

Monday, October 6, 2025

7:30 am - 8:30 am

Registration/Breakfast

8:30 am - 8:45 am

Welcome and Introductions, CATYC President

Dr. Paul Watson III, President, Kellogg Community College

8:45 am - 9:45 am

Tell Your Community College Story: Amplifying the Impact of the 2-Year College Experience through Personal Storytelling

Dr. Steve Robinson, President, Lansing Community College

Keynote
Address

In this keynote address, community college veteran Steve Robinson will speak on the importance of encouraging all community college stakeholders to “tell their community college story.” A longstanding tagline for Robinson’s commencement addresses, the invitation to tell the world about the impact of community college is important now more than ever. Describing his own social media campaign, #EndCCStigma, along with coordinating efforts by Phi Theta Kappa’s CCSmart initiative, his own college radio program “Alumni Stories” and others, Robinson argues that our own person-to-person storytelling is vital to the success of the 2-year college movement.



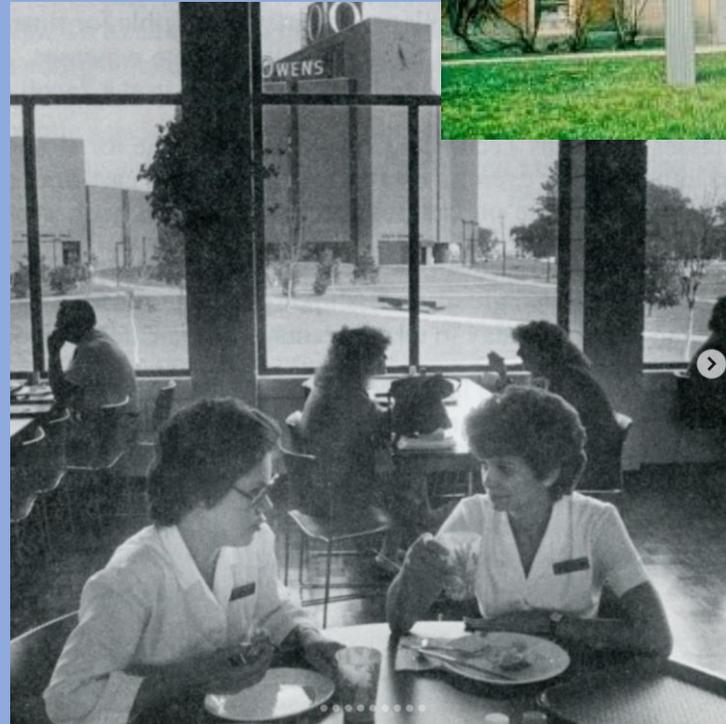
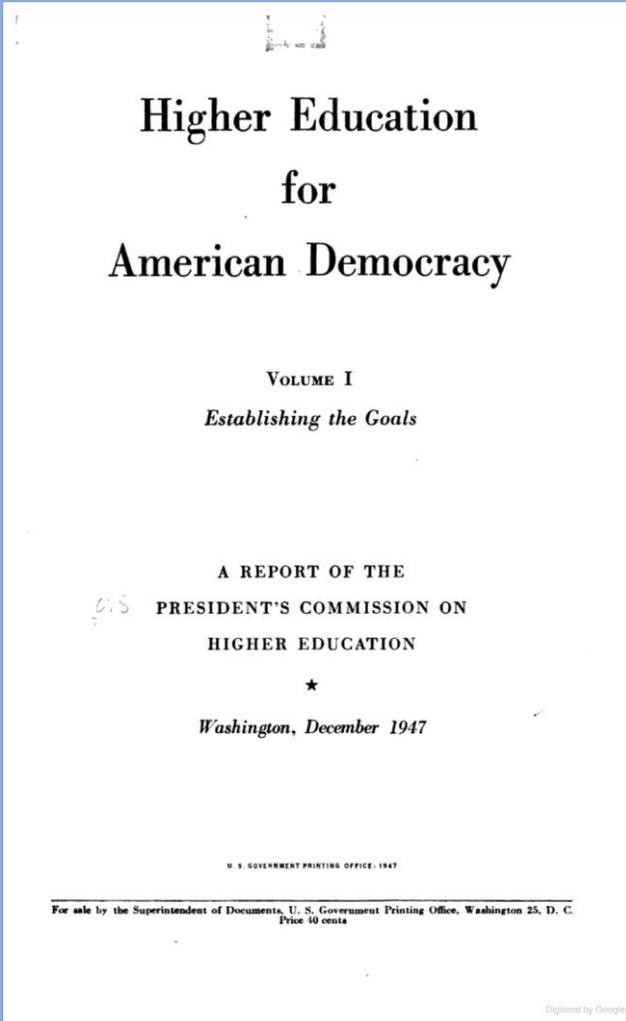
**Tell Your Community College Story:
Amplifying the Impact of 2-Year Colleges
through Personal Storytelling**

2025 ANNUAL CONFERENCE KEYNOTE ADDRESS

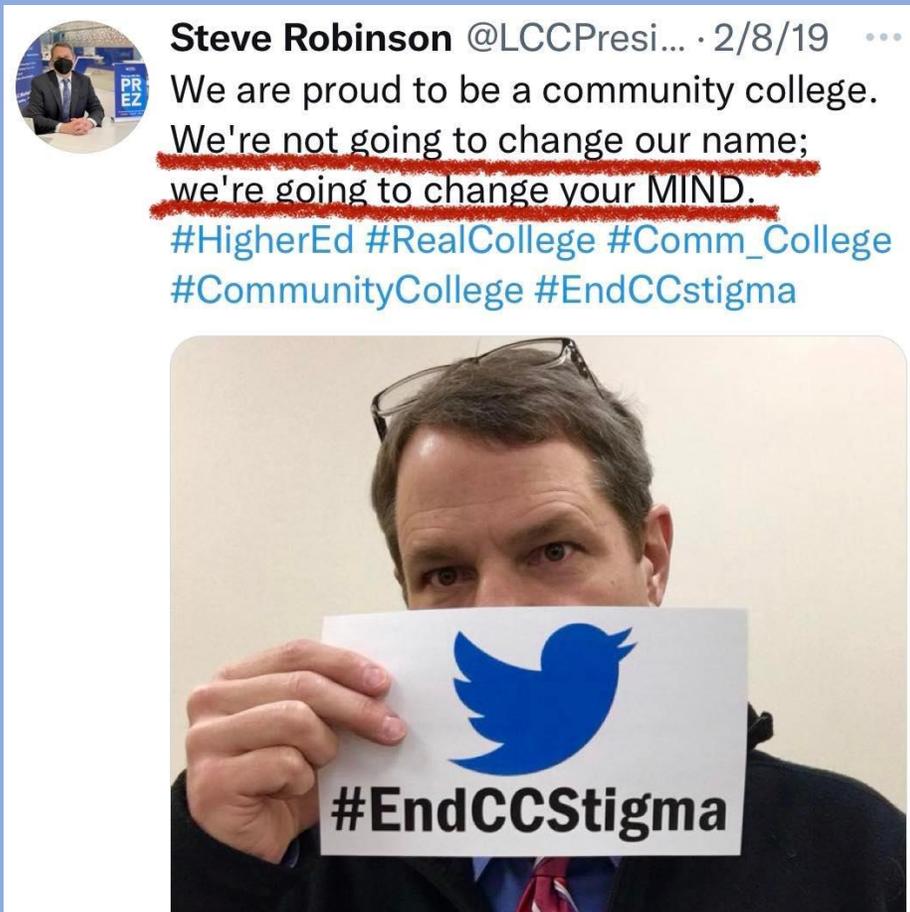
**Steve Robinson, Ph.D.
President
Lansing Community College**











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WILEY

RESEARCH ARTICLE

From the president's desk: #EndCCStigma: Social media as a tool to change public perception of 2-year colleges

Steve Robison

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Abstract

This article tells the story of the #EndCCStigma social media campaign and podcast. Created by a community college president, this grassroots effort to elevate the public perception of community colleges is comprised of a Twitter hashtag, a news aggregation algorithm, and a podcast series. In addition to delving into the concept of "stickiness" within these marketing efforts, which refers to ideas that are, among other things, simple, unexpected and emotional, the three-part theory of the campaign is analyzed. Local and national news stories that were aggregated as part of the campaign are highlighted as case studies. Direct transcriptions from the podcast series are shared to provide extensive first-hand voices of community college students, faculty, staff, and advocates. The article ends with an examination of recent national data on community college stigma, as well as the results of a survey on a community college campus conducted by students themselves.

CHANGING THE PERCEPTION OF COMMUNITY COLLEGES

Active engagement with social media has become increasingly important for higher education leaders, and this is certainly true of community colleges. This article tells the story of an organic social media campaign designed to directly address inaccurate and pejorative attitudes and perceptions of 2-year, technical and community colleges. This campaign was not launched by a public relations firm or a national organization, but rather I launched the campaign while president of Owens Community College in Ohio. The campaign quickly gained allies, both locally and nationally, creating a grassroots effort to change the conversation by directly addressing negative assumptions and stereotypes. The End Community College Stigma campaign, or #EndCCstigma, gained traction without any official sanction from recognized 2-year college advocacy groups. While I launched this campaign with an exasperated (and largely improvised) social media post, the three-part theory I developed





A Student-Led Initiative to Support Community Colleges

The Problem

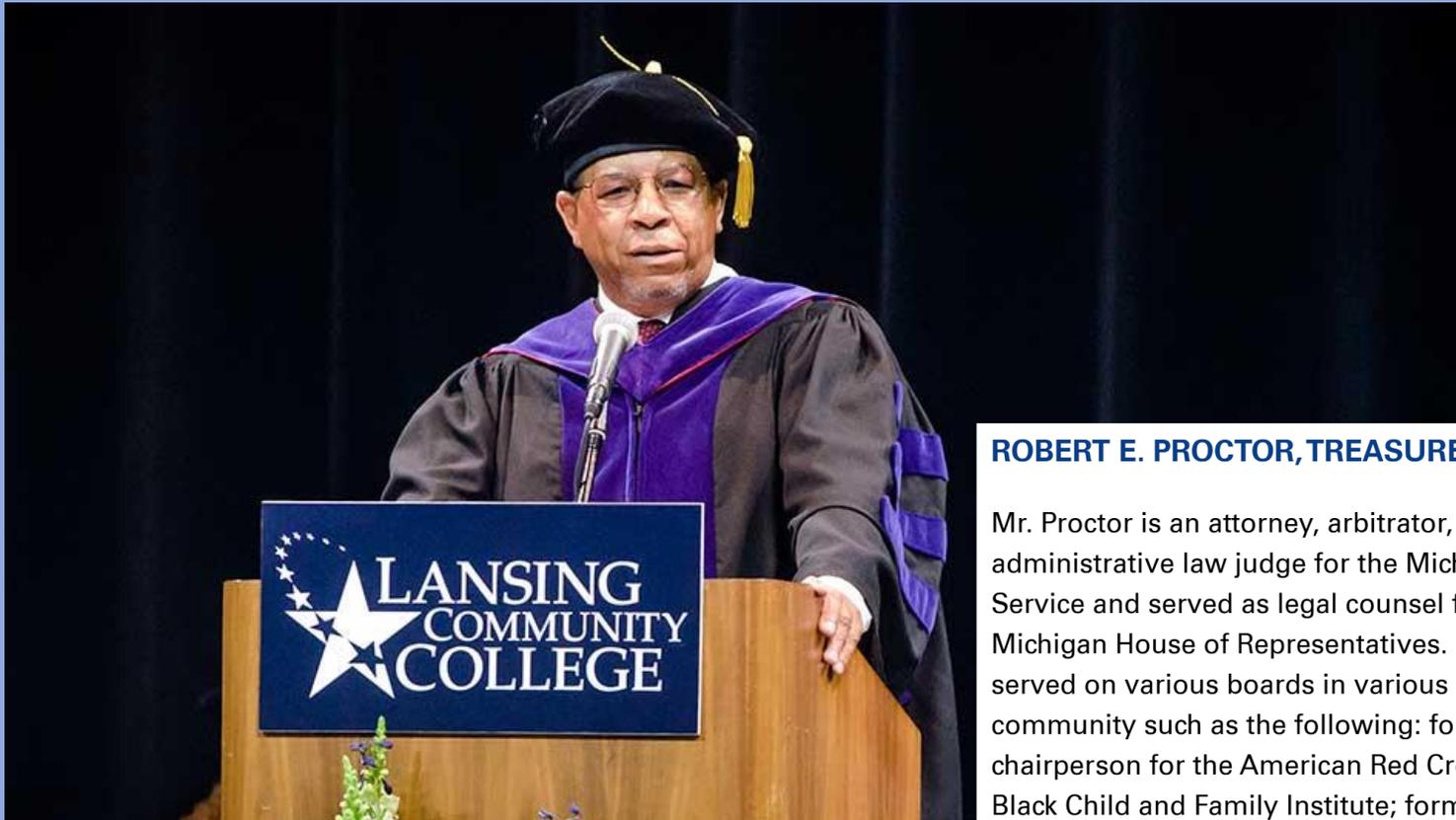
Declines in the college-going population is everyone's problem. As a nation, we are facing an increased need for a skilled, trained workforce while simultaneously facing decreased student participation in college. Decreased participation in public open-access community colleges ultimately means that fewer underrepresented students are in the education pipeline—widening an already wide economic race gap and lessening the chances of economic mobility for all low-income students. And we know that good jobs—the ones with better pay, health insurance, and other benefits—require post-secondary education degrees and credentials, and the more of those, the better.

Alumni Stories with Steve Robinson



Lansing Community College President Steve Robinson connects with LCC alumni to talk about their experience at and since leaving LCC. The LCC community is expansive and far-reaching. They are an incredibly diverse group of people representing all walks of life, working in hundreds of industries around the world. LCC Alumni Stories highlights alumni making positive contributions to their communities and showcases those who have overcome obstacles and barriers to achieve academic and personal success.





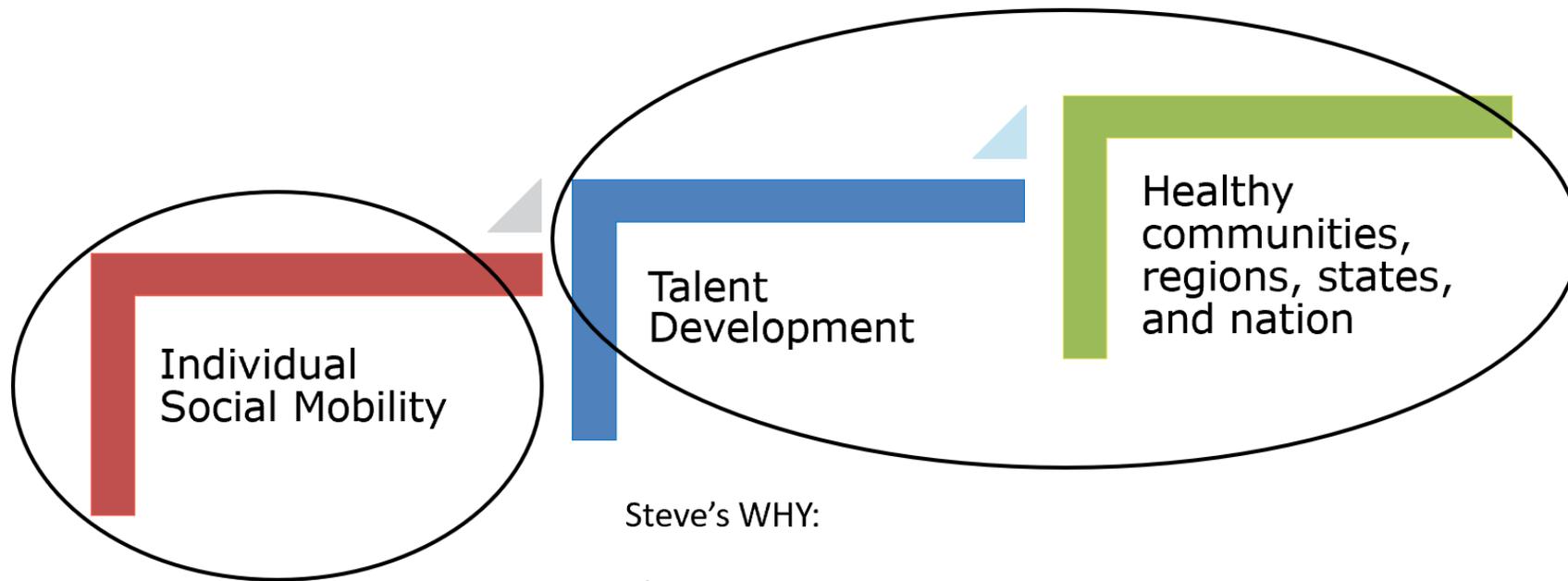
ROBERT E. PROCTOR, TREASURER

Mr. Proctor is an attorney, arbitrator, and mediator. He is a retired administrative law judge for the Michigan Department of Civil Service and served as legal counsel for the Labor Committee of the Michigan House of Representatives. Mr. Proctor serves and has served on various boards in various capacities within the community such as the following: former board member and chairperson for the American Red Cross; current Treasurer of the Black Child and Family Institute; former Board member of the Lansing Fair Housing Center; and mentor and tutor for the Lansing School District. He was elected to office in June 2003. He was re-elected November 3, 2009, November 8, 2016, and November 8, 2022. His term expires December 31, 2028.





WHY DOES COMMUNITY COLLEGE STUDENT SUCCESS MATTER SO MUCH FOR COMMUNITIES AND THE NATION?



Steve's WHY:

- 1) Social mobility for students and families
- 2) Workforce and Community development for the regions we serve



Vision: the CC Resume Advantage



ChatGPT 5 ▾
two resumes being considered on a desk. they should look fairly similar and the text should be blurry so we can't read them

AI Generated Image

