

2024 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.

#CCICChallenge2024 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 toolkit.

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:

- #CCICChallenge2024

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/X](#)
- [LinkedIn](#)

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

For the eighth 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 Innovation Boot Camp in Washington, D.C; and compete for cash awards.

Submissions are due by April 2, 2024.

To learn more or apply, visit www.aaccinnovationchallenge.com. For questions, email CCIC@aacc.nche.edu. Join the conversation online using **#CCICChallenge2024**.

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

For the eighth 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 Innovation Boot Camp in Washington, D.C.; 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 April 2, 2024.

To learn more or apply, visit www.aaccinnovationchallenge.com. For questions, email CCIC@aacc.nche.edu. Join the conversation online using **#CCICChallenge2023**.

[CCIC Application Launch:](#)

Applications for CCIC open on January 22, 2024. **To best support promotion of applications, please post the following content, as appropriate, on your channels between January 22 and April 2. Applications close on April 2**

[Facebook and LinkedIn:](#)

Post 1: STEM is a crucial field for our future workforce. The #CCICChallenge2024 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 #CCICChallenge2024!



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 2024! 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 #CCICChallenge2024. <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 #CCICChallenge2024 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 #CCICChallenge2024 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 #CCICChallenge2024! 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 #CCICChallenge2024 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/X:](#)

Post 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 2024! Apply now: <http://bit.ly/2uV039H>

Post 2: Have you heard? [@Comm_College](#) and @NSF are now accepting applications for #CCICChallenge2024! 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>

Post 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](#) #CCICChallenge2024 and apply today: <http://bit.ly/2uV039H>

Post 4: Applications are now open for @Comm_College's and @NSF #CCICChallenge2024! Submit your application today for an opportunity to connect, learn, and innovate alongside other community college entrepreneurs! <http://bit.ly/2uV039H>

Post 5: [Partner handle] is excited to support @Comm_College's and @NSF's Community College Innovation Challenge 2024! Learn more here: <http://bit.ly/2uV039H>

Post 6: Are you an entrepreneur in the making? Interested in moving a new idea forward? Learn more about @Comm_College and @NSF's #CCICChallenge2024 <http://bit.ly/2uV039H>

Post 7: Community College students, don't miss this opportunity to turn your #STEM innovations into a reality. Learn more about the #CCICChallenge2024 hosted by @Comm_College and @NSF and apply today: <http://bit.ly/2uV039H>

Post 8: Are you a community college student with a great idea? Apply to @Comm_College and @NSF's #CCICChallenge2024! Diverse and interdisciplinary teams that include students interested in STEM, business, humanities, and other fields are encouraged. Learn more: <http://bit.ly/2uV039H>

Post 9: Whether you are interested in business or biotechnology, the #CCICChallenge2024 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 22, 2024

Contact: Martha M. Parham, Ed.D.
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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](https://www.aacc.nche.edu) (AACC) in partnership with the [National Science Foundation](https://www.nsf.gov) (NSF), has launched its platform to advance student innovation and impact in STEM through the [Community College Innovation Challenge](https://www.aacc.nche.edu/ccic) (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.

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 CCIC highlights the tremendous capacity of the nation’s community college students to tackle real-world issues and find creative and relevant solutions,” said Walter G. Bumphus, president and CEO of AACC. “The talent, creativity, and drive these students have is inspiring and the CCIC makes it possible for us to showcase and advance their work at a national level. We are proud to continue this work with our partners at NSF and are grateful for their continuous support of community colleges and their students.”

The Innovation Boot Camp is held in Washington, D.C. 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.

All team submissions are due by 11:59 pm PDT on April 2, 2024. To learn more and apply, visit www.aaccinnovationchallenge.com. For questions, email 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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