

## 2023 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.

#CCICChallenge2023 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 at the end of this document.

#### 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:

- #CCICChallenge2023

#### 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 seventh 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, 2023.**

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 **#CCICChallenge2023**.

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

For the seventh 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. Up to 12 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, 2023.**

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 **#CCICChallenge2023**.

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

Applications for CCIC open on January 17, 2023. **To best support promotion of applications, please post the following content, as appropriate, on your channels between January 17 and March 30. Applications close on March 30.**

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

**Post 1:** STEM is a crucial field for our future workforce. The #CCICChallenge2023 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 #CCICChallenge2023!

**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 2023! 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 #CCICChallenge2023. <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 #CCICChallenge2023 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 #CCICChallenge2023 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 #CCICChallenge2023! 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 #CCICChallenge2023 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 2023! Apply now: <http://bit.ly/2uV039H>

**Tweet 2:** Have you heard? @Comm\_College and @NSF are now accepting applications for #CCICChallenge2023! 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 #CCICChallenge2023 and apply today: <http://bit.ly/2uV039H>

**Tweet 4:** Applications are now open for @Comm\_College's and @NSF #CCICChallenge2023! 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 2023! 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 #CCICChallenge2023 <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 #CCICChallenge2023 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 #CCICChallenge2023! 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 are interested in business or biotechnology, the #CCICChallenge2023 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>

# NEWS



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FOR IMMEDIATE RELEASE  
January 17, 2023

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## **AACC, NSF Calls All Community College Student Innovators**

*Community College Innovation Challenge invites community college students to create STEM solutions to real-world problems*

Washington, D.C. – Today, the [American Association of Community Colleges](#) (AACC) in partnership with the [National Science Foundation](#) (NSF), has launched its platform to advance student innovation and impact in STEM through the [Community College Innovation Challenge](#) (CCIC). The competition seeks to foster the development of students' innovation, communication, and entrepreneurial skills. It also enables students to discover and demonstrate their capacity to use science, technology, engineering, and mathematics (STEM) to make a difference in the world and translate that knowledge into positive action.

The CCIC is a national competition where community college student teams, working with a supportive faculty or administrator mentor, use STEM to produce potentially transformative and innovative solutions to real-world problems.

Teams of two to four students are invited to submit proposals, and up to 12 finalist teams will be selected to develop their proposal during an Innovation Boot Camp. Finalist teams will create and present an entrepreneurial pitch to a panel of professionals with a chance to win cash awards.

“The CCIC shines a spotlight on the incredible talent of the nation’s community college students,” said Walter G. Bumphus, president and CEO of AACC. “These students develop and present solutions to real-world issues that impact their communities. The CCIC allows us to provide resources and support specifically designed to prepare them to take these solutions from concept to reality. We are proud of the long-standing partnership with NSF to provide this platform and spotlight these talented future entrepreneurs.”

Given the rapid pace of technological advancement and the requirement of new skill sets to prepare for the future of work, students of today must be prepared to compete in an increasingly competitive, technological, and global market.

The Innovation Boot Camp is held in-person in the Washington, D.C., metro area and provides professional development, mentoring, and coaching designed to build strategic communication and entrepreneurial skills to help students advance their innovations in both the private and public sectors. Students participate in sessions on commercializing ideas, using technology for social applications, communicating with stakeholders, refining a pitch and more. The Innovation Boot Camp culminates in a poster session and national engagement opportunity with STEM leaders and congressional

stakeholders, and a pitch presentation in front of a panel of esteemed industry professionals to determine the first, second and third-place winning teams.

AACC's mission to build a nation of learners by advancing America's community colleges aligns with the goals of the NSF's [Advanced Technological Education \(ATE\) program](#) to prepare students for meaningful employment in the high-technology fields that drive our nation's economy. To further support this mission, the NSF funded the initial launch of the CCIC alongside AACC in 2015.

"Cultivating and recognizing STEM talent and creating opportunities for promising students to participate in the robust STEM enterprise are central to the efforts of the National Science Foundation," said James L. Moore III, NSF assistant director for the Directorate for STEM Education (EDU). "Investing in quality STEM education and other experiences, like this Challenge, is key to reaching the missing millions in STEM. EDU is proud to support CCIC as it widens pathways in STEM and reaches students across the country who have not always been extended such opportunities."

**All team submissions are due by 11:59 pm PDT on March 30, 2023.** To learn more and apply, visit [www.aaccinnovationchallenge.com](http://www.aaccinnovationchallenge.com). For questions, email [CCIC@aacc.nche.edu](mailto:CCIC@aacc.nche.edu).

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### **About AACC**

As the voice of the nation's community colleges, the American Association of Community Colleges (AACC), delivers educational and economic opportunity for nearly 12 million diverse students in search of the American Dream. Uniquely dedicated to access and success for all students, AACC's member colleges provide an on-ramp to degree attainment, skilled careers, and family-supporting wages. Located in Washington, D.C., AACC advocates for these not-for-profit, public-serving institutions to ensure they have the resources and support they need to deliver on the mission of increasing economic mobility for all. <https://www.aacc.nche.edu/>

### **About NSF**

The U.S. National Science Foundation propels the nation forward by advancing fundamental research in all fields of science and engineering. NSF supports research and people by providing facilities, instruments and funding to support their ingenuity and sustain the U.S. as a global leader in research and innovation. With a fiscal year 2023 budget of \$9.5 billion, NSF funds reach all 50 states through grants to nearly 2,000 colleges, universities and institutions. Each year, NSF receives more than 40,000 competitive proposals and makes about 11,000 new awards. Those awards include support for cooperative research with industry, Arctic and Antarctic research and operations, and U.S. participation in international scientific efforts.

<https://www.nsf.gov/>

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