



Overview

DEI Awareness Month is an opportunity for California Community Colleges to engage students, faculty, staff members, institutional leaders and community partners in our new and ongoing efforts to embrace diversity, equity and inclusion (DEI) and anti-racism across the college system — and invite everyone to take part in the conversation. If we commit fully to putting diversity, equity and inclusion at the heart of everything we do, we can take a giant leap toward being a system that truly works for all our students.

This toolkit is designed to help stakeholders across our system amplify the bold and important work being done on all of our campuses to build a more diverse, equitable and inclusive environment for students, faculty and staff through both small- and large-scale actions. Included are sample social media materials, such as hashtags, shareable graphics and Zoom backgrounds, as well as a template one-pager and a proposed calendar for sharing key information across channels.

Video Promotion

Share, retweet and/or like the DEI Awareness Month video message highlighting our system’s commitment to DEI and anti-racism and welcoming new voices and leaders to join in the work ahead.

<https://youtu.be/GlLECve8jGg>

FOLLOW AND TAG OUR FEATURED SPEAKERS:

- Daisy Gonzales, Ph.D., Deputy Chancellor (@daisygonzales)
- Katherine Squire, Vice President, Student Senate (@KatherineSquir6)
- Jennifer Taylor-Mendoza, Ph.D., Vice President of Instruction, Skyline College (@jmendoza450)
- Rowena Tomaneng, Ph.D., President of San Jose City College (@Rowena_SJCCPrez)
- Luke Lara, Ed.D., Academic Senate President, MiraCosta College (@MiraCosta)

SAMPLE TWEETS WITH QUOTES FROM THE VIDEO SPEAKERS ARE OUTLINED BELOW.

- “The last year has shown us that we all must answer the call to leadership.”- Daisy Gonzales, Ph.D., Deputy Chancellor @daisygonzales <https://youtu.be/GlLECve8jGg/> **add hashtag**

- “I think it's important for students to be able to see themselves and know that they could be an instructor one day or a leader.” - Jennifer Taylor-Mendoza, Ph.D., VP of Instruction, Skyline College @jmendoza450 <https://youtu.be/GlLECve8jGg> /add hashtag
- “We are a more progressive, compassionate, empathetic, and understanding community when it's diverse...and when it values diverse perspectives.” - Jennifer Taylor-Mendoza, Ph.D., VP of Instruction, Skyline College @jmendoza450 <https://youtu.be/GlLECve8jGg> /add hashtag
- “As a student of color, it wasn't until I reached community college that I had my first Black American history professor. There is nothing like the experience that I learned in that class.” - @KatherineSquir6 VP of Student Senate <https://youtu.be/GlLECve8jGg> /add hashtag
- “We know from research that students who benefit from a diverse faculty are overall better prepared for the workforce, not only in education.” - @KatherineSquir6 VP of Student Senate <https://youtu.be/GlLECve8jGg> /add hashtag
- “I envision a more equitable future when our institutions embrace the values of the students that we're bringing in & embrace the values of the diverse communities that we hire.” - Luke Lara, Ed.D., Academic Senate Faculty President at @MiraCosta <https://youtu.be/GlLECve8jGg> /add hashtag
- “I'm looking forward to working with our faculty & Academic Senate to decolonize our curriculum so students can finally see themselves & their communities reflected in course content.” - Rowena Tomaneng, Ph.D., President of @SJCcityCollege @Rowena_SJCCPrez <https://youtu.be/GlLECve8jGg> /add hashtag

Social Media Guide

HASHTAGS.

#DEIandCCC

#DEIAwarenessMonth

#CCCTakesAction

#InThisTogether

FOLLOW AND TAG CALIFORNIA COMMUNITY COLLEGES ON SOCIAL MEDIA.

Twitter: [@CalCommColleges](https://twitter.com/CalCommColleges)

Facebook: [California Community Colleges](https://www.facebook.com/CaliforniaCommunityColleges)

Instagram: [California Community Colleges](https://www.instagram.com/CaliforniaCommunityColleges)

Sample tweets and posts for other social media platforms for use by partners are listed below. Please remember to remove the Twitter handle when sharing on other platforms.

Together, we can achieve real change and advance equity and inclusivity for all students, staff & faculty. Learn more about our bold DEI and anti-racism efforts at @CalCommColleges here: <https://bit.ly/3cvtYr7/> add hashtag here

In the most diverse state in the country, there is no excuse for inequity. That is why @CalCommColleges is taking bold action to advance diversity, equity, inclusion and anti-racism in our system. Learn more about the efforts here: <https://bit.ly/3cvtYr7/> add hashtag here

Through our journey to advance DEI and anti-racism @CalCommColleges, we can show how real change for our students & their futures is possible and achievable at the largest scale. add hashtag/ <https://youtu.be/GLEcve8jGg>

At @CalCommColleges, we actively create inclusive and equitable learning environments to help all our students succeed in the classroom & life. Learn more about our new and bold DEI and anti-racism efforts here: <https://bit.ly/3cvtYr7/> add hashtag/ <https://youtu.be/GLEcve8jGg>

Representation matters. That is why @CalCommColleges is committed to diversifying CCC's faculty and staff to ensure every student feels seen and heard in our classrooms and across our curriculum. add hashtag/ <https://youtu.be/GLEcve8jGg>

At @CalCommColleges, we owe ourselves and our students the best environment possible. We can achieve this reality by working together and all doing our part this #DEIAwarenessMonth - and long after. add hashtag/ <https://youtu.be/GLEcve8jGg>

When our colleges reflect and represent the communities we serve, we are able to give each student the best possible chance to succeed in the career & life they want. Learn more about our DEI efforts at @CalCommColleges here: <https://bit.ly/3cvtYr7/> add hashtag here

We have an opportunity and a responsibility to ensure that every student and faculty member has the support they need to be successful. Learn more about our system-wide effort to make @CalCommColleges more diverse, inclusive and equitable for all. <https://bit.ly/31KVtrw>

When we're able to see ourselves in the curriculum and in our educators, we're more likely to succeed. @CalCommColleges is taking big steps to promote a more equitable & inclusive environment. Learn more here: <https://bit.ly/3cvtYr7/> add hashtag here

Social Media Graphics

- [“The last year has shown us that we all must answer the call to leadership.”](#)- **Daisy Gonzales, Ph.D., Deputy Chancellor, California Community Colleges**
- [“Diversity benefits the entire community. We are a more progressive, compassionate, empathetic and understanding community when we’re diverse.”](#) - **Jennifer Taylor-Mendoza, Ph.D., Vice President of Instruction at Skyline College**
- [“I have a lot of hope around the changes that are soon to come in relation to our system.”](#) - **Rowena Tomaneng, Ph.D., President of San Jose City College**
- [“The Academic Senate realizes that this work is not and cannot be done solely by faculty. It really requires partnership and collaboration to make a huge change.”](#) - **Luke Lara, Ed.D, Academic Senate Faculty President at MiraCosta College**
- [“Everything is at stake for students. Having diversity in the classroom is essential for students to be able to be successful later on.”](#) - **Katherine Squire, Vice President of Student Senate, California Community Colleges**
- [Measures of progress](#)
- [California Community Colleges DEI Awareness Month Graphics](#)
- [Zoom Backgrounds](#)

Sharing Guidelines

In addition to sharing these posts and graphics on the California Community Colleges webpage and social channels, also consider the following opportunities to lift up your DEI and anti-racism work throughout the month.

- Share a specific post or tweet recognizing the anniversary of MLK’s assassination (4/4) and elevate California Community College’s DEI Awareness Month efforts. Example/template post below.
 - Dr. King believed that “the time is always right to do something right.” On the 53rd anniversary of his assassination, @CalCommColleges continues to learn & pursue what is right for all of our students. #DEIAwarenessMonth #CCCTakesAction

- Share a specific post or tweet recognizing the anniversary of the Civil Rights Act of 1968 (4/11) and highlight California Community College’s DEI Awareness Month efforts. Example/template post below.
 - As we mark the anniversary of the Civil Rights Act of 1968, there is so much more work to be done to reform our political & educational systems. @CalCommColleges believes in a more equitable future & is committed to transforming our system for the better. #DEIAwarenessMonth
- Share and use the DEI Awareness Month Zoom background during virtual webinars, classes and meetings with staff, faculty and students, including:
 - Chancellor’s Office System Webinar on Wednesday, April 7.
 - Chancellor’s Office System Webinar on Wednesday, April 21.
- Use resources such as template resolutions supporting DEI efforts that can be found on the Chancellor’s Office [website](#).

One-Pager

This [one-pager](#) can be shared on California Community College’s webpage and in the Vision in Action newsletter, and promoted on social media channels.