



You're Invited to ENGAGE! 2021 Social Media Advocacy Week Students Advocacy Kit

California Community Colleges (CCC) students have been essential to responding to the COVID-19 crisis and continue to lead in our state's recovery efforts. California's leaders need to hear from *you!*

As Californians receive the lifesaving COVID-19 vaccine and the economy reopens, our students will begin returning to campus still in urgent need of critical support to aid their pathways to success. State leaders and policy makers must put students first now by making strategic and sustained investments in the California Community Colleges.

That's why we're asking you to engage in the inaugural 2021 Social Media Advocacy Week by deploying the following advocacy kit to share your experiences and voice your needs as a CCC student. Share your stories on social media and talk to your friends, classmates and colleagues about the importance of the community college system to California's future.

Social Media Guide

Use the event hashtags in your posts, and don't forget to tag your local elected officials and state legislative leaders.

Social Media Quick Tips for Engagement:

- Use all the tools available to you on each platform when crafting a post; tags, stories/fleets, stickers, filters, polls, etc.
- Post graphics, pictures and videos for greater engagement.
- Use the hashtags provided and encourage others to do the same.
- SHARE, RETWEET and COMMENT!

Event Hashtag:

- #CCCAdvocacy2021

Supporting Hashtags:

- #CACommunityColleges
- #CAHigherEd
- #CABudget
- #CCCProud
- #SupportCCC

Key Twitter Handles:

- @GavinNewsom
- @SenToniAtkins OR @toniatkins
- @Rendon63rd
- @SenatorLeyva
- @rosilicie
- @SenJohnLaird
- @AsmPatODonnell
- @KevinKileyCA
- @AsmKevinMcCarty
- @CalCommColleges

Key Talking Points

Primary Messages

- Addressing the hardship community college students face due to the pandemic has required tremendous effort by students, faculty, administrators, and the system overall to respond swiftly and smartly in order to continue on.
- Putting students first continues to be the driving force behind all actions taken by the California Community Colleges, where strategic investment paves the road to recovery for the state.
- Community colleges and the students they serve have suffered the most from the pandemic's impacts. We cannot and will not let them down.

Supporting Messages

- Disruptions caused by the COVID-19 pandemic have left lingering social and economic consequences that disproportionately affect individuals and families of color and continue to threaten long-elusive equity in higher education, as evidenced by preliminary enrollment decline statistics.
- Strategic investment in the irreplaceable California Community Colleges can play a critical role in supporting a primary road to recovery leading to a more equitable and resilient California.
- We need to plan for the long-term fiscal resiliency of the California Community Colleges system with equity and diversity front and center.
- As enrollment numbers come in and we see significant declines due to the pandemic, we must not take our eye off of our mission and purpose in providing educational opportunities to the top 100 percent of students who seek to improve their lives.
- It is critical that state leaders work to meet basic needs of students to remove major financial barriers to college.
- California Community Colleges tirelessly pursue the development of holistic, student-centric approaches to basic needs, from food and housing to mental health supports.
- Resources for online learning and burdensome textbook costs can help improve college affordability.



California Community Colleges

Daily Theme Toolkits

The following toolkits correspond with the daily themes of 2021 Social Media Advocacy Week and are intended for you to tailor and deploy across your social media channels throughout the week.

April 19, 2021 | **Motivation Monday**

**What motivates you to show up for the California Community Colleges?
Why do you advocate for the success of California’s community college students?
How can we come together to advance key CCC priorities for California’s future?**

Theme Hashtags:

- #MotivationMonday
- #MyCCCWhy

Sample Posts:

- My family, professors and classmates motivate me to continue my @CalCommColleges journey. What pushes you to keep going? #CCCAdvocacy2021
- The pandemic changed everything, but I’m working hard to support my family and continue my education. @CalCommColleges helped me take the plunge into #CAhighered and supports me through challenging times like these. #CCCAdvocacy2021
- Me & my fellow @CalCommColleges students motivate each other to show up for my education despite the pandemic. But we can’t do it without support from California leaders! #CCCAdvocacy2021

April 20, 2021 | **Transfer Tuesday**

**The California Community Colleges’ Associate Degree for Transfer offers a clear path for students to earn their bachelor’s degrees.
Do you have a CCC transfer success story to share?
What do community college transfer students mean to you and to California?**

Theme Hashtags:

- #TransferTuesday
- #CCCTransfer

Sample Posts:

- @CalCommColleges transfer students like me need financial aid, accessible classes and advising support to succeed. CA leaders, please prioritize resources for CCC! #CCCAdvocacy2021
- @CalCommColleges Associate Degree for Transfer program helped me get accepted to the college of my dreams. Our state leaders need to #SupportCCC students like me. #CCCAdvocacy2021
- @[Insert elected official], please help @CalCommColleges transfer students like me succeed! I’m calling on you to prioritize equitable resources to access #CAHigherEd through CCCs. #CCCAdvocacy2021

April 21, 2021 | **Workforce Wednesday**

The California Community Colleges is the largest provider of workforce training in the nation and the backbone of California's essential workforce.

CCCs bolster state and local economies by helping Californians learn the skills to meet the needs of in-demand jobs.

Theme Hashtags:

- #WorkforceWednesday
- #CCCWorkforce

Sample Posts:

- I'm a @CalCommColleges student, and I serve on the frontlines of the COVID-19 pandemic. #SupportCCC and students like me who work every day to protect our communities! #CCCAdvocacy2021
- @CalCommColleges [insert career education program] is helping me upskill and find a new career path so that I can build a better life for me and my family. #CCCAdvocacy2021
- Staying enrolled at @CalCommColleges through the pandemic has been so hard. With more support to help me meet my basic needs, I could focus on succeeding in class instead of worrying about where I'll get my next meal. #CCCAdvocacy2021

April 22, 2021 | **Thriving Thursday**

California community colleges often represent the path to a better life, helping struggling Californians overcome barriers to achieve success.

What's your CCC success story?

The state's community colleges help California thrive. How can our state leaders help CCC students thrive, too?

Theme Hashtags:

- #ThrivingThursday
- #CCCThrives

Sample Posts:

- @CalCommColleges empowers me to pursue my degree and a fulfilling career. Without CCC, I would not be where I am today! #CCCAdvocacy2021
- I am the first in my family to go to college, and it would not have been possible without @CalCommColleges. State leaders, please #SupportCCC students like me so that we can all thrive! #CCCAdvocacy2021
- So many of my @CalCommColleges classmates are suffering because of the pandemic. @[insert elected official], we need your support to help California recover and thrive. #CCCAdvocacy2021

The road to pandemic recovery is paved with good investment. California leaders must prioritize funding for CCC now to protect California's future. It's time to address our students' biggest barrier to accessing higher education and joining the workforce: financial aid to meet their basic needs.

Theme Hashtags:

- #FundingFriday
- #FundCCC
- #FundOurFuture

Sample Posts:

- I'm a @CalCommColleges student in need of support to meet my basic needs so that I can pass my classes without worrying about putting food on the table. @[insert elected official], please #supportCCC by investing in more financial aid for CCC students! #CCCAdvocacy2021
- Too many @CalCommColleges students like me have had to choose between paying for their education or keeping a roof over their heads during the pandemic. We need support from our state leaders now to ensure we can stay in school, graduate and contribute meaningfully to California's future. #CCCAdvocacy2021
- Many of my friends will not be returning to @CalCommColleges because of the pandemic. To our state leaders, please stop letting us fall through the cracks...we need resources to succeed. #CCCAdvocacy2021