



**COMMUNITY
COLLEGE
MONTH
#CCMONTH**

April 2023

***TOOLKIT FOR COMMUNITY
COLLEGE ADVOCATES***

Includes:

Logo | Talking Points | Social Media Tips
Sample Op-Eds, Press Release, Board Resolutions
Talking Points for Students

www.acct.org/ccmonth

Community College Month

Theme: “Smart Students Go to Community Colleges”



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 toolkit designed to help you make the most of the [#CCMonth](#) 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.

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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Important Note for Community College Trustees & Other Advocates

ACCT and our membership recognize that governing boards’ duties vary at institutions throughout the country.

At some institutions, board members are encouraged to speak out publicly in support of their institutions through local print, online, television and radio news media, and at other institutions, policies and protocols authorize only certain individuals, such as the college board chair, the college CEO and/or an authorized public spokesperson.

We urge all community college advocates to respect their institutions’ public outreach preferences. Board members who are not authorized to speak publicly can still encourage their college CEOs to participate in #CCMonth through public outreach, including and beyond the ideas presented in this toolkit. Board members who are authorized to speak publicly on behalf of their institutions are encouraged to work in tandem with their college CEOs and communications offices to ensure appropriate and concerted public outreach.

Any board member who is unsure about their roles in public outreach should consult their board chair and board manual.

***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.*



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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. (See Congressional Visit toolkit at <https://www.acct.org/page/congressional-visit-toolkit>)
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.

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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.

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Talking Points

Your Community's College

- 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.**
- 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 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.](#)



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Information About Changing Perceptions of Community Colleges

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](#).

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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.
- 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 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?s=20> 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/988439855012036608?s=20> #CCMonth @CCTrustees

Other Social Media Tips

- [Tell your college’s story: Explain how it supports students, the community and the economy]
- [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.]
- [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.]
- [Don’t forget to use #CCMonth and tag @CCTrustees!]



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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



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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.



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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 all this, many American people wrongly believe that community colleges are inferior institutions, and in most states, universities receive significantly more per-student state support than community colleges do. These negative attitudes and disparities support and encourage ongoing socioeconomic and demographic disadvantages and inequities in the United States.

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“Community colleges are engines of diversity, equity and inclusion,” said ACCT President and CEO Jee Hang Lee. “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.”

Last year’s #CCMonth campaign made millions of impressions across social media platforms, including Twitter, Facebook, Instagram and LinkedIn. This year, organizers are encouraging students and other to take the message to TikTok, too.

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]

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Theme: “Your Community’s College”



Sample Op-Ed:

Perspective | Celebrating Community College Month

by Laura Leatherwood, April 11, 2022

Published on *EdNC* (<https://www.ednc.org/perspective-celebrating-community-college-month/>)

As we celebrate Community College Month this April, our team at is reflecting on the milestones we’ve reached and our vision for the future. Our state’s 58 community colleges play a significant role in many communities and the region.

Every day, we work to help students to reach their unique goals and overcome challenges to academic and professional success. We also partner with area employers to assess and meet critical workforce needs.

Our college’s story is one snapshot of many in our state’s overall educational attainment goal of ensuring that two million North Carolinians have a postsecondary degree or credential by 2030. Today, I’d like to recognize and celebrate what our Blue Ridge faculty, staff, students, and industry partners have achieved over the past year.

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.

A diverse, growing student body

One of our greatest priorities is meeting students where they are, whether they’re recent high school graduates, obtaining continuing education in their field, or pursuing a new career later in life. In 2021, we served more than 10,000 students, including both curriculum and continuing education students.

From the fall 2020 semester through the end of the fall 2021 semester, we awarded 430 degrees, 30 diplomas, and 94 certificates. Our students also earned 598 continuing education credentials.

We saw significant growth in the number of people pursuing their education. In fall 2021, we had a 9% increase in students compared to fall 2020. The spring 2022 semester saw a 13% increase in enrollment compared to spring 2021.



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While the average student age is 24, 31% of our student body is over the age of 25. Nearly 67% are part-time students, which allows them to maintain work, family, and financial responsibilities while furthering their education. More than half of our students work at least one job while attending college and most of them also have family responsibilities.

Supporting the local workforce

To help meet local employer demand, Blue Ridge’s nursing program expanded from 54 to 74 seats this year. We now serve 148 nursing students annually as part of our two-year degree program.

To help local workers develop the skills they need to grow in their current roles, Blue Ridge experts provided customized training programs to more than 472 local workers at 92 companies in 2021.

Additionally, our continuing education workforce training — ranging from notary public to EKG technician — served 4,340 students last year.

Finally, our six apprenticeship programs have trained 103 students for apprenticeships since the program began in 2019. We plan to launch three more apprenticeship programs in fall 2022, and we are poised for our largest class of apprentices to date.

Career and College Promise program

Blue Ridge also serves our local high school students through our Career and College Promise program.

Through this initiative, high school students can choose from more than 40 certificates and diplomas in career and technical education areas. They can also earn half or more of the credits needed for an associate in arts, associate in engineering or associate in science degree. These classes give high school students a head start on their dream careers or college degrees — and they’re completely free.

Transfer programs

Blue Ridge has more than 60 articulation agreements for our programs, including 30 agreements for transfer programs. Articulation agreements guarantee that classes completed at Blue Ridge will count toward a specific degree at another college if the student transfers or continues their education after Blue Ridge.

This means many local students can pursue affordable degrees close to home and then transfer to the school of their choice to continue advanced degrees if they wish.

Brewing, distillation, and fermentation students prepare a fermentor to receive a batch of beer in the college’s brewing lab.

Looking to the future

As we look ahead to the rest of 2022, our goal is to grow our community partnerships and outreach to

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broaden our impact on the communities we serve. We currently have 406 partnerships in 41 municipalities, including Hendersonville, Fletcher, Asheville, Flat Rock, Brevard, Mills River, and Arden.

These partnerships serve a variety of industries, including education, business and information technology, public safety, automotive, healthcare, nonprofit and community organizations, and manufacturing.

Our vision is to meet community members where they are and provide educational opportunities to a diverse range of students, companies, and industries. It is our privilege to serve western North Carolina, and we look forward to a bright future ahead.

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Sample Op-Ed:

Building STEM Communities with Community Colleges

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

Published on *Energy.gov* (<https://www.energy.gov/articles/building-stem-communities-community-colleges>)

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**.

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KCTCS celebrates Community College Month

🕒 April 12, 2022 📖 523 Views

VERSAILLES, Ky. — April is National Community College Month and the 16 colleges of the Kentucky Community and Technical College System (KCTCS) are celebrating their commitment to providing Kentuckians with the opportunity to get a college degree, whether they want to transfer to a four-year college or earn a credential and get to work quickly. Community colleges were founded on the concept of social justice and since 1998, over one million Kentuckians have begun their higher education journey at KCTCS.



Here are ten things you need to know about Kentucky's community and technical colleges:

1. KCTCS is the largest provider of postsecondary education, online and dual-credit classes, and workforce training in Kentucky.
 - 2020-21 enrollment – 92,672 (42.2% of public postsecondary undergraduate enrollment).
 - Since 1999, our enrollment has increased by 83.5%.
2. KCTCS has the lowest tuition in the state (about ½ of the state's four-year institutions) and provides students with a debt-free path to getting a college degree.
 - 76% of KCTCS students receive financial aid and only 15% take out student loans.
3. KCTCS colleges are community-based and have a campus within a 30- minute drive of 95 percent of every Kentuckian.
4. KCTCS faculty are invested in the success of their students. They have real-world experience, a passion for teaching and the exact same qualifications as a university professor. In fact, they don't rely on teaching assistants to teach classes nor are they busy doing research.
5. KCTCS is focused on student success and since 2000, has increased the number of credentials awarded by 483% and the number of graduates by 262%.

6. KCTCS is committed to getting students on a quick path to a career and awards 97% of all short-term certificates in Kentucky.



plumbing and welding.

- Awards 62% of the state's allied healthcare credentials.

8. KCTCS offers over 100 credential pathways leading to employment in high-growth industry sectors. In 2020-21, KCTCS awarded nearly 40,000 postsecondary credentials, 78.2% of which align with the top five industry sectors in the state.

9. KCTCS is focused on workforce education with more than 3 million participants having received workforce training through the KCTCS Workforce Solutions division since it was created.

- Last year 4,793 businesses were served and 76, 539 workers were trained or assessed.

10. KCTCS provides students with a seamless path to transfer to a four-year college at half the price.

[Click here](#) for more Kentucky business news.

Tags Education

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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>



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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.