

CCsmart: Advisor's Guide

ccsmart.org



Welcome to CCsmart – a campaign, website, and resource that provides people with the tools they need to make the best and most informed choices about their higher ed journey.

for colleges:

CCsmart provides everything you need to market yourself. From information on resources, to college life, transfer and career guidance, and more – CCsmart is the #1 tool for community colleges to work towards increasing enrollment moving forward. When your campus makes the CCsmart pledge, you are featured on our website as a CCsmart institution, and you gain access to the CCsmart toolkit, a resource designed to help you increase enrollment and help your students.

for college advisors:

CCsmart empowers students with the tools they need to make choices that will allow them to create a life that fulfills their goals and dreams. Whether your student is currently enrolled but needs some guidance about what pathway to take (transfer/workforce/employment) or a new or prospective student seeking information, CCsmart offers a comprehensive overview and detailed information about every step of the process, along with resources on how your student can best make use of their time at community college.

for Phi Theta Kappa members and advisors:

While every student can benefit from CCsmart, PTK members can find inspiration for strong Honors in Action and College Projects on this website. As campus leaders, Phi Theta Kappans can develop and demonstrate their leadership skills through learning about the benefits of community college and sharing that information with students who need it.

for prospective students and high school counselors:

CCsmart makes it clear how community college is the best first step towards your students' goals. If you know a student who is considering whether to attend community college, CCsmart offers information about the benefits of going to a community college first before either entering the workforce or transferring to a four-year institution. This includes research, student testimonials, and articles about how to ease the transition to whatever their ultimate goal may be.



What is CCsmart?

- A campaign, website, and resource promoting community college as an excellent option for any student

How does CCsmart help my students?

- Provides an overview of benefits and services of community college
- Explains the possible pathways to students, including transfer, workforce, and employment
- Delivers info on financial assistance, work opportunities, and internships in one infohub
- Offers value to both current and prospective community college students

How does CCsmart help my college?

- Puts community colleges on the map for high school students
- Provides information about how community colleges can benefit students
- After your institution makes the pledge, it:
 - Gains access to the CCsmart Toolkit
 - Is featured on the CCsmart website

Can CCsmart be used for College Project or HIA?

- Absolutely!
- College Project: Discuss CCsmart with the college administration. If they're interested, work with them to create a project that connects CCsmart to the college's mission.
- Honors in Action Project: If your chapter's research and exploration of the Honors Study Topic goes in a direction that fits, consider incorporating CCsmart into your chapter's project!
- Examples of service-based projects utilizing CCsmart include:
 - Community college stigma reduction campaign
 - College pathways info sessions for high school students
 - Outreach to high school counselors encouraging use of CCsmart as an advising tool
 - Outreach promoting the value of community college to people of all ages in the community
 - Donation drive for CCsmart
 - A campaign to rally community colleges not on the CCsmart list to make the pledge