

# 2022 Annual Conference: Sustaining Momentum for Equity and Change in the CSU

## Social Media Tool Kit

### Event Description

The Network Conference is designed by and for middle leaders and students in the CSU. Its purpose is to advance equitable student success by providing faculty, staff, administrators, and students with an annual statewide opportunity to share actionable research, evidence, and practices for use or adaptation on our own campuses. The conference builds relationships and knowledge exchange across the CSU.

#### Hashtag for the Series

#CSUConference

#CSUNetwork

#CSUStudentSuccess

#MiddleLeaders

#### Helpful Links

[Registration Link](#)

[Events Page](#)



#### Relevant Twitter Tags

@CSU\_SuccessNet

@LMercadoLopez

@BiancaMothe

@shondagoward

#CSU

#highered

#StudentEquity

#Students

#StudentSuccess



### Sample Twitter Posts

**Note:** If the Tweet does not fit into Twitter's required character limit please modify or use it on LinkedIn instead.

Join me on \_\_\_\_\_ (insert date and time) for my 2022 CSU Student Success Network Conference session "\_\_\_\_\_" (insert name of session). I look forward to sharing my work to support equitable student success on my campus! Learn more about the conference here: <http://www.csustudentsuccess.net/activities/annual-conference/>



## Sample Twitter Posts

**Note:** If the Tweet does not fit into Twitter's required character limit please modify or use it on LinkedIn instead.

Why an Annual Conference? The Network Conference is designed by and for middle leaders and students in the #CSU. Its purpose is to advance equitable student success, build relationships and knowledge exchange across the CSU. Learn more here: <http://www.csustudentsuccess.net/activities/annual-conference/>



The theme for our 2022 Annual Conference is, "Sustaining Momentum for Equity and Change in the CSU". The Network Conference is designed by and for middle leaders and students in the #CSU. Learn more about the conference here: <http://www.csustudentsuccess.net/activities/annual-conference/>



As the Network prepares for our 2022 conference, "Sustaining Momentum for Equity and Change in the CSU". We look back at our 2021 conference and it's success at bringing #CSU students and faculty together. Learn more about our previous conference here: <https://bit.ly/3JCGQtJ>



According to a survey taken from participants at the 2021 Annual Conference, middle leaders found that the conference helps build relationships and empower members across #highered. Learn more about the conference here: <http://www.csustudentsuccess.net/activities/annual-conference/>



Save the date! @CSU\_SuccessNet is hosting their 2022 Annual Conference, "Sustaining Momentum for Equity and Change in the CSU". The Network Conference is designed by and for middle leaders and students in the #CSU. Learn more about the conference here: <http://www.csustudentsuccess.net/activities/annual-conference/>



## Sample LinkedIn Posts

The CSU Student Success Network Conference is the only CSU-system conference bringing together practitioners, faculty, administrators, and students across roles and campuses to share evidence, practices, and actionable research in support of equitable student success. Register for the conference here: <https://web.cvent.com/event/2fa5fa05-b2e6-4e43-a526-95a73af81de3/summary>

Save the date! The CSU Student Success Network is hosting their 2022 Annual Conference, "Sustaining Momentum for Equity and Change in the CSU". The Network Conference is designed by and for middle leaders and students in the **#CSU**. Its purpose is to advance equitable student success by providing faculty, staff, administrators, and students with an annual statewide opportunity to share actionable research, evidence, and practices for use or adaptation on our own campuses. The conference builds relationships and knowledge exchange across the CSU. Learn more about the conference here: <http://www.csustudentsuccess.net/activities/annual-conference/>

## About the CSU Student Success Network

The CSU Student Success Network is an independent network developed by CSU faculty, staff and administrators. With financial support from the State of California, College Futures Foundation, The Kresge Foundation, and The James Irvine Foundation, the CSU Student Success Network creates spaces and provides resources for people in all levels of the CSU system in support of increasing graduation rates, equity-based inquiry and action, and closing critical opportunity and outcomes gaps. The obstacles to success in higher education are more pronounced for students from low-income backgrounds, students of color, and students who are the first in their generation to attend college—demographic groups that together represent a large proportion of CSU students and the state's population.

There are many student success efforts underway at every level in the CSU to support educational opportunities and close opportunity and outcomes gaps. As a complement to ongoing efforts, the Network offers forums for sustained, cross-campus, cross-role, evidence-based, professional learning opportunities. Through collaboration, experimentation, and the sharing of evidence, the Network strives to support meaningful connections across and within campuses that bridge professional roles and responsibilities.

- The Network is facilitated by the Education Insights Center (EdInsights) at Sacramento State. EdInsights is a research and policy center devoted to student success and the public benefits of education; its mission is to inform and improve policymaking and practice for K-12 education, community colleges, and public universities.

## About Larissa M. Mercado-López, PhD, Conference Director



Larissa M. Mercado-López, PhD, is a Professor and Department Chair of Women's, Gender & Sexuality Studies at California State University, Fresno, where she teaches courses on women of color feminisms, publishes within the fields of Chicana feminism, literature, and higher education, and works on efforts related to student and faculty equity. Within the Network, Larissa serves as Director for the annual conference. Larissa is committed to public scholarship and serves as a Senior Editor for the National Center for Institutional Diversity Public Scholarship

Initiative at the University of Michigan.

## Agenda



**What:** Sustaining Momentum for Equity and Change in the CSU



**Who:** The CSU Student Success Network



**When:** October 11 (pre-conference Convening), 12, 13, and 14, 2022



**Where:** Virtually on Zoom: [Register](#). [Learn more](#).



**Why:** The Network Conference is designed by and for middle leaders and students in the CSU. Its purpose is to advance equitable student success by providing faculty, staff, administrators, and students with an annual statewide opportunity to share actionable research, evidence, and practices for use or adaptation on our own campuses. The conference builds relationships and knowledge exchange across the CSU.