

May 24-25, 2012

ITEM 155-106-R0512

Resolution Relating to the Rebranding of the Montana University System Colleges of Technology and Two-Year Programs

THAT

The Board of Regents of Higher Education hereby adopts names presented at the May 2012 Board of Regents' meeting for the colleges of technology at Billings, Butte, Great Falls, Helena, and Missoula and two-year programs at Bozeman and Hamilton of the Montana University System in accordance with a Resolution adopted by the Board. The Board directs the Commissioner of Higher Education to coordinate a locally led effort to implement a rebranding process for the said colleges of technology and two-year programs. The implementation effort shall be completed no later than June 30, 2013.

EXPLANATION

The Board of Regents has adopted a comprehensive two-year 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.

Through extensive research and community input, the Board has determined that the names "College of Technology" and "Two-Year Program" do not accurately reflect the breadth and depth of the expanded two-year mission, and the Board has authorized an effort to rename the two-year colleges and programs to more accurately reflect their mission, place and affiliation.

The process of developing specific names for the two-year colleges and programs has been ongoing since May of 2011 when the Board approved the comprehensive two-year mission statement. At its March 2, 2012 meeting, the Board approved a framework for renaming these two-year colleges and programs as follows: *place*, followed by *mission* (as defined by the word "college"), followed by *university affiliation*.

The mission expansion and renaming process has been collaborative, involving a mission expansion steering committee, 14 statewide community listening sessions, multiple system-wide meetings (including a state-wide, two-year education rebranding and renaming summit involving faculty, staff, students and community members), statewide prospective student focus group research, input from online student and community surveys, and public presentations to college faculty, staff, students and community leaders. Feedback has been received from over 2,000 persons. Community members, students, faculty and staff have had multiple opportunities to be part of the rebranding discussion and to offer input. Additionally, each campus engaged in its own process to determine the final *place* identifier for its college or program.

ATTACHMENTS

- Attachment 1 – Resolution of the Montana Board of Regents Relating to the Rebranding of the Montana University System Colleges of Technology and Two-Year Programs
- Attachment 2 – Campus Naming Process summaries.