A REBRANDING PRESENTATION FOR
Tallahassee Community College
WHY Rename the College

- 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
NAMING CONSIDERATIONS

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

Complete Divergence VS Subtle Evolution
The Case for a Complete Divergence

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

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.

- **Student** (N=1,675): 70.0% Very Positive, 22.1% Neutral, 0.4% Very Negative
- **HS Guidance Counselors** (N=49): 76.0% Very Positive, 12.0% Neutral, 0% Very Negative
- **President’s Circle** (N=35): 80.0% Very Positive, 11.4% Neutral, 5.7% Very Negative
- **Alumni** (N=49): 71.4% Very Positive, 12.2% Neutral, 16.3% Very Negative

*No group surveyed replied “Very Negative”*
Support for Rebranding

- **Student**: N=1,675
  - Support: 70.6%
  - Neutral: 23.9%
  - Oppose: 5.4%

- **HS Guidance Counselors**: N=49
  - Support: 69.5%
  - Neutral: 19.3%
  - Oppose: 11.2%

- **President's Circle**: N=35
  - Support: 74.29%
  - Neutral: 22.86%
  - Oppose: 2.85%

- **Alumni**: N=49
  - Support: 55.1%
  - Neutral: 26.5%
  - Oppose: 18.4%
Feedback Themes

- 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 • TC

NAME 01

- Strong Focus on Tallahassee
- Tallahassee is the Community
- Proven Solution
TALLAHASSEE COLLEGE
Tallahassee State College

NAME 02

TSC
ACRONYM
Tallahassee State College • TSC

NAME 02

• "State" Indicates Public Institution Status

• Affordability & Accessibility

• Easier Transition With the Acronym
The State College of Tallahassee

NAME 03

SCT

ACRONYM
The State College of Tallahassee • SCT

NAME O3

- Assertive Positioning
- Elevated Prestige
- More Substantial Change
THE STATE COLLEGE OF TALLAHASSEE
Thank You.