



November 14, 2023

## **M E M O R A N D U M**

**TO:** Jim Murdaugh, Ph.D.  
President

**FROM:** Candice Grause  
Vice President for Communications and Chief of Staff

**SUBJECT:** Renaming of Tallahassee Community College

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### **Item Description**

This item requests the Board consider a name and logo change of the College.

### **Overview and Background**

Tallahassee Community College opened in 1966 as 'Tallahassee Junior College'. The name was later changed in 1970 to better reflect its community orientation and involvement. In addition, the College has undergone at least five changes to its primary logo in its 57-year history.

In the fall of 2023, the College added three new baccalaureate degrees in Business Administration, Elementary Education, and Exceptional Student Education in addition to the existing Bachelor of Science in Nursing degree that was added in 2014. With these new upper-level degrees and with nearly 60% of the student body now coming from outside of the service district, the College underwent an extensive process to assess the need for a rebrand to better reflect its evolving institutional status and broadening impact in the state.

### *Rebranding Project*

The College convened a task force in June 2023 comprised of internal representatives from each division of the College, as well as members of the Classified Staff Steering Council, Faculty Senate, Alumni and Friends Association, and Student Government Association. They are responsible for:

- Contracting with a consulting firm for research, identity development and testing, and an implementation plan.
- Preparing recommendations for the District Board of Trustees.
- Implementing the decision of the DBOT.

The consulting firm – Pace Branding and Marketing – was chosen through a competitive bid process in July and August. They are responsible for:

- Providing a report that evaluates TCC's current brand through research, surveys, and focus groups to gain greater knowledge of the current brand's effectiveness, strengths, and challenges to determine if the current brand should remain or be updated.
- Developing and testing a new name and logo, if applicable, that keeps with the College's mission and vision, reflects the already-defined brand position, and helps to improve its position and strength in the market.
- Developing primary logo variations and additional branding for departments and initiatives as a secondary tier that complements the new look and feel.
- Providing a rebrand communications strategy and implementation plan for execution by the task force.

This agenda item is the result of the research conducted by Pace, and their assessment that the College should change its name. They have provided recommendations for consideration, which have been vetted by the President.

**Past Actions by the Board**

None.

**Funding/ Financial Implications**

The College may incur costs related to the name change associated with signage, publications, documentation, advertising, and other related items. These costs are estimated at approximately \$500,000 and will be expended over two fiscal years. \$250,000 has already been earmarked in FY 2024. An additional \$250,000 would be allocated for FY 2025.

**Recommended Action**

Approve the President's recommendation to change the College's name.