



2016-17 Statewide Communication Plan

Leading into to the [85th Texas Legislative Session](#), members of the Texas Association of Community College Marketers will support their presidents, chancellors, and the Texas Association of Community Colleges by engaging in a statewide communication plan. Here's what TACCM members are asked to do as a part of this statewide collaboration.

1. Tell your story locally.

Incorporating the theme of the month, tell your college's success stories through news releases, PSAs, videos, social media, etc.

The following colleges have volunteered to prepare a [news release template](#) incorporating the theme of the month that can be used by other TACCM member colleges. These news releases will be included in a [marketing toolkit](#) along with social media images, talking points, and fact sheets that can be downloaded at www.TACCM.org.

Month	Theme of the Month	Volunteer College	First Draft	Post / Distribute:
August/September 2016	Community college is first choice (affordable + high quality)	Victoria College	Aug. 15	Sept. 1
September 2016	Numerous pathways (academic transfer, etc.)	McLennan Community College	Aug. 15	Sept. 15
October 2016	Dual credit and early college high school	Dallas County Community College District	Sept. 15	Oct. 4
November 2016	Veterans	Del Mar College	Oct. 14	Nov. 3
December 2016	First-generation students	South Texas College	Nov. 15	Dec. 6
January 2017	Meeting needs of business and industry partners	Texas State Technical College	Dec. 14	Jan. 5
February 2017	Gainful employment and job placement	San Jacinto College	Jan. 13	Feb. 2

2. Share your story with policymakers statewide.

Post your photos, videos, and other engaging content on social media using the hashtags [#TXsuccess](#) and [#txlege](#) to share the unified message demonstrating the impact of community colleges.