

[5:00 pm] Dr. Pam Luster (@DrPamLuster)

Ty for joining us on [#EquityChat](#) w/your [@equityavenger](#) hosts [@lamkeithcurry](#) [@DrTammeil](#) & [@DrPamLuster](#) - tonight we are digging in to how community colleges can creating inclusive marketing! Joining us is part of the [#dreamteam](#) from [@25thHourComm](#) [@CBerry_313](#) & [@JenAries4](#) Welcome!

[Jennifer Aries @JenAries4](#)

Thanks for having us!

[5:05 pm] Dr. Tammeil Gilkerson (@DrTammeil)

Q1 [@CBerry_313](#) [@JenAries4](#) – As communicators who support community colleges, what is your walk-up song or anthem that inspires you in your work? [@lamkeithcurry](#) [@DrPamLuster](#) [#EquityChat](#) [#EquityAvengers](#)

[Crystal Berry @CBerry_313·2m](#)

Hall of Fame- Young Dolph. This song is a reminder to stay relentless, push boundaries, and celebrate victories, both big and small. It fuels the grit and determination needed to keep showing up and making a difference. [#equitychat](#)

[Dr. Tammeil Gilkerson @DrTammeil·1m](#)

Alright, now...I see you

[@CBerry](#)

[Dr Pamela Luster #EquityAvengers #RealCollegePrez @DrPamLuster](#)

Ooh-a definite ear worm but in a great way! [#EquityChat](#)

[Jennifer Aries @JenAries4](#)

The Road Less Traveled by Lauren Alaina. I did this as an adult learner at @SRJC. I had no idea what I was doing or where I was going. I also met other students who were just like me. Thank goodness for Ed LaFrance, my communications instructor who told me about EOPS (1/2)

[Dr. Tammeil Gilkerson @DrTammeil·7m](#)

Ooh...new artist alert! Love the lyrics! "If you trust your rebel heart, ride into battle Don't be afraid, take the road less travelled Wear out your boots and kick up the gravel Don't be afraid, take the road less travelled on"

[Jennifer Aries @JenAries4](#)

/2) and taught me how to study. He showed me that sometimes the road less traveled is the right road to take, even if you're afraid. This song epitomizes my experience and inspires me, through marketing, to help others take their own road. [#EquityAvengers](#)

[Dr. Tammeil Gilkerson @DrTammeil · 7m](#)

Beautiful. I am so grateful that you had this experience.

[Jennifer Aries @JenAries4](#)

It was tough to learn but I figured it out with some amazing faculty.

[5:11 pm] Dr. Keith Curry (@lamkeithcurry)

Q2 @CBerry_313 @JenAries4 – Marketing to diverse audiences requires deep understanding. What role does research play in ensuring that institutions are reaching the right people in the right ways? @DrTammeil @DrPamLuster #EquityChat #EquityAvengers

[Jennifer Aries @JenAries4](#)

Research is critical. Colleges assume they know what students want & need. But do they really know? Research gives us solid answers. We lean heavily on qualitative research because we talk to students, faculty, and staff. We learn exactly what they want & need.

[#EquityAvengers](#)

[Crystal Berry](#)

[@CBerry_313](#)

Facts Not Feelings—research, numbers, and data move naysayers to action. Use data to expose the gaps, then influence and align outreach to reach those audiences. Real stories and experiences- That's how we craft messages to meet people where they are.

[#equitychat](#)

[Dr. Tammeil Gilkerson @DrTammeil](#)

Facts, not feelings....so true..but, also so hard sometimes when facts are always being questioned. I love highlighting real stories and experiences.

[Jennifer Aries @JenAries4 · 24s](#)

Exactly. That's why research is so important. The facts support the feelings.

[5:18 pm] Dr. Pam Luster (@DrPamLuster)

Q3 @CBerry_313 @JenAries4 – Can you share a specific example where research uncovered a critical insight that changed how you approached marketing to a diverse student population? @lamkeithcurry @DrTammeil #EquityChat #EquityAvengers

[Crystal Berry @CBerry 313·1m](#)

(1/2) We've learned that safety is a significant factor in how students feel supported. It's more than just physical safety—we've noted hot meals in the evenings, well-lit parking lots, public transportation schedules aligning with class start times, faculty support... [#equitychat](#)

[Crystal Berry @CBerry 313](#)

(2/2) early academic alerts, and a sense of community- all make a difference. When students feel safe, they stick around. This insight changed how we communicate and structure support, directly impacting retention. [#equitychat](#)

[Jennifer Aries @JenAries4](#)

That's our VP! She knows all of this. Our team is driven by their own experiences and feelings. It's all about changing lives.

[Jennifer Aries @JenAries4·5m](#)

We had the honor of working with a small, rural college in Colorado. They thought they were serving their entire population. But our research showed us they were missing a large region of their service area, which had a primarily Hispanic population. (1/2)

[Jennifer Aries @JenAries4·5m](#)

(2/2) We created a marketing plan based on the research and through that plan, they were able to serve this diverse population and gain their HSI designation. We are so proud to have served them and create pathways for this entire region. [#EquityChat](#)

[25thHourComm](#)

[@25thHourComm](#)

Marketing and Communications people can be a part of the equity equation, too, by advancing and elevating voices, using inclusive messaging, and telling stories from underrepresented groups.

[Dr. Tammeil Gilkerson @DrTammeil·6m](#)

Absolutely! Some of my favorite [@equityavengers](#) are helping tell our stories (students and institutions) and elevating the power of education that advances racial equity.

[Jennifer Aries @JenAries4·4m](#)

Tell the stories. Show the pictures. Celebrate. Change lives. This is all so cool! Why work in any other sector?

[Crystal Berry @CBerry 313·3m](#)

It's in us!! @letsgochangetheworld

[Dr Pamela Luster #EquityAvengers #RealCollegePrez @DrPamLuster·9m](#)

For sure! Having your comms team in all of it is critical! They see the opportunities to tell the story [#EquityChat](#)

[Jennifer Aries @JenAries4·10m](#)

And - they know how to deliver the story to the audience that needs to hear it. That is a Comms superpower!

[5:25 pm] Dr. Tammeil Gilkerson (@DrTammeil)

Q4 @CBerry_313 @JenAries4 – Basic needs services like food pantries, housing support, and mental health services are crucial, but they're not helpful if students don't know about them. What are the best practices for communicating these resources effectively? @DrPamLuster @lamkeithcurry #EquityChat #EquityAvengers

[Jennifer Aries @JenAries4·1m](#)

I teach online at two universities. My students tell me they are struggling with the pressures of trying to be an A student and juggling life in general. Oftentimes they don't know the colleges have mental health services. (1/2)

[Jennifer Aries @JenAries4](#)

(2/2) Through teaching I've learned students turn to & trust faculty & staff. They must be aware of the services our colleges have for students & direct them. We can't assume that they know. [#EquityChat](#)

[Crystal Berry @CBerry_313](#)

(1/2) Not all needs are treated or prioritized equally (this hurts my heart). We've had great success with ASKME stations on campus (specific locations, wearing "ASK ME" t-shirts), where students can get help from informed students and staff...[#equitychat](#)

[Crystal Berry @CBerry_313·3m](#)

(2/2) ambassadors, and peer guides go a long way. The president personally welcoming students to use services? That's gold when it comes to breaking down barriers. [#equitychat](#)

[Dr. Tammeil Gilkerson @DrTammeil·2m](#)

GOLD! Let's go college presidents!

[Jennifer Aries @JenAries4·1m](#)

We love our college presidents and chancellors.

[5:32 pm] Dr. Keith Curry (@lamkeithcurry)

Q5 @CBerry_313 @JenAries4 – In your experience, how can institutions ensure their marketing campaigns authentically represent the diverse voices they serve? What pitfalls should they avoid? @DrTammeil @DrPamLuster #EquityAvengers #EquityChat

[Jennifer Aries @JenAries4 · 2m](#)

Pitfall Peeve: The staged photo of diverse students. STOP. Get out from behind the camera & look at the organic, diverse voices all around campus. Capture the true essence of your campus. Show your campus and welcome people in through a visual experience. [#EquityChat](#)

[Crystal Berry@CBerry_313\(1/2\)](#)

[@JenAries4](#) and I totally agree on this one! If you're trying to represent your student body, use real, authentic images of the actual students you serve. Students can see right through staged images. [#EquityChat](#)

[5:39 pm] Dr. Pam Luster (@DrPamLuster)

Q6 @CBerry_313 @JenAries4 – Research is ongoing, and our communities are ever-evolving. How do you continue to educate yourself and your team on the changing needs of students, particularly marginalized groups? @lamkeithcurry @DrTammeil #EquityAvengers #EquityChat

[Jennifer Aries @JenAries4 · 2m](#)

People make the decision to go to college. Whether it's a university or community college the same angst is involved in making the decision. They are consumers so it's important to know how they shop, what they need to move to a decision, and several other psychographics. (1/2)

[Jennifer Aries @JenAries4 · 2m](#)

(2/2) We research, read & analyze trends to identify changes on the horizon. We are informed & in front of issues affecting our marginalized groups & how that impacts our colleges. This is how we've been successful in helping our colleges through a marketing lens. [#EquityChat](#)

[Crystal Berry @CBerry_313 · 1m](#)

(1/3) As a team, we are constantly learning and adjusting based on what students and communities share with us, along with the work we do every day. My roles, like Foundation Board Trustee at NCMC and PIO for various higher-ed organizations, keep me connected. [#EquityChat](#)

[Crystal Berry @CBerry_313 · 1m](#)

(2/3) I also serve my community as a substitute teacher in my K12 district, a Sunday school nursery teacher, a Park Board Committee Member, and more. Through these roles, I gain insights and stay grounded in the real needs of students and families across the country. [#EquityChat](#)

[5:46 pm] Dr. Tammieil Gilkerson (@DrTammieil)

Q7 @CBerry_313 @JenAries4 – If there were one thing you could change in how higher ed institutions communicate with diverse students to increase equity and access, what would it be? @DrPamLuster @lamkeithcurry #EquityAvengers #EquityChat

[Jennifer Aries @JenAries4](#)

I would change attitudes toward research. It isn't expensive & its critical data. Sooo many faculty & staff assume they know what their students need. Don't assume you have an issue. Maybe you do, maybe you don't. Research. Where does your college stand with equity? (1/2)

[Jennifer Aries @JenAries4 · 2m](#)

(2/2) Are you practicing it? Find out where your equity gaps are. Research. You will be surprised at what you discover..and what you don't. It will change the way you communicate & ensure you are successful with each communication. [#EquityChat](#)

[Crystal Berry @CBerry_313 · 42s](#)

(1/3) I'll squeeze in 3- because they're all game-changers: 1) Learned through my mentors and my own witness—Representation in leadership, mentorship, and apprenticeships matter. Students need to see themselves reflected in their leaders, teachers, and career fields. [#EquityChat](#)

[5:53 pm] Dr. Keith Curry (@lamkeithcurry)

Q8 @CBerry_313 @JenAries4 – What advice would you give to practitioners and institutions that want to market more inclusively but don't know where to start? @DrPamLuster @DrTammieil #EquityAvengers #EquityChat

[Jennifer Aries @JenAries4 · 57s](#)

Look at your campus. Analyze your enrollment data. Who are you missing on your campus? Where can you find them? How will attending your college benefit them? With that info create a plan that shows them why joining your college will positively change their life. [#EquityChat](#)

[Crystal Berry @CBerry_313·2m](#)

(1/2) Culture develops when experiences align with the environment. Focus on creating authentic connections. Build trust through consistency. Demonstrate that student input is shaping the experiences you offer. [#EquityChat](#)

[Crystal Berry @CBerry_313·2m](#)

(2/2) And above all, approach everything with love in your heart. That's the most powerful tool you have. [#letsgochangetheworld #EquityChat](#) #

[Dr. Tammeil Gilkerson @DrTammeil·54s](#)

“Approach everything with love in your heart. speaking my language
[@CBerry_313](#)

[6:00 pm] Dr. Pam Luster (@DrPamLuster)

[Dr Pamela Luster #EquityAvengers #RealCollegePrez @DrPamLuster](#)

TY [@CBerry_313](#) & [@JenAries4 @25thHourComm](#) for demonstrating racial equity in outreach & marketing for commcolleges. We your commitment to this & to the [@equityavengers](#)! Join us nxt wk as we host [@MCCABrandy](#) & [@PMillerBiz](#) ! [@lamkeithcurry @DrTammeil @DrPamLuster #StaySafeFlorida](#)