Rebranding Project

Board Workshop | August 2023

Candice Grause
Vice President for Communications
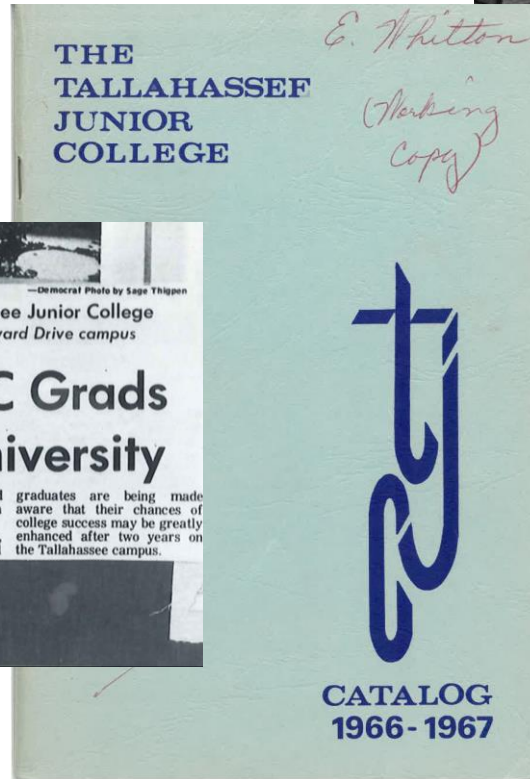*Chief of Staff*

First, a little history...

2023 TALLAHASSEE COMMUNITY COLLEGE

1966-1970

Library Under Construction at Tallahassee Junior College
. . . view as seen across walkway on Appleyard Drive campus

— Democrat Photo by Sage Thigpen

Studies Show TJC Grads Doing Well at University

Tallahassee Junior College is doing its job, and has the figures to prove it.

Last year, 1,718 students registered for the fall quarter. The 1969 total shows an increase to 1,855.

Behind those figures are clear indications the word is getting out to North Florida high school graduates that two years at TJC may result in a

aviation pilot technology, and academic programs in astronomy and physics.

Most important, however, North Florida high school

graduates are being made aware that their chances of college success may be greatly enhanced after two years on the Tallahassee campus.

THE TALLAHASSEE JUNIOR COLLEGE

E. Whitton

(Working Copy)

tjc

CATALOG 1966-1967

2023   TALLAHASSEE COMMUNITY COLLEGE

1970-1972

College
Changes
Its Name

Tallahassee Junior College took on a new name yesterday.

The District Board of Trustees for TJC approved and made effective yesterday a name change for the two-year college to Tallahassee Community College.
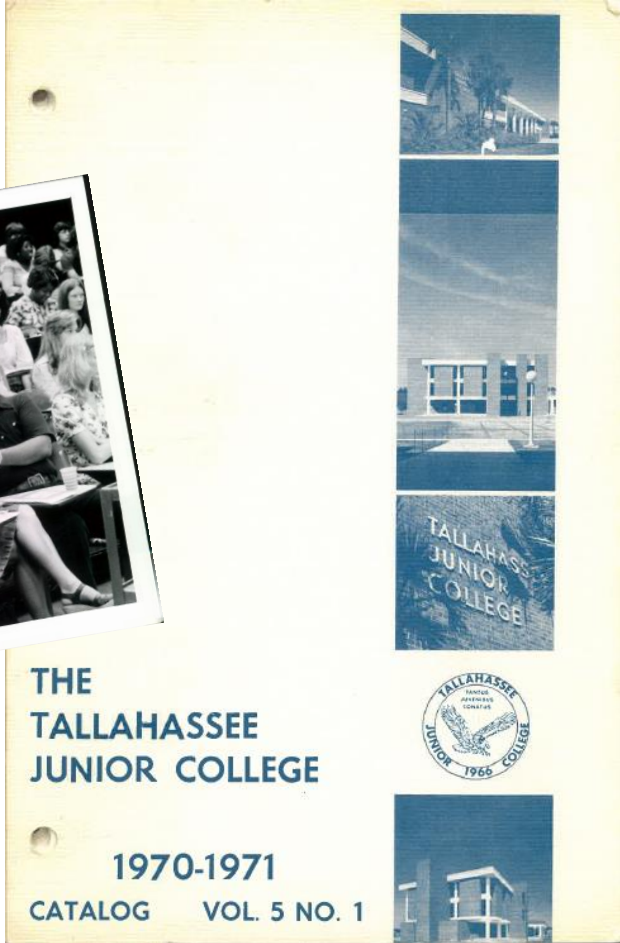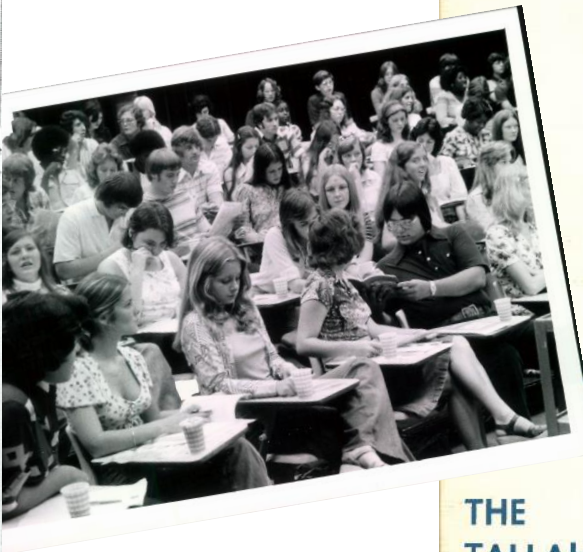
The Board made its decision on the basis that "the name community describes the philosophy and type of programs offered by the junior college.

"In addition to transfer programs which is implied by the name 'junior,' the word 'community' implies that both college transfer and occupational programs are offered," said Larry Benson, director of information services at the college.

The 1970 Legislature opened the door to junior college name changes by saying that the 27 public junior colleges in the state "could change their name."

Benson said it would be costly for the old TJC to make a total name switch and so letterheads, diplomas and everything else with Tallahassee Junior College written on it will be used until it runs out. Then, he said, other materials would be ordered with the new name.

One big contradiction to the name change was the large lettering on the administration building spelling out the forsaken name. But today, Dr. Fred Turner, president, started taking down the college's four year old middle name and replacing it with "Community."

Dr. Fred Turner Starts Removing 'Junior'
college adopts 'Community' as middle name

THE
TALLAHASSEE
JUNIOR COLLEGE

1970-1971
CATALOG   VOL. 5 NO. 1

2023

TALLAHASSEE COMMUNITY COLLEGE

1972-1998

THE BULLETIN OF TALLAHASSEE COMMUNITY COLLEGE

Catalog Issue
1980–1981

tallahassee
community college
catalog

volume 7, number 1 1972-1973

e IV, Number 5

July, 1980
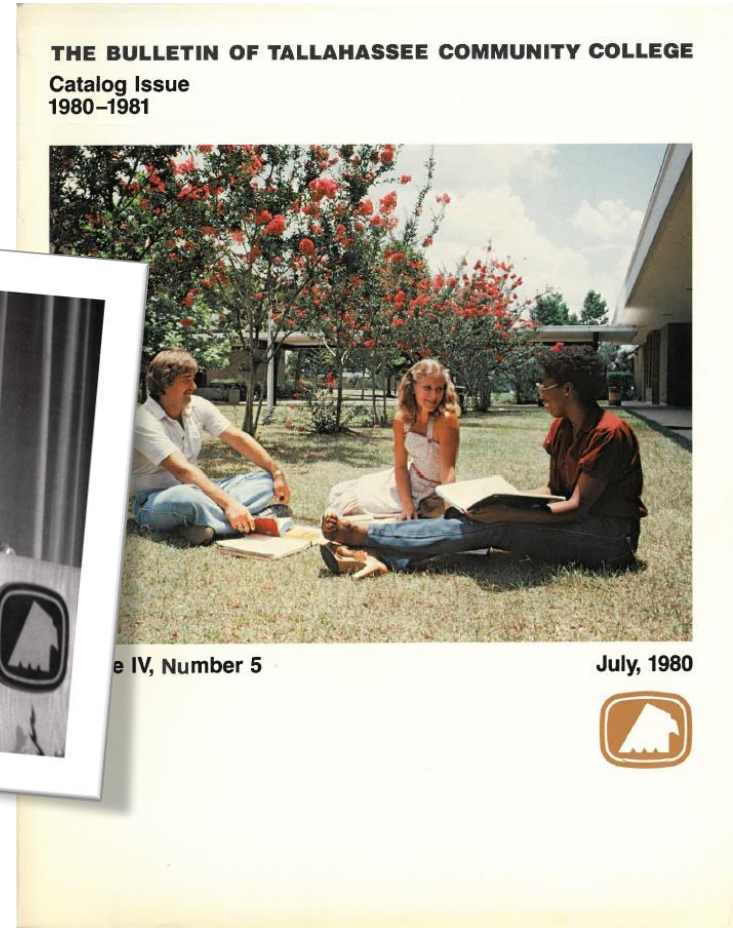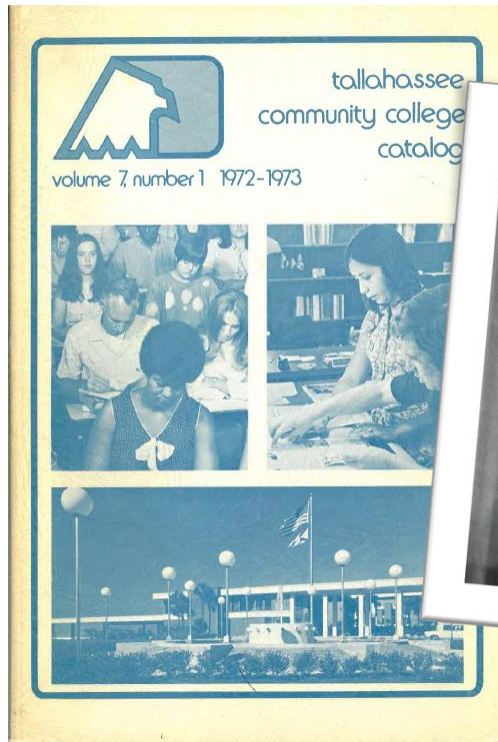
2023 TALLAHASSEE COMMUNITY COLLEGE

1998-2005

Tallahassee
Community College
Hinson Administration Building

Catalog
1998

TALLAHASSEE
COMMUNITY
COLLEGE

THE BULLETIN OF
TALLAHASSEE
COMMUNITY
COLLEGE
VOL. 21 • NO. 4
JULY 1998
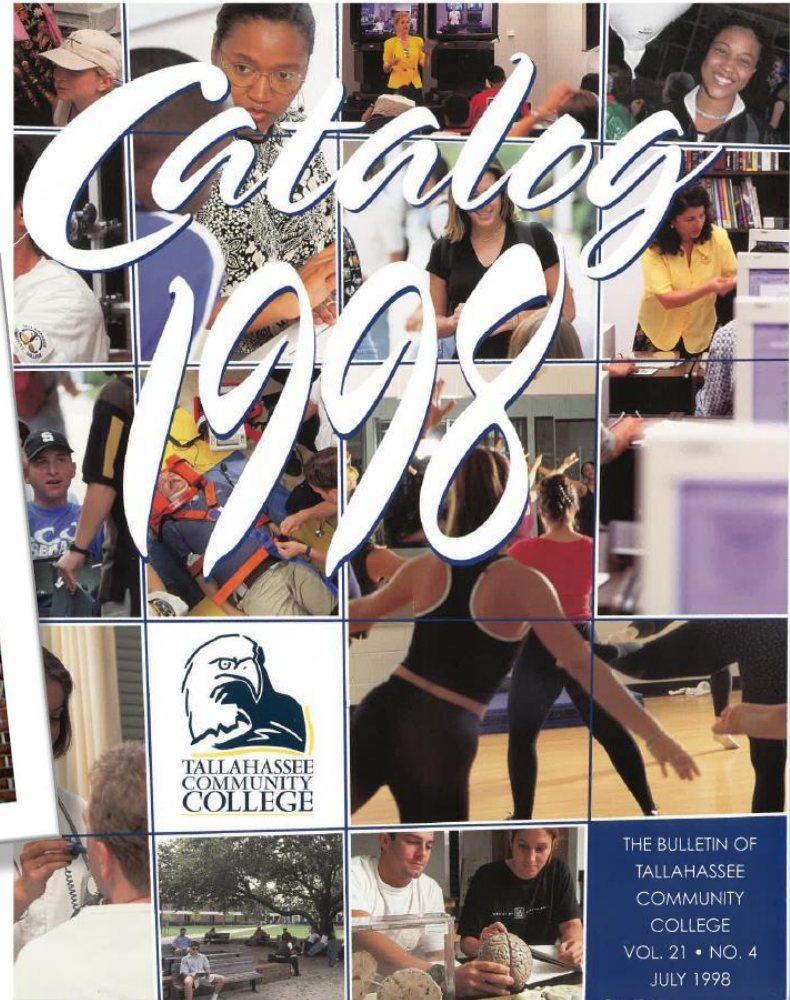
2023

TALLAHASSEE COMMUNITY COLLEGE

2005-Present

444 Appleyard Drive • Tallahassee, Florida • 32304-2895

850 • 201 • 6200   www.tcc.fl.edu

Tallahassee Community College

Tallahassee Community College

Catalog 2005-2006

Tallahassee Community College
Catalog 2005 · 2006

Tallahassee
Community College
Hinson Administration Building
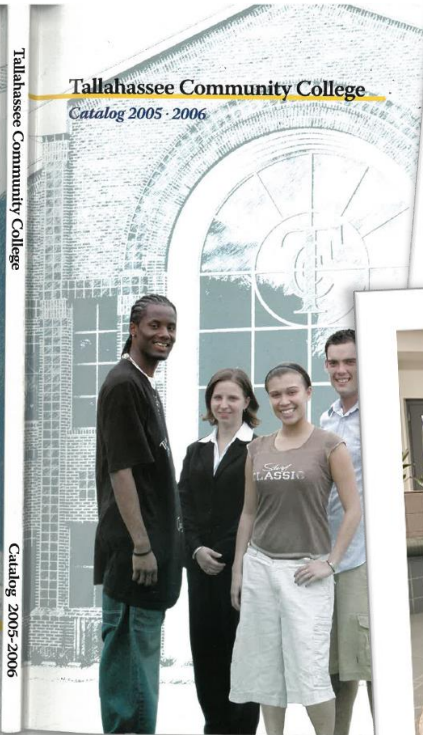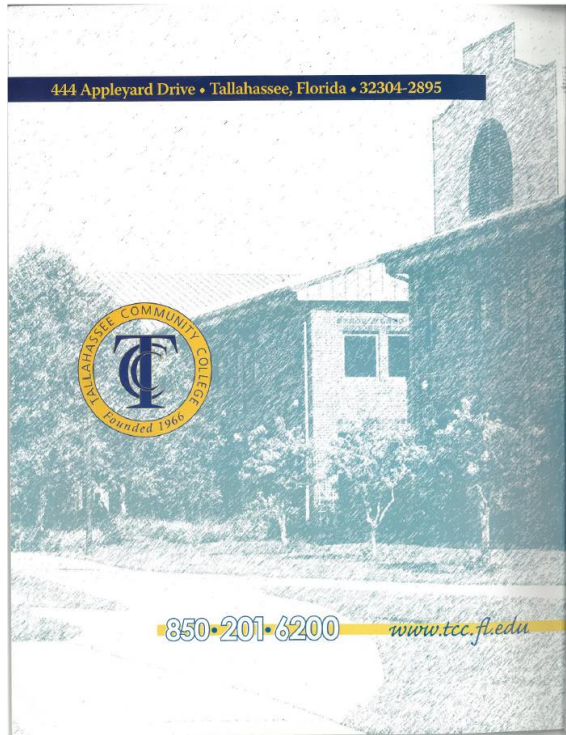
2023   TALLAHASSEE COMMUNITY COLLEGE

50th Anniversary

TCC concludes fundraising campaign with record $13 million-plus

"TCC.We Rise." campaign began in March with goal of raising $10 million

Byron Dobson, Democrat senior writer
Published 4:40 p.m. ET Dec. 1, 2016 | Updated 5:46 p.m. ET Dec. 1, 2016

The Tallahassee Community College Foundation Thursday announced its fundraising campaign brought in over $13 million, exceeding the $10-million goal announced in March.

EAT WELL AND GET FIT
PLAN A DIET THAT SUITS YOUR GOALS

THE NEW TCC

School Turns 50 With Its Eyes On the Future

WOMEN'S HOOPS
LADY 'NOLES BUILD ON SUCCESS

ACHIEVING INDEPENDENCE
FOSTER CHILDREN TRANSITION TO LIVING ON THEIR OWN

UNSEEN MIGRATION
FLOUNDER MOVE TO DEEPWATER BREEDING AREAS

2023

TALLAHASSEE COMMUNITY COLLEGE

Brand Evaluation

2023   TALLAHASSEE COMMUNITY COLLEGE

Our Vision

To be recognized as the college of choice.

ASPEN PRIZE
FOR COMMUNITY COLLEGE EXCELLENCE
THE ASPEN INSTITUTE
TOP 10
2021

ASPEN PRIZE
FOR COMMUNITY COLLEGE EXCELLENCE
aspen institute
SEMIFINALIST
2023

Achieving the Dream LEADER COLLEGE
OF DISTINCTION

ACHIEVING THE DREAM
LEAH MEYER AUSTIN AWARD

goodwill
Industries - Big Bend, Inc.
Mission Partner of the Year
2022

BCC
2023
BELLWETHER
COLLEGE CONSORTIUM
Finalist

PLACES TO WORK
Diverse
MOST PROMISING
2022
IN COMMUNITY COLLEGES

AACC
AMERICAN ASSOCIATION OF COMMUNITY COLLEGES
2022 AWARD OF EXCELLENCE
STUDENT SUCCESS

BEST AND BRIGHTEST
COMPANIES TO WORK FOR
IN THE NATION
WINNER 2023

2023
TALLAHASSEE COMMUNITY COLLEGE
Founded 1966

Brand Promises

Seamless Transfer Programs

Workforce Agility

Reputation

2023

TALLAHASSEE COMMUNITY COLLEGE

Project Background

2023   TALLAHASSEE COMMUNITY COLLEGE

Is college worth going to? Is a state college better than ...

Community colleges, generally, **offer two year associate's degrees. State colleges** offer four-year bachelor's degrees.

FLORIDA POLITICS / **THE BUZZ**

Where did all of Florida's 'community' colleges go?

If state lawmakers approve HB 619, only two institutions -- Hillsborough Community College and Tallahassee Community College -- would retain the community label in the 28-school system
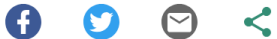
Tallahassee Community College is adding three new bachelor degree programs

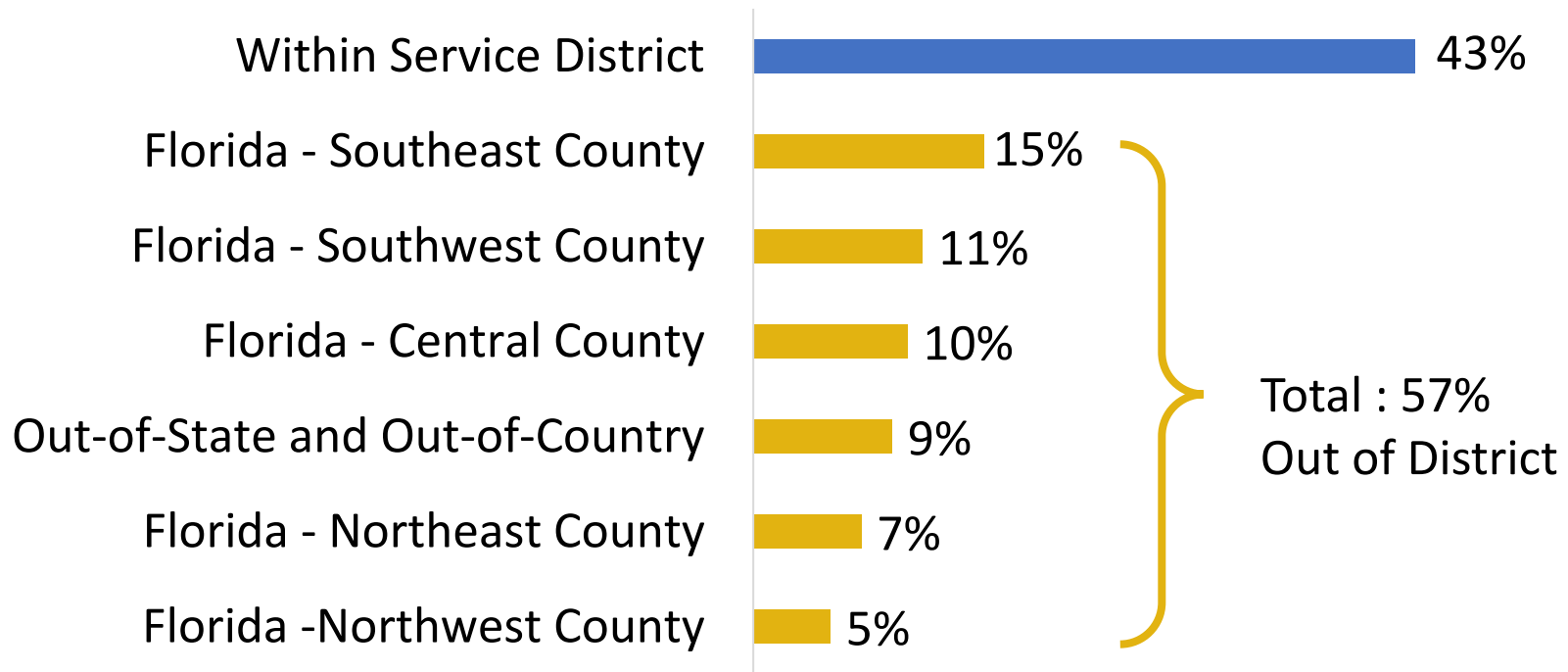WFSU | By Gina Jordan
Published May 12, 2023 at 10:17 AM EDT

▶ LISTEN • 10:44

2023   TALLAHASSEE COMMUNITY COLLEGE

Fall 2022 Credit Enrollment by Residency

Within Service District	43%
Florida - Southeast County	15%
Florida - Southwest County	11%
Florida - Central County	10%
Out-of-State and Out-of-Country	9%
Florida - Northeast County	7%
Florida -Northwest County	5%

Total : 57% Out of District

2023

TALLAHASSEE COMMUNITY COLLEGE

Project Scope

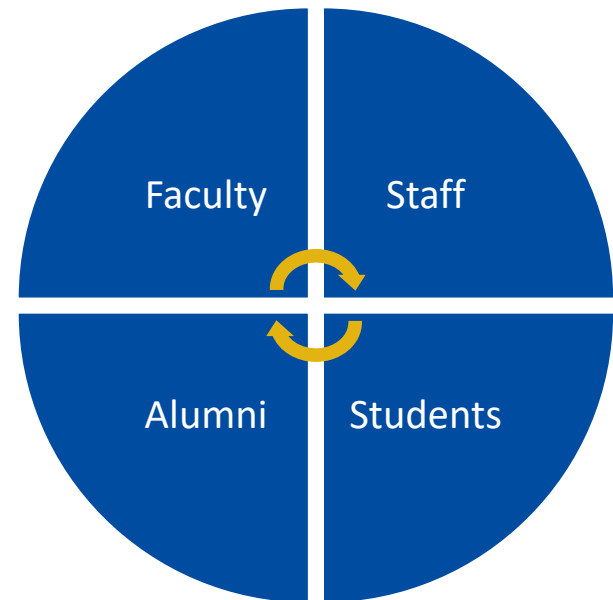2023 TALLAHASSEE COMMUNITY COLLEGE

Modifier

Geography

2023 | TALLAHASSEE COMMUNITY COLLEGE

Task Force

- **Contract with a consulting firm** on research, identity development and testing, and an implementation plan

- **Prepare recommendations** for the District Board of Trustees

- **Implement the decision** of the DBOT

Faculty | Staff

Alumni | Students

2023

TALLAHASSEE COMMUNITY COLLEGE

Consulting Firm Process

- **Provide a comprehensive report** evaluating TCC's current brand through research, surveys and focus groups

- **Develop and test** an identity recommendation

- **Develop primary logo variations** and additional branding

- **Provide a rebrand communications strategy** and implementation plan

2023   TALLAHASSEE COMMUNITY COLLEGE

Project Deliverables

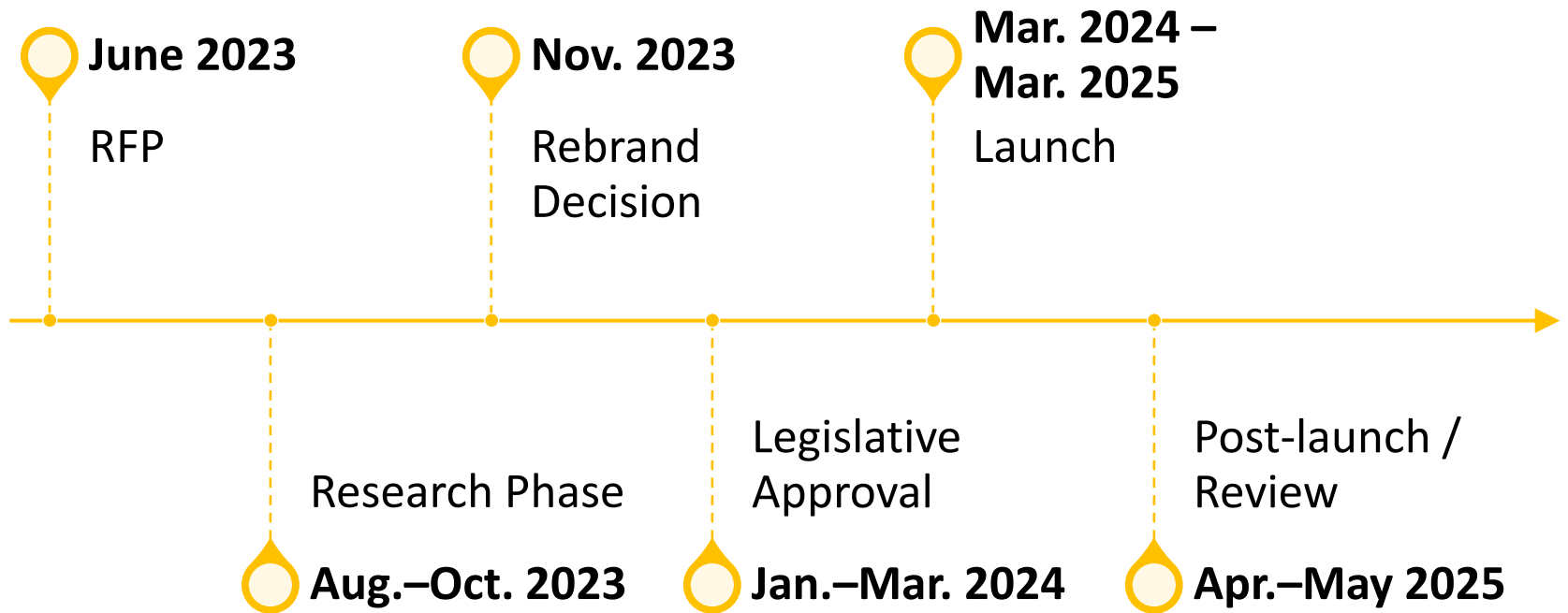Research Report

Identity Recommendation

Brand Strategy, Positioning, Messaging, and Identity

2023

TALLAHASSEE COMMUNITY COLLEGE

Project Timeline

June 2023

RFP

Nov. 2023

Rebrand
Decision

**Mar. 2024 –
Mar. 2025**

Launch

Research Phase

Aug.–Oct. 2023

Legislative
Approval

Jan.–Mar. 2024

Post-launch /
Review

Apr.–May 2025

2023

TALLAHASSEE COMMUNITY COLLEGE

Next Steps

Consulting Firm Selected	Research and Focus Groups	Recommendation Due	Board Meeting
August	September	October	November

2023   TALLAHASSEE COMMUNITY COLLEGE