

COMMUNITY COLLEGE COALITION FOR FUNDING

ILLINOIS COMMUNITY COLLEGE TRUSTEES ASSOCIATION
ILLINOIS PRESIDENTS COUNCIL
ILLINOIS COUNCIL OF COMMUNITY COLLEGE ADMINISTRATORS
COOK COUNTY COLLEGE TEACHERS UNION
COMMUNITY COLLEGE STUDENT ADVISORY COMMITTEE

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Illinois Community Colleges Unveil Public Awareness Campaign

SPRINGFIELD -- A coalition of higher education advocates has unveiled its public awareness campaign designed to highlight the state's community college system.

"We are beginning a campaign to articulate the benefits of a community college education -- not just to the students who attend, but to lawmakers, businesses, and the public, who benefit from the educated workforce the colleges produce," said Kathy Wessel, president of the Illinois Community College Trustees Association and a trustee at the College of DuPage.

Members of the Coalition for Community College Funding include ICCTA, the Illinois Presidents Council, the Illinois Council of Community College Administrators, the Cook County College Teacher's Union, and the Community College Student Advisory Committee. The coalition was formed to advance the cause of Illinois community colleges, which have suffered from declining state revenues.

Kicking off the campaign was the unveiling of billboards across Illinois featuring the message "*Community Colleges: Illinois' Best Investment.*" The Coalition has also produced postcards citing data from a 2007 economic impact study that shows the many benefits that Illinois community colleges provide to the state.

"When the taxpayers of Illinois invest in our community colleges, they are investing in the neighborhoods and communities in which they live," said Perry Buckley, president of the Cook County College Teachers Union. "In fact, according to our community college impact study, 95% of our students who attend community college tend to stay in Illinois."

Terry Bruce, president of the Illinois Presidents Council, stated, "Our future as a state depends on the quality of our education systems. If we shortchange our community colleges, we are shortchanging our students and all of our futures."

In future weeks, the Coalition will bring its message directly to the Illinois General Assembly as part of Community College Lobby Day activities on April 30 in Springfield.

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