

**RESOLUTION
OF THE
MONTANA BOARD OF REGENTS**

**Relating to the Rebranding of the
Montana University System Great Falls College of Technology
June 28, 2012**

WHEREAS, the Montana Board of Regents of Higher Education has adopted a mission for its colleges of technology and two-year programs to provide a comprehensive, accessible, responsive, student-centered learning environment that facilitates and supports the achievement of individuals' professional and personal goals and enhances the development of Montana's citizens, communities and economy; and

WHEREAS, the Board of Regents has voted to extend the comprehensive two-year education mission to the five colleges of technology in Billings, Butte, Great Falls, Helena, and Missoula, and the two-year programs in Bozeman and Hamilton; and

WHEREAS the State of Montana's colleges of technology and two-year programs of higher education are now focused on their expanded comprehensive mission to:

- Expand university transfer Associate Degree options;
- Continue efforts to provide workforce development opportunities;
- Create new adult friendly access points which better serve working adults who have families;
- Respond to the lifelong learning needs of communities (through short term classes, workshops, online options, and seminars);and
- Foster positive community development; and

WHEREAS, the leaders of the colleges of technology and two-year programs of higher education, with significant guidance from their students, faculty, alumni, community leaders, business and industry partners, and prospective students, have crafted strategies to expand their comprehensive missions; and

WHEREAS, the names, mission, and public awareness (herein the "brands") associated with the terms "College of Technology" and "College Program" do not accurately reflect the breadth and depth of the comprehensive two-year education mission; and

WHEREAS, new brands must communicate a different and enhanced value proposition for students, community, and the affiliated university, as well as a new message that reflects the evolution of the institution's offerings, goals, and values; and

WHEREAS changed names are part of the rebranding process and the result of a significant amount of research and input from over 2,000 community and campus stakeholders, including:

- Independent, qualitative research representing the insights of focus groups in each community, student surveys, and broadly distributed community surveys;
- Well-attended and dynamic listening sessions hosted by the Commissioner of Higher Education, with the involvement of regents, deans, students, faculty, staff, and community members and leaders;
- A statewide, two-year education rebranding and renaming summit involving faculty, staff, students and community members; and
- Numerous presentations on the campuses and to community, business and service organizations; and

WHEREAS, the Board of Regents voted unanimously on March 2, 2012 to approve a new naming framework for the colleges of technology and two-year programs to better reflect the two-year college mission, which adopts an order of *Place, Mission, Affiliation*; and

WHEREAS, each college of technology and two-year program engaged in its own process to determine the final *Place* identifier for its college or program name;

WHEREAS, on May 25, 2012, the Board of Regents approved the new names for 6 of the 7 MUS colleges of technology and two-year programs, deferring only the decision on the proposed name for the MSU Great Falls College of Technology, which was the subject of concerns raised by the University of Great Falls(UGF), after which the Board convened a task force of six persons, plus a facilitator and a note-taker, on June 13-14, 2012 for the purpose of discussing items of mutual interest concerning the rebranding and renaming of the MSU Great Falls COT. The concerns of UGF were considered by the task force and a report was provided on June 19, 2012; and

WHEREAS, the Board of Regents, having carefully considered the above factors, has determined to change the name of the MSU Great Falls College of Technology to better reflect the full extent of their expanded, comprehensive mission.

NOW, THEREFORE, BE IT RESOLVED that the Board of Regents of Higher Education:

1. Adopts the following name for the MSU Great Falls College of Technology as part of the rebranding process:

Great Falls College Montana State University (Great Falls College MSU).

Each name will be registered with the U.S. Patent and Trademark office using both short acronym versions and fully spelled out versions.

2. Directs the Commissioner of Higher Education to coordinate with the campus to undertake the effort to implement the rebranding process for the MSU Great Falls College of Technology. The implementation effort shall be completed no later than June 30, 2013, when all use of the previous college names will cease. The implementation effort should include, to the extent possible, the development of a locally led task force dedicated to creating a final logo, brand guidelines, and a roll-out strategy for each new name and brand.

THE BOARD OF REGENTS, having considered the above Resolution in a regularly scheduled, properly noticed meeting of the Board of Regents held on June 28, 2012, adopted said Resolution by the following votes:

Regents voting in favor were: Regent Angela McLean, Chair
Regents Joe Thiel, Paul Tuss, Jeff Kraus

Regents voting against were: Regent Pat Williams

CERTIFIED BY:


Clayton T. Christian
Commissioner of Higher Education
Secretary of Board of Regents

6-28-2012
Date