The College Completion Challenge Toolkit – Boilerplate news release to use if your college is holding a College Completion event – e.g. a wall signing by students, a pledge signing by faculty and administrators, unveiling a number of pledges for completion, etc.

SAMPLE FILL-IN-THE-BLANK NEWS RELEASE – TO USE TO PROMOTE MEDIA COVERAGE

TAKING THE CHALLENGE: XYZ COLLEGE HOLDS COMPLETION SIGNING/PLEDGING EVENT
Students, Community Leaders, Employers and Media Invited to Witness XYZ

FOR IMMEDIATE RELEASE       DATE
PHOTO/VIDEO OPPORTUNITY

YOUR TOWN, STATE – XYZ Community College is taking on a challenge – the battle to raise the number of students finishing degrees and other credentials. It’s part of a national effort, known as the College Completion Challenge. It’s happening all over the country on community college campuses, as staff, faculty and students pledge to raise by 50% the number of students completing credentials or degrees over the next ten years.

Next week, the college is holding a Completion Event Title on Date from Start Time-End Time to showcase XYZ activity supporting college completion efforts.

Today’s workers need up-to-date skills to get jobs. By 2018, 63% of all jobs will require at least some postsecondary education, and researchers say employers will be short 3 million workers. Community colleges are revving up their campuses, re-tooling programs, improving student support, and rising to meet this challenge.

** MEDIA INVITED TO ATTEND **

WHO: XYZ Completion Event/Signing Event at XYZ Community College

WHAT: Engaging and exciting XYZ Completion Activity, Profile speakers, What will happen at the event in 1-2 sentences

WHERE: XYZ Community College, Street address

WHEN: Date, Start Time-End Time

WHY: The college Completion Event/Signing Event aims to inspire students, staff and faculty to reach for the completion goal line and raise the number of graduates.

PHOTO/VIDEO OPPORTUNITY: As part of the event, media will be able to photograph and film
XYZ Completion Activity (signing of a wall, unveiling of number of pledges, signing of a document). Faculty, staff and students will be available for interviews.

About XYZ Community College
Insert brief college boilerplate statement here outlining enrollment, location and signature programs for the college. List your college website address.

About the College Completion Challenge
The American Association of Community Colleges (AACC) joined with other leading education organizations to launch the College Completion Challenge in 2010. The effort aims to increase the number of community college students completing a degree or other credentials by 50% to 5 million students by the year 2020. More information is available at http://www.aacc.nche.edu/About/completionchallenge/Pages/default.aspx

Media contact: Name, Title, College XYZ, Phone number, Email address

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