Statewide Two-Year Education Rebranding Status
Update from Deputy Commissioner John Cech and Strategies 360
Montana Board of Regents Meeting November 15-16, 2012

1. Updates on Local Name and Brand Rollouts
   a. Helena College UM
      i. Initiated a marketing campaign to communicate the new brand and
         comprehensive mission of the college in the summer of 2012
      ii. Raising Helena College’s profile by fostering community relationships with
          the K-12 school system, as well as local, state, and regional businesses
   b. Highlands College of Montana Tech
      i. Presented their new name to the community at an official dedication on
         September 10, 2012 that was attended by 250-300 people and included:
         students of Highlands College; representatives from the Board of Regents,
         OCHE, and the Governor’s Office; representatives from Montana Tech and
         Highlands College faculty and staff; and dignitaries from the City and County
         of Butte-Silver Bow
      ii. Continues to highlight the expanded comprehensive mission through
          community outreach projects such as automobile checks for seniors (older
          adults) and single parents
   c. City College MSU Billings
      i. Held a naming ceremony on October 24, 2012 to present the new name to
         the community
      ii. Ceremony speakers included Governor Schweitzer, Regent Buchanan, Dean
          Riley, Chancellor Groseth, Deputy Commissioner Cech, City College
          students, and alumni; Governor Schweitzer complemented his speech with a
          memorable branding performance.
      iii. Ceremony was attended by representation from local business and industry,
           including: the mayor; county commissioner; several key business leaders;
           engaged neighbors; and local and regional school district personnel,
           including outstanding participation from students. The ceremony generated
           excitement and excellent press with media in the Billings area and statewide.
   d. Missoula College UM
      i. Planning a dedication for November 14, 2012 to present their new name and
         expanded mission to the community
      ii. Dedication speakers will include President Engstrom, Mayor Engen, Dean
          Good, Deputy Commissioner Cech, and students.
      iii. Dedication will include student-led department tours and feature food by the
           Culinary Arts program.
   e. Great Falls College MSU
      i. In the final stages of selecting a logo that embodies its expanded
         comprehensive mission
      ii. Planning a January 31, 2013 dedication focused primarily on celebrating
          higher education in addition to presenting their new name to the community
f. Gallatin College MSU
   i. Reviewing community feedback to guide the final selection of a logo embodying the College’s mission
   ii. Initiating the planning phase for a dedication to unveil the College’s name and expanded comprehensive mission to the community

g. Bitterroot College UM
   i. Engaged their local brand task force to develop their brand positioning
   ii. Identifying key partnership outreach strategies in the Bitterroot Valley, including outreach possibilities through the K-12 system, hospitals, and larger area employees such as GlaxoSmithKline and Rocky Mountain Laboratories

2. Statewide Brand
   a. Press
      i. Aired *Face the State* program on statewide and network TV featuring the expanded mission of Montana's two-year colleges on September 23, 2012; episode was filmed at Helena College with John Cech, Daniel Bingham and a student from City College MSU Billings
      ii. Deputy Commissioner Cech and the Deans have given additional interviews with journalists and made presentations at civic events that focus on the story of the expanded mission of two-year education in Montana, emphasizing the role of two-year education in workforce development.

   b. Development of Statewide Brand – OCHE and Strategies 360
      i. Preparing mock-ups of statewide two-year education brand marketing campaign concepts
      ii. Planning a two-year college web portal

3. Strategic Plans
   a. Strategies 360 is collaborating with College Brain Trust (CBT), a consulting firm hired via the College!NOW grant to assist the Deans with their comprehensive mission expansion plans. Strategies 360 and CBT are working to incorporate rebranding tactics and strategies in each of the individual college’s strategic plans, with a focus on areas where partnerships and linkages can facilitate brand messaging opportunities in the community.
   b. Strategies 360 continues to coordinate efforts with each of the seven colleges to develop the statewide brand in parallel with the development of each of their unique brands.