# Community College Survey of Student Engagement

# *Sample News Release: CCSSE Results*

*This sample is a starting point for writing a news release about your college. There are areas for you to insert your own story in the text below because the release is about your college, its survey results, and how you plan to use them. Consider using the text below as a roadmap for your own news release. Refer to your college’s Institutional Report for data about your college. Please fill in the sections marked by brackets (“[ ]”) with college-specific information.*

**NEWS RELEASE**

**For Immediate Release**

**Contact:** [First Name Last Name]

**Phone:** [XXX-XXX-XXXX]

**Email:** [E-mail Address]

# [College Name] Uses *CCSSE* Results to Improve Educational Practices

## **[Excels in XXX, Focused on XXXX Improvement]**

[City, State]—[College Name]’s results from the Community College Survey of Student Engagement (*CCSSE),* indicate that [Launch your main storyline here. Sample storylines provided in the [Data Narrative Exercise](https://www.ccsse.org/tools/docs/working_with_results/Data_Narrative_Exercise.pdf) may provide a useful starting point. For example, “[College Name] is responding well to our region’s technology needs (add a sentence or two about the region’s needs and your programs); or [College Name]’s commitment to helping students manage the financial burden of attending college is paying off for our students, who are more likely to say they have the financial support they need to attend college than the national average; or “With close to [XX%] of students enrolled part time, significantly more than the national average, [College Name] works with students to address potential obstacles to their success and to provide engaging learning experiences.”]

[Insert quote, such as, “We participate in *CCSSE* to continually improve the quality of education we offer our students. Understanding where we are now is critical to determining where we should go—and how we can get there,” says [Name], [Title] of [College Name]. “Quality education shouldn’t be only about inputs and resources, such as how much students already know when they arrive or how ‘selective’ a college is in admitting students. Quality should be about the student experience—about what we do to engage our students, help them achieve their educational goals, and, ultimately, improve the quality of their lives through education.”]

Research shows that the more actively engaged students are—with college faculty and staff, with other students, and with the subject matter—the more likely they are to learn and to achieve their academic goals. *CCSSE*’snational benchmarks of effective educational practice in community and technical colleges address these five issues: (1) Active and Collaborative Learning, (2) Student Effort, (3) Academic Challenge, (4) Student-Faculty Interaction, and (5) Support for Learners. *CCSSE* benchmarks focus on institutional practices and student behaviors that promote student engagement and that correlate highly with student learning and persistence. The *CCSSE* instrument—administered directly to community college students at participating colleges—is a tool that helps participating institutions assess quality in community college education, focus on good educational practice, and identify areas in which they can improve programs and services for students*.*

[College Name], a [small/medium/large], [rural-serving/suburban/urban] college located in [state], is [college description]. [Provide some detail about particular challenges your college faces, student demographics, local employment issues, or other relevant information. Continue building the storyline you began in the first paragraph, including details and specific results.]

[Consider adding more information, such as providing results for individual benchmarks or survey items, highlighting areas in which your college performed well relative to the *CCSSE* Cohort, or discussing areas in which your college performed at a level below the *CCSSE* Cohort.]

[The last element of the release should be a paragraph with standard boilerplate language about your college.]

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*The “-30-” centered on the line above is the customary way to indicate the end of a press release.*