



Past Winners of the TYCA Fame Award*

2016 TYCA Fame Award Winner and Honorable Mention

Fame:

The 2016 TYCA Fame award went to Manny Fernandez for "[A Global Community's College](#)," an article published in *The New York Times*: October 30, 2015.

In his article, Manny Fernandez

- Writes about how community colleges are becoming hubs of global interaction, reflecting the more global world we live in.
- Highlights Houston Community College as a case study, noting that among colleges that grant AA degrees to international students, HCC ranks 29th "ahead of prestigious destinations like Stanford, [MIT], George Washington University, and the University of California, Davis."

Honorable Mention:

A Press Release from the National Science Foundation titled "[Community College Teams Propose Ways to Improve Natural Resource Sustainability](#)." The release was published on the NSF website on March 23rd 2016.

This article reviews the top ten finalists for the Community College Innovation Challenge (CCIC), and is a notable article because it

- Promotes community college's development of a technical workforce in STEM careers
- And highlights the work two-year college students are doing to "help society deal with growing resource demands"

The press release points out how "[s]tudents who participate in CCIC will contribute to this national effort, and benefit from prizes and professional development opportunities."

Both of these articles highlight exemplary students, programs, and faculty members at community colleges, which is precisely what the Committee for the Public Image of Two-Year Colleges seek in a candidate for the FAME award.

2015 TYCA Fame Award Winner and Honorable Mention

Fame:

The 2015 TYCA Fame award went to John Tierney for “[When a Community College Transforms a City](#),” an article appearing in *The Atlantic*, October 29, 2014.

Honorable Mention:

“[I Owe It All to Community College: Tom Hanks on His Two Years at Chabot College](#)” by Tom Hanks, actor, producer, and director, for an article in *The New York Times*, January 14, 2015.

2014 TYCA Fame Award Winner and Honorable Mention

Fame:

Brianna Boyington for “**4 Types of People Who Benefit from Community Colleges,**” an article appearing *US News and World Report: College Compass*, January 29, 2014.

While Brianna Boyington’s insights may be well known to the two-year college community, she is addressing everyone at large—potential learners—rather than addressing the choir (instructors, college staff, administrators, etc.). Her article exemplifies the type of work honored by the Public Image of Two-Year Colleges committee/SIG.

- The article begins by noting, “Community college can help older and younger students transition into a college environment.”
- In general, Boyington asserts that despite challenges, the “open door” policy at community colleges provides students who 1) may not qualify, 2) cannot afford, or 3) may not fit-in to a four-year college an opportunity to “continue their education in a small diverse learning environment.”
- The article identifies “four additional types of learners who may also gain from starting or completing their education at a community college.”
 1. **Students who aren’t prepared to leave the nest.** (Those who want a higher education but are not ready to leave their current “comfort zone” for any number of socio/economic reasons.)
 2. **Nontraditional students.** (Identified as veterans and adults seeking to alter career paths.) Boyington quotes Tom Snyder, president of Ivy Tech who notes that. “traditional four-year schools—both public and private—aren’t organized to take care of adults,” while community colleges have flexibility.
 3. **Students who need additional training or certifications** (yet not a four-year degree). Boyington points out that, community colleges are also in a position to connect with businesses in the community and develop certification programs that help current professionals.
 4. **Lifelong learners.** Here Boyington notes that compared to expensive four-year colleges, community colleges are a good place for “people to invest in themselves through specialized classes and learn skills that can eventually make them money.”

In conclusion, Boyington explains that officials say, “that it is important for students to remember that community colleges are institutions that teach college-level work.” Her implication, of course, is that while a diverse group of people can all benefit from beginning or ending their higher education at a community college, students can take pride in their two-year “college level studies.”

Honorable Mention:

“[Community Colleges Support Entrepreneurs](#)” by Tom Snyder, President of Ivy Tech College, for an article in the *Huffington Post*, March 18, 2014.

Snyder notes that “Entrepreneurs are vitally important to a regional economy and community colleges are in the vanguard of providing services to support them.” He further explains that community colleges have had a long history of workforce development and that recently they have expanded their efforts to successfully include “entrepreneurial development.”

According to Snyder and his sources (including the National Association for Community College Entrepreneurship), community colleges have THREE main “competitive” advantages when working with entrepreneurs:

- “One, community colleges are skilled at experiential learning, which is essential to encouraging an entrepreneurial mindset. Support staff and faculty understand that entrepreneurs learn from experience and tailor coursework to meet this need.”
- Second, community colleges are co-immersed deeply in their entrepreneurial ecosystems. Their faculty members are often entrepreneurs.
- Finally, community colleges are flexible when it comes to creating coursework in direct response to the needs of the local business community.

In short, Tom Snyder’s claims paint two-year colleges in a positive light, and clearly explain that community colleges are not only viable institutions of higher but very responsive to the changing needs of the workforce to a general reading audience.

2013 TYCA Fame Award Winner and Honorable Mentions

FAME:

The 2013 TYCA Fame award went to Becky Wai-Ling Packard for “Community Colleges Cannot be Overlooked in America’s Quest for New Scientists,” an article appearing in the New York Times, October 19, 2012.

Ms. Packard’s article clearly advocates that Community Colleges continue to be a huge, affordable resource for higher education, and deserves considerable support and recognition in “America’s Quest for New Scientists.” Specifically”

- The United States needs to grow and diversify its science and engineering work force to be competitive in the new global economy — and community colleges play an increasingly important role in this process.
- The title of Packard’s article reveals much of its content: “Community Colleges Cannot be overlooked in America’s Quest for New Scientists.”
- The author suggests looking at how Mount Holyoke and other community colleges have launched programs built on early advising, peer networks, and course work to “get up to speed and excited about studying science.”
- By working with community colleges and understanding the needs of the students who want to pursue studies in science disciplines, four-year institutions can improve transfer experiences and help expand the nation’s science and engineering work force.
- The article notes “50% of lower income students and minority students and 40% of all students start off at community colleges.”
- Packard also states that, “Even with community colleges in the national spotlight (increasing the numbers of students enrolled), far too often this discussion focuses on short-term, one-year training programs.”
- Clearly, there’s a need to “demonstrate to community college students, especially women, that studying science disciplines is a viable academic or career path. The community college transfer pathway can take them to four-year degree programs, where they will gain the further knowledge and skills they need to enter the work force as trained professionals or go on to graduate studies.”
- “The community college transfer pathway can take them to four-year degree programs, where they will gain the further knowledge and skills they need to enter the work force as trained professionals or go on to graduate studies.

HONORABLE MENTION #1:

“Defining Community Colleges Down” by Richard Kahlenberg (July 3, 2012, edition of the Chronicle of Higher Education)

- While expressing pleasure in hearing an author write that two-year colleges can play “to help grease the wheels of social mobility”, he was careful to point out that: rather than seeing them as places where low-income students will settle for “middle skills,” community colleges should aim higher.
- Two-year institutions should always have an important and valuable vocational role—which, for low-income students may represent a significant step up.
- But the additional function of community colleges as a pathway to a four-year degree in the modern economy is more important than ever if we want education to continue to be about significant social mobility.

HONORABLE MENTION #2:

"More High School Graduates are Choosing Two-year Colleges" by Elizabeth Doran (June 23, 2012, in The Post Standard [Syracuse.com])

- "A lot of our top students pick two-year schools to save money, and also because it makes financial sense while they're deciding what career they want,"
- The author emphasize that those interviewed still feel they receive great education in good, competitive programs that transfer.

2012 TYCA Fame Award Winner and Honorable Mentions

FAME:

Grace Chen wrote a collective body of articles extolling community colleges, their opportunities, and their leadership in higher education. Her many articles include:

"New Community College Transfer Programs Putting Students on Fast Track to Success" (August 24, 2011)

- Here she noted the latest community college transfer programs launched around the county as of 8/11.

"Community Colleges Leading the Pack in Digital Technology" (October 10, 2011)

- In this article, Chen explains how The Center for Digital Education and Converge Online recently recognized some of the community colleges across the country that are making the best use of technology to enhance the education experience. That is, she showcased the fine work several community colleges did in:
 1. Integration of technology into campus life and course curriculum
 2. Documenting the online admissions processes
 3. Providing Sufficient technology training for both faculty members and students
 4. Efficiently using Web 2.0 social functions
 5. Accommodate distance education and
 6. Providing ample online services for students, including tutoring and advising services

"Community Colleges React to President Obama's State of the Union" (February 3, 2012)

- In this article, Chen notes that community colleges appreciated the shout-out they received during President Obama's recent State of the Union address. Still not all were convince his plan would work.
- She admits that "While it remains to be seen whether additional funding will come to future, the first step – raising awareness for the important role community colleges play in today's employment scene – was accomplished through the President's speech. (People seem to need to be reminded!)"

"Wealthier Students Taking Community College Path" (March 11, 2012)

- Here Chen explains how "The face of the community college student appears to be changing in more ways than one, as a slow economy and skyrocketing tuition rates at four-year schools have begun to take their toll."
- "A recent study by student loan provider Sallie Mae found that more students from high-income families are moving to community college right out of high school, thanks to lower tuition costs and better career options.
- It also seems that the attitude toward community college education is improving, as more students see this path as a viable option to a bright future.

"Community College Students Headed to NASA" (March 17, 2012)

- 92 community college students from 24 different states were carefully selected to help design robotic rovers for Mars exploration by NASA.
- As Leland Melvin, NASA's associate administrator for education, stated in the press release. "Community colleges offer NASA a great pool of STEM talent critical to our scientific and exploration initiatives. They also serve a large portion of our nation's minority students. Engaging these underserved and underrepresented learners in STEM initiatives helps NASA build a more inclusive and diverse workforce for the future."

All in all, Grace Chen offered diverse portraits and a plethora of articles this past year accentuating the positive achievements made by community college and community college students.

HONORABLE MENTION #1:

"Butte College to Become First Grid-Positive College in the US"

- Over the past few years, Butte Community College in Northern California has distinguished itself as a "national community college leader in sustainability."
- As of May 2-11, it became the only college in the United States that is "grid positive—producing more clean energy from sustainable on-site solar power than it uses."
- Butte includes "sustainability" in the college's mission statement and represents "one of five initiatives in the college's strategic plan."
- Multiple sources reported that "In addition to the solar projects the college has developed sustainability-related career and technical education programs; infused sustainability into existing curriculum; created a sustainability studies certificate; conducted numerous student-led green events and activities; gained Leadership in Energy and Environmental Design (LEED) Gold Certification on its Arts Building and is awaiting final approval of Gold Certification on Student and Administrative Services; developed and implemented a number of sustainability-related workforce development activities; recycles over 75 percent of its waste stream...."
- Cheers to Butte—a community college—for developing comprehensive green technology and career pathways, infusing "sustainability into career and technical education programs."

HONORABLE MENTION #2:

"Valencia Named Top Community College in Nation" (by Carol Traynor)

- While Valencia College, FL learned won well deserved recognition as well as the Aspen Prize for Community College Excellence in its own right, Dr. Sanford Shugart, President of Valencia College gave a nod to the community college system as a whole, including: "It is such a privilege to represent my colleagues and the hundreds of community colleges across the country that have done amazing work for years and years."
- "In selecting Valencia as the best community college in America, Aspen officials noted that over half of the college's full-time students graduate or transfer within three years of entering the school."
 - Graduation rates have been rising among all Valencia College students, including underrepresented groups.
 - In the past decade, "graduation rates among college-ready African American students," nearly tripled (from 15.4 percent to 44.3 percent today).
 - "Graduation rates for college-ready Hispanic students have similarly impressive gains, jumping from 38.7 to 45.5 percent in the last decade."
- Congratulations to other Aspin Prize Finalists: Lake Area Technical Institute, Watertown, SD; Miami Dade College, Miami, FL; Mississippi Gulf Coast Community College, Perkinston, MS; Mott Community College, Flint, MI; Northeast Iowa Community College, Calmar, IA; Santa Barbara City College, Santa Barbara, CA; Southwest Texas Junior College, Uvalde, TX; Walla Walla Community College, Walla Walla, WA; West Kentucky Community and Technical College, Paducah, KY.

*At the 2011 CCCC Conference in Atlanta, a motion was brought before the TYCA Executive Committee: That the Public Image Committee focus exclusively on positive images of two-year colleges and the committee revise the name of the Awards to represent this change in mission. The motion carried. It was then brought before the NCTE Executive Committee in July 2011, and was approved to make the change to the "TYCA Fame Award."

Past Winners of the TYCA Fame and Shame Awards

2011 TYCA Fame and Shame Award Winners

FAME WINNER

Zach Miners who wrote the article "Obama Touts Community Colleges," (US News and World Report, October 7, 2010) highlighting a plethora of positive recognition, including President Obama, from a variety of sources about community colleges, their vital mission, and the students they serve. Miners' notes that:

According to President Obama, "Community colleges are the 'unsung heroes' of the American education system.

"Almost half of all college students in the United States attend community college."

Miners cites Dr. Jill Biden who claims that "community colleges are at the center of America's efforts to educate our way to a better economy.

"Others laud the Obama effort to shine a light on a sector of higher education that too often gets short shrift, but they argue that graduation rates and numbers are getting too much attention while the learning that goes on inside the classroom isn't getting enough."

Miners quotes Pete Katopes, Interim President of New York's LaGuardia Community College explaining how Obama's emphasis on community colleges is not a swipe against four-year institutions but an honest recognition of the ability of community colleges to train "technician, managers, nurses, and other skilled professionals that the country needs."

SHAME WINNER

Jan Brewer, governor of Arizona, who, according to the *Douglas Dispatch* on January 19, 2011, in Phoenix.

"Wants to cut state funding for universities by 20 percent and aid to community colleges by about half to aid with a \$1.1 billion deficit this coming fiscal year.

As noted by John Arnold, Brewer's budget director, "There is going to have to be reform on how we provide higher education in this state."

Arizona Community colleges now get more than \$132 million in State Funding. That will drop to \$64 million.

Governor Brewer argues that "community colleges can look to local tax dollars and tuition increases to make up for the loss."

Problem: There are no new tax dollars proposed or an extension of a temporary one-cent sales tax. Arnold also claims that Governor Brewer "*presumes* the colleges will be able to keep overall spending the same with increases in cash from both sources-taxes and tuition." Skyrocketing tuition at many Arizona Community Colleges limits accessibility.

2010 TYCA Fame and Shame Award Winners

FAME AWARD

"Community College Surge" by Scott Jaschik in *Inside Higher Ed*

- While a mixed bag in some ways, the article, "Community College Surge," faithfully portrays Community Colleges as vital institutions of higher education
- Jaschik constantly cites a recent report by the League for Innovation in Community Colleges
- Therein he cites Kenneth Green who points out that despite budget cuts, "community colleges are keeping their long pattern of 'doing more with less. (Directly implying that given the resources, we'd be even better.)
- He points out that community colleges are doing as well or better than many four-year college counterparts in responding to student demand for online education.
- However, he does not place a halo around anything and notes that done correctly, online education "is not inexpensive."
- Sadly—but accurately—however, he also notes that "the one hiring category where a majority of community colleges plan to increase hiring is part-time faculty members [rather than full time].

SHAME AWARD

The Pilot Episode of *Community*, the Sitcom (especially the promotional trailer): Writer/Producer: Dan Harmon

The online description of Community reads, "A smarmy lawyer whose education is deemed void by the bar is *forced* to attend a local community college with an extremely *eclectic* staff and student body."

- The fact that the dishonest lawyer has been *forced* to attend a local community college makes his attendance (and opportunity for a "second chance") more of a prison sentence than anything else.
- *Eclectic* is quite a euphemism here since
 1. Students are depicted as losers
 2. Instructors are portrayed as perverts

- 3. Administrators are seen as befuddled wanna be CEOs who can't cut it in the corporate world (there may be some truth here)
- The Public Image of Two-Year Colleges Committee offered a brief clip to illustrate *how* and *why* the pilot clip advertising *Community* earned the TYCA Shame Award for 2010.
 - 15 seconds into the clip viewers see a confused man reading off cards in a quad, addressing nobody in particular. After asking "What is a community college?" he answers his own question explaining:
 - "You've heard of it as loser college or remedial teens, 20 something dropouts, middle aged divorces, and old people keeping their minds active as they circle the drain to eternity."
 - He concludes with, "However, I wish you luck," before becoming concerned that he dropped one of his cards.
 - The *Community* clip contained other disparaging, remarks including, "Before I attended this school shaped toilet, I was a lawyer."

2009 TYCA Fame and Shame Award Winners

FAME AWARD

The 2009 TYCA Fame Award went to Second Lady, Dr. Jill Biden, for commitment to the mission of community colleges. The fact that she has chosen to continue to teach at a community college after becoming "Second Lady" speaks volumes about her dedication to two-year college ideals.

- Biden said in a statement. "I have always believed in the power of community colleges to endow students with critical life skills, and I am pleased that I can make a difference by doing what I love to do, teaching people who are excited to learn."
- Though she does not have to work, let alone teach at a two-year or four-year college/university, Biden is thought to be the first second lady to hold a paying job while her husband is in office.
- She could have chosen to teach at George Washington University, or Georgetown University, or the University of Maryland, yet instead, she picked a community college because she feels passionately about them.
- A 28-year veteran educator and community college instructor for nearly a quarter of a century, Dr. Jill Biden, Vice President Biden's wife, currently teaches two classes at Northern Virginia Community College (at the Alexandria campus): an English as a second language course and a developmental English course.
- In addition to Biden's two master's degrees, she also earned a doctorate in education from the University of Delaware in 2007. Her dissertation was on "retaining students in community colleges"
- Biden intends to assume a role as a public advocate for community colleges as second lady, and she also "may advise the Obama administration on related education policies."

NOTE: Several newspapers and magazines, including *The Boston Globe*, *The Los Angeles Times*, *The Washington Post*, *The Wall Street Journal*, *The Huffington Post*, *Time*, and many others all ran similar stories detailing aspects of Dr. Jill Biden's commitment to community colleges during the past year. However, the Public Image of Two-Year Colleges committee felt the person rather than a single article (often reprinted in many different publications) deserved to be honored with the TYCA 2009 Fame Award.

HONORABLE MENTION

"Brush with Destitution Fuels a Desire to Succeed," an article written by Peter Schworm and printed in *The Boston Globe*, January 21, 2009. The story discussed how an opportunity for a higher education provided by Bunker Hill Community College enabled a homeless individual, Maximilien Yelbi, to comprehend his talent and build a sense of self-worth—an experience that enabled him to ultimately state, "I felt free."

SHAME AWARD

The 2009 Shame Award went to *U.S. News and World Report* for Kim Clark's January 9, 2009 article, "Community Colleges: Cheaper but Not Necessarily Better." Therein, the author warns those who might opt for "low cost community colleges" rather than pay the rising tuition costs at four-year colleges. "Counselors across the country warn, however, that sometimes students get what they pay for," suggesting that people who often attend community colleges end up with a second rate education.

- Clark goes on to explain that, “Choosing a two-year college could actually harm students’ long-term prospects” because “Research has shown that community colleges, overall, do a poor job of getting students into four-year schools.”
- Clark’s article appeared in “College Knowledge,” a section of *U.S. News and World Report* by the U.S. News Education Team. However, it does not praise the quality of education available at two-year colleges in general. At best, it offers sweeping assertions and limited evidence to justify claims that cheaper is not necessarily equal—or better. Even though, occasionally, a community college education can be as effective as lower division education at a four-year college or university, Clark implies that such occasions are the exception rather than the rule.
- Clark cites a 2008 paper by Harvard Professor Bridget Terry Long, who she identifies as an alleged authority on community colleges, stating that Long “found that, among similar students, those who chose two-year colleges were less likely to get a bachelor’s degree than those who went straight to a four-year college.”
- The “College Knowledge” Education Team and Clark further quote Professor Long who notes that “Since employers tend to pay those who actually earn a degree more than those who’ve had only a few years of college, saving a few thousand dollars on tuition when you are 18 might end up costing you hundreds of thousands of dollars over your lifetime.”
- This is particularly true, according to Long, if students “get discouraged in community college and don’t persevere to a bachelor’s.”

Although Clark’s article concludes with a reference to a video by Santa Monica Community College that contains some tips that could help a “community college student succeed” in higher education, overall, the article was derogatory in tone and content. Success as defined by the article means transfer to and the reception of a four-year college/university degree.

- Again, most of the tips have nothing to do with quality education that one may receive at a community college. Rather, they focus on transfer because then and only then “students can take advantage of the low-cost classes at community colleges and still make it through to a *prestigious degree*.”
- The author never mentions and in essence dismisses the value of a two-year AA/AS degree or certificate.
- Tips include such advice as, drive “a few extra miles to attend a school [community college] that has a better *transfer track record*.”
- And take honors classes at community colleges to prepare students for rigorous courses and upper-class assignments at universities [the implication being that community college courses in general lack academic rigor and that transfer should be the ultimate goal of a community college student].

2008 TYCA Fame and Shame Award Winners

FAME AWARD

The 2008 TYCA Fame Award went to Gail O. Mellow, President of LaGuardia Community College, New York for the position she took on community colleges at the annual meeting of the American Council on Education—a council that represents all public and private two-year and four-year colleges and universities.

As Scott Jaschik reported in “Call for Equity for Community Colleges” in the February 11 edition of *Inside Education*, Mellow explained that “American higher education ‘is not sustainable,’ and risks a growing detachment from reality if it does not come to grips with the needs of community colleges and the way higher education and government consistently mistreat the sector.” Highlights of her introductory talk at the annual meeting of the American Council on Education include comments such as:

- “We must stop giving community colleges straw and expecting spun gold.”
- “The fact is that what happens to community colleges affects all of higher education. As higher education leaders, we have allowed the baccalaureate and community college systems to develop separately and unequally, with tenuous points of integration and inadequate financial support.”

- Community Colleges “embrace a radically inclusive student body,” an open door for all those seeking a higher education.
- “We are therefore funding those students most prepared to go to college at rates well above those who need the highest level of support.”
- “Community colleges are not just the junior version of four-year colleges. To understand community college success—or lack thereof—we must find a new way of measuring outcomes. Everyone wants to look at graduation statistics—and I do, too. But without other measures it subverts the real contribution of a community college.”
- Jaschik relates that, “Mellow also noted that community colleges deserve praise, not criticism, when they successfully offer remedial education—even if the student doesn’t reach college level or graduate.”
- “This doesn’t imply a backing away from the standard of graduation with an associate’s degree, but it realistically incorporates the progressive reality of education that seeks to move adults ahead step-by-step.”

In concluding her address, Mellow informed attendees at the American Council on Education’s Robert Atwell Lecture that she was in the midst of writing a paper on community college issues for New York officials—issues that they may have overlooked or insufficiently considered. She further insisted that, “States must not assume that it is ‘an either/or situation’ with regard to supporting community colleges and the rest of higher education.

SHAME AWARD

The 2008 Shame Award went to “Schools Don’t Do Enough to Help Kids Get into 4-year Colleges, Study Says,” an article by Carlos Sadovi in the March 13, 2008 edition of the *Chicago Tribune*. The article asserts that, “A large number of Chicago public high school students ‘sell themselves short’ by attending two-year colleges or vocational schools when they could go on to four-year colleges, a new report says.”

Sadovi frequently quoted a study called “From High School to the Future: Potholes on the Road to College,” a piece that equated education in a community college to a “pothole” in the road of a real education at a four year college or university. While he’s not one of the study’s authors, Sadovi’s article in the *Tribune* reinforced and perpetuated negative images of two-year colleges as well as the faulty notion that people only attend a two-year college as a last resort.

- According to Sadovi’s article and the study he refers to, high schools are not doing their job since “many students simply gave up trying to go to four-year colleges, discouraged or intimidated by the application and financial-aid processes.” He further notes:
- “Researchers found that teachers and school culture had more influence than parents did on whether students went on to four-year colleges,” suggesting that High Schools have a greater responsibility to students to get them in four year colleges as opposed to higher education—which would include community colleges.
- Again and again, the author alludes to the report repeating that “students tended to sell themselves short” by attending two-year colleges for their lower division course work, implying that the only “real” institution of higher education would be a four-year college or university (e.g., “Most of our CPS kids are going to colleges well below the colleges they are qualified to attend”, Roderick said. ‘You go with what you know. This sends precisely the wrong message to students. If you are going to tell them they need to work hard to go to college, you have to have that work pay off.”)
- Sandovi also cites Melissa Roderick—lead author of the study—noting that while her study only focused on Chicago students, it could just as well apply to “any school system in the United States.” In other words, students who go to two-year colleges in every school system and in every state are “selling themselves short” of a quality education.

While the study focused on Chicago students, Melissa Roderick, the study's lead author, warns that the study could apply to "any school system in the United States." To steer students away from two-year colleges, 27 high schools now employ "post-secondary coaches" to help fill out forms for four-year colleges and thereby avoid "potholes"—community colleges—as one seeks a higher education.

2007 TYCA Fame and Shame Award Winners

FAME WINNER

The 2007 TYCA Fame Award went to **William D. Green** for his article, "My Turn: We've Overlooked One of Our Greatest Assets," which appeared in the May 1, 2006 issue of Newsweek magazine. The CEO of Accenture, a global consulting company with \$17 billion in revenue and 130,000 employees, Green credits Dean College, a two-year residential college outside of Boston for opening the doors of opportunity for people like himself. Son of a plumber, he assumed he would become a plumber too until a visit to the college became a "life-altering experience." Green notes that:

- "While Americans are waking up to the idea that we need to sharpen our competitive edge in the world, many still overlook our system of community and junior colleges."
- "An investment in your local junior or community college is a sound investment in the competitiveness of our country and the potential of our citizens."
- Whenever he gets a chance to talk to young people, he urges them to consider options other than four-year schools because community colleges "can help them become better equipped to continue their education and to face real-world challenges."
- Green encourages businesses to donate funds, recruit students, offer career counseling and encourage their employees to teach [business] classes at community colleges.
- Today he also sits on Dean College's board of trustees.
- Green concludes his article reiterating his support of two-year colleges in the United States, claiming that he knows what he's talking about; he is a beneficiary such higher education.

FAME FIRST RUNNER UP

The Public Image of Two Year Colleges Committee agreed that "Community Colleges First Stop for More Students," by **Matthew Santori** in the April 13, 2006 issue of the Examiner.com was worthy of mention as a First Runner Up in the Fame category. Santori's article explores many positive reasons for the popularity of two-year colleges among students seeking a higher education. While he acknowledges that the "junior college" moniker still implies the superiority of four-year colleges and universities, he cites Craig Clagett, vice-president of planning, marketing, and advising at Carroll Community College who points out, "As more people go to community colleges and experience it, those views are disappearing."

SHAME WINNER

The shame award went to "Community Colleges Not Making the Grade," an article on the Opinion/Editorial page of the **Orange County Register**, December 4, 2006. The article asserts that California's community colleges dramatically underperform on their two most fundamental missions: graduating students with associate degrees and transferring students to four-year colleges and universities. The author smugly claims that "A good teacher would give community colleges an 'F'" because:

- Fewer than a tenth of community college students who focus on associate degree courses earn two-year degrees.
- A fourth of students who intended to transfer to four-year schools ever do.

The article's narrow view of community colleges sees their multiple missions as weaknesses rather than strengths, alleging that, "Trying to be all things to all students may explain a low success rate." Referring to community colleges like a business, the author sarcastically states, "Sadly, we don't expect community college officials to work against their own financial interest to reduce the scope or size of their kingdom." The author concludes with a call to "reevaluate the curriculum at community colleges because taxpayers deserve education that "serves a public interest."

NOTE: All major claims in this editorial were refuted in subsequent counterpoint articles. Still, uninformed, irresponsible articles—even on an opinion page—continue to perpetuate negative images of two-year colleges.

2006 TYCA Fame and Shame Award Winners

FAME WINNER

The 2006 TYCA Fame Award went to **Dr. Betty Young**, the Harley-Davidson motorcycle riding President of Northwest State Community College in Archbold, Ohio. She embarked on a "unique, innovative tour [September 19-28] designed to raise the profile of all community colleges in Ohio and around the nation as the Economic Engine of the new economy." She called her tour "Lessons for Leno" in response to frequent and disparaging remarks about community colleges and two-year college students on The Tonight Show (last year's selection for the Shame Award).

SHAME WINNER

This year, the committee did not present a Shame Award. One person on the Public Image of Two-Year Colleges Committee optimistically said that perhaps public opinion has changed with regard to two-year institutions!

2005 TYCA Fame and Shame Award Winners

FAME WINNER

The 2005 TYCA Fame Award went to **Clint Eastwood** for his movie *Million Dollar Baby* because he presents community colleges as places of opportunity and hope, giving a catalog for a community college to the character that needs it. Additionally, the Fame Award committee felt that *Million Dollar Baby* co-star, **Morgan Freeman**, earned equal acclaim for his attendance at TYCA SE, for donating his honoraria to a community college fund, and for his high praise of community colleges and the role they played in his higher education.

SHAME WINNER

The 2005 TYCA Shame Award went to **Jay Leno** for continually making disparaging remarks about community colleges and community college students on NBC's Tonight Show. Specifically, the award went to Leno for his introductory monologue on March 17, 2004; therein, he noted, "Thousands of students gathered in Sacramento to protest the proposed hike in tuition fees -- all these community college kids." He explained that "You could kind of tell they were community college students," and then ran a video clip of young protesters -- presumably community college students -- holding signs bearing slogans such as "Skool is expensive," "Let us lern," and "Don't raise tooishun."

2004 TYCA Fame and Shame Award Winners

FAME WINNER

Fort Worth Star Telegram is also the 2004 winner of the TYCA Fame Award for a February 2, 2004 article titled, "Don't Dish up that Pine Tree Yet." In that article Dr. Tahita Fulkerson responds to Jim Lee, who was quoted in the January 25th article "Poems from the Edge": "However, by the time I had read enough of Guinn's article to find my friend Jim Lee's remark that in academia 'any junior college is considered Siberia,' I knew that I had to present another view of professional life at two-year colleges. If Rattan would 'eat wood' to leave his employer of three decades, it may be because he just doesn't understand the mission of the institution."

SHAME WINNER

Fort Worth Star Telegram is the 2004 TYCA Shame Award for the article "Poems from the Edge," published on January 25th of 2004, in which the following comment was made in a quote from Dr. Jim Lee: "In our line of work, any junior college is considered Siberia. Most people teaching at them would probably eat wood to get out. But if you stay on junior college faculty too long, unfairly or not, you establish yourself as a sort of junior college type. Typically, you never get out of there."

2003 TYCA Fame and Shame Award Winners

FAME WINNER

Tracey Wong Briggs of USA Today

Her April 22, 2002 article, "Two Years Changed Lives: New Arrivals Pursue Dreams" focused on the All-USA

Community and Junior College Academic teams and honored 20 students for their academic achievements, leadership, and service.

SHAME WINNER

Heald College

An advertisement for their school included a dishonest and disparaging portrayal of the two-year college classroom and cost of education.

2002 TYCA Fame and Shame Award Winners

FAME WINNER

Willard Scott of the NBC Today Show

On April 12, 2001 he saluted the 100th anniversary of the community college.

FAME HONORABLE MENTIONS

Mathew Daneman of the Democrat and Chronicle newspaper of Rochester, New York for the March 25, 2001 article "Community Colleges Celebrate 100 Years: Growing by Degrees."

Ellen Olmstead, Chronicle of Higher Education for her May 5, 2001 article, "It's the Community-College Life for Me." This classically educated scholar with degrees from Dartmouth, U Mass at Amherst, and Columbia says, "I taught at colleges and universities, urban high schools, TRIO programs, community-based family-learning centers, and prisons. . . . Now I have finally bested my staying-at-the-same-job record: For seven years, I've taught at . . . a community college." She recounts the deep professional pleasure she gets from teaching at Bristol Community College (the college where the editor of TETYC, Howard Tinberg, also teaches).

SHAME WINNER

March 7, 2002 episode of ER

Nurse Abby and four doctors were having a personal conversation, and she said she attended Penn State. One doctor replied, "Really?!" Abby retorted, "Did you think I went to a community college because I'm a nurse?"

SHAME DISHONORABLE MENTIONS

Mayor Thomas M. Menino of Boston. He attended a community college and then received a B.A. from a special program for adults at the University of Massachusetts at Boston. When questioned about why he did not mention the community college on his resume, he said that he did not think of it as a real college.

Peter Carlson of the Washington Post. His July 31, 2001 article about Gail Sheehy's interview with Hillary Rodham Clinton has these quotes: "One of the pleasures of reading Gail Sheehy is sitting back and watching while she starts babbling pseudo-intellectual gibberish like some junior college professor who's been smoking too much wacky weed." And "Wow! You don't generally get a chance to see writing this kooky unless you happen to be employed grading freshman English essays."

2001 TYCA Fame and Shame Award Winners

FAME WINNER

Black Issues in Higher Education

August 17, 2000 "Special Report: Community Colleges: Storied Success"

This story reports articulation agreements between San Francisco City College and 35 Historically Black Colleges and Universities. Illustrated with photos and citations of Blacks of high achievement who came from community college backgrounds, the report is commended for directly addressing the educational function of the two-year college and highlighting a record of student success.

FAME HONORABLE MENTIONS

Sam McManis, Staff Writer, San Francisco Chronicle, for the December 22, 2000 article, "East Bay Writer Hits the Big Time with Saga of a Black Family." This is the story of Richard Dry whose first novel *Leaving* will be published by St. Martin's Press in 2002. The story treats Dry's employment at Las Positas College and Chabot College, both two-year colleges, with the same respect it affords his graduation from San Francisco State University. This story models journalistic practices in the use of institutional names that TYCA would like to see adopted universally.

Jeffrey R. Young, Chronicle of Higher Education for the January 26, 2001 article, "Community Colleges Want a More Eminent Domain." This story reports on the Department of Commerce regulations that currently prevent two-year colleges from creating web addresses ending in "edu" and explores the consequences for two-year colleges by interviewing personnel at William Rainey Harper College in Illinois, Northwest Arkansas Community College, Cuyahoga Community College, and the past and current presidents of the American Association of Community Colleges and the League for Innovation in the Community College, as well as the author of a relevant article in the *Community College Journal*. The story shows a breadth of understanding of two-year colleges and the agencies that support them. Its tone and thoroughness provide a commendable model for the covering of two-year college issues.

SHAME WINNER

Hope Reeves, New York Times Magazine

December 17, 2000 "Lives: Evening the Score"

The author describes her strong personal response to SAT scores and in so doing passes on her unexamined prejudice that only students of less than average ability attend "the local community college."

2000 TYCA Fame and Shame Award Winners

FAME WINNER

USA Today, April 10, 2000, feature story, "'Education with Humanity' Standouts Hail Two-Year College Experience." Written by Tracey Wong Briggs and Anthony DeBarros.

SHAME WINNER

T. Jefferson Parker for his book *The Blue Hour* (1999).