DISTRICT-WIDE BRAND IDENTITY TASKFORCE UPDATE

Presented to the Crafton Hills College Academic Senate by Snezana Petrovic and Angel Rodriguez
10/4/2018
### How Many High School Grads from Our Service Area Enroll at SBVC/CHC?

<table>
<thead>
<tr>
<th>Schools in San Bernardino</th>
<th>High School Graduates in 2016-2017</th>
<th>First-time Freshman Enrolled at SBCCCD in 2017-2018</th>
<th>High School Capture Rate 2017-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Gorgonio High School</td>
<td>477</td>
<td>192</td>
<td>40%</td>
</tr>
<tr>
<td>Pacific High School</td>
<td>284</td>
<td>191</td>
<td>67%</td>
</tr>
<tr>
<td>San Bernardino High School</td>
<td>291</td>
<td>128</td>
<td>44%</td>
</tr>
<tr>
<td>Cajon High School</td>
<td>630</td>
<td>192</td>
<td>30%</td>
</tr>
<tr>
<td>San Andreas High School</td>
<td>341</td>
<td>96</td>
<td>28%</td>
</tr>
<tr>
<td>Arroyo Valley High School</td>
<td>525</td>
<td>294</td>
<td>56%</td>
</tr>
<tr>
<td>Sierra High School</td>
<td>257</td>
<td>48</td>
<td>19%</td>
</tr>
<tr>
<td>Middle College High School</td>
<td>79</td>
<td>78</td>
<td>99%</td>
</tr>
<tr>
<td>Aquinas High School (Private)</td>
<td>105</td>
<td>15</td>
<td>14%</td>
</tr>
<tr>
<td>Schools in Rialto</td>
<td>1884</td>
<td>362</td>
<td>22%</td>
</tr>
<tr>
<td>Eisenhower High School</td>
<td>467</td>
<td>101</td>
<td>22%</td>
</tr>
<tr>
<td>Rialto High School</td>
<td>554</td>
<td>108</td>
<td>19%</td>
</tr>
<tr>
<td>Milor Continuation</td>
<td>147</td>
<td>29</td>
<td>20%</td>
</tr>
<tr>
<td>Wilmer Amina Carter</td>
<td>506</td>
<td>124</td>
<td>25%</td>
</tr>
<tr>
<td>School Name</td>
<td>High School Graduates in 2016-2017</td>
<td>First-time Freshman Enrolled at SBCCD in 2017-2018</td>
<td>High School Capture Rate 2017-2018</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td>-----------------------------------</td>
<td>--------------------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>Grove Charter School</td>
<td>29</td>
<td>7</td>
<td>24%</td>
</tr>
<tr>
<td>Orangewood Continuation</td>
<td>89</td>
<td>19</td>
<td>21%</td>
</tr>
<tr>
<td>Redlands East High School</td>
<td>528</td>
<td>91</td>
<td>17%</td>
</tr>
<tr>
<td>Redlands Senior High School</td>
<td>513</td>
<td>94</td>
<td>18%</td>
</tr>
<tr>
<td>Citrus Valley High School</td>
<td>508</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Arrowhead Christian Academy (Private)</td>
<td>85</td>
<td>5</td>
<td>6%</td>
</tr>
<tr>
<td><strong>SCHOOLS IN YUCAIPA</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Valley High School (Continuation)</td>
<td>87</td>
<td>26</td>
<td>30%</td>
</tr>
<tr>
<td>Yucaipa High School</td>
<td>559</td>
<td>170</td>
<td>30%</td>
</tr>
<tr>
<td><strong>SCHOOLS IN OTHER SBCCD CITIES</strong></td>
<td>2958</td>
<td>493</td>
<td>17%</td>
</tr>
<tr>
<td>Colton High School</td>
<td>360</td>
<td>88</td>
<td>24%</td>
</tr>
<tr>
<td>Bloomington High School</td>
<td>454</td>
<td>44</td>
<td>10%</td>
</tr>
<tr>
<td>Grand Terrace High School</td>
<td>503</td>
<td>105</td>
<td>21%</td>
</tr>
<tr>
<td>Beaumont Senior High School</td>
<td>599</td>
<td>142</td>
<td>24%</td>
</tr>
<tr>
<td>Banning High School</td>
<td>207</td>
<td>23</td>
<td>11%</td>
</tr>
<tr>
<td>Fontana High School</td>
<td>462</td>
<td>30</td>
<td>6%</td>
</tr>
<tr>
<td>Rim of the World High School</td>
<td>258</td>
<td>60</td>
<td>23%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>9904</td>
<td>2611</td>
<td>26%</td>
</tr>
</tbody>
</table>
WHERE DO STUDENTS FROM OUR SERVICE AREA ATTEND COLLEGE IF THEY DON’T ATTEND SBCCCD?

FIGURE 2: TOP 10 COLLEGES STUDENTS FROM OUR SERVICE AREA ATTEND IF THEY DON’T ATTEND SBCCCD (COUNTS AND PERCENTS - 2016-2017)

- **Chaffey College**: Count 2920, Percent 38%
- **Riverside C-College**: Count 2244, Percent 29%
- **Mount San Antonio College**: Count 422, Percent 6%
- **Moreno Valley College**: Count 248, Percent 3%
- **Santa Ana College**: Count 190, Percent 2%
- **NORCO College**: Count 168, Percent 2%
- **Cerritos College**: Count 151, Percent 2%
- **RIO HONDO College**: Count 132, Percent 2%
- **Santiago Canyon College**: Count 127, Percent 2%
- **Citrus College**: Count 99, Percent 1%
### FACULTY, STAFF AND STUDENTS WANT US TO RAISE THE PROFILE OF OUR COLLEGES

#### CHC Master Plan 2017-2022

**Strategic Direction 5: Enhance value to the surrounding community.**
- Be recognized as the college of choice in the communities we serve.
- Expand the reputation of Crafton Hills College as an essential partner and valued asset.
- Distinguish Crafton Hills College as a respected resource for local employers and the workplace.

#### SBCCD Master Plan 2017-2022

**Strategic Direction Goal 2: Enrollment and access**
- Enhance the public image of the San Bernardino Community College District (Objective 2.3).
- Assess the District’s public image, develop, and implement a plan on the assessment’s results.
- Increase awareness of San Bernardino Valley College and Crafton Hills College as viable higher education options (Objective 2.4)

#### SBVC Master Plan 2017-2022

**Strategic Direction 3: Partnerships of Strategic Importance**
- Enhance existing and secure new government and community partnerships to increase funding for improving student success and increasing student access (Objective 3.4)
- Enhance SBCCD’s value to the communities it serves.

**Strategic Direction 3: Improve communication, culture and climate**
- Expand and enhance local business and community awareness of the college.
- Build community recognition and networks by capitalizing on the college’s community roots.
WE GOT TO WORK...

District-wide Brand Identity Task Force

- Autumn Blackburn, Student Trustee, SBVC
- Paul Bratulin, SBVC
- Kristy Cooper, KVCR
- Jajuan Dotson, Student Trustee, CHC
- Elijah Gerard, Student Trustee, CHC
- Ashley Gaines, EDCT
- Benjamin Gamboa, CHC
- Rania Hamdy, SBVC
- Donna Hoffmann, CHC
- Celia Huston, SBVC
- Kathryn Jaramillo, SBVC
- Snezana Petrovic, CHC
- Beverly Rapouw, Former SBCCD Student Trustee, CHC
- Angel Rodriguez, SBCCD
- Ginger Sutphin, CHC
- Mary Valdemar, SBVC
- Anne Viricel, SBCCD Trustee
TIMELINE:

**Phase 1: Research and Preliminary Stakeholder Engagement**

**Time frame:** August to December 14, 2017

**Outcome:** SWOT analysis of public perceptions of colleges and brand enhancement recommendations unanimously-approved by the Brand Identity Task Force and presented to the Board of Trustees on December 14, 2017

**Report:**
http://www.sbccd.org/~media/Files/SBCCD/District/Board/Agenda/2017/12-14-17%20Study%20Session.pdf

**Phase 2: Brand Design and Continued Stakeholder Engagement**

**Time frame:** December 14, 2017 to Present

**Focus:** Consistent with the goals of the master plan and using data from SWOT analysis, currently developing brand identity concepts (logos, taglines, key messages) to enhance marketing and reputation of colleges as “interconnected,” “regional” and “award-winning.”
WE LISTENED TO OUR COMMUNITY
(AUGUST 2017 TO PRESENT)

Student Roundtable (SBVC and CHC)

Staff and Faculty Roundtable (Including District Assembly)

Assemblymember
Eloise Reyes

Judith Valles, Former
San Bernardino Mayor

County Supervisor
James Ramos

Yucaipa Councilman
David Avila

Pam Langford
President's Office

Monica Lagos
City Manager's Office

Kaitlin Chell
Gov. & Community Relations
WE LISTENED TO OUR COMMUNITY
(AUGUST 2017 TO PRESENT)

2,875 Number of **community members** (ages 15 to 65) who we reached on Facebook with an invitation to complete our online survey. They live in: Banning, Beaumont, Big Bear, Bloomington, Calimesa, Colton, Crestline, Grand Terrace, Highland, Lake Arrowhead, Loma Linda, Lytle Creek, Moreno Valley, Muscoy, Redlands, Rialto, Riverside, San Bernardino and Yucaipa.

1,551 Number of **faculty and staff** who received an email invitation to complete our online survey.

27 Number of **faculty and staff** who participated in a two-hour, in-person focus group (October 13, 2017)

54 Number of aggregated hours **faculty and staff** gave in-person to share their thoughts on what is working and not working with our district-wide brand.
15 Number of students who participated in-person in a focus group to discuss their perceptions of our brand. (Sept. 15)

30 Number of aggregated hours our students gave to share their opinions.

96 Number of employers and business leaders who received an email invitation to complete our online survey.

37 Number of K-12 leaders who received an email invitation to complete our online survey.

8 Meetings with civic leaders: Assemblymember Eloise Reyes, Supervisor James Ramos, Yucaipa City Manager Ray Casey, Yucaipa City Councilmember David Avila, former San Bernardino Mayor Judith Valles and officials from CSUSB, UC Riverside and San Bernardino City Manager’s Office.

800 Number of online survey responses from students, faculty, staff and community members.
WHAT IS OUR COMMUNITY SAYING?

Research and stakeholder engagement facilitated by Cerrell Associates, Los Angeles-based crisis communications and public affairs consulting firm founded by JFK’s CA campaign advisor.

• “This [brand assessment] is long overdue! The proprietary colleges are taking our students.” – Judith Valles, former San Bernardino Mayor and former SBVC faculty

• 54% are open to changing the name of San Bernardino Community College District

• 46% like “Inland Community College District” given that the service area includes 21 cities and communities and KVCR’s airwaves reach all of Riverside and San Bernardino counties.

• 74% agreed or strongly agreed with the statement, “It is important for my school to be part of a larger network of educational entities.”

• “Dated logo elements. The [visual] tone is incongruent with a high-achieving educational institution”

• “Current materials lack cohesion and brand style. This results in increased investment of time, effort and marketing budget, while reducing effectiveness and trust of the SBCCD district-wide brand.”

• “Media perception of San Bernardino is a challenge”

• “Education is a bright start for this region’s future. SBCCD has the opportunity to be seen as a major player in the landscape of higher education.”
74% of online survey respondents agreed or strongly agreed with the statement, “It is important for my school to be part of a larger network of educational entities.”

Does our current marketing-brand identity reflect that we are interconnected?
THE OPPORTUNITY AHEAD

• **Regional, award-winning colleges:** It’s not enough to tell students to “Enroll Now!” we need to show them why. By positioning ourselves as a family of two award-winning sister colleges and a radio/TV station, students will feel confident this is the right place to access 100s of educational resources to prepare them for success in the workplace. By reminding the public that we serve 21 cities/communities, we capture a larger market share of students.

• **Relevant to today and tomorrow’s students:** Not only do our colleges need new and improved facilities, we also need to refresh our brand communications to increase the number of local high school graduates who attend our colleges.

• **Nearly 100 years young and ready for the future:** When students and our wider community see our refreshed look, we will turn heads, bring attention and create an opportunity to tout everything that is new at our colleges: Guided Pathways to help students graduate faster; a College Promise Program to help students afford college; Dual/Concurrent Enrollment at local high schools; 22 award-winning career training programs; and new 21st century learning facilities (with the passage of Measure CC).
TO REFRESH OUR PUBLIC IMAGE, WE PARTNERED WITH STUDIO HINRICHHS

Kit Hinrichs
Principal and Creative Director
Studio Hinrichs, San Francisco
REINTERPRETING THE ARROWHEAD

A San Bernardino heritage icon, the arrowhead, is used as the visual focal point for the District, connecting each entity with its own individual name and color.
Branded messaging:
• Opportunities.
• Optimistic.
• Open to all.
• On campus and Online
• Original.
• Our community.
• Our students.
• Our future.

Inspiration:
• Emblematic arrowhead icon representing the biggest county in the United States:
  San Bernardino county
Branded messaging:
- Opportunities.
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- Our future.

Inspiration:
- The iconic hills of Crafton Hills College
- Three Peaks Challenge
Award-winning job training

www.craftonhills.edu
Crafton Hills College

HAS CONFERRED UPON

DAVID GLASSIN

HAVING DEMONSTRATED ABILITY BY ORIGINAL RESEARCH IN BIOLOGY
THE DEGREE OF DOCTOR OF PHILOSOPHY WITH ALL THE RIGHTS AND PRIVILEGES THERETO PERTAINING

ISSUED BY THE BOARD OF REGENTS UPON RECOMMENDATION OF THE FACULTY

JUNE 14, 2017

[Signature]
PROVOST

[Signature]
PRESIDENT
Branded messaging:
- Opportunities.
- Optimistic.
- Open to all.
- On campus and Online
- Original.
- Our community.
- Our students.
- Our future.

Inspiration:
- One of SBVC’s original structures, the historic auditorium
- SBVC Foundation logo
- Student government logo
Branded messaging:
• Opportunities.
• Optimistic.
• Open to all.
• On campus and Online
• Original.
• Our community.
• Our students.
• Our future.

Inspiration:
• KVCR is the first PBS affiliate station in sunny Southern California
• KVCR reaches sunny Coachella Valley, Temecula, the High Desert and LA/SB county line
Crafton Hills College

Award-winning job training

www.craftonhills.edu

San Bernardino Valley College

On campus and online.

www.valleycollege.edu

Inland Community College District

Opportunity starts with (in)

www.iccd.edu

Local News for the Inland Empire

npr

KVCR 91.9 FM

PBS

TV Channel 24
Crafton Hills College

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ISSUED BY THE BOARD OF REGENTS UPON RECOMMENDATION OF THE FACULTY

JUNE 14, 2017

Provost

President
To: [Recipient's Name]

May 15th, 2018

Dear [Recipient's Name],

The copy you are now reading is not the actual text to be typeset. It is placed here in bars of the type to be used, so that it will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem important, it actually is. By producing an initial copy, with dummy copy, you can test the initial states of design, one can concentrate on the important elements of design rather than the content of the copy; the leading, the line length, the depth of the copy, and even the With the initial states of design, one can concentrate on the important elements of design rather than the content of the copy; the leading, the line length, the depth of the copy and even the

The copy you are now reading is not the actual text to be typeset. It is placed here to test the size to be used, so that it will resemble a complete job in every respect. For now, its purpose is for size and color only.

Complimentary close

[Your Name]

[Your Position]
Crafton Hills College

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JUNE 14, 2017

Kathy A. Wynn, Provost

Charles M. Vart, President
Embracing our roots and working together to open doors of opportunity for our Inland Empire students