



America's College Promise Communications Toolkit

The Build Back Better Agenda is a historic plan that would ensure a more sustainable, resilient, equitable and prosperous future for America and stands to benefit some of our most in-need Californians at a key moment. An integral component of this effort is the America's College Promise (ACP) proposal, which represents the largest expansion of college access and affordability in more than 50 years. By eliminating community college tuition and fees for two years, the ACP would revolutionize U.S. postsecondary education and mean a renewed chance at opportunity for millions of Californians. The ACP would dramatically reduce students' total cost to attend college and lead to greater degree attainment, economic mobility and a substantial increase in family-sustaining wages.

The following communications toolkit provides sample social media posts and key talking points for the California Community Colleges and its stakeholders to employ to help communicate support for the ACP as Congress prepares to act on the proposal.

Social Media Guide

Use the following hashtags in your posts and tag state leaders to show your support for the California Community Colleges.

Suggested Hashtags:

- #BuildBackBetter
- #AmericasCollegePromise
- #HigherEd
- #SupportStudents
- #CollegeForAll
- #SupportCCC
- #TotalCostofSuccess
- #FreeCommunityCollege

Key Twitter Handles:

- @POTUS
- @VP
- @SpeakerPelosi
- @SenFeinstein
- @SenAlexPadilla
- @RepMarkTakano
- @RepDeSaulnier

Audience: This toolkit is suited for internal and external partners and specifically aims to reach federal legislators acting on America's College Promise.

Sample Posts:

For Internal Stakeholders (College CEOs & CCCCO Board of Governors and Staff)

- America's College Promise is vital to connecting Californians to the access and support they need to succeed! That's why @CalCommColleges says yes to ACP. Will you? #AmericasCollegePromise
- Community colleges are essential to CA's pandemic recovery & America's College Promise is essential to @CalCommColleges. Help students succeed and CA prosper with support for ACP! #BuildBackBetter
- @CalCommColleges offer Californians a second chance at success, but we need to do more. [@insert Congressional member], let's help top 100% of Californians thrive by passing #AmericasCollegePromise!

- For too long @CalCommColleges students have been unable to access financial aid needed to succeed. America's College Promise finally offers a solution to help students achieve their goals & build a better life! #BuildBackBetter #truecostofcollege

For External Audiences (Business, Equity, Community & Labor Partners)

- @POTUS' #AmericasCollegePromise means largest expansion of college access and affordability in 50 yrs... We need ACP to bring significant aid to @CalCommColleges students & #CA. #BuildBackBetter
- Adult learners are key to CA's post-pandemic recovery & future economy. #AmericasCollegePromise can help them get back to school & work without crushing debt or having to sacrifice family. #truecostofcollege
- Did you know 1 in 4 community college students in the U.S. attends @CalCommColleges? America's College Promise will bring much needed relief to CA's CCC system so that our students can thrive. #BuildBackBetter
- We need to keep @CalCommColleges students in school and on track to success for the future of CA. #AmericasCollegePromise will help! #CollegeForAll

For Community College Students

- I deserve access to higher education just like all Californians at @CalCommColleges. America's College Promise will remove financial barriers to attendance & enable me to succeed in college. #BuildBackBetter #truecostofcollege
- Too many Californians cannot even afford to attend @CalCommColleges. But America's College Promise can make a difference. [@insert Congressional member], please support us by voting yes on the ACP!
- California's community colleges are the engines of economic & social mobility. It's about time EVERYONE can access a @CalCommColleges education & a chance at a better life. #AmericasCollegePromise #BuildBackBetter

Key Talking Points

America's College Promise (ACP) is the largest expansion of college access and affordability in more than 50 years with historic implications for Californians most in-need.

The ACP represents a revolution in U.S. postsecondary education, prioritizing equity and student success while dramatically reducing the total cost to attend college, boosting educational opportunity and leading to greater degree attainment and economic mobility.

The proposal includes significant investments in California, as one in every four community college students in the nation attends a CCC. California could receive up to \$2 billion in federal funds to support students through the total cost of success, including basic needs and other costs beyond tuition.

The ACP stands for inclusion and equity by expanding access to higher education and sending a clear message that college is available to all.