACC) - Mar 22, 2019
April is Community College Month! Celebrate with us! #CCMonth
Here’s some ideas from ACCCT: acct.org/articles/april-CCCT

PA Community Colleges (@paocommunitycollege) - Apr 23, 2019
Community college is college.
Community college is college.
Community college is college.
Community college is college.
#EndCCStigma #CCMonth

May Ortis Gayley (@MayOrtisGayley) - Apr 10, 2019
It’s #CCMonth and leaders from across the country are recognizing the value of community colleges. TY @CommunityColl & @TomBrock for supporting @callCommCollege!

Marcin Biddle (@marcin) - Apr 29, 2019
For nearly 100 years, it has been our mission to support the success of our students by providing high-quality, affordable education and workforce training. #CCMonth
Social Media Video Campaign for Students

April is National Community College Month. Every year, ACCT taps into this opportunity to raise awareness about what community colleges have to offer. This year, the association is asking the Student Trustee Advisory Committee and other involved students to participate in the campaign by sharing your experiences through social media and, if possible, through your college’s access to local media.

Theme: *Community Colleges are Second to None.* (In other words, community colleges are as good as four-year universities and students should think of them as first choices for high-quality education with a more affordable sticker price.)

What we’re asking you to do: *Tell your story. Boldly. Proudly.* Whether you send a tweet a day or a tweet a week, or post to Instagram, YouTube, Facebook, TikTok or another social media platform, tell the world a story about why you chose a community college and why it was a great choice. You can write your story or tell it in a short video or series of videos. We’d love it if you would include a picture so that people will see who you are—someone just like them!

A few guidelines:
- Be brief. No one will be made at your message it too short!
- Be upbeat. Send the world positive vibes!
- Be specific. The magic is in the details—so tell people what college you go to, what you’re studying, and a specific reason why you chose your college or something specifically meaningful about what you’ve learned from your experience.
- Be an advocate for community colleges. Emphasize what you value about our very specific community.
- Be sure to use #CCMonth in your post, tag your college’s social media accounts and (on Twitter and Facebook) tag @CCTrustees. We will share the most compelling student messages with our networks throughout April.

Want to go above and beyond? Talk with your college board, president and student government about Community College Month and get everyone involved. Your fellow students and others in the college community may want to join you—if they do, share these guidelines and talking points! Your college also may be able to relay your messages to your local media to promote the college within your community (which, let’s face it, is the whole point of the campaign!).
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:
  - Encourage others to check out what the college has to offer;
  - State that community colleges are “second to none”; and/or
  - 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 has given me life-changing opportunities that I can’t imagine having had access to anywhere else. Community colleges are second to none. 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 has been vital in saving lives and meeting the community’s needs during this crisis. I am so proud to be a student at my college—a community college. In times of major crises, community colleges are always there to help. Community colleges are second to none in higher education.
- (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. Don’t write off community colleges—they’re second to none. #CCMonth @CCTrustees
April is California Community College Month and MiraCosta College is showing us why.

From free citizenship courses that led to the naturalization of local residents to theatre and dance performances that are contributing to North County’s cultural depth, MiraCosta College’s impact this April is being felt.

Forty-five graduates of MiraCosta College’s citizenship course and 48 graduates of the North County Immigration and Citizenship Center have successfully obtained their U.S. citizenship and will be honored on Saturday, April 20, from 10 a.m. to noon at the MiraCosta College Community Learning Center, 1831 Mission Ave., in Oceanside.

This year’s students came to MiraCosta from Iran, China, the Philippines, Vietnam, Mexico, and El Salvador. They came to the North County Immigration and Citizenship Center from Mexico, El Salvador, Guatemala, Iran, Great Britain, South Africa, Cambodia, France, and elsewhere.

Speaking of the MiraCosta College Community Learning Center, scores of tuition-free, noncredit classes are offered at the Mission Avenue site each month. Classes run the gamut. English as a Second Language, Parent–Toddler Workshops, Basic Computer Skills, Acrylic Painting, Weight Management for Seniors, Chair Yoga for Adults, and Basic Academic Skills for Adults with Disabilities are just some of the many options.

Gigi Goines-Lewis is a believer. She enrolled in a computer skills program, and her newfound knowledge helped her land a new job after she was laid off at the age of 59.

“I started off with just the basics, Word, Excel, and learned how to become literate on the computer,” Goines-Lewis said. “Everything is computerized now. You have to have decent computer skills if you want to get a good job these days, no matter what field you’re in.”

Sample Op-Ed:

How Community Colleges Can Meet Students’ Basic Needs
From Center for Law and Social Policy (CLASP) blog
By Lauren Walizer

For several years CLASP has highlighted the importance of meeting adult students’ basic needs and retooling policies and practices to improve the connections between postsecondary enrollment and public benefits programs. We are currently providing technical assistance to Colorado, Louisiana, and Rhode Island on policies that remove restrictions to programs that meet such basic needs as nutrition and child care. During our visits to these states, we’ve met with several community colleges and learned how they’re supporting students’ basic needs. In recognition of Community College Month, we’re sharing some of these practices in the hopes that other colleges will consider following their examples.

The Community College of Aurora in the Denver area serves a significant number of immigrant students. The college participates in the U.S. Department of Labor’s Strengthening Working Families Initiative (SWFI) initiative, which connects low-income student-parents to child care and other services. The college is hoping to expand on this work by becoming a Supplemental Nutrition Assistance Program (SNAP) Employment and Training provider. Each semester, the college points its students to a web page with information about SNAP and the Women, Infants, and Children (WIC) program and offers a single point of contact at the college to provide support on these programs. Aurora was recently awarded the American Association of Community Colleges’ (AACC) Advancing Diversity award for its work to create a more inclusive environment and hire more faculty of color, among other efforts.

Delgado Community College in New Orleans has a long-term commitment to connecting students to benefits through its partnership with Single Stop. The college’s engaged and dedicated staff helps students navigate the lengthy application process for public benefits, troubleshoot problems, and communicate with the benefits office if English is not their first language. The administration offers legal services on campus and provides canned and fresh foods and essentials for students through the Care Corner food pantry. Delgado is also actively expanding its services by adding a behavioral health center for students and staff, which it created through a partnership with the Daughters of Charity Services of New Orleans. The college secured funding through a competitive grant program to participate in the Single Moms Success Design Challenge that helps improve degree attainment among single mothers. Delgado also runs an on-site child care facility to help meet the needs of student-parents.

Read more: https://www.clasp.org/blog/how-community-colleges-can-meet-students-basic-needs
Sample Op-Ed:

Walk out of community-college training program into a job
From Kentucky.com, April 20, 2017
By Jay K. Box

Recently, while visiting one of our colleges, I was fortunate to have lunch prepared by our culinary students. The food was delicious and the plates were beautifully presented. After the meal, I sought out the students to congratulate them.

Little did I know, that would be the most invigorating part of my day. These students were passionate about what they’re learning and eager to get out into the world and put their new skills to work. Listening to their plans and dreams was a great example of the important role our colleges play in educating thousands of students each year for jobs that don’t require a bachelor’s degree.

Most people are familiar with our transfer programs at Kentucky Community and Technical College System, but far fewer understand what we offer those who want to quickly learn a skill and get to work. KCTCS is working closely with state agencies and employers to help build a skilled and educated workforce in each community by aligning what we teach to local employers’ needs.

Our new Advanced Manufacturing Center in Scott County is a good example. Students get hands-on experience and a paycheck from Toyota while also taking classes from Bluegrass Community and Technical College. When students complete the program, they’ll be some of the most experienced new technicians in the country.

Beginning this fall, more students will have an opportunity to quickly move into high-paying jobs. The new Work Ready Kentucky Scholarship covers the cost of tuition for programs in health care, advanced manufacturing, transportation/logistics, business services/information technology and construction/trades.

This is good news for unemployed and underemployed folks as well as high-school graduates not interested in pursuing a bachelor’s degree. It’s also good news for our local and state economies. At KCTCS, our role is to ensure everyone has the opportunity to succeed. In fact, community colleges were founded nearly 100 years ago on the concept of social justice and providing all Americans an affordable education.

Over the years, students from all walks of life have enjoyed increased access to postsecondary education, largely through the doors of community and technical colleges. Community colleges have even been called the Statue of Liberty of higher ed.

As we continue to celebrate Community College Month, and with graduation right around the corner, I expect you’ll be hearing some of our student success stories. When you do, please think about the barriers to education some of our students face.

Read more: https://www.kentucky.com/opinion/op-ed/article145834649.html
Sample Op-Ed:

Higher Education Without Higher Cost
From SCVnews.com, April 24, 2019
By Dr. Dianne G. Van Hook

When did college debt gain so much control over graduates’ quality of life? As education debt reaches record levels, we see the effects ripple through students’ lives long after they graduate.

Student loans affect graduates’ ability to buy a home. According to the National Association of Realtors, 85 percent of student loan borrowers struggle to save for a down payment or are denied a home loan due to their debt-to-income ratio.

Financial wellbeing much later in life is also impacted by student loans. A study by NerdWallet suggests that recent graduates will not be able to afford retirement until age 75, largely due to college debt. An inability to save early in life stunts their long-term savings plans.

A college education remains one of the most valuable investments a person can make, as it is a gateway to life-changing opportunities. But how can students set themselves up for success in the face of mounting college debt?

That’s a question we have answers to at College of the Canyons.

First-Year Promise is among the best answers. Offering a year of college free of tuition and fees, First-Year Promise also provides eligible students who attend full-time with free parking, discounted books, priority registration, and major and career guidance. Applications for the 2019-20 First-Year Promise cohort close April 30. Eligibility requirements and more details can be found at canyons.edu/Promise.

Community college should be the first choice of anyone seeking higher education. Whether you’re looking for career retraining or taking the first steps to follow through on your long-delayed promise to earn your bachelor’s degree, opting for a community college is the smart choice. You’ll find smaller classes taught by experienced faculty, curriculum that matches what employers need, and affordable fees that can help you avoid costly loans.

On average, in-state tuition at California community colleges costs $1,636 per year, the lowest in the nation for public community colleges. Compare that to an average of $13,947 per year for in-state tuition at public universities. That difference, over two years, means students can save nearly $24,000 while earning their degrees.

Such savings make a real difference when considering that on average, students who attend the same university for four years graduate with $37,172 of debt and parents who take out Parent PLUS Loans face an average debt of $15,880.

Read more: https://scvnews.com/higher-education-without-higher-cost-commentary-by-dr-dianne-g-van-hook/
Sample News Coverage:

From The Baltimore Sun, April 18, 2019
By Jessica Nocera, Howard County Times

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

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.

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

Last year, 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.
RESOLUTION RECOGNIZING APRIL 2018 AS WARRREN COUNTY COMMUNITY COLLEGE MONTH

WHEREAS, the more than thirteen hundred community and Technical colleges, public and private, in the United States have contributed enormously to the richness and accessibility of American higher education. Nearly half of all undergraduate college students in the Nation today are enrolled in community colleges; and

WHEREAS, by providing educational opportunities at costs and locations accessible to all who are qualified, community and technical colleges have greatly enhanced the opportunity for every ambitious student, young or old, to enter a postsecondary school program. As community-based institutions, our schools provide varied programs and offer specialized training for more than one thousand occupations; and

WHEREAS, this community is served well by Warren County Community College, and as Warren County Community College has been recognized by Middle States for its exceptional report and process during the March 2018 Self-Study. And as Warren County Community College has been further recognized by Registered Nurses.org as the 2nd best nursing program in the state of New Jersey, and by Bestcolleges.com as the 2nd best Community College in New Jersey; and whereas the only factors that keep WCCC from 1st place rankings by each internet ranking organization are facility and budget sizes; and

WHEREAS, Warren County Community College has reached a 43% graduation rate, highest in NJ as well as record retention rates; while simultaneously reducing remediation and credits to degree; and

WHEREAS, WCCC trustees, staff and students have received numerous national recognitions including, but not limited to: the ACCT Northeast Region Trustee Leadership Award, the ACCT Northeast Region CEO Award, the AAUA McInnis/Ryan Higher Education Leadership Award, the PTK Shirley B. Gordon Award of Distinction, the AACC Faculty Innovation Award, the PTK Paragon Chapter Advisor Award, and the PTK New Century Transfer Pathways Student Scholar; and

WHEREAS, Warren County Community College trustees and staff serve the global higher education community on statewide, national, and international boards including, but not limited to: NJCCC Executive Committee, NJCCC Legislative Committee Chair, AACC Board of Directors, AACC Workforce and Economic Development Commission Chair, former AACC Presidents’ Academy Chair, the AAUA Board of Directors, the Chair Academy International Advisory Board, and the Middle States Commission on Higher Education Board; and

WHEREAS, in recognition of the important contribution of community and technical colleges to our total educational system, in 1985 the Congress authorized and requested then President Ronald Reagan to issue Proclamation 5418 establishing a National Community College Month.
NOW, THEREFORE, We, the Warren County Community College Board of Trustees recognize April 2018 as Warren County Community College Month

Honorable (Governing Body):

Attached is a resolution declaring April as (Your College Name) Month.

Statewide, nineteen community colleges representing the twenty-one counties enroll 350,000 students a year, granting 24,000 degrees annually. Forty five percent of all students earning bachelor’s degrees in New Jersey completed courses at Community Colleges during their academic career. Community Colleges work as the educational and economic engine in our counties and offer educational experiences to many residents. These include degrees, certificates, short term training, business and industry courses and training, youth programs, courses for senior citizens and much more.

We hope that you would consider placing this resolution on your agenda in March or April. Please contact us at (Contact Person) Students and staff from our school may attend the meeting.

Thanks for your consideration.

Sincerely,

President                                Chair
RESOLUTION RECOGNIZING APRIL 2018 AS
WARREN COUNTY COMMUNITY COLLEGE MONTH

WHEREAS, the more than thirteen hundred community and Technical colleges, public and private, in the United States have contributed enormously to the richness and accessibility of American higher education. Nearly half of all undergraduate college students in the Nation today are enrolled in community colleges; and

WHEREAS, by providing educational opportunities at costs and locations accessible to all who are qualified, community and technical colleges have greatly enhanced the opportunity for every ambitious student, young or old, to enter a postsecondary school program. As community-based institutions, our schools provide varied programs and offer specialized training for more than one thousand occupations; and

WHEREAS, this community is served well by Warren County Community College, and as Warren County Community College has been recognized by Middle States for its exceptional report and process during the March 2018 Self-Study. And as Warren County Community College has been further recognized by Registered Nurses.org as the 2nd best nursing program in the state of New Jersey, and by Bestcolleges.com as the 2nd best Community College in New Jersey; and whereas the only factors that keep WCCC from 1st place rankings by each internet ranking organization are facility and budget sizes; and

WHEREAS, Warren County Community College has reached a 43% graduation rate, highest in NJ as well as record retention rates; while simultaneously reducing remediation and credits to degree; and

WHEREAS, WCCC trustees, staff and students have received numerous national recognitions including, but not limited to: the ACCT Northeast Region Trustee Leadership Award, the ACCT Northeast Region CEO Award, the AAUA McInnis/Ryan Higher Education Leadership Award, the PTK Shirley B. Gordon Award of Distinction, the AACC Faculty Innovation Award, the PTK Paragon Chapter Advisor Award, and the PTK New Century Transfer Pathways Student Scholar; and

WHEREAS, Warren County Community College trustees and staff serve the global higher education community on statewide, national, and international boards including, but not limited to: NJCCC Executive Committee, NJCCC Legislative Committee Chair, AACC Board of Directors, AACC Workforce and Economic Development Commission Chair, former AACC Presidents’ Academy Chair, the AAUA Board of Directors, the Chair Academy International Advisory Board, and the Middle States Commission on Higher Education Board; and

WHEREAS, in recognition of the important contribution of community and technical colleges to our total educational system, in 1985 the Congress authorized and requested then President Ronald Reagan to issue Proclamation 5418 establishing a National Community College Month.

NOW, THEREFORE, We, the Warren County Community College Board of Trustees recognize April 2018 as

Warren County Community College Month
Proclamation

WHEREAS, New Jersey’s 19 comprehensive, open door community colleges are a critical component of the state’s education system, and

WHEREAS, New Jersey’s community colleges prepare students to enter four-year institutions, prepare them to assume skilled positions in New Jersey’s workforce, and offer many other programs that enrich the quality of life for the state’s residents;

WHEREAS, the community colleges also have strong partnerships and articulation agreements with New Jersey’s public and private four-year colleges and universities, playing a critical role in baccalaureate degree attainment for students in this state;

WHEREAS, according to the National Student Clearinghouse, 45 percent of all students who earned a bachelor’s degree from a New Jersey college or university had previously completed courses at a community college, and students who complete their first two years at a New Jersey community college before transferring to a four-year school save $23,000 in tuition—more than the average for the country;

WHEREAS, community colleges play a critical role in meeting the workforce needs of New Jersey’s businesses, helping to fill a variety of blue-collar and white-collar jobs, and prepare unemployed and underemployed individuals for gainful employment;

WHEREAS, New Jersey’s 19 community colleges serve as a network of institutions working collaboratively through the New Jersey Council of County Colleges, a non-profit organization dedicated to supporting and strengthening the state’s community colleges;

WHEREAS, New Jersey’s community colleges play a significant role in increasing the number of individuals in New Jersey who have earned a post-secondary industry-valued credential or degree and play a critical role in helping the state meet the goal of 65 percent of the adult population having earned an industry-valued post-secondary credential or degree by 2023;

NOW, THEREFORE, I, Philip D. Murphy, Governor of the State of New Jersey, do hereby recognize:

APRIL 2019
AS
COMMUNITY COLLEGE MONTH

in New Jersey.

Given, under my hand and the Great Seal of the State of New Jersey, this twentieth day of April in the year two thousand nineteen, the one hundred forty-third year of the Independence of the United States.
THE SENATE
STATE HOUSE, TRENTON, N.J.

SENATE RESOLUTION
By Senate President Sweeney

WHEREAS, The Senate of the State of New Jersey is pleased to honor and salute the New Jersey Council of Community Colleges, a highly esteemed organization in the Garden State, in recognition of April of 2019 as New Jersey Community College Month; and,

WHEREAS, Community College Month is an appropriate time to acknowledge community colleges and the important contributions they make to the richness and accessibility of American higher education; and,

WHEREAS, The leaders and staff of the New Jersey Council of Community Colleges are fully devoted to the praiseworthy mission of providing statewide leadership in support of the advancement of New Jersey’s nineteen community colleges; and,

WHEREAS, In addition, the New Jersey Council of Community Colleges performs sector coordinating responsibilities as required by law and facilitates efforts to improve student success; and,

WHEREAS, New Jersey’s outstanding community colleges enroll 350,000 students and grant 24,000 degrees each year, and forty-five percent of students who earn bachelor’s degrees in New Jersey have completed courses at a community college; and,

WHEREAS, Students of all ages and backgrounds who attend these exceptional schools receive a superb education and earn degrees, certificates, and training that help them become skilled members of a workforce that propels economic growth and encourages learning and culture; and,

WHEREAS, The strength and success of the State of New Jersey, the vitality of its communities, and the effectiveness of our American society depend, in great measure, upon excellent organizations, exemplified by the New Jersey Council of Community Colleges; and,

WHEREAS, It is altogether proper and fitting for this House to pause in its deliberations and recognize the New Jersey Council of Community Colleges, and to affirm its importance to the citizens of this State; now, therefore,

Be It Resolved by the Senate of the State of New Jersey:
That this House hereby commends the New Jersey Council of Community Colleges, pays tribute to the meritorious efforts of its leaders and staff, and extends sincere best wishes for its continued success and vigor; and,

Be It Further Resolved. That a duly authenticated copy of this resolution, signed by the President and attested by the Secretary, be transmitted to the New Jersey Council of Community Colleges.

__________________________
Stephen M. Sweeney
President of the Senate

Attest:

__________________________
Linda Metzger
Secretary of the Senate
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Overview

Inviting your United States Senators or Representatives to visit your community college campus is an excellent way to build relationships, as well as to demonstrate the importance of your college to their state or congressional district. Through a tour or visit, you can highlight certain programs or activities occurring on campus, and talk to your member of Congress about the college’s federal priorities. This type of engagement will help make you an informational resource on higher education policy, and create stronger ties with your elected officials.

As a trustee, you help set the mission of the college, and you are an ideal advocate for the college. Trustees have a range of expertise, from academic programs and system planning to access and affordability. Advocacy on behalf of your students and college is a primary role for serving as a trustee. To be an effective advocate, you must become familiar with your members of Congress—who they are, the committees on which they serve, and their positions and voting records on higher education. You can identify all of your federal representatives and access their home districts and Washington, D.C. office contact information through ACCT’s website. Once you identify your congressional representatives, use this toolkit as a resource to help you structure your invitation and message, prepare for your visit, and follow up after the meeting is over.

If you need additional guidance on contacting your members of Congress, or structuring your talking points and materials, contact us at publicpolicy@acct.org.
Guide to Crafting a Congressional Invitation

‘What should the invitation to my Member of Congress say?’

• Make sure your request is specific, relevant, timely, and that it appeals to the interests of your members of Congress. If you know your Senator or Representative has a specific interest (for example, STEM) then consider tying the invitation to their priorities.

Tip: A tour or event is a time-consuming request, and you may be competing against other invitations. Make sure to clearly outline why your request is relevant.

‘What details should I include?’

• Congressional offices want to know basic information. We’ve already talked about the ‘why.’ Your invitation should also address the ‘who,’ ‘what,’ ‘when,’ and ‘where.’ Ensure that other key campus leaders know about your invitation, and note in the invitation if they or other faculty, staff, or students may be present. Provide a basic description of what will occur during the tour or event, and how long it should take. Also, if you have multiple campuses, state the specific location at which you would like to meet.

Tip: Keep in mind that it may be more difficult to schedule an invitation that requires a significant time commitment from the member of Congress.

‘Where should I send the invitation?’

• In most instances, a request for a campus visit or meeting in the congressional district will go through the scheduler. Simply call any office and request contact information for the individual who handles scheduling requests.

• Congressional offices receive a large number of scheduling requests, so they prefer to receive them in writing. Save yourself a stamp. Email is your best bet when requesting a meeting unless otherwise stated by the congressional office.

• If you have previously met with other staffers in the D.C. or district office, consider including them on the request and tying it back to prior conversations about your college.

Tip: Make sure you follow up. If you placed a request but haven’t heard back, call or email the scheduler.

‘How much advance notice do they need?’

• Probably not as much time as you may think. Congressional schedules are constantly in flux, but generally begin to shape up two or three weeks in advance.

• Offer a few different options for meeting dates. Three to six weeks in advance of your first proposed date is sufficient time.

• Don’t pick a date when Congress is scheduled to be in Washington, D.C. for a vote. The legislative calendar can be found via the websites www.house.gov and www.senate.gov.

Tip (mixed cases): As an alternative to planning and coordinating a special campus visit, consider giving your elected officials the VIP treatment at a regular on-campus event. This will give them a sense of what your college does and an opportunity to interact with students and other constituents.
Sample Invitation Request

To: [In-District Scheduler]
CC: [Education Legislative Assistant]

RE: Scheduling Request – Tour of Community College Campus

Dear Mr./Ms. District Office Scheduler,

I am writing to invite the Senator to visit our community college campus to tour our renewable energy certificate program within the coming month or so. Each year, this program graduates more than 75 students, and we have been extremely successful in placing them in jobs within this high-demand field. We would like to showcase this program because we believe it would be of interest to the Senator and relevant to her work on the Energy and Natural Resources Committee. Additionally, when we met with the Senator's legislative assistant last year, he mentioned the Senator's interest in growing economic opportunities in green energy within the state.

The tour should take no more than an hour. We will be visiting the students in the lab, providing an overview of the program, and conducting a brief question and answer session. Our college board members, president and the director of the program will also be present.

We can be flexible regarding a date, but have identified a few possible weeks for your consideration. If this is something that is amenable to the Senator, we have availability the weeks of August 23rd, August 30th, or September 22nd. If none of these dates works, please call us at (555) 333-2999 or email boardchair@commcoll.edu, and we can determine a date that will work for all parties.

Of course, we could also coordinate with your press office if you wish to promote the tour. We are excited by the prospect of the Senator's visit to see our campus's innovative new program and meet our students first hand. We look forward to hearing from you.

Sincerely,

Community College Trustee & President
While it may not be as high profile of a visit, meeting with a staffer is well worth your board’s and president’s time. It helps to build your relationship with that office, and also will relay information about your college and its interests to the member of Congress. It’s great if you create an office champion. Staffers often have the influence to convince their bosses to go to a particular event or prioritize a certain meeting that they feel would be worth their time, so it is important to build in-roads when the opportunity arises.

When you do end up meeting with or hosting staffers, treat them with the same level of respect and gratitude that you would give to your members of Congress—remember that they are taking time from their very busy schedules, as well, and that they can have a tremendous amount of influence on advancing your message. A strong relationship with congressional staffers is the best way to turn today’s “no” into tomorrow’s “yes.”
Preparing for and Planning Your Meeting

Know Your College

- College leaders should be able to briefly articulate to members of Congress their institution’s mission, key programs offered, facts about the student population, the business community served by the college and the economic impact of college programs.

- If you are touring a program on campus or attending an event, know the connection to the federal government. Does this program receive federal support, and if so, how much? Thank them for their role in providing that support.

Know Your Community

- You represent the same people your Representatives and Senators do. Be able to discuss the needs of the community, how your community is changing, and how the college is responding to these changes.

Know Which Federal Programs are Significant to Your College

- Community college students receive substantial assistance from federal student aid programs, especially the Pell Grant program. Additionally, many colleges benefit from grant programs, such as funding for Minority Serving Institutions, TRIO programs, the Carl D. Perkins Act and federal job training programs.

- Sharing the impact of these programs on your colleges demonstrates to members and their staff the importance of the federal investment in education and training programs.

Know Your Legislators

- Knowing your Representatives’ and Senators’ backgrounds helps you make a connection and helps you communicate with them in a way that makes your point come across most effectively.

- Do your research. Know their backgrounds and priority issues. Do they have connections to your college?

Preparing Materials

- Members of Congress and their staffs appreciate brevity; a brief but substantive summary about your college is more likely to be saved in a file and referred to than a bulky packet with the college catalog, numerous program brochures, and financial reports. Include relevant data when possible.

- ACCT’s federal funds worksheet (located on page 8 of the toolkit) is a great resource to share with your member of Congress. Ask your financial aid office to assist in filling it out, and provide a copy to your guests during the meeting.
Preparing for and Planning Your Meeting

Your Meeting Agenda

• Develop a plan of action, and stick to a timetable.

• Plan to formally welcome and introduce your Representative or Senator.

• Share why your college or program is so important to the community.

• Make sure to incorporate your talking points and federal priorities.

• Be sure to thank them for prior votes or legislation that aligns with your priorities.

Ask About Your Member’s Priorities

• As with any good relationship, it is important to have give and take. During the meeting, ask your member what his or her priorities are—doing so presents an excellent opportunity to find out more about his or her interests and agenda. This discussion also may yield other opportunities to work together on additional issues.

Ask for Their Support

• Your Representative, Senator, or their staff should be able to give you an indication of the member’s level of support for community college priorities. It is appropriate and important for you to ask their position.
Keep the Momentum Going After the Meeting is Over

Send Thank-You Notes or Emails

• A thank-you note is not only polite, but also provides an opportunity to follow up on key topics discussed during the meeting. Send a note to both the member of Congress and to participating staff. It can be a useful reminder for your congressional offices to follow up on further conversations, research, or commitments made during your meeting.

Promoting the Visit

• Utilize social media or a press release to publicize information and photos from the visit. When quoting members of Congress, work with their press office to first gain approval.

Make Sure Information Has Made its Way to Washington, D.C.

• Physical distance often stifles communication between district office staff and D.C. staff. It’s OK to ask the district staff for the name and contact information of an individual in the federal office with whom you should follow up on federal funding or legislative priorities; in fact, maintaining proper contacts can and should be part of your continuing communication with your local office. In almost all instances, the staff assigned to federal legislation will be housed in the Washington, D.C. office—so make sure you have contacts in Washington. Forward your materials to these people, noting who you met with in the home office.

Maintaining Contact

• Often the communication ends when the meeting is over. Keep the relationships going by engaging with staff regarding campus activities. This could include forwarding a campus newsletter or newspaper article to a relevant staff member.

• Consider offering space on campus for events. Members of Congress often hold public forums or events, but cannot pay for an expensive venue. A town hall meeting at your campus would be a great opportunity for your college, your members of Congress, and your mutually beneficial relationship.

• Make sure they know you are an informational resource. You now have a staff contact in that office. Make good use of it!
Impact of Federal Education Dollars on Your Campus

When completed, this form will demonstrate how federal student aid funds and other federal funds are currently at work on your campus. Members of Congress, state legislators, local government officials and members of the press find this information valuable as they analyze the impact of the many policy changes currently being considered by Congress. Contact your college’s student financial aid or business office to assist you in completing this form.

Even if you are unable to complete all the categories listed on this form, members of Congress and their staffs will find any information you are able to provide them useful when considering the impact of program funding on their districts.

Name of college: ________________________________

### Federal Pell Grant Summary

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<th>Average grant per student</th>
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### Other Federal Programs

1. Number of Federal Supplemental Educational Opportunity Grant (SEOG) recipients
2. Federal SEOG funds awarded
3. Number of students participating in Federal Work-Study program
4. Federal Work-Study program funds awarded
5. Number of Federal Direct loan recipients
6. Average loan amount per recipient
7. Total Federal Direct loan funds disbursed (subsidized and unsubsidized)
8. Number of Federal Perkins loan recipients (if applicable)
9. Average Federal Perkins loan award per student (if applicable)
10. TRIO funds (if applicable)
11. Perkins Career and Technical Education Act funds received in current budget
12. Title III-A (Strengthening Institutions) Grants funds (if applicable)
13. Minority Serving Institutions and HBCU Grants funds (if applicable)

### Federal Dollars Assisting Students and the Institution

(sum of lines 2, 4, 7, 10, 11, 12, 13, and total Pell Grant dollars disbursed for current award year)
Congressional Visit Checklist

☐ Work with your college to develop an invitation that is specific, relevant, timely, and appealing to the interests of your member of Congress.

☐ Email the invitation to the district office scheduler at least three weeks prior to your proposed visit. Be sure to offer a preferred date and time as well as alternatives.

☐ If you haven’t heard back from the office within a week of sending the invitation, follow up to ensure the invitation was received. Also offer to answer any questions regarding the scheduling request.

☐ Finalize your meeting agenda, talking points, and materials as soon as the Congressional visit is confirmed.

☐ Work with your communications and press offices to prepare press releases, photo ops, and social media strategies when agreeable to the Congressional office.

☐ Follow up again a few days prior to your meeting to let the office know that you look forward to hosting the your member of Congressional, to reconfirm his or her availability, and to check for any last-minute special requests (such as parking passes).

☐ Send thank-you notes to the member of Congress and staff following the visit.