

# DISTRICT-WIDE BRAND IDENTITY TASKFORCE UPDATE

Presented to the Crafton Hills College Academic Senate by  
Snezana Petrovic and Angel Rodriguez  
10/4/2018

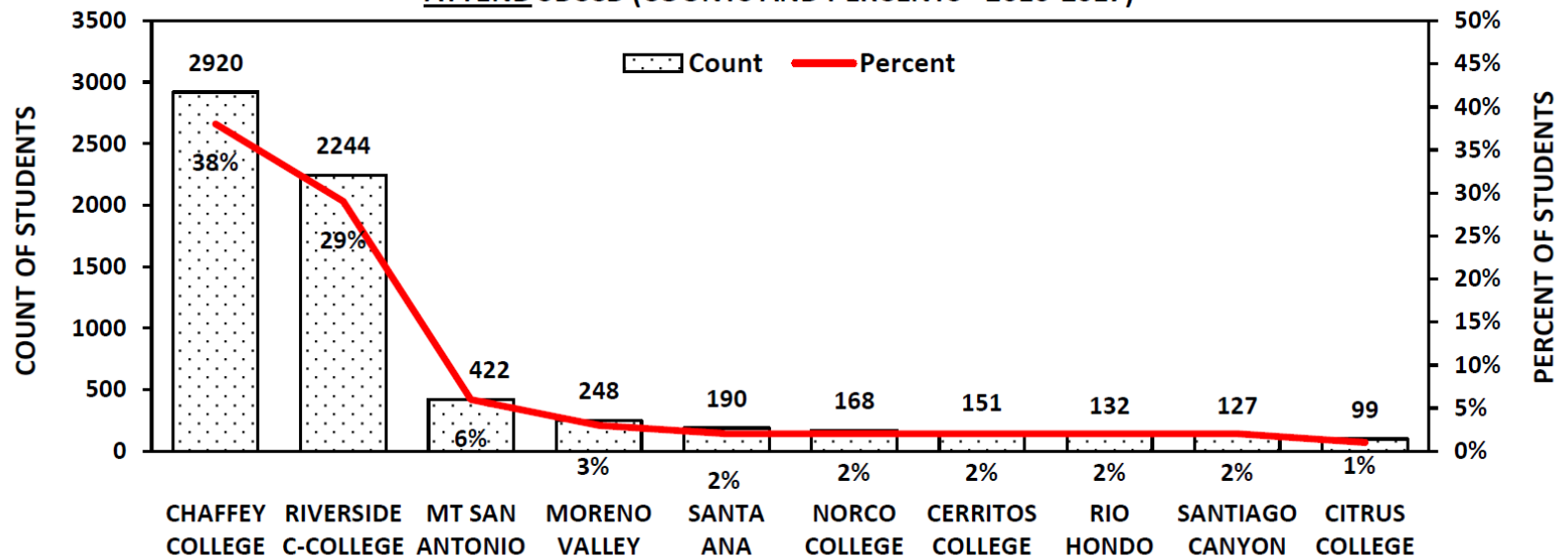
## HOW MANY HIGH SCHOOL GRADS FROM OUR SERVICE AREA ENROLL AT SBVC/CHC?

	<i>High School Graduates in 2016- 2017</i>	<i>First-time Freshman Enrolled at SBCCD in 2017-2018</i>	<i>High School Capture Rate 2017-2018</i>
<i>SCHOOLS IN SAN BERNARDINO</i>	3130	1234	39%
<i>San Geronimo High School</i>	477	192	40%
<i>Pacific High School</i>	284	191	67%
<i>San Bernardino High School</i>	291	128	44%
<i>Cajon High School</i>	630	192	30%
<i>San Andreas High School</i>	341	96	28%
<i>Arroyo Valley High School</i>	525	294	56%
<i>Sierra High School</i>	257	48	19%
<i>Middle College High School</i>	79	78	99%
<i>Aquinas High School (Private)</i>	105	15	14%
<i>SCHOOLS IN RIALTO</i>	1884	362	22%
<i>Eisenhower High School</i>	467	101	22%
<i>Rialto High School</i>	554	108	19%
<i>Milnor Continuation</i>	147	29	20%
<i>Wilmer Amina Carter</i>	506	124	25%

	<i>High School Graduates in 2016-2017</i>	<i>First-time Freshman Enrolled at SBCCD in 2017-2018</i>	<i>High School Capture Rate 2017-2018</i>
<i>SCHOOLS IN REDLANDS</i>	1847	316	18%
<i>Grove Charter School</i>	29	7	24%
<i>Orangewood Continuation</i>	89	19	21%
<i>Redlands East High School</i>	528	91	17%
<i>Redlands Senior High School</i>	513	94	18%
<i>Citrus Valley High School</i>	508	100	20%
<i>Arrowhead Christian Academy (Private)</i>	85	5	6%
<i>SCHOOLS IN YUCAIPA</i>	674	196	30%
<i>Green Valley High School (Continuation)</i>	87	26	30%
<i>Yucaipa High School</i>	559	170	30%
<i>SCHOOLS IN OTHER SBCCD CITIES</i>	2958	493	17%
<i>Colton High School</i>	360	88	24%
<i>Bloomington High School</i>	454	44	10%
<i>Grand Terrace High School</i>	503	106	21%
<i>Beaumont Senior High School</i>	599	142	24%
<i>Banning High School</i>	207	23	11%
<i>Fontana High School</i>	462	30	6%
<i>Rim of the World High School</i>	258	60	23%
<i>TOTAL</i>	9904	2611	26%

# WHERE DO STUDENTS FROM OUR SERVICE AREA ATTEND COLLEGE IF THEY DON'T ATTEND SBCCD?

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



# 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.

## SBVC Master Plan 2017-2022

### **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.

## 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)

### **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.

# 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



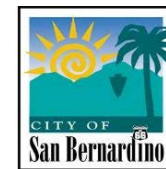
County Supervisor  
James Ramos



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.



CRAFTON HILLS COLLEGE | SAN BERNARDINO VALLEY COLLEGE | KVCR 91.9 FM TV-24



San Bernardino  
Economic Development  
and Corporate Training



Accelerator





San Bernardino  
**Valley College**



THE OFFICIAL ATHLETIC WEBSITE OF  
**SAN BERNARDINO  
VALLEY COLLEGE**







# 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.”



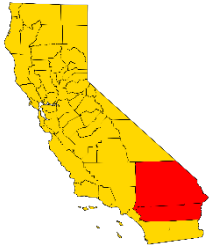
**74%** of online survey respondents agreed or strongly agreed with the statement, **“It is important for my school to be part of a larger network of educational entities.”**

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 21<sup>st</sup> century learning facilities (with the passage of Measure CC).

# TO REFRESH OUR PUBLIC IMAGE, WE PARTNERED WITH STUDIO HINRICHS



*Kit Hinrichs  
Principal and Creative Director  
Studio Hinrichs, San Francisco*



SAN DIEGO  
COMMUNITY COLLEGE  
DISTRICT

SAN DIEGO  
CITY COLLEGE

SAN DIEGO  
MESA COLLEGE

SAN DIEGO  
MIRAMAR  
COLLEGE

SAN DIEGO  
CONTINUING  
EDUCATION



## 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



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Inspiration:

- The iconic hills of  
Crafton Hills College
- Three Peaks Challenge



Crafton Hills College

**Award-winning job training**

● [www.craftonhills.edu](http://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

*Allegra A. Williamson*  
PROVOST



*Charles M. Vint*  
PRESIDENT



Branded messaging:

- Opportunities.
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- Open to all.
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- 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:

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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









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PROVOST



  
PRESIDENT



SAN  
BERNARDINO  
VALLEY  
COLLEGE



INLAND  
COMMUNITY  
COLLEGE  
DISTRICT



CRAFTON  
HILLS  
COLLEGE



EMPIRE  
NETWORK  
KVCR  
91.9 FM | TV 24





Kit Hinrichs  
Studio Hinrichs  
86 Graham Street, Suite 120  
San Francisco, CA

May 15th, 2018

Dear Kit,

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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 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 in lieu 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

Complimentary close

*Angel Rodriguez*

Angel Rodriguez

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District Director  
**Angel Rodriguez**  
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Kit Hinrichs  
Studio Hinrichs  
86 Graham Street, Suite 120  
San Francisco, CA







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JUNE 14, 2017

*William A. Wimmer*  
PROVOST



*Charles M. Vent*  
PRESIDENT





INLAND  
COMMUNITY  
COLLEGE  
DISTRICT

# Embracing our roots and working together to open doors of opportunity for our Inland Empire students



Identity 1

Identity 2

Identity 3

Identity 4