



**Meeting of the San Bernardino Community College District Board of Trustees  
Study Session (Brand Identity) Minutes  
District Board Room  
October 26, 2017, 2:00 p.m.**

**Members Present:**

Gloria Macias Harrison, Vice President  
Donna Ferracone, Clerk  
Frank Reyes, Trustee (left at 3:30pm)  
Dr. Donald L. Singer, Trustee (left at 3:50pm)  
Dr. Anne L. Viricel, Trustee  
John Longville, Trustee

**Members Absent:**

Joseph Williams, President

**CALL TO ORDER**

Vice President Harrison called the meeting to order at 2:08pm.

**PUBLIC COMMENTS**

None

**PRESENTATION – CERELL ASSOCIATES**

The Board was assured that the decision to rebrand has not been made. Cerell Associates has been working collegially with different focus groups to get input on what they think of our image. The consistent message being heard is there is a desire to rebrand. The Board participated in an exercise and responded as follows.

Current thoughts about Districtbrand:

- Would like the colleges will be perceived as good, scholastic, club centered institutions where people can go to achieve their goals. Can this college give me what I want to be successful?
- Not cool. Not sold by students or faculty. SBVC is looked at as ghetto.
- We are not thought of as a District. People see the individual components. District is sometimes referred to as San Bernardino Valley College District. District is not trusted by the individual entities.
- Departments in the District don't see themselves as part of the network.
- People don't understand what our District is. Public perception is CHC is the better school and Valley is not as good. Don't know the colleges are connected.
- Public at large does not know the District is associated with the two colleges and entities. We should focus our efforts on how the District is perceived by public officials. Seen as a last choice.
- Internal staff don't recognize they need to have their work coordinated by our District or one of the District entities. SBVC is not safe. CHC doesn't offer enough academic programs.
- Overall look of the district. Nothing that ties everything together. District should be seen as a service provider to employees and someone is paying attention to them and that they care. Answer questions in a timely manner.
- Create a trustworthy brand across all entities.

Current Values associated with the District:

- Unified
- The term "community college" is negative to the public. It's viewed as an inferior option.

What values do you want to be associated with the District?

- Service
- Inland Empire Information and Education
- Educational leadership
- Diversity
- Quality
- Student-centered
- Affordability
- Get a bigger bang for the buck
- Accessibility
- Safe
- Student Advocacy
- Integrity
- Commitment to students and teaching
- Setting up students for success and creating pathways

What services do you want to see associated with the District?

- High quality teaching
- High quality CTE programs at both colleges
- Short-term workforce development
- State-of-the-art
- Aesthetically pleasing campuses
- Accessible. Free use of the transit system.
- Sports
- Vibrant student life
- Arts programs
- KVCR local news source
- Flexible class schedules
- All students to receive a directory/map of the campus with the services available to them
- MOUs and pathways

Audience we should reach:

- High school counselors
- Parents of perspective students
- Community stakeholders
- Non-traditional students
- Middle school and all of K-12 parents/students

Recognizable brands: Harvard, CSUSB, and UC California

The values associated with each:

Harvard

- Wealthy
- White
- Difficult to get in
- Quality
- Elite
- Good connections

- History
- School pride
- Strong alumni network
- Traditional education
- Leadership (world leaders)
- Intellectuals

#### CSUSB

- Easy to get in to
- Fits in the community/serves community well
- Diverse
- Teacher education
- Increasingly expensive to attend
- Comparable to the first two years of community college

#### UC California

- Research
- Tradition
- Traditional education
- Quality
- Increasingly expensive
- Diverse
- Large
- Influential
- Research
- Network of schools are high quality
- More rigor

3 names that you associate with:

#### SBVC

- Plebian
- Affordable
- Accessible
- Active student life
- Strong community involvement
- Police and nursing program
- Unsafe
- Nursing
- Diversity

#### CHC

- Small classes
- Quality education
- Attractive campus
- Fire academy and paramedic
- Beautiful and Cohesive campus
- Great academics
- First responder programs

- Modern
- Beautiful

#### EDCT

- What is that?
- Workforce
- Not for credit
- Workforce development
- Grant oriented
- Training
- Unknown

#### KVCR

- Reaches millions
- Informative
- High potential
- NPS TV
- PBS
- Unique (existence)
- Media

#### SBCCD

- Training
- Technology
- Great
- Affordability
- Community service
- Safe
- Service
- Cohesive

There is high potential for us to increase our enrollment. The work with Cerell will serve as marketing outreach and student outreach. Next steps: Cerell will present findings heard from everyone. There will be an online survey to capture feedback and input from community members, faculty, students, and staff. Phase 2 will address the findings, what to do with it, and do we want to move forward.

#### ADJOURN

The next meeting of the Board: Study Session (College Village and Bond Feasibility Study) November 9, 2017, at 1pm.  
Vice President Harrison adjourned the meeting at 4:06pm.



Donna Ferracone, Clerk  
SBCCD Board of Trustees