

Community College Month 2025

From ACCT:

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.

### **2025 Campaign Themes**

The theme of ACCT's 2025 #CCMonth campaign is "Best Decision Ever" or #BestDecisionEver.

OCCA's theme is our theme for the entire legislative session: "Community Colleges WORK for Oregon" or #CCsWORKforOregon & #CommunityCollegesWork

### **Letters to the Editor**

*Board Member Template*

#### **Letter to the Editor: Community Colleges WORK for Oregon**

April is **National Community College Month**, a time to celebrate the vital role our community colleges play in strengthening Oregon's workforce, economy, and communities. As a [Board Member/Chair] of [Your Community College], I see firsthand how these institutions **WORK**—providing **Workforce training, Opportunity, Resources, and Knowledge** that fuel Oregon's success.

Across our state, community colleges serve over 200,000 students each year, offering career-technical education, transfer pathways, and skill-building programs that prepare Oregonians for in-demand jobs. From healthcare to manufacturing, information technology to public service, community colleges are bridging the gap between industry needs and a skilled workforce.

But beyond workforce training, community colleges are engines of **opportunity**—offering an affordable, accessible education to students of all backgrounds, including working adults, first-generation college-goers, and those seeking a fresh start. They are also community hubs, driving local economic growth and innovation.

Investing in community colleges means investing in Oregon's future. As we celebrate **Community College Month**, I encourage policymakers, business leaders, and community members to champion these institutions, and I especially urge legislators to fully fund the

Community College Support Fund at \$920 million. **Community colleges WORK for Oregon.**

Sincerely,

[Your Name]

[Your Title]

[Your Community College]

*Student Template*

### **Letter to the Editor: Community Colleges WORK for Oregon**

April is **National Community College Month**, and as a student at [Your Community College], I want to share how community colleges **WORK** for Oregon—providing **Workforce training, Opportunity, Resources, and Knowledge** that change lives and strengthen Oregon’s communities.

For me, community college has been a game-changer. It has given me an affordable, high-quality education and the chance to pursue my goals without taking on massive debt. [INSERT YOUR PERSONAL EXPERIENCES HERE.] Whether students are earning a degree, learning a trade, or preparing to transfer to a university, community colleges open doors that might otherwise be closed for many Oregonians.

Across Oregon, community colleges help over 200,000 students each year gain the skills needed for in-demand jobs in healthcare, manufacturing, technology, and many other fields. They also support adult learners, first-generation college students, and working parents—providing flexible schedules, career guidance, and hands-on training that prepares us for the future.

I’m proud to be part of a community college because I know it’s preparing me for success. As we celebrate **Community College Month**, I hope more people recognize the impact these institutions have on students like me—and on the entire state. I also urge legislators to fully fund community colleges at \$920 million so they can continue to support students like me. When **community colleges work, Oregon works.**

Sincerely,

[Your Name]

[Your Community College]

## Social Media Tips for LinkedIn, Instagram, Facebook, TikTok, YouTube, etc.

- Tell your college's story in a *personal* way! Tell us why community college is the #BestDecisionEver by showcasing not only students whose lives have been transformed, but faculty, administrators support staff, and board members as well. Be authentic! Convey that the college *cares* and is deeply invested in the on-campus and post-college successes of every student.
- Get even more personal by *demonstrating* your unique connections within your community. Many people think of community colleges as "junior" colleges and "vocational schools", and they don't realize that every community college was created to meet the specific needs of its community, unlike many large universities. Emphasize connections directly to employers in your region and how your educational offerings are tailored to what those employers are looking for.
- Showcase programs and courses at your college that teach in-demand skills that will get students to work right away and keep them working in the future. Explain why students who want meaningful careers that offer living wages with limited student loan debt start at community colleges. Remember, Community colleges WORK for Oregon, #CCsWorkforOregon or #CommunityCollegesWork
- Demonstrate your college's visionary leadership within your community by highlighting past, current, and future partnerships with area businesses *and* the people who work for them who attended your college.
- Profile business and governmental partnerships in your community, and ask those partners to share the benefits of your partnerships through news and social media. Ask *them* to explain why, from their own points of view, community colleges WORK for Oregon and for the people they hire.

Tags:

Tag @OregonCommunityCollegeAssociation on Facebook or @ORCommColleges on X

Tag your legislators, business partners, community leaders

Hashtags:

#CCMonth

#BestDecisionEver

#CCsWorkforOregon

#ORCommColleges

#CommunityCollegesWork