Committee or Individual: Marketing Team/PIO Date submitted February 3, 2009

Issue/Concern SCC logo and slogan

Signature of Initiator(s) <<Signature on File>>

Provide information, which succinctly but fully discusses the issue/concern (if necessary, add additional pages).

A. Describe the issue/concern:
The Marketing Team, in conjunction with the Public Information Office, would like to engage the college community in the development and adoption of a logo and slogan to ‘brand’ the college consistently in publications, the web and printed materials. Currently there is not consistent compliance with the use of a logo or slogan on college publications. Additionally, the existing logo that was approved in previous years has been determined by the Marketing Team and PIO to need another look and revision to update the image.
The Marketing Team and PIO have determined the need to refresh and renew our ‘brand’, or our promise, to our stakeholders through a revised logo and slogan.

B. What do you recommend or suggest solving this issue/concern?
We recommend that the Marketing Team, in conjunction with the Public Information Office, work with designers (as appropriate) to determine a logo and slogan to be put forth to the college community for input. We also recommend that once the logo and slogan are adopted by the college, protocol for use of the logo and slogan be re-instituted for the purposes of consistency and college-wide collaboration.

C. How will this recommendation support the success of SCC students and benefit the campus community?
The importance of branding SCC for our audiences (students, community, businesses, campus community) lies in the promise the college makes through its ‘brand’. The way and the style in which this ‘brand’ is communicated can strengthen or weaken the college’s relationship with students and community members. By communicating a consistent and accurate message of quality and commitment to learning, this recommendation will assist in helping students identify with the college, thereby identifying with their own education and connecting with SCC. This fosters student engagement and success, as well as staff and faculty engagement and success.

Please return this form to the Process Coordinator Office, RN 221. The Initiator will be notified within 5 working days as to the committee or council that will review this issue/concern.

Date received by Process Coordinator 4-4-09 Tracking # 08-09-04

Date Initiator Notified 4-4-09

Forwarded to ___________________________ Date ___________________________

Revised: 10/18/08