



The University of Montana – Helena

COLLEGE OF TECHNOLOGY



HELENA COLLEGE
University of Montana

As of Monday, its Helena College University of Montana

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July 30, 2012 4:46 pm - As of Monday, there is no such institution as The University of Montana-Helena College of Technology. The new name, Helena College University of Montana, became effective Monday, and the college also launched a new version of its website Monday, complete with new logo and colors. The logo, featuring new college colors orange and gray along with a star, signifying the college's place in the capital city, was unveiled last week. The school also put its new look on a billboard Monday on North Montana Avenue featuring a student with its new theme, "We are Helena College." Other versions of that message will feature other students, stressing diverse backgrounds of the student body. "Our name has changed, but our mission and vision has not," said Daniel Bingham, the college's dean and CEO. The Montana Board of Regents picked the name May 25 following a lengthy discussion period and market research. The re-branding of the system's two-year colleges is part of a greater effort to increase the mission and reach of the colleges. There was dissent about the change within the college community, and even some ridicule. Now, Bingham said, Helena College, which was already ahead of other two-year colleges in the system's College!NOW initiative, is also the first to take on the rebranding effort. Among the seven institutions statewide to get new names, Helena College is the first with a new logo, and it's largely ready to be in place by the time orientation for new students begins August 16. Bingham prefers people just call the institution "Helena College" and end it there, with no use of a dash, the word "the," and certainly no acronyms. Bingham said the school produced drafts of its logo even before the Board of Regents offered guidelines for the new logos. Now, Bingham figures, other schools can learn from Helena College's experience as they reflect their new names and logos. The new names for the two colleges in

Helena College looks beyond new name, eyes growth

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School unveils name, look

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Reintroducing Helena College

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Some changes in life are those we bring upon ourselves. Other changes, perhaps the majority of them, happen all around us, and how we accept and adapt to those changes goes a long way toward whether we're happy and successful.

For many people in Helena, the recently completed name change of our two-year college falls in the latter category. Prior to the decision to change the names of many of the state's two-year colleges as part of a broader branding, marketing and awareness effort, we didn't hear a lot of people complaining about what ours was called. Throughout his several years in charge, Dean Daniel Bingham and his staff worked hard to make UM-Helena the name everyone knew, giving the local college and easy-to-remember moniker and cementing the relationship between our two-year school and the four-year flagship in Missoula.

But once the name change became inevitable, it needed to be embraced, and with this week's unveiling of the official new name — Helena College University of Montana — and logo, it's clear that local leaders will do just that. Despite some early internal gubbling, ours is the first of seven

WE ARE FAMILY



WE ARE

HELENA COLLEGE
University of Montana

www.umhelena.edu



Lexie: mother, veter



WE ARE

your daughters, sons, mothers, fathers, husbands,
wives, veterans, neighbors, and friends.

WE ARE

HELENA COLLEGE
University of Montana



Kooper, welding student, and Lexie, mother, veteran, accounting student

www.umhelena.edu



Almost everyone at Helena College calls upon one of our assistance programs at one time or another. These programs offer responsive, compassionate and professional support for students. We designed them that way. Whatever help you need – academics, accessibility, career choices, financial or personal concerns – we will be here for you.



COMMUNITY

“ My name is Laura and my professors know it. ”



start near **GO FAR**

“ Success is a journey, not a destination. ”

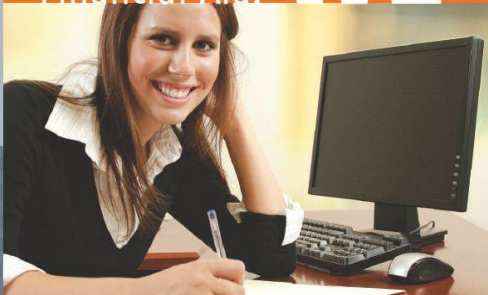
SUCCESS



“ An education here is financially affordable and worth so much more than the cost of tuition. ”

Financial Aid: WE CAN HELP

Degree seeking students receiving financial aid: 77%



Helena College is committed to helping you navigate economic barriers to higher education. Our financial aid office provides information about scholarships, grants and student loans and also assists eligible students to access these programs. Our financial aid specialists truly care about helping you succeed.

The estimated annual cost (based on full-time enrollment of 15 credits) for a Montana resident is \$3,061



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We Are Helena College

Constitution Day 2012

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