

FY 24-25 SYSTEM OFFICE EDITORIAL CALENDAR



What is an editorial calendar?

Great external communications hinges on proactive strategy, research, creativity, and—most importantly—timely execution, which is why an editorial calendar is an important tool to track, manage, and show what topics will be covered and when. The calendar is used by staff to align efforts and resources to produce and deliver on projects throughout the year.

Beyond topics, what will be produced?

Through use of interviews, long and short form writing, graphics creation, video and photography production, the following items may be produced in conjunction with each theme:

- Short-form article(s) for CCCS blog
- Link(s) to YouTube videos that are produced and housed on CCCS's account
- Content for social media posts that links back to CCCS blog posts
- “Marketing Toolkit” for colleges/partners containing key messages, press release, recommended social media posts, recommended handles and hashtag(s) and artwork graphics.
- Specialized press kits for reporters and news outlets
- For more complex topics/ initiatives:
 - Long-form article(s)
 - Microsite or landing page on CCCS website

Where, and to whom, will the content POTENTIALLY be published and/or pitched beyond CCCS's blog and platforms?

In alignment with CCCS System Office's objectives for external communications and public relations, the following outlets have been identified:

State Level

- **Organizations:** Governor's Office, CDHE, CDLE/CWDC, and other state agencies as appropriate, Denver Metro Chamber of Commerce
- **Media outlets:** The Denver Post, The Colorado Sun, Colorado Politics, Chalkbeat, Colorado Public Radio, Colorado Newslane

National Level

- **Organizations:** The American Association for Community Colleges (AACC), Colorado's Congressional Delegation
- **Media outlets:** The Chronicle of Higher Education, Inside Higher Ed, Diverse Issues in Higher Education, NPR Education, Forbes Education

Is the calendar flexible?

Yes! Topics may be modified or changed and moved around from month to month.

Give us a few month's heads up; planning will commence 1-2 months prior (it takes a lot to schedule around busy calendars, conduct interviews, gather research, build content, shoot video, and capture/edit photos).

Student Spotlight Series

Student/alumni spotlights will focus on "Where are they now?" stories, highlighting students who have benefited from their community college education and training. Student stories will be distributed monthly, aligning when possible with the theme of the month.

Hashtags

Hashtags CCCS will use to build social media campaigns, as well as intertwine with external messaging may include:

CCCS Specific

#CCAdvocate
#SupportCCs
#CCsTransform
#CCsInnovate
#CollegeReimagined
#MyCCJourney
#CCCSGrads

General Community College / Higher Education

#HigherEd
#HigherEdLife
#CommunityCollege
#Comm_College
#WorkforceDev

FY 24-25 THEMES PER MONTH

Month	Theme	CCCS Content Highlights	Social Media Tips
July 2024	Meeting Community Where They Are	<ul style="list-style-type: none"> • Blog spotlight on unique summer programs • Blog spotlight on community-based program 	Use #CollegeReimagined
August 2024	Meeting Students Where They Are	<ul style="list-style-type: none"> • Blog profile of adult learner • Blog profile on faculty embracing equitable teaching and learning 	Use #CCsTransform
September 2024	National Workforce Development Month	Blog story on emerging workforce programs (e.g., aerospace, quantum)	Use #WkDevMonth and #CareerConnected
	National Hispanic Serving Institutions Week (Sept. 9-15)	Blog spotlight on college Latinx empowerment program	Use #HSIs, #HSIWeek ; tag @HACUNews on Twitter and Facebook
October 2024	Affordability	Blog Q&A with financial aid professional	Promote Colorado Free Applications Days using #FreeAppCO
	National Transfer Student Week (Oct. 16-20)	Blog story on Reisher's program and transfer support	Use #TransferStudentWeek
November 2024	National First-Generation College Student Day (Nov. 8)	Blog profile of first-generation student	Tag @FirstgenCenter and use toolkit resources; use #CelebrateFirstGen
	CO Apprenticeship Month, National Apprenticeship Week (November 14-17)	Blog story on efforts to expand apprenticeship programs	Use #COAM2024, #NAW2024 and #ApprenticeshipWorks
December 2024	Year in Review	<ul style="list-style-type: none"> • Blog story on top CCCS accomplishments • Q&A with System Office employees across functional areas 	Use #CCsTransform

January 2025	New CCCS Strategic Plan Launch	<ul style="list-style-type: none"> • Video message from Chancellor Garcia • Blog post announcement • Blog Q&A with Landon Mascareñaz, SBCCOE Board Chair 	Use #CollegeReimagined, #CCsTransform
February 2025	National Career & Technical Education Month	<ul style="list-style-type: none"> • Blog spotlight on CTSO • Blog profile on CTE student 	Use #CTEColorado, #CTEWorks; tag @ColoradoACTE on Twitter and Facebook
March 2025	Concurrent Enrollment Week (March 3-7)	<ul style="list-style-type: none"> • Blog post on Concurrent Enrollment proclamation • Social media graphics throughout month 	Use #CEColorado #ConcurrentEnrollment, #CEWeekCO
	International Open Education Week (March 3-7)	<ul style="list-style-type: none"> • Blog Q&A with college faculty embracing OER • Social media graphics 	Use #OERinCO, #OEWeek
April 2025	National Community College Month	<ul style="list-style-type: none"> • Blog features on CCCS alumni • Social media testimonials from CCCS champions 	Use #SmartChoice, #CCMonth
May 2025	Legislative Outcomes and Impacts	<ul style="list-style-type: none"> • Social media promotion of legislation that benefits CCCS • Blog post recapping key legislative wins 	Use #COLeg
	Commencement Season	<ul style="list-style-type: none"> • Sharing college social media posts celebrating graduates • Blog profiles of CCCS graduates 	Use #CCCGrads, #DecisionDay
June 2025	Meeting Industry Where They Are (Partner of Choice)	<ul style="list-style-type: none"> • Blog spotlights on industry partners • Blog Q&A with CTE industry advisor 	Use #CareerConnected