



A **REBRANDING** PRESENTATION FOR

**Tallahassee Community College**

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# WHY

## Rename the College

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- Take the college into the future
- Opportunity to tell the college story
- Reflect expanding charter, workforce, and AS degrees
- The addition of 3 bachelor's degrees
- Opportunity to add future bachelor's degrees
- Per findings students don't want a bachelors degree from a community college

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## NAMING CONSIDERATIONS

The first task in renaming the college is to determine  
**how far the new name should diverge from the original**

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Complete  
**Divergence**

VS

Subtle  
**Evolution**





NAMING CONSIDERATIONS

The Case for a  
**Complete Divergence**

.....

- Something to fix?
- Poor brand reputation?
- Short-term media attention

DISCOVER



NAMING CONSIDERATIONS

The Case for a  
**Subtle Evolution**

.....

- Brand continuity
- Building on existing reputation
- Minimizing confusion
- Transition flexibility
- Honoring heritage
- Survey and focus group results
- Learning from past examples

DISCOVER



## NAMING CONSIDERATIONS

# Renaming/Rebranding Parameters

01

The word  
**“Tallahassee”**  
is extremely  
important.

02

The word  
**“College”**  
must be used.

03

The current  
**brand colors**  
will remain.



# Research & Discovery





# Overview

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## Market Research: Focus Groups, Surveys, Town Halls

### FOCUS GROUPS:

- Donors
- The College Foundation Board Members,
- Faculty Senate,
- College Leadership,
- Student Government Association Members,
- High School Guidance Counselors
- Workforce Students
- Nursing Students
- Students *(most were transfer students)*

### SURVEYS

There were over 2,000 survey respondents, including:

- 1,675 Students,
- 49 Alumni
- 35 President's Circle Members,
- 24 Leadership Team Members,
- 106 The College Staff,
- 118 Faculty,
- 42 Counselors, and
- 33 Tallahassee Community Members

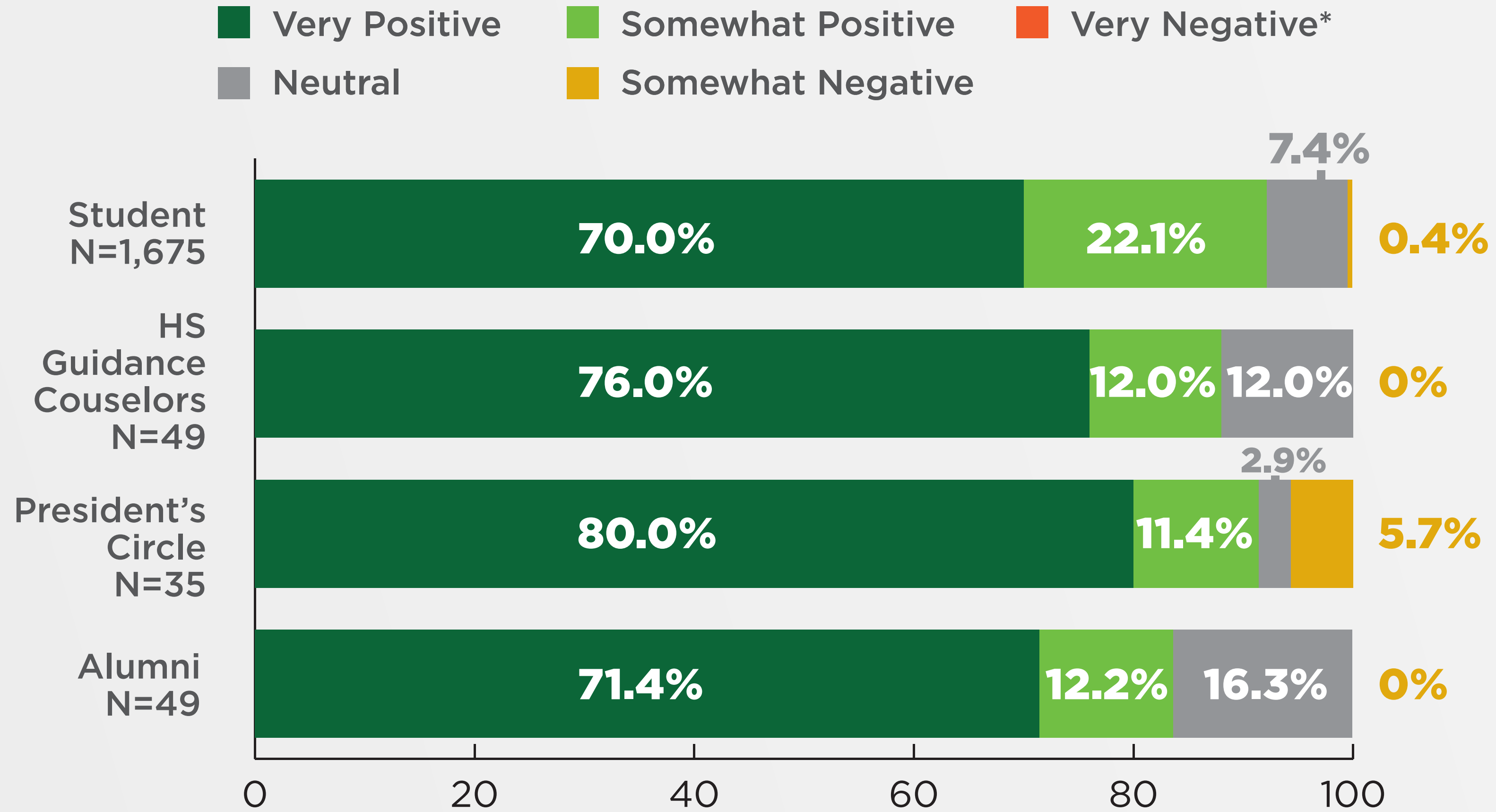


# Survey Results





# Support for the addition of more bachelor's degrees.

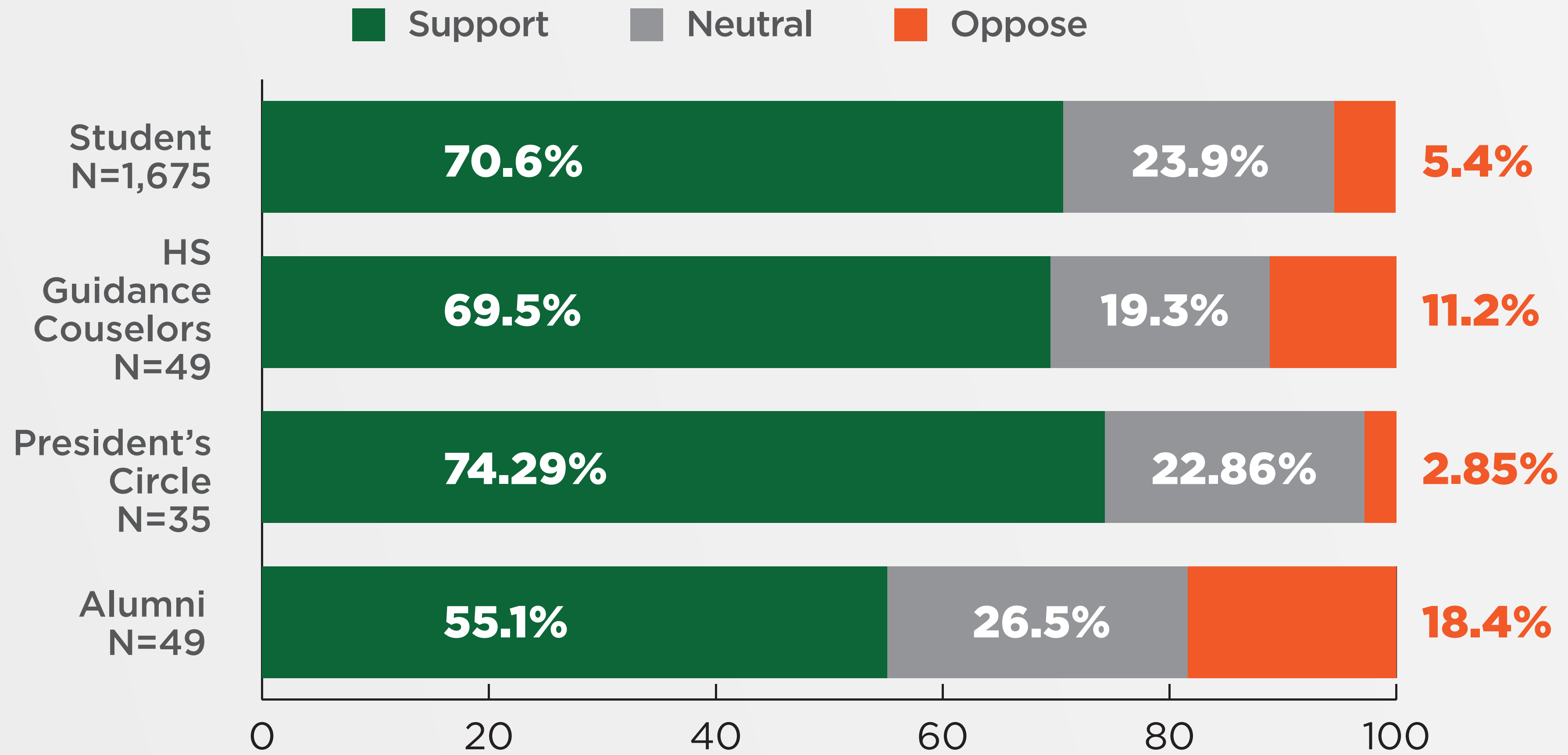


\* No group surveyed replied "Very Negative"





# Support for Rebranding





RESEARCH & DISCOVERY

## Feedback Themes

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- Protect the brand equity
- Don't lose sight of the mission
- A roll-out plan that positions the college for the future



# Naming & Rebranding



# Tallahassee College

NAME 01







# Tallahassee College • TC

NAME 01

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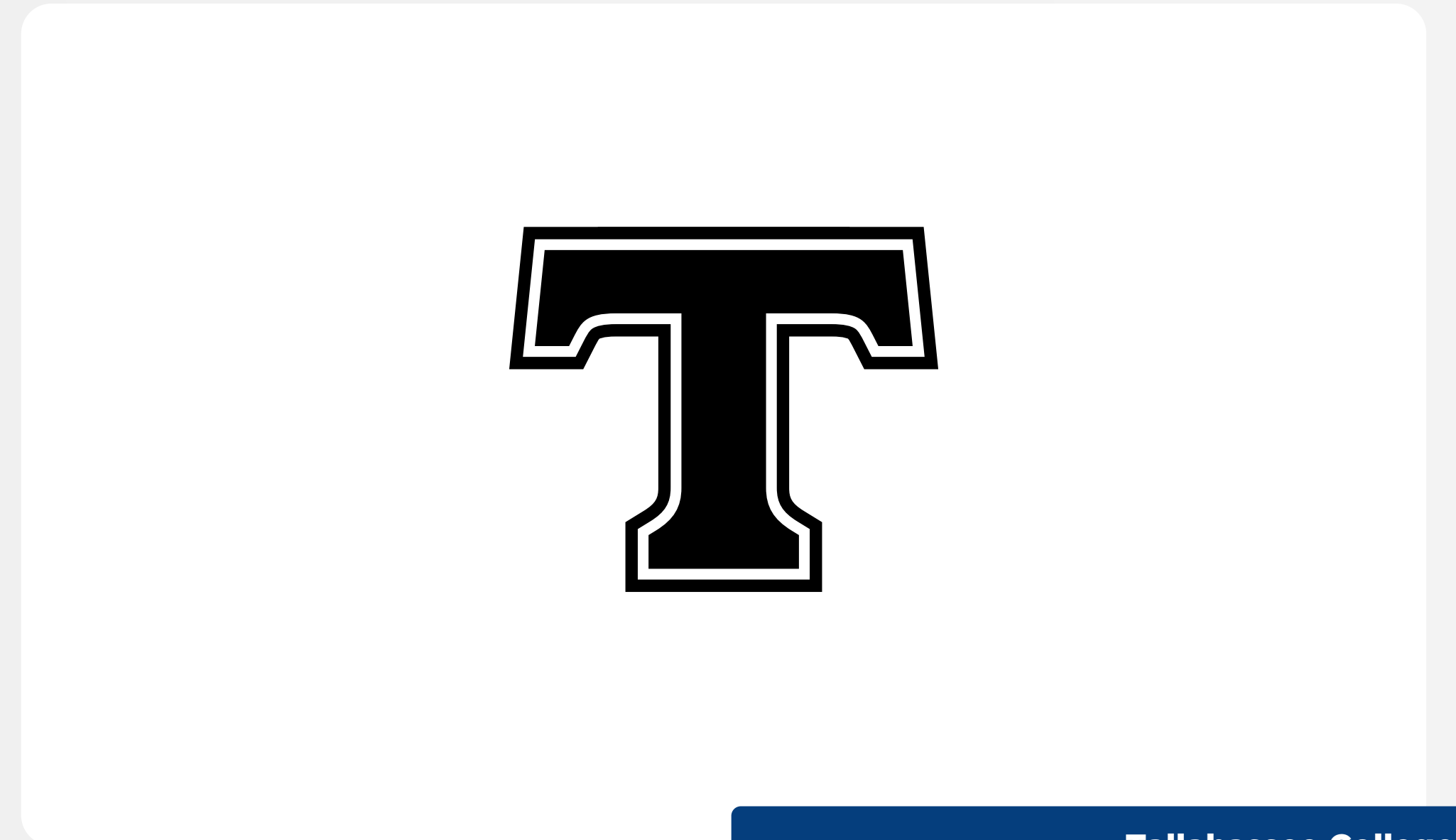
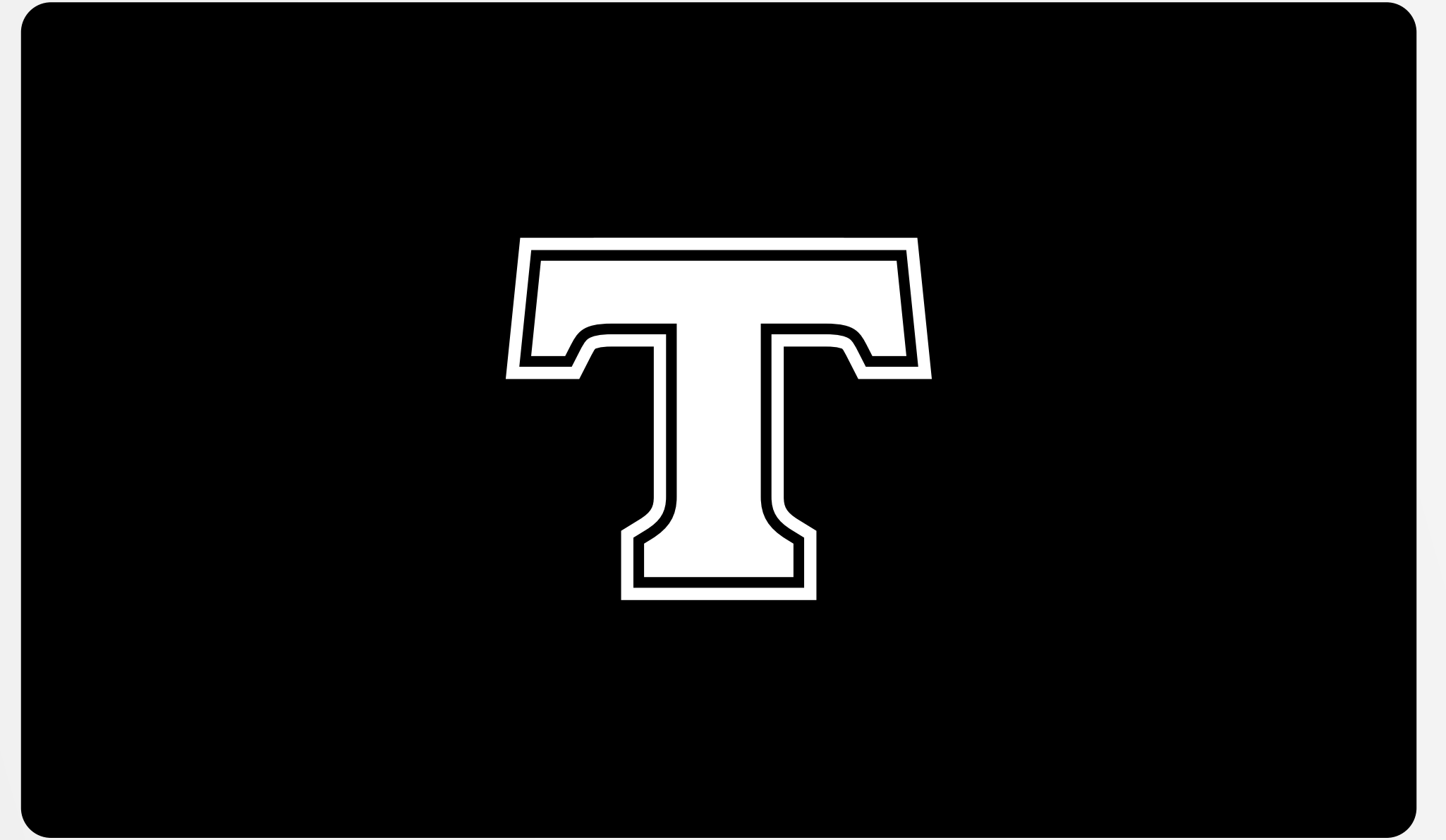
- Strong Focus on Tallahassee
- Tallahassee is the Community
- Proven Solution



**TALLAHASSEE**  
**COLLEGE**

NAME **1**











# TALLAHASSEE COLLEGE





# Tallahassee State College

NAME 02







# Tallahassee State College • TSC

NAME 02

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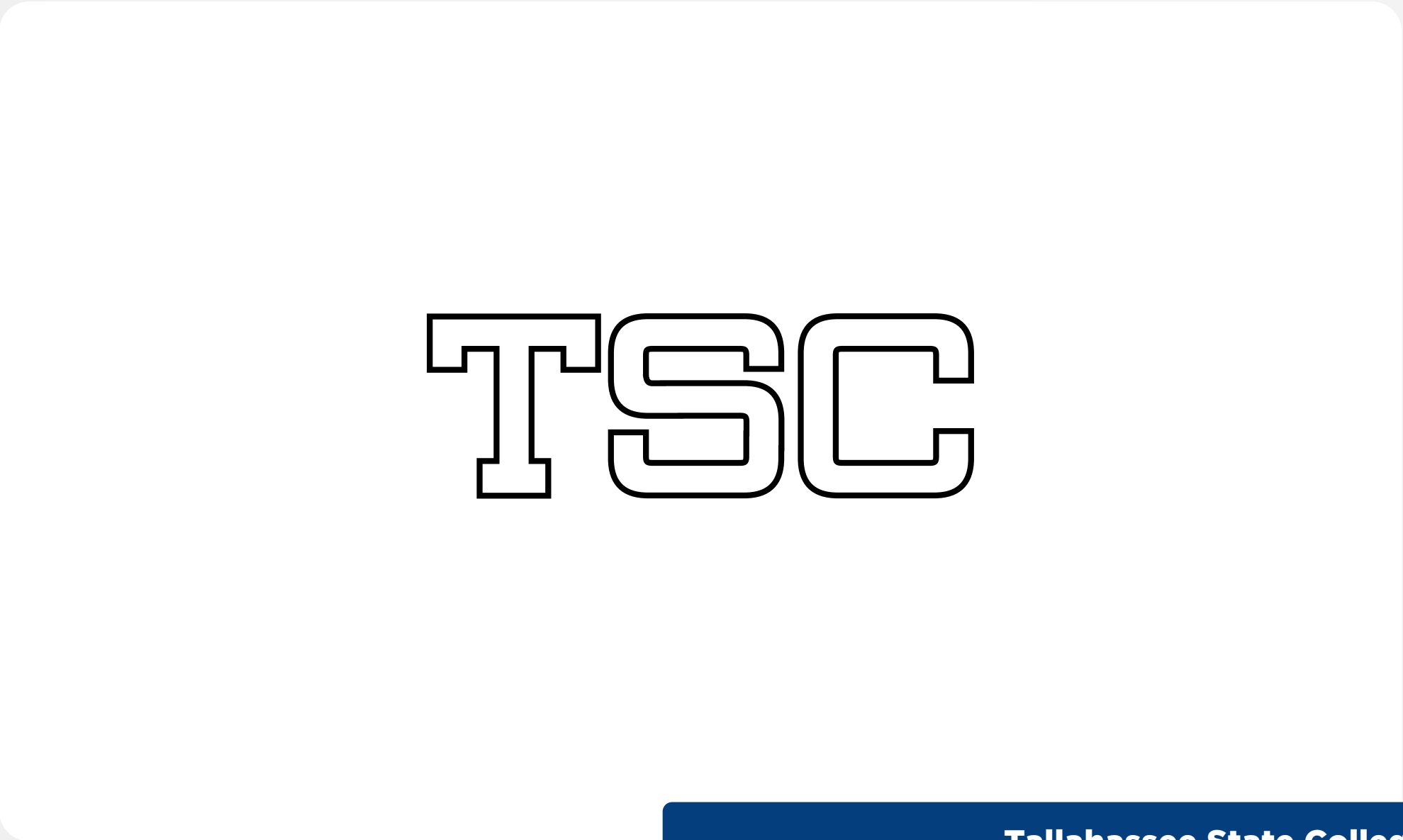
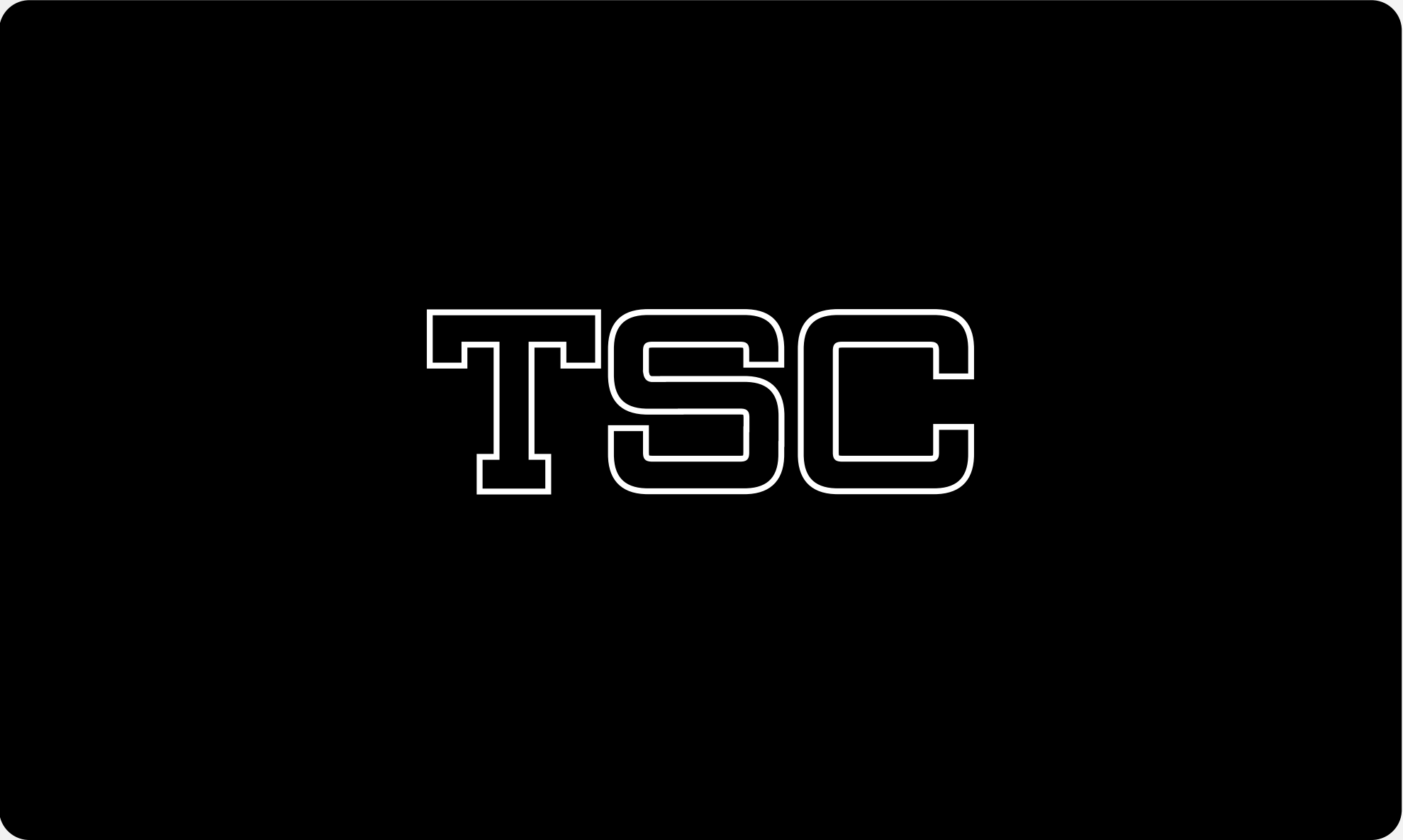
- "State" Indicates Public Institution Status
- Affordability & Accessibility
- Easier Transition With the Acronym



TSC

TALLAHASSEE  
STATE COLLEGE











**TSC**

**TALLAHASSEE  
STATE COLLEGE**



Tallahassee State College



# The State College of Tallahassee

NAME 03







# The State College of Tallahassee • **SCT**

N A M E 0 3

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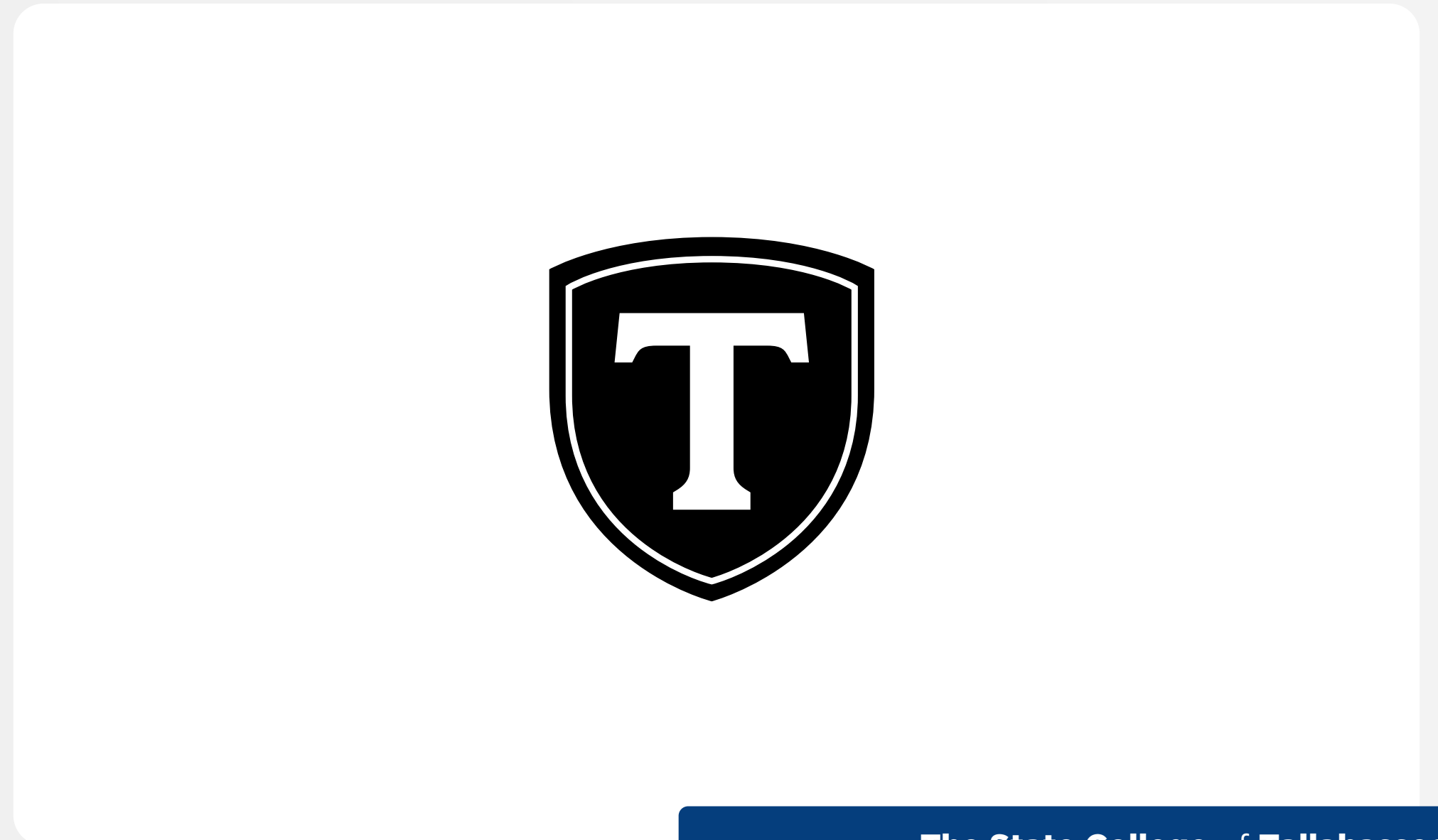
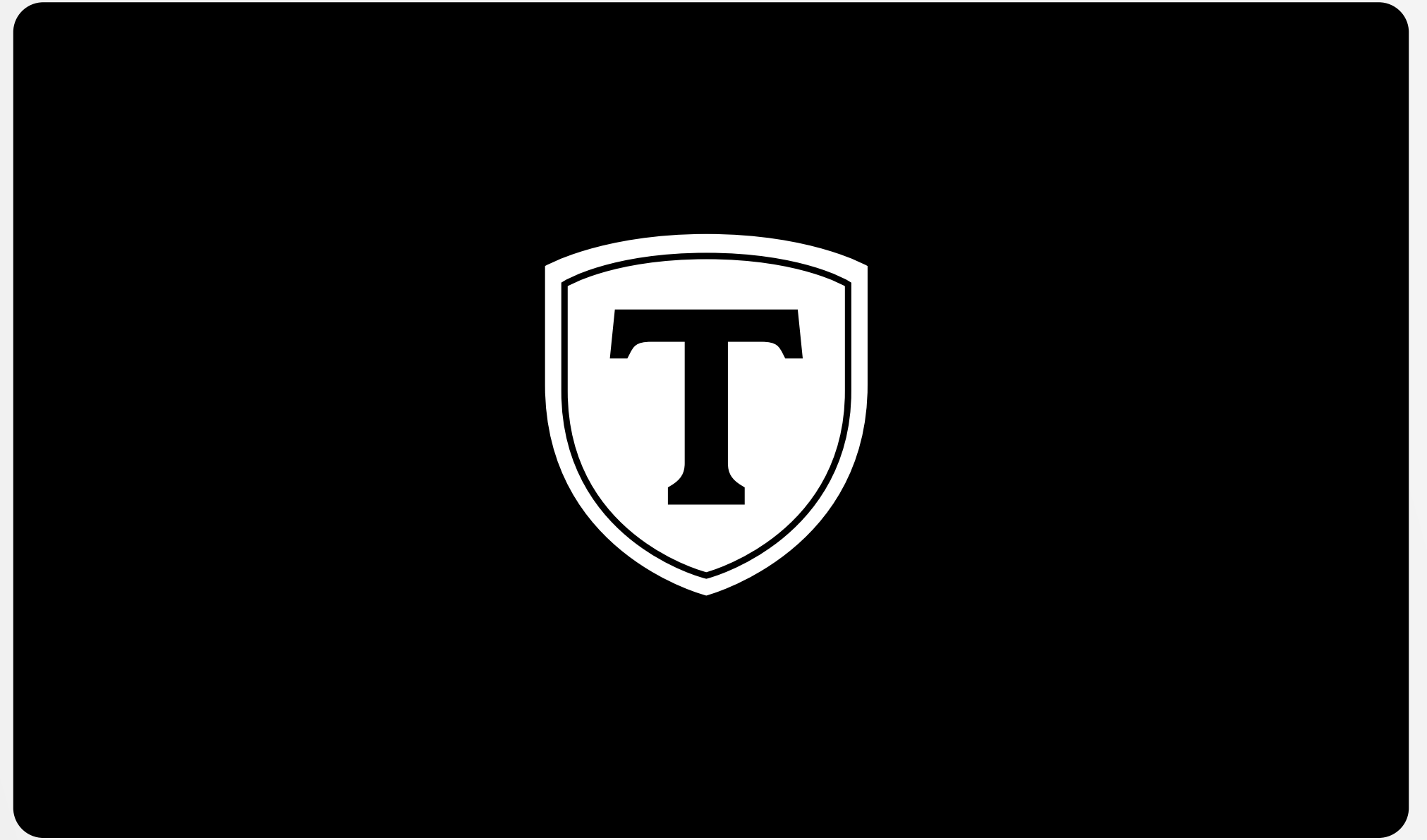
- Assertive Positioning
- Elevated Prestige
- More Substantial Change



THE STATE COLLEGE OF  
**TALLAHASSEE**

NAME **3**











# THE STATE COLLEGE OF TALLAHASSEE







**TALLAHASSEE**  
COLLEGE

NAME 1



**TALLAHASSEE**  
STATE COLLEGE

NAME 2



THE STATE COLLEGE OF  
**TALLAHASSEE**

NAME 3



# Thank You.

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