

Campaign: National Hispanic Heritage Month

Summary: We devised and developed four stories of Latino alums, students and staff that represented the power of PCC and the success this community has with the college. This resulted in nearly 1,700 views, two local media stories and 3,000 engagements on X.com



[Guiding Scholars' Next Steps at Universities](#)

Future Connect's Gabby Garcia is a difference maker for PCC students transferring to four-year schools. Posted September 16, 2024. Views: 525. **Social:** [X](#)

[Susana Medina paves her own educational path to reach her goals](#)

After arriving to the U.S. from Mexico, Susana Medina found the support she needed at PCC for her higher ed journey. Posted Monday, September 23rd, 2024. Views: 120. **Social:** [X](#)

[PCC's Future Connect alums earn life-changing scholarships to reach their higher ed dreams](#)

Next Step Scholars like Miguel Vasquez Avendano earned full-ride scholarships to respected local four-year colleges. Monday, September 30th, 2024. Views: 549. **Social:** [X](#)

Media:

- [PCC's Future Connect alums earn scholarships to continue education](#) (Portland Tribune)
- [Future Connect alums earn scholarships to continue education](#) (Gresham Outlook)

[Class of 2025: Erick Tovar and his family use PCC as springboard to career success](#)

EET student Erick Tovar uses career and financial support at PCC to pave his way to a great job at Microchip Technology Monday, October 7th, 2024. Views: 505. **Social:** [X](#)