

Believe. Belong. Become.

BBB Video Script for Introduction

Sometimes, it only takes one person to believe in you. To believe that you are amazing. To believe that you have what it takes. To believe that you are exactly where you should be. To help you believe that you are part of something bigger than yourself.

We would like to share with you the inspiration and vision behind the Channel Your Success Campaign's Believe, Belong, Become messaging. Developed by the Student Academic Success and Equity Initiatives Department, the Believe, Belong, Become campaign really started with our own stories and our first-hand experiences of being first-generation, low-income students of color. In working with our students, we realized their experiences often seemed to mirror our own. So, to learn more, we held a series of focus groups with CSUCI's academic peer mentors through the Peer Education and Equity Program -- or PEEP.

When you listen to the collective success stories of first-generation college students, economically challenged students, LGBTQ and gender nonconforming students, Latinx and other students who have historically been underrepresented in higher education, you learn that many of them describe their journey to CSUCI as accidental, by chance, and it happened because one person believed in their potential. Their lived experiences informed our Channel Your Success Campaign and helped give a voice to Believe, Belong, Become.

At a time when equity gaps persist in graduation attainment rates and students struggle to stay on track, it is no longer just about granting access to higher education; we need to be student ready and student serving. At CSUCI, we want our students to know that they matter. We want you, our student, to feel valued, respected, accepted, cared for, and included. We want you to know that you have a place in higher education. We want you to know that you belong at CSUCI.

Believe, Belong, Become is your own journey. It is the story of the one person that believed in you. It is the story that is being written now. For this, we recognize the wealth of your experiences and your stories of hope, resilience, and aspiration. Put simply, collectively, we all are the story and power behind Believe, Belong, Become. So, what is your story?