

# Imperial Valley College 2022 Aspen Institute for Community College Excellence Finalists | Communications Toolkit

As part of the largest higher education system in the country and an active college as part of the largest workforce provider in California, we continue to be one of the county's best investments for an equitable pandemic recovery.

Recognizing that higher education is still the best path to social mobility, The \$1 million Aspen Prize for Community College Excellence, awarded every two years, is the nation's signature recognition for America's community colleges—as President Obama called it, “basically the Oscars for great community colleges.” The Aspen Prize honors colleges with outstanding achievement in five critical areas: teaching and learning, certificate and degree completion, transfer and bachelor's attainment, workforce success, and equity for students of color and students from low-income backgrounds.

By focusing on student success and lifting up models that work, the Aspen Prize aims to celebrate excellence, advance a focus on equitable student success, and stimulate replication of effective culture and practice.

## Social Media Guide

Use the following hashtags in your posts and tag local stakeholders to help spread the word!

### Suggested Hashtags:

- #weareivc
- #Aspenprize
- #ValueofCCC
- #CCCIVC
- #iwentthere
- #top10nationwide
- #top10
- #Aspenfinalist
- #ivcstudentsuccess
- #highered

### Key Instagram/Twitter Handles:

- @aspeninstitute
- @aspenhighered
- @ivcollege
- @ivcpres\_lmj
- @ivc.foundation
- @ivpressonline
- @ivregionalchamber
- @ivc\_undocu\_
- @ivcasg
- @ivcactiveminds
- @soroptimistelcentro
- @ivcshc
- @power98radio
- @theholtvilletribune
- @bborders.gazette
- @ivequityjustice
- @ivcpuente
- @gavinnewsom
- @CAGovernor
- @ivcstemofficial
- @ivcnursing
- @mycareered
- @cdev.ivc
- @ivc\_softball
- @ivcbusinessclub
- @ivccareerservicescenter

- @imperial.valley.college.eops
- @asmegarcia
- @repjuanvargas

Purpose: This toolkit is suited for IVC partners and is tailored to state higher education leaders, the Newsom administration, policymakers and influences at the state and local levels

### Key Points

Round 1 of the Aspen Prize for Community College Excellence process is designed to select 150+ public two-year institutions (out of 982 potential candidates) as eligible to apply for the Round 2 selection process. The model was developed by the National Center for Higher Education Management Systems (NCHEMS), in consultation with the Aspen Prize's Data and Metrics Advisory Panel, and uses publicly available data from the National Center for Education Statistics' Integrated Postsecondary Education Data System (IPEDS) and the U.S. Census Bureau.

The model is based on institutional performance in three general areas: (1) retention, completion, and transfer, (2) improvement in performance over time, and (3) equity, defined as performance outcomes for underrepresented minorities and low-income students.

### Model Measures

The following metrics were used to determine which colleges are considered eligible to apply for Round 2 of the Aspen Prize.

#### *Performance:*

1. First-year retention rates
2. Graduation Rates, 150% of Normal Program Time
3. Full-Time Outcomes
4. Completers per 100 Full-Time Equivalent Students
5. Part-Time Outcomes

#### *Change Over Time*

6. Annual Change in Retention Rates, Graduate Rate, Full-Time Outcomes Completers per 100 Full-Time Equivalent Students, and Part-Time Outcomes

#### *Equity*

7. Graduation Rate for Underrepresented Minority Students
8. Completers per 100 Full-Time Equivalent Students for Underrepresented Minority Students
9. Graduation Rate for Low Income Students
10. Low-Income Service Area or the Share of Students Receiving a Pell Grant

### Economic Impact Report

- IVC's CTE influences both the lives of students and the county economy. IVC's CTE supports a variety of industries in Imperial County, serves county businesses, and

benefits society as a whole in California from an expanded economy and improved quality of life. Read the report here: ([insert hyperlink](#))

- California's community colleges have long been a major economic engine that play a critical role in driving the state's economy. And a new [report](#) quantifies the immense economic and social benefits of the state's largest system of higher education.
  - The average community college graduate with an associate degree will see an increase in earnings of \$11,100 annually when compared to a person with a high school diploma or equivalent.
  - The CCC system brings approximately \$128.2 billion in income to California's economy, equivalent to roughly 4.2% of the state's total gross product. – the sum value from all goods and services in the state,
  - For every \$1 invested, students will gain \$5 in higher future earnings.
- Investing in the California Community Colleges system is one of the most prudent moves the state can take as demonstrated by the recent report highlighting the \$128.2 billion in income system brings to the state and the difference it makes in people's lives.

#### Social Media: [Twitter/Instagram/Facebook](#)

- Big Announcement! Imperial Valley College was just named as one of 10 finalists for the 2023 #AspenPrize, which spotlights exemplary community colleges with outstanding performance in five key student outcomes. Read more about this prestigious @AspenHigherEd award: [as.pn/prize](#)
- We did it! Imperial Valley College was announced as a finalist for the 2023 #AspenPrize by @AspenHigherEd! We're thrilled to have our commitment to excellence and equity in student success recognized. Learn more about this distinction: [as.pn/prize](#)
- This calls for celebration: Imperial Valley College has just been named one of 10 finalists for the 2023 #AspenPrize! This is an incredible achievement, and we thank our excellent staff and faculty—and amazing students! Check out the announcement from @AspenHigherEd: [as.pn/prize](#)

#### Social Media: [LinkedIn/Facebook/Instagram](#)

Follow the College Excellence Program: [linkedin.com/showcase/aspenhighered](#)

- The @Aspen Institute College Excellence Program just announced that Imperial Valley College is a finalist for the 2023 #AspenPrize! Every two years, the Aspen Prize for Community College Excellence honors colleges that are achieving high, improving, and equitable outcomes for students. We're thrilled to be in the running for this \$1M prize! Read more: [as.pn/prize](#)
- Did you hear the great news? We're one of 10 finalists for the 2023 #AspenPrize for Community College Excellence! We're so proud to have our work advancing student success and equity recognized on a national level. Check out the announcement from the @Aspen Institute College Excellence Program: [as.pn/prize](#)

- In case you missed it: The @Aspen Institute College Excellence Program announced the finalists for the 2023 Aspen Prize, and Imperial Valley College is one of them! The #AspenPrize recognizes our nation's exemplary community colleges, and we're honored to be among the 10 finalists! Read more about this exciting distinction: [as.pn/prize](https://as.pn/prize)

Graphics(in progress)

PowerPoint

Flyers

Social Media Templates

Updated Email Signatures

Updated Zoom Backgrounds