

## Community College Innovation Challenge

### Faculty Admin/Alumni/Partner Promotional Toolkit

The Community College Innovation Challenge (CCIC), led by the American Association of Community Colleges (AACC) in partnership with the National Science Foundation (NSF), is a national competition where community college student teams use science, technology, engineering, and mathematics (STEM) to innovate solutions to real-world problems.

#CCICChallenge2022 enables students to posit real-world solutions to significant STEM challenges that could have a national impact. STEM is a growing field for our future workforce; and community colleges are preparing a new generation of STEM leaders.

We need your help to spread the word and reach potential applicants, partners, and thought leaders. The following toolkit provides sample e-newsletter copy as well as recommendations on when to post around key events and proposed social copy for Facebook, Twitter, and LinkedIn.

**As a partner in this effort, we hope that you will share this opportunity with your networks. Thank you for using your voice to foster the next generation of STEM entrepreneurs.**

#### The Basics:

For additional information about the Community College Innovation Challenge (CCIC), please visit: <https://www.aaccinnovationchallenge.com/>.

#### Press Release:

- A press release about CCIC is available [here](#).

#### Style Guide:

- Please only refer to challenge participants as “participants” rather than winners or competitors.
- To help with brand recognition, please write out the full spelling of the challenge name on first reference, when possible.
- The competition is a joint partnership between AACC and NSF.

#### Hashtag:

- #CCICChallenge2022

#### Handles to tag:

- Twitter: @Comm\_College; @NSF
- Facebook: @CommCollege; @NSF

**Graphics:** Please use the following graphics for the corresponding channel for all posts.

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)

### [Sample E-Newsletter Copy 1 \(short version\):](#)

For the sixth year, the **American Association of Community Colleges** in partnership with the **National Science Foundation**, is hosting the [Community College Innovation Challenge](#) (CCIC).

The CCIC is a national competition where community college student teams, working with a faculty or administrator mentor, use STEM to innovate solutions to real-world problems; receive travel support to attend an in-person Innovation Boot Camp in the Washington D.C. metro area; and compete for cash awards.

**Submissions are due by March 30, 2022.**

To learn more or apply, visit [www.aaccinnovationchallenge.com](http://www.aaccinnovationchallenge.com). For questions, email [CCIC@aacc.nche.edu](mailto:CCIC@aacc.nche.edu). Join the conversation online using **#CCICChallenge2022**.

### [Sample E-Newsletter Copy 2 \(long version\):](#)

For the sixth year, the **American Association of Community Colleges** in partnership with the **National Science Foundation**, is hosting the [Community College Innovation Challenge](#) (CCIC).

The CCIC is a national competition where community college student teams, working with a faculty or administrator mentor, use STEM to innovate solutions to real-world problems; receive travel support to attend an in-person Innovation Boot Camp in the Washington, D.C. metro area; and compete for cash awards. Ten community college teams will be selected as finalists to participate in an Innovation Boot Camp.

The Boot Camp provides hands-on learning opportunities and coaching designed to build strategic communication and entrepreneurial skills — and includes a student poster session, and a formal pitch presentation at the Boot Camp in front of a panel of industry professionals, to determine the first, second, and third place winning teams.

**Submissions are due by March 30, 2022.**

To learn more or apply, visit [www.aaccinnovationchallenge.com](http://www.aaccinnovationchallenge.com). For questions, email [CCIC@aacc.nche.edu](mailto:CCIC@aacc.nche.edu). Join the conversation online using **#CCICChallenge2022**.

### [CCIC Application Launch:](#)

Applications for CCIC open on January 12, 2022. **To best support promotion of applications, please post the following content, as appropriate, on your channels between January 12 and March 30. Applications close on March 30.**

### [Facebook and LinkedIn:](#)

**Post 1:** STEM is a crucial field for our future workforce. The #CCICChallenge2022 is an opportunity from @CommCollege and @NSF that offers students the chance to hone their skills in STEM innovation. Do you have a great idea to solve real-world STEM problems? Click [here](#) to learn more about #CCICChallenge2022!

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**Post 2:** Do you have a great idea to solve real-world problems? Applications are now open for @CommCollege and @NSF's Community College Innovation Challenge 2022! CCIC is the only national competition of its kind that offers community college students a seat at the STEM innovation table. Take the challenge! Apply now to #CCICChallenge2022. <http://bit.ly/2uV039H>

**Post 3:** Calling all community college student innovators! We are proud partners of @CommCollege and @NSF's Community College Innovation Challenge. CCIC gives students the opportunity to turn their idea into a reality. Your future is now! Apply to the #CCICChallenge2022 today. <http://bit.ly/2uV039H>

**Post 4:** The Community College Innovation Challenge hosted by @CommCollege, in partnership with @NSF, is the only national competition of its kind that offers community college students a seat at the STEM innovation table. Are you an entrepreneur in the making? Interested in moving a new idea forward? Learn more about #CCICChallenge2022 at <http://bit.ly/2uV039H>

**Post 5:** Do you know student innovators with an entrepreneurial spirit and interest in STEM? Assemble a student team to help them turn their STEM ideas into reality. Apply to @CommCollege and @NSF's Community College Innovation Challenge today. <http://bit.ly/2uV039H>

**Post 6:** Have you heard? @CommCollege and @NSF are now accepting applications for #CCICChallenge2022! Don't miss this opportunity to turn your STEM idea into a reality. By entering the competition, you could win cash prizes and gain professional development from #STEM industry entrepreneurs! Learn more: <http://bit.ly/2uV039H>

**Post 7:** Whether you're interested in business or biotechnology, @CommCollege and @NSF's Community College Innovation Challenge is open to all community college students. In fact, some of the most successful teams have included business and humanities students. Get your team together and apply today! <http://bit.ly/2uV039H>

**Post 8:** Are you a community college student with a great idea? Apply to the #CCICChallenge2022 hosted by @CommCollege and @NSF! Diverse and interdisciplinary teams that include students interested in STEM, business, humanities, and other fields are encouraged. Learn more: <http://bit.ly/2uV039H>

#### Twitter:

**Tweet 1:** Are you a community college student with a great idea to solve real-world problems? Applications are now open for @Comm\_College's and @NSF's Community College Innovation Challenge 2022! Apply now: <http://bit.ly/2uV039H>

**Tweet 2:** Have you heard? @Comm\_College and @NSF are now accepting applications for #CCICChallenge2022! Don't miss this opportunity to win a \$500 cash prize and gain professional development from #STEM industry entrepreneurs! Learn more: <http://bit.ly/2uV039H>

**Tweet 3:** Community College students, don't miss this opportunity to turn your #STEM innovations into a reality. Learn more about @Comm\_College and @NSF's #CCICChallenge2022 and apply today: <http://bit.ly/2uV039H>

**Tweet 4:** Applications are now open for @Comm\_College's and @NSF #CCICChallenge2022! Submit your application today for an opportunity to connect, learn, and innovate alongside other community college entrepreneurs! <http://bit.ly/2uV039H>

**Tweet 5:** [Partner handle] is excited to support @Comm\_College's and @NSF's Community College Innovation Challenge 2022! Learn more here: <http://bit.ly/2uV039H>

**Tweet 6:** Are you an entrepreneur in the making? Interested in moving a new idea forward? Learn more about @Comm\_College and @NSF's #CCICChallenge2022 <http://bit.ly/2uV039H>

**Tweet 7:** Community College students, don't miss this opportunity to turn your #STEM innovations into a reality. Learn more about the #CCICChallenge2022 hosted by @Comm\_College and @NSF and apply today: <http://bit.ly/2uV039H>

**Tweet 8:** Are you a community college student with a great idea? Apply to @Comm\_College and @NSF's #CCICChallenge2022! Diverse and interdisciplinary teams that include students interested in STEM, business, humanities, and other fields are encouraged. Learn more: <http://bit.ly/2uV039H>

**Tweet 9:** Whether you're interested in business or biotechnology, the #CCICChallenge2022 hosted by @Comm\_College and @NSF is open to all community college students -- no matter your major. Get your team together and apply today! <http://bit.ly/2uV039H>