

Statewide Two-Year Education Rebranding Status

Update from Deputy Commissioner John Cech and Strategies 360

Montana Board of Regents Meeting November 15-16, 2012

1. Updates on Local Name and Brand Rollouts

- a. Helena College UM
 - i. Initiated a marketing campaign to communicate the new brand and comprehensive mission of the college in the summer of 2012
 - ii. Raising Helena College's profile by fostering community relationships with the K-12 school system, as well as local, state, and regional businesses
- b. Highlands College of Montana Tech
 - i. Presented their new name to the community at an official dedication on September 10, 2012 that was attended by 250-300 people and included: students of Highlands College; representatives from the Board of Regents, OCHE, and the Governor's Office; representatives from Montana Tech and Highlands College faculty and staff; and dignitaries from the City and County of Butte-Silver Bow
 - ii. Continues to highlight the expanded comprehensive mission through community outreach projects such as automobile checks for seniors (older adults) and single parents
- c. City College MSU Billings
 - i. Held a naming ceremony on October 24, 2012 to present the new name to the community
 - ii. Ceremony speakers included Governor Schweitzer, Regent Buchanan, Dean Riley, Chancellor Groseth, Deputy Commissioner Cech, City College students, and alumni; Governor Schweitzer complemented his speech with a memorable branding performance.
 - iii. Ceremony was attended by representation from local business and industry, including: the mayor; county commissioner; several key business leaders; engaged neighbors; and local and regional school district personnel, including outstanding participation from students. The ceremony generated excitement and excellent press with media in the Billings area and statewide.
- d. Missoula College UM
 - i. Planning a dedication for November 14, 2012 to present their new name and expanded mission to the community
 - ii. Dedication speakers will include President Engstrom, Mayor Engen, Dean Good, Deputy Commissioner Cech, and students.
 - iii. Dedication will include student-led department tours and feature food by the Culinary Arts program.
- e. Great Falls College MSU
 - i. In the final stages of selecting a logo that embodies its expanded comprehensive mission
 - ii. Planning a January 31, 2013 dedication focused primarily on celebrating higher education in addition to presenting their new name to the community

- f. Gallatin College MSU
 - i. Reviewing community feedback to guide the final selection of a logo embodying the College's mission
 - ii. Initiating the planning phase for a dedication to unveil the College's name and expanded comprehensive mission to the community
- g. Bitterroot College UM
 - i. Engaged their local brand task force to develop their brand positioning
 - ii. Identifying key partnership outreach strategies in the Bitterroot Valley, including outreach possibilities through the K-12 system, hospitals, and larger area employees such as GlaxoSmithKline and Rocky Mountain Laboratories

2. Statewide Brand

- a. Press
 - i. Aired *Face the State* program on statewide and network TV featuring the expanded mission of Montana's two-year colleges on September 23, 2012; episode was filmed at Helena College with John Cech, Daniel Bingham and a student from City College MSU Billings
 - ii. Deputy Commissioner Cech and the Deans have given additional interviews with journalists and made presentations at civic events that focus on the story of the expanded mission of two-year education in Montana, emphasizing the role of two-year education in workforce development.
- b. Development of Statewide Brand – OCHE and Strategies 360
 - i. Preparing mock-ups of statewide two-year education brand marketing campaign concepts
 - ii. Planning a two-year college web portal

3. Strategic Plans

- a. Strategies 360 is collaborating with College Brain Trust (CBT), a consulting firm hired via the College!NOW grant to assist the Deans with their comprehensive mission expansion plans. Strategies 360 and CBT are working to incorporate rebranding tactics and strategies in each of the individual college's strategic plans, with a focus on areas where partnerships and linkages can facilitate brand messaging opportunities in the community.
- b. Strategies 360 continues to coordinate efforts with each of the seven colleges to develop the statewide brand in parallel with the development of each of their unique brands.