Agenda Item: IX A 1

☒ **Action** ☐ **Consent**

Palm Beach Community College
District Board of Trustees
Agenda Transmittal Sheet

Date: January 12, 2010

To: Members of the District Board of Trustees

From: Dr. Dennis P. Gallon, President

Subject: Approve Agenda Item IX A 1. Approve new branding elements (logo and slogan) for Palm Beach State College.

Summary:

Background/Pertinent Facts: With the name change to Palm Beach State College, a new logo and slogan are needed to properly identify the College and to communicate to prospective students the increased educational value available to them. A College-wide committee representing faculty, staff, students, alumni and trustees reviewed various options and results of an online public survey. The recommendations represent the top choices of about two-thirds of responses. Marketing also will use the tagline "Your community. Your college." to help connect Palm Beach State College with PBCC.

Financial Impact: No additional cost beyond estimated $350,000 for name change implementation. (New elements will be integrated concurrently with the new name.)

Strategic Strategy Addressed: The College will respond to the current and emerging educational needs of the community with innovative educational opportunities.

Duration of Contract: N/A

RECOMMEND APPROVAL

Attachments: Logo and slogan

Initiator/Budget Administrator:	Dr. Dennis P. Gallon	**Initials:**	**Date:** 1-5-10
President Approval:	Dr. Dennis P. Gallon	**Initials:**	**Date:** 1-5-10
Vice President, Administration and Business Services *(if financial impact):* Richard A. Becker		**Initials:**	**Date:** 1/5/10