

The Alliance Webinar & Website Launch Social Media Toolkit

Promoting the Webinar

On Wednesday, April 10, at 1:30 p.m. PT, The California Alliance for Student Parent Success (The Alliance), led by California Competes and EdTrust-West, will host the webinar "[Breaking Barriers, Building Futures: Introducing The California Alliance for Student Parent Success](#)." We'll delve into the mission, policy agenda, and people driving our work and actionable steps to support our first co-sponsored bill as The Alliance ([AB 2458-Berman](#)), which will allow colleges to more comprehensively identify the student parents they serve as well as increase student parents' access to financial aid.

Below, we have shared a set of promotional materials to elevate this webinar on your social media platforms. Please feel free to adapt them to suit your organization's voice and platform preferences.

Social Media Graphic

Please include the [image](#) below.



For Newsletters/Website

Breaking Barriers, Building Futures: Introducing The California Alliance for Student Parent Success

April 10, 2024 at 1:30 PM PT Presented by California Competes and EdTrust-West

Join this webinar to delve into the mission, policy agenda, and people that drive The California Alliance for Student Parent Success (The Alliance). Learn about its efforts to support the postsecondary success and comprehensive well-being of student parents and their families statewide. The Alliance will also share actionable steps to support its first co-sponsored bill, GAINS for Student Parents Act ([AB 2458-Berman](#)), which ensures higher education is affordable for student parents and that their needs are better understood.

[Register here.](#)

Sample Posts

LinkedIn/Facebook Posts:

1. The cost of college, including non-tuition expenses such as child care, is one of the biggest barriers student parents face to completing their degrees. Join the webinar April 10 at 1:30 p.m. PDT to learn how The California Alliance for Student Parent Success, led by @California Competes and @The Education Trust–West, is supporting student parents' well-being and postsecondary success. Learn about The Alliance's first cosponsored bill, the GAINS for Student Parents Act, which ensures college is affordable for student parents and that their needs are better understood. Register today:
https://us06web.zoom.us/webinar/register/9117089890869/WN_lYwZZvEHSZGsfyQczPRBMQ. Learn more about the GAINS for Student Parents Act and ways to support:
<https://californiacompetes.org/resources/ab-2458-berman-greater-accessibility-information-notice-and-support-gains-for-student-parents-act/>
2. Did you know that California is home to 300,000 undergraduate student parents, with 61% being first-generation college students and 72% students of color? Join the webinar on April 10 at 1:30 p.m. PDT to learn how The California Alliance for Student Parent Success, led by @California Competes and @The Education Trust–West, is turning the rising support for student parents into lasting change that benefits the state's diverse communities and future generations. Register now to be a part of this important conversation:
https://us06web.zoom.us/webinar/register/9117089890869/WN_lYwZZvEHSZGsfyQczPRBMQ. Check out The Alliance's policy agenda here:
<https://californiacompetes.org/resources/empowering-bright-futures-the-alliances-policy-agenda/>
3. Despite having higher grade point averages than non-parenting peers, student parents are less likely to complete a degree or certificate. Join the webinar on April 10

at 1:30 p.m. PDT to learn how The California Alliance for Student Parent Success, led by @California Competes and @The Education Trust–West, is empowering student parents to college completion. Discover actionable steps you can take to support The Alliance’s first cosponsored bill, the GAINS for Student Parents Act. Register today: https://us06web.zoom.us/webinar/register/9117089890869/WN_lywZZvEHSZGsfyQczPRBMQ. Learn more about the GAINS Act and ways to support: <https://californiacompetes.org/resources/ab-2458-berman-greater-accessibility-information-notice-and-support-gains-for-student-parents-act/>

4. Introducing The California Alliance for Student Parent Success! Join the webinar April 10 at 1:30 p.m. PDT to learn about the people, policy priorities, and mission behind The Alliance. Hear from @Assemblymember Marc Berman and learn about ways to support The Alliance’s first cosponsored bill, The GAINS for Student Parents Act, that aims to ensure higher education is affordable for student parents and that their needs are better understood. Register today! https://us06web.zoom.us/webinar/register/9117089890869/WN_lywZZvEHSZGsfyQczPRBMQ
5. 🚩 Registration now open! 🚩 Wednesday, April 10th, at 1:30 pm PDT. Join The California Alliance for Student Parent Success, led by @California Competes and @The Education Trust–West, to delve into the mission, policy agenda, and people behind their efforts to support student parents and their families statewide. Learn about The Alliance’s first cosponsored bill, The GAINS for Student Parents Act and ways to support it. Register today! https://us06web.zoom.us/webinar/register/9117089890869/WN_lywZZvEHSZGsfyQczPRBMQ

LinkedIn Tags

@California Competes @The Education Trust–West @Marc Berman @Monique Limón @Su Jin Jez @Christopher J. Nellum @Maya V. @Anna Johnson @Laura Szabo-Kubitz (she/her) @Denise Luna

X (Twitter) Posts:

1. 🌟 Attention partners! Mark your calendars for April 10 and get ready to learn about the efforts of The California Alliance for Student Parent Success. Dive into its equity-centered policy agenda and its first co-sponsored bill AB 2458-@AsmMarcBerman. https://us06web.zoom.us/webinar/register/9117089890869/WN_lywZZvEHSZGsfyQczPRBMQ
2. The cost of college is one of the biggest barriers student parents face to #HigherEd. Join the webinar 4/10 at 1:30pm PT to learn how The CA Alliance for Student Parent Success is championing college affordability for student parents. Register today

https://us06web.zoom.us/webinar/register/9117089890869/WN_ljwZZvEHSZGsfyQczPR
BMQ 1/2

Learn more about The Alliance's first cosponsored bill, the GAINS for Student Parents Act and ways you can support:

<https://californiacompetes.org/resources/ab-2458-berman-greater-accessibility-information-notice-and-support-gains-for-student-parents-act/> 2/2

3. Join April 10 at 1:30pm for a webinar with the California Alliance for Student Parent Success, led by @CalCompetes & @EdTrustWest, to delve into the mission, policy, and people behind their work to support student parents and their families. Register:

https://us06web.zoom.us/webinar/register/9117089890869/WN_ljwZZvEHSZGsfyQczPR
BMQ 1/2

Learn more about the policy agenda behind The California Alliance for Student Parent Success

<https://californiacompetes.org/resources/empowering-bright-futures-the-alliances-policy-agenda/> 2/2

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4. Join the webinar 4/10, 1:30pm to learn about the people, policy, and mission behind The CA Alliance for Student Parent Success and it's first cosponsored bill, the GAINS for Student Parents Act by @AsmMarcBerman & @SMoniqueLimon. Register:

https://us06web.zoom.us/webinar/register/9117089890869/WN_ljwZZvEHSZGsfyQczPR
BMQ 1/2

Learn more about the GAINS for Student Parents Act (AB 2458)and ways you can support 

<https://californiacompetes.org/resources/ab-2458-berman-greater-accessibility-information-notice-and-support-gains-for-student-parents-act/> 2/2

5. Student parents are 10x less likely to complete a bachelor's degree in 5 yrs than nonparenting peers. Join The CA Alliance for Student Parent Success on 4/10, 1:30pm to learn how they're empowering student parents' postsecondary success. Register now

https://us06web.zoom.us/webinar/register/9117089890869/WN_ljwZZvEHSZGsfyQczPR
BMQ 1/2

Check out the policy agenda for The California Alliance for Student Parent Success 

i. <https://californiacompetes.org/resources/empowering-bright-futures-the-alliances-policy-agenda/> 2/2

X tags:

@CalCompetes @EdTrustWest @SMoniqueLimon @AsmMarcBerman @SuJinJez
@chrisnillum @mayavalree @AnnaMaureen83 @Laurask81 @dcastronoguez

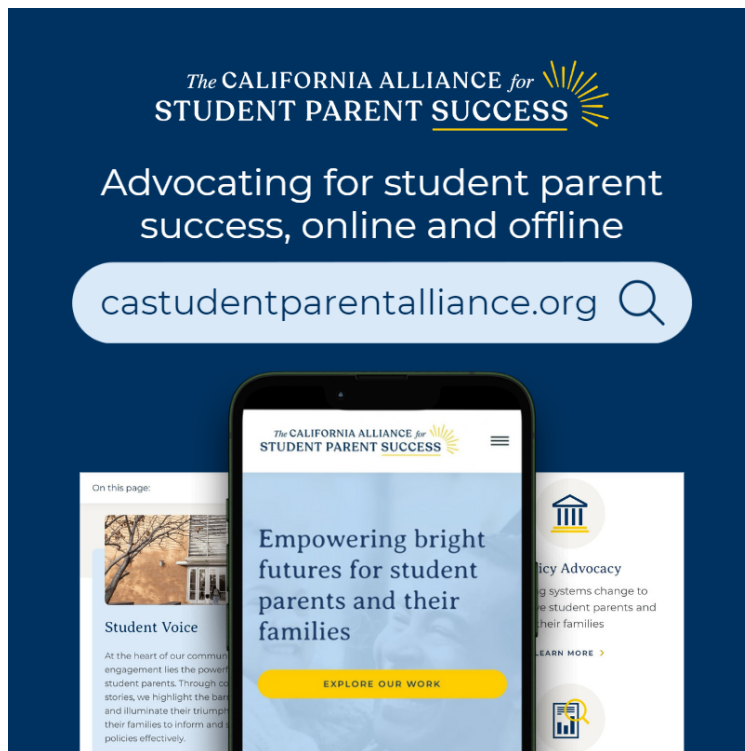


Promoting the Website Launch

A key milestone of The Alliance's efforts is the launch of its new website, www.CAStudentParentAlliance.org. This site will serve as an information hub for resources, advocacy efforts, and engagement opportunities, all aimed at fostering systemic change and empowering student parents along their educational journey. From our policy agenda to upcoming events and ways to join the movement, this digital hub is a single stop for The Alliance's endeavors to support student parent success in California.

Social Media Graphic

Please include the [image](#) below in your social media posts.



Sample Posts

LinkedIn/Facebook

1. Last year, California Competes and EdTrust-West joined forces to create The California Alliance for Student Parent Success. Now, there's an online home for their advocacy efforts and user-friendly resources. Visit www.CAStudentParentAlliance.org today and discover ways to get involved in supporting parenting students. Please share with advocates, organizations, and institutions who are passionate about supporting parenting college students across the state.

2. The California Alliance for Student Parent Success just launched its new website, bringing together all its resources, advocacy efforts, and engagement opportunities into one place. Explore the new site: <https://castudentparentalliance.org/>. To learn more about The Alliance and its efforts, register for their upcoming webinar on Wednesday, April 10, at 1:30 PT: https://us06web.zoom.us/webinar/register/7917089890042/WN_lvwZZvEHSZGsfyQczPRBMO
3. 🌟 Exciting News! 🌟 The California Alliance for Student Parent Success, administered by @California Competes and @The Education Trust–West, launched its new website, <https://castudentparentalliance.org/>. The one-stop shop streamlines access to crucial resources, advocacy efforts, and engagement opportunities, enhancing collective efforts to drive systemic change and empower student parents along their educational journey. Join us in empowering and mobilizing collective action towards the success of every student parent.
4. The new website (<https://castudentparentalliance.org/>) for The California Alliance for Student Parent Success, led by @California Competes and @The Education Trust–West, is a one-stop destination, centralizing resources, advocacy efforts, and engagement opportunities to better support student parents on their educational journey and drive systemic change. Explore the platform and learn how you can be a part of the movement to empower brighter futures for student parents and their families. Visit <https://castudentparentalliance.org/>
5. Interested in learning more about how you can help empower student parents in California on their educational journey? Explore the new digital hub from The California Alliance for Student Parent Success (<https://castudentparentalliance.org/>) for its initiatives, policy agenda, and ways to join the movement to empower brighter futures for student parents and their families. To learn more, visit <https://castudentparentalliance.org/>.
6. 🗣️ Calling all advocates for student parents! Check out the new website from the California Alliance for Student Parent Success: <https://castudentparentalliance.org/>. This online hub houses all its resources, advocacy efforts, and engagement opportunities aimed at fostering systemic change and empowering student parents to college success and gainful employment. From research publications to upcoming events, learn how you can be a part of creating a more inclusive and supportive environment for student parents and their families across the state!

Twitter

1. Last year, @CalCompetes & @EdTrustWest joined forces to create The California Alliance for Student Parent Success. Now, there's an online hub for all their advocacy efforts, resources, and events.

Visit <https://castudentparentalliance.org/> today & discover ways to join the movement.

2. The new website for The California Alliance for Student Parent Success, led by @CalCompetes and @EdTrustWest, centralizes resources and advocacy efforts to strengthen support for student parents and foster systemic change. Explore the site and get involved at <https://castudentparentalliance.org/>.
3. Want to join efforts to empower student parents across California? The California Alliance for Student Parent Success's new digital hub <https://castudentparentalliance.org/> centralizes resources and advocacy efforts, enhancing collective action towards the success of every student parent. Explore it today!
4. 🇺🇸 Calling all advocates for student parents! The California Alliance for Student Parent Success's new digital hub brings together resources, advocacy efforts & engagement opportunities, aligning efforts to better serve student parents & create an inclusive #highered system. Explore it now! <https://castudentparentalliance.org/>