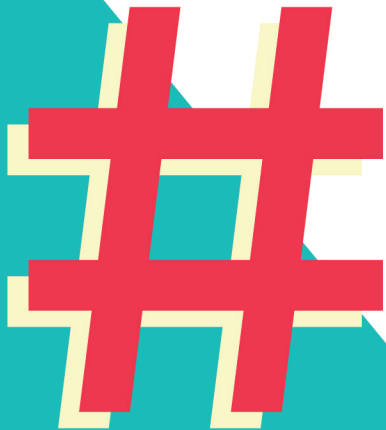




TACCM

2016

*Think Beyond
the Hashtag*



“ branding demands *commitment*;
commitment to continual *reinvention*;
striking chords to stir people's *emotions*;
and commitment to *imagination*. ”

- Sir Richard Branson



quality

BRANDING

A large teal-colored triangle with a fine, diagonal-line texture, pointing upwards and to the right, located on the left side of the slide.

BUILD TRADITION

Marketing should be *engaging...*

What gives your students pride?

What will make them pause?

Marketing should be *visual...*

Is your marketing consistent?

Do your students recognize *you*?

Do they know who is speaking to them?



(Student Life Programming Logos, 2015-2016)

1 in 4 women and 1 in 6 men
have been victims of sexual assault.*

Project STEP UP!

Don't be a bystander.

Saturday, April 9, 10AM - 2PM

Northridge Campus, Room 4136

Hosted by: ACC's Step Up Empowerment Organization

Topics: Sexual Assault, Dating Violence, Healthy vs. Unhealthy Relationships, Bystander Intervention, and more!

Spoken Word Performances: Corie Padilla and Shae Harris

Lunch will be provided to ACC Students.



Disclaimer: The content of this program may not be suitable for all audiences. Your discretion is advised.

Persons who need an interpreter or other accommodations for this event should contact interservices@astinncc.edu or (512) 223-6511.

*Rape, Abuse & Incest National Network: <http://rainn.org>.



(Right: Awareness & Safety event, Project Step Up)

Social Media Poll Success Tips Important Dates Upcoming Events Student Spotlight Q&A



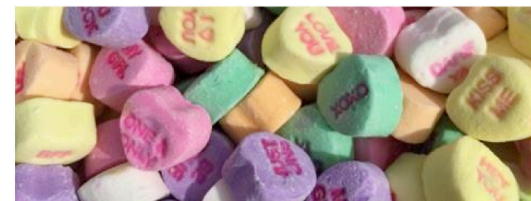
First Year Scoop

a newsletter for first-year students



February 2016

WOW it's FEBRUARY!



If you have just arrived to ACC, welcome! If you are returning to ACC, welcome home! The Office of Student Life is here to help you answer the how, the why, and the now what of your college experience! Whether you want to join an organization or lead an event, the Office of Student Life is the place to be. Stop by any of the 11 ACC Student Life Offices and get connected, get involved, and get your goals accomplished. Check out the Student Leader positions (bit.ly/applysl15), the upcoming Leadership Summit (register to attend at bit.ly/slsummit16), and dance off your stress of the day with the Dance Off Competition! See you soon!

Important Announcements:

Its that time of the year again! Time to file your taxes and complete your Financial Aid! Check out Foundation Communities (www.foundcom.org) for tax filing support! Begin preparing for summer classes and visit with your advisor/counselor to see what your next classes should be.

SOCIAL MEDIA POLL

"Super Tuesday" (March 1, 2016) is quickly approaching and that is the time when many states cast their vote for who you would like to see on the 2016 Presidential Ballot. Hopefully, you have been keeping up with the debates, caucuses, and conventions, as there are many candidates and political stances to consider prior to casting your Primary vote for the deserving candidate running for the "Highest Office in the Land", here is a brief quiz that may help you to determine which candidates you side with on important issues: <http://www.isidewith.com/political-quiz>



Student Spotlight Q&A

Eleonore Le Corvaisier
Major: American Sign Language

Q: What were your biggest challenges your first semester?

A: Using my time well and balancing my social and academic life. I'm a bit of a perfectionist so I tend to overdo it in terms of homework and test preparation. Turns out you can still get an A without scoring 100 on everything, and you won't be exhausted by midterms.

Q: How did Student Life affect your college experience?

A: It made me less shy and more willing to

engage students from different backgrounds. It also gave a deeper sense of belonging here.

Q: What is one piece of advice you would give to a new college student?

A: Don't feel bad if you can't decide what your major should be or what you want to do in life. It takes a long time to get a better sense of what career is a good match for you. Instead of keeping it in and thinking that you're the only undecided person out here, go and talk to a career or an academic counselor.

Important Dates

Feb. 14: 100% Tuition refund deadline for 12 weeks.

Feb. 15: 25% tuition refund deadline for 16 weeks, no refund after this date & Classes begin for 12 week session.

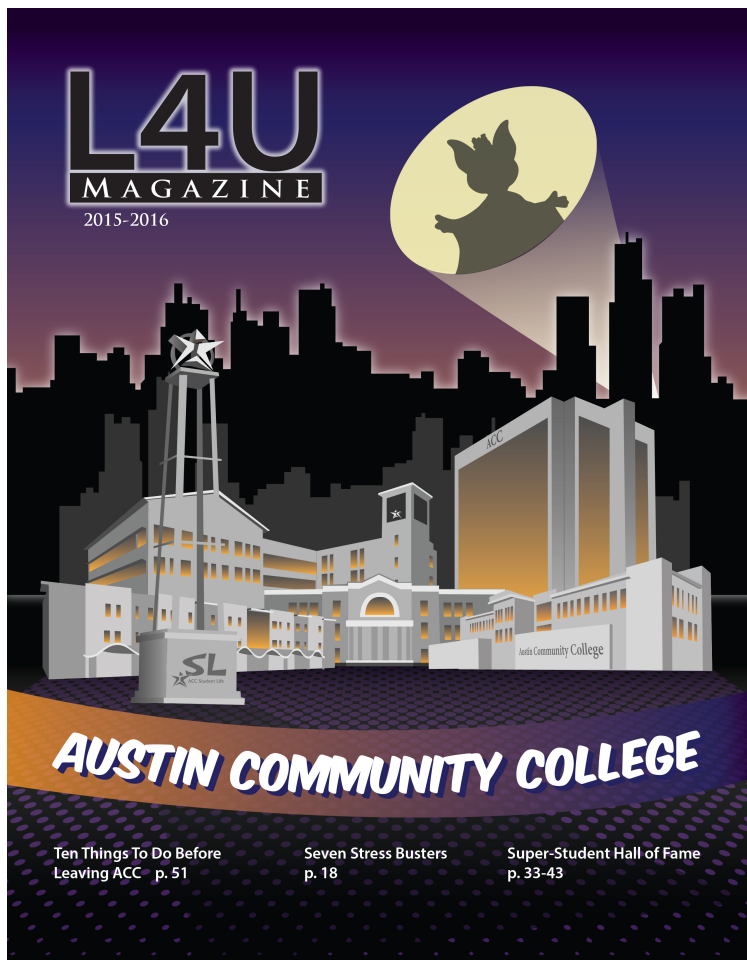
Feb. 15-16: Schedule changes and Add/Drop Deadline for 12 weeks.

Feb. 16: Payment deadline for spring 12-week session schedule changes. Student will be disenrolled at the close of the business day for non-payment.

Fall/Spring 2016 Class Enrollment: Financial Aid priority deadline completion is April 1st.

Summer 2016 Class Enrollment: Financial Aid priority deadline completion is March 15th.

(Left: First Year Services, FYE Scoop Newsletter)



(Top left: Life4U Magazine cover, 2015)
 (Top middle: Student Life 101 pushcard)
 (Top right: SL Intramurals Poster, Fall 2015)

(Bottom right: Intramurals page in ACC Student Life's CollegiateLink system: "MySL")





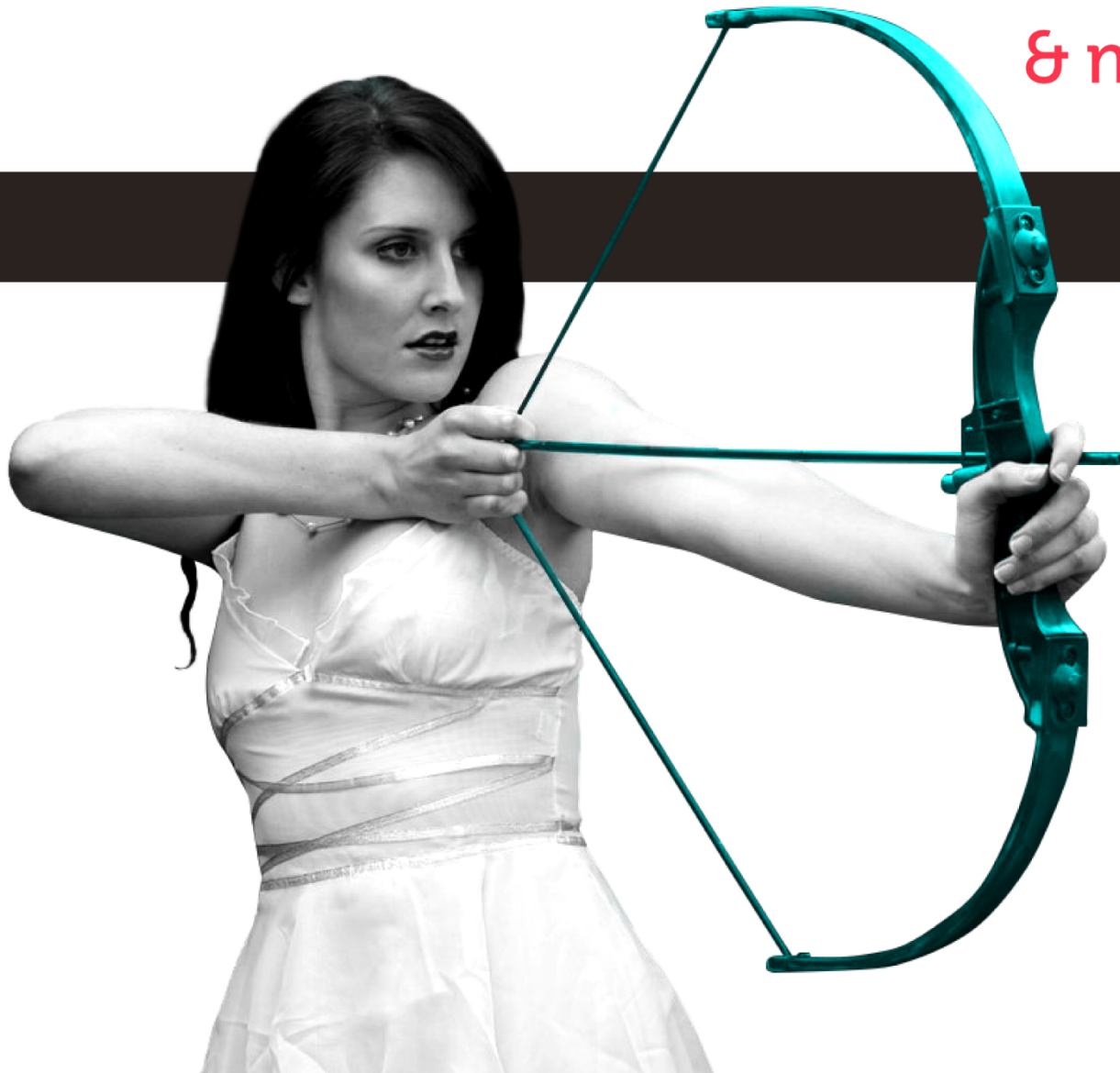
Posted on Facebook: tagged Texas Association Against Sexual Assault (TAASA), #tbtn

24,157 people reached, 188 views, 6 likes

ask the question, *"who is my audience?"*

& make them your

TARGET



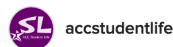
Follow us on Instagram @accstudentlife...



Post your **Spring Break** photo to Instagram with the hashtag **#livelongandsb** by the end of **Friday, March 18!**

The winner gets an R.B. Riverbat plushie!

Note: Only appropriate photos will be considered.
Please only post photos appropriate for the ACC community.



accstudentlife, sketch0819, dylan.gr97 13w
, roshunda123, themav7,
cogs_goin_up_on_a_tuesday,
roseblaze17, acclibraries and
mrscbrown86 like this

accstudentlife It's almost Spring Break!
Don't forget to share with @accstudentlife
what you'll be up to. Upload your photo
during spring break with with
#LiveLongAndSB

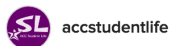
accstudentlife @rb_the_riverbat can
you help us spread the word?! 🙏

sistums @i_tripped_and_fell Since you
were asking where to get one...



Add a comment...

...



accriverbats, roshunda123, 5w
rb_the_riverbat, dark_angle_amy,
goattmother, roseblaze17,
_itsyolandaa, bumble_beesh,
littlespiderz and nonprofaustin like
this

accstudentlife Unlock your inner
@rb_the_riverbat - and snag this cool tee
shirt and limited edition 2 GB USB drive! In
preparation for Finals Week, the first
student to comment below on their top tips
for successful studying WINS!
★ #winningwednesday #accsl ★

littlespiderz Use flash cards, rewrite
your notes, take 10 minute breaks after 30
minutes of studying! 📖

accstudentlife @littlespiderz those are
great tips! You must be a finals pro.
Congrats on winning this week 🏆 we will
direct message you to arrange prize pick
up!



Add a comment...

...



#SLMotivates #MotivationalMondays

THE ONLY TIME
YOU SHOULD EVER
LOOK BACK,
IS TO SEE HOW
FAR YOU'VE COME.

654 people reached

Boost Post



Like



Comment



Share



Shannon Cook and Max Juevanta



Write a comment...



#SLFinalsWeek Stop by your Student Life Office for support!

FINALS WEEK STUDY TIP: RELAX

Keep your stress levels low. It's good that you worry about your
finals, but don't let stress and anxiety take over. Complete all your
work and try and finish it all up early. If you have a final research
paper, begin your research as soon as possible. Visit the on campus
Library for help on how to research.



573 people reached

Boost Post



Like



Comment



Share



Shannon Cook, Rebecca Michelle Zapata and Candice Brown



Write a comment...





ACTIVITY

Get into groups of three:

Pick ONE school to represent
your group

Design a campaign!

Think about your school pride,
your students' needs,
potential marketing resources.

Be visual and creative...

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