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Texarkana College Expands Caring Campus Visibility Through Creative Outreach Efforts

LONG BEACH, CA – Staff at Texarkana College are finding creative ways to increase Caring Campus awareness and visibility across campus, ensuring students experience a consistent culture of care and approachability.

Members of Texarkana’s 32-member Caring Campus team attend campus events wearing polo shirts featuring their “TC Cares for You” branding to promote Caring Campus and strengthen its visibility. Team members also greet students during the first days of each semester, welcoming them to campus, answering questions, and helping direct them to classes and resources.

“Texarkana already had a strong culture of care, but Caring Campus has helped us become more intentional and expand that culture across the entire campus,” Director of Library Services and Caring Campus liaison Tonja Mackey said. “It has been great to have more of our team visible and engaged with students. It helps students know there are people they can turn to for support and that we’re approachable.”

At the start of implementation, members of the Caring Campus team dedicated a day to promoting each behavioral commitment to the rest of campus, visiting departments with gifts and reminders. To reinforce the ten-foot rule, which encourages employees to greet and offer assistance to any student within ten feet, the team distributed 10-foot tape measurers as a fun and memorable reminder of the commitment.

To encourage cross-departmental collaboration and awareness, the team also organized a campus-wide scavenger hunt that introduced employees to different departments and the services they provide.

“Caring Campus is so important because students can sense when people genuinely care about them,” Mackey said. “We want every student to feel comfortable approaching us, asking questions, and seeking help when they need it.”

Texarkana employees also spotlight Caring Campus in the president’s weekly newsletter, sharing reminders and highlighting positive examples of care in action. Additionally, the college launched a Care Champion program that allows faculty, staff, and students to nominate individuals who demonstrate exceptional compassion and support.

“A Texarkana staff member showed me around and pointed out the best spots to park,” one Texarkana student shared in a Care Champion nomination. “She helped me get a better understanding of how Texarkana can help me get through life. She goes out of her way to help anyone who looks lost.”

MORE

Looking ahead, Texarkana plans to continue expanding its Caring Campus efforts, particularly by incorporating the Caring Campus principles into mental and physical health initiatives.

“Texarkana College staff are doing an outstanding job developing creative and meaningful ways to spread the word of Caring Campus across their college, ensuring a caring environment for all students,” Caring Campus founder and CEO Dr. Brad Phillips said. “Thank you to the Trellis Foundation for funding this implementation and helping us bring Caring Campus to colleges across Texas.”

PHOTO CAPTIONS:

IEBC_TEXARKANA1: Staff at Texarkana College are finding creative ways to increase awareness and visibility of Caring Campus across campus, ensuring students experience a consistent culture of care and approachability.

IEBC_TEXARKANA2: Members of Texarkana College’s 32-member Caring Campus team attend campus events wearing polo shirts featuring their “TC Cares for You” branding to promote Caring Campus and strengthen its visibility.

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