



Heads Up America! Take Action!

Building the Movement in Your Community: A Plan for Action

Overview

Heads Up America is a nonpartisan, grassroots movement to make a community college education free for responsible students. Student voices are critical to making it happen. To help you raise your voice, we've outlined a year long action plan that will lay the groundwork for creating a free community college program in your community. You know your community best, so consider these options a good starting point and make them your own!

For specific instructions and more ideas, check out our [toolkit](#).

Action Plan

Back to School: Building Momentum with Students



Important Dates for Back to School:

- September 9: One Year Anniversary of Heads Up America

A great time to engage students around the mission of Heads Up America is when they are heading back to school. Set up a table and ask fellow students to sign the [pledge](#). Host a screening of [No Greater Odds](#), a documentary about community college student experiences, on your campus to get students talking about free community college. Make sure to have students take out their phones to sign the pledge right then and there!

October: Show Off Your Community College

Important Dates for October:

- October 2-8: Week of Action



The first week of October will be the **Heads Up America Week of Action**. Work with your campus administration to host an open house during the Week of Action. Invite local business leaders, parents, elected officials, and community members to show off the amazing work happening on your campus.

Winter: Training New Student Leaders

Important Dates for Winter:

- Mid- February: Grassroots trainings

A new semester or quarter means a new opportunity to engage students. In February, we'll work with you to organize a grassroots training to give your peers the resources they need to continue to build momentum. The training will cover organizing skills to engage new supporters and grow our movement. This training will help empower the next generation of campus leaders across the country, so encourage students who attended fall events to participate and help recruit the next leader for the movement on your campus!

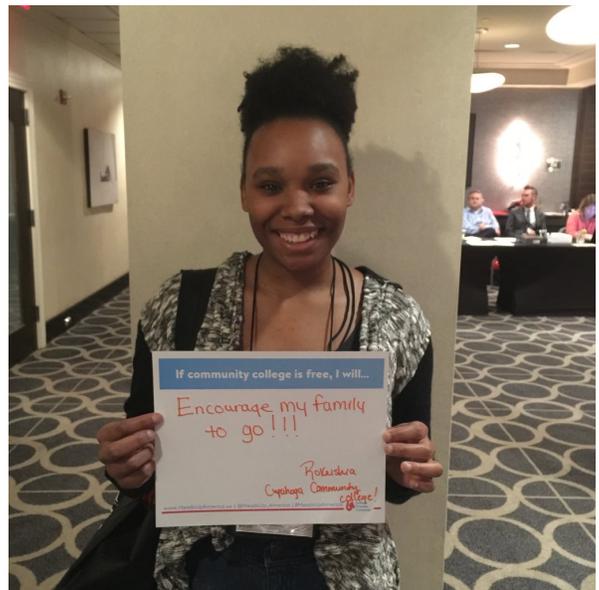
Spring: Involving the Community

Important Dates for the Spring:

- April 6-8: PTK NerdNation 2017 in Nashville
- April 23-29: Spring Week of Action

In the spring, start looking beyond your campus to generate support for free community college. Reach out to administrators, local business leaders, parents, elected officials, and community members about Heads Up. Circulate a coalition sign on letter to get pledges of support from local leaders.

For National Community College Month in April, focus on getting local leaders in a room to talk about getting a College Promise program, a program that offers free community college, in your community. Host a roundtable during the April Week of Action on your campus!



Thank you for supporting Heads Up America and spreading the message on your campus and in your community!

Together, we are building momentum for free community college for responsible students.

Have any questions? You can reach out to us at CollegePromise@CivicNation.org.