



The Peninsula's Community College

Thomas Nelson Community College

College and Facility Names Survey

College and Facilities Name Task Force

February 3, 2021

Survey Overview



The Peninsula's Community College

Purpose

To hear from Thomas Nelson stakeholders and constituency groups regarding their perspectives and opinions on renaming the College and its buildings

Audience

As broad and inclusive as possible (students, alumni, employees, retirees, board members, business and industry leaders, education leaders, community leaders, and the entire service area community)

Distribution

- Launched on December 11, 2020 as part of a webpage dedicated to work on the name of the College and its buildings, and kept open through January 16, 2021
- Advertised in Town Halls and other events, emailed to all major stakeholder groups, and included in employee and student newsletters

Level of Response

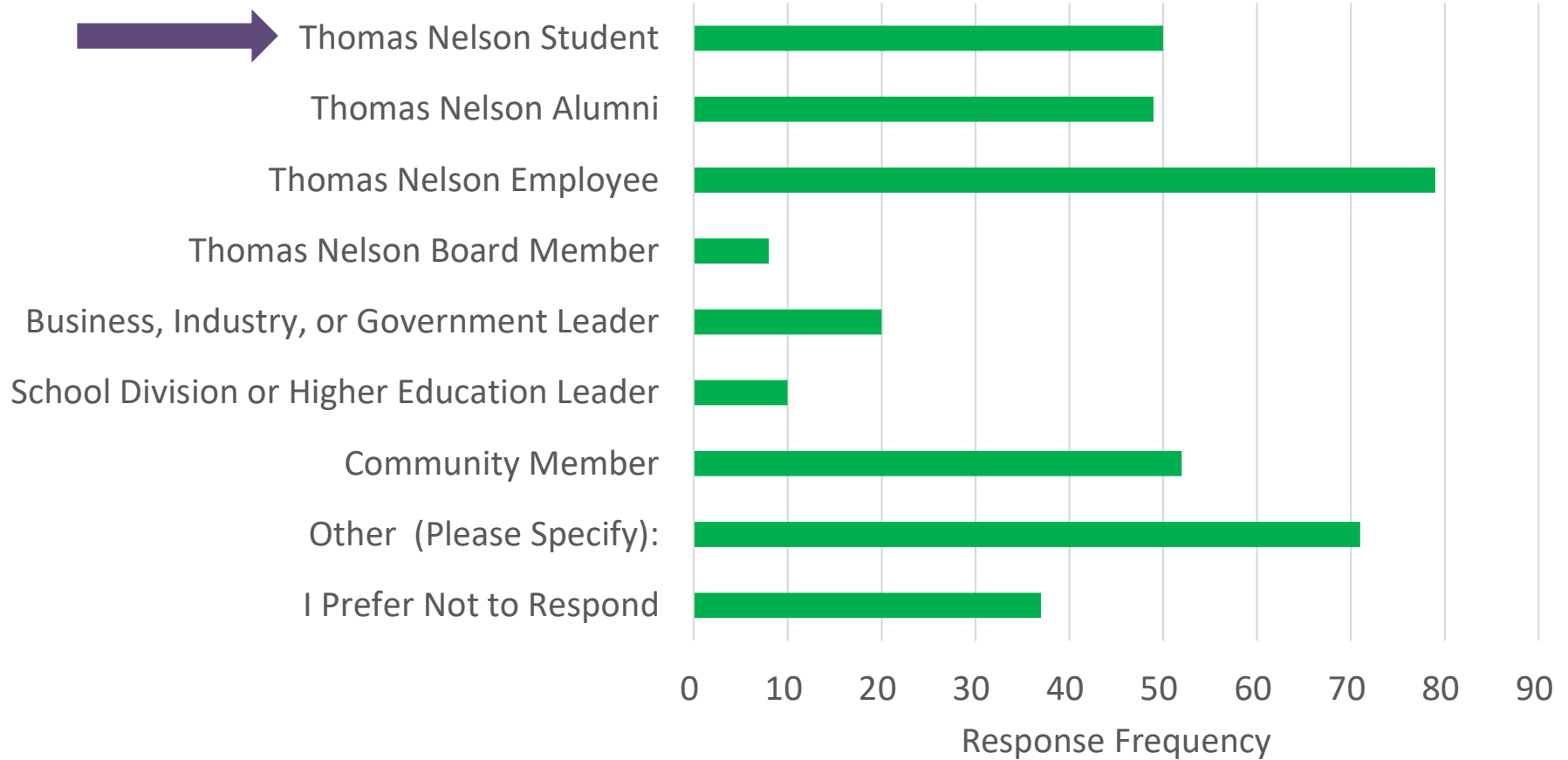
376 total responses

Respondent Profile



The Peninsula's Community College

Please indicate your affiliation with Thomas Nelson Community College



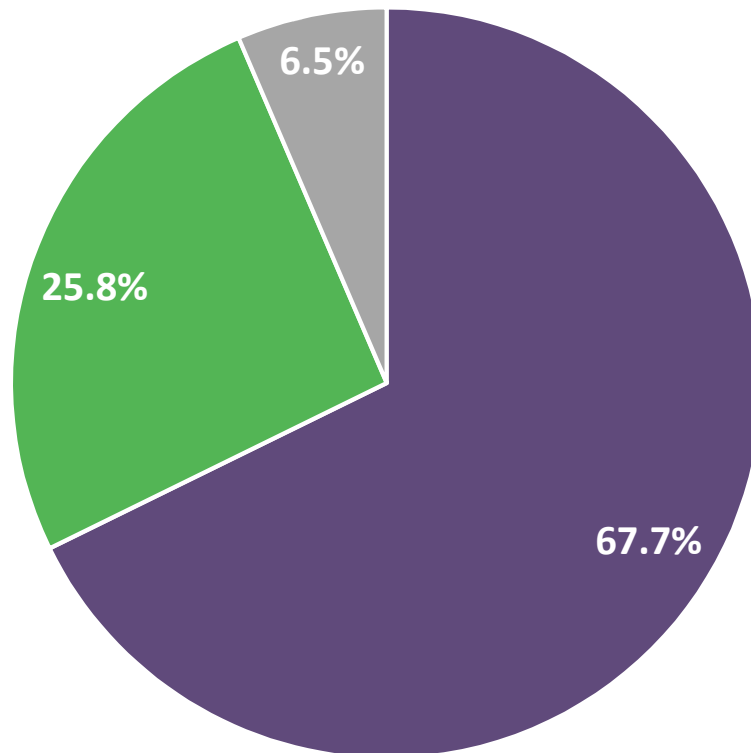
Naming of the College

All Respondents (N=376)



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Given this history, please select below your preference with regard to the naming of the College



- The name of the College should remain the same
- The name of the College should be changed
- Unsure / Need more information

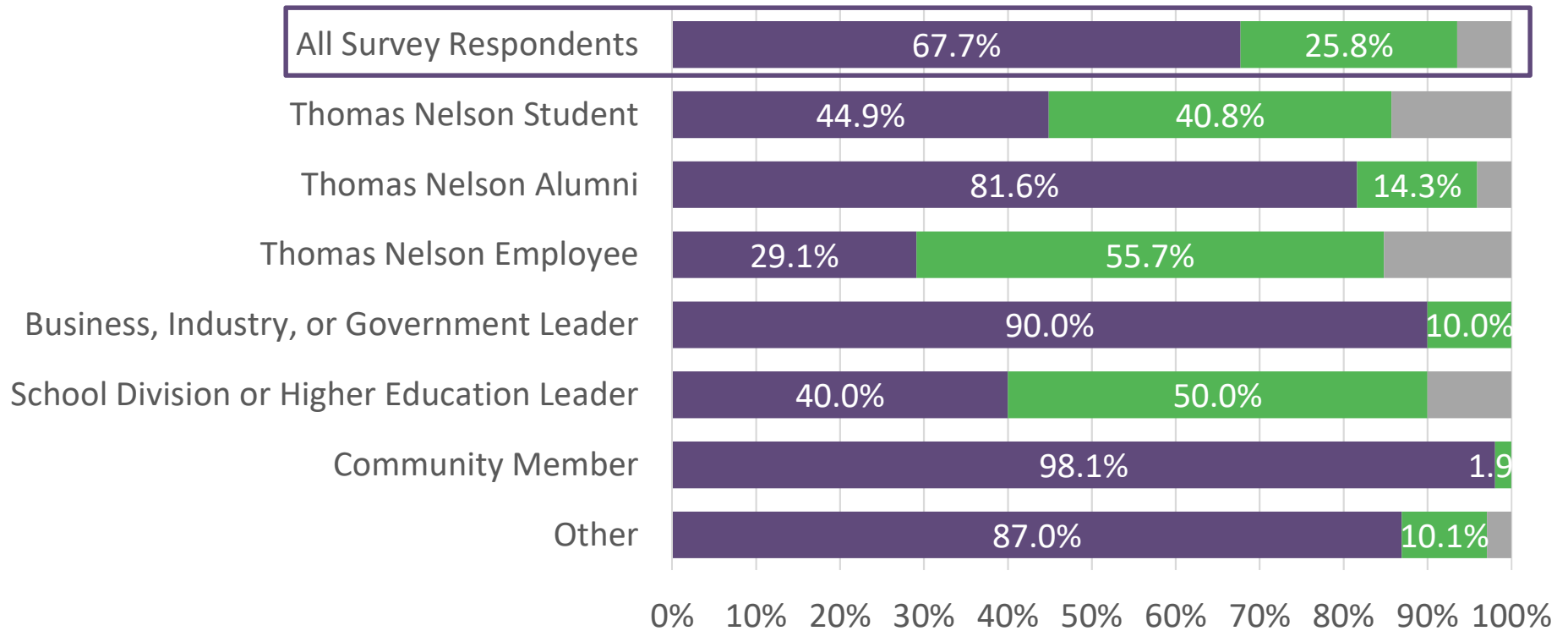
Naming of the College

By Respondent Affiliation



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Given this history, please select below your preference with regard to the naming of the College



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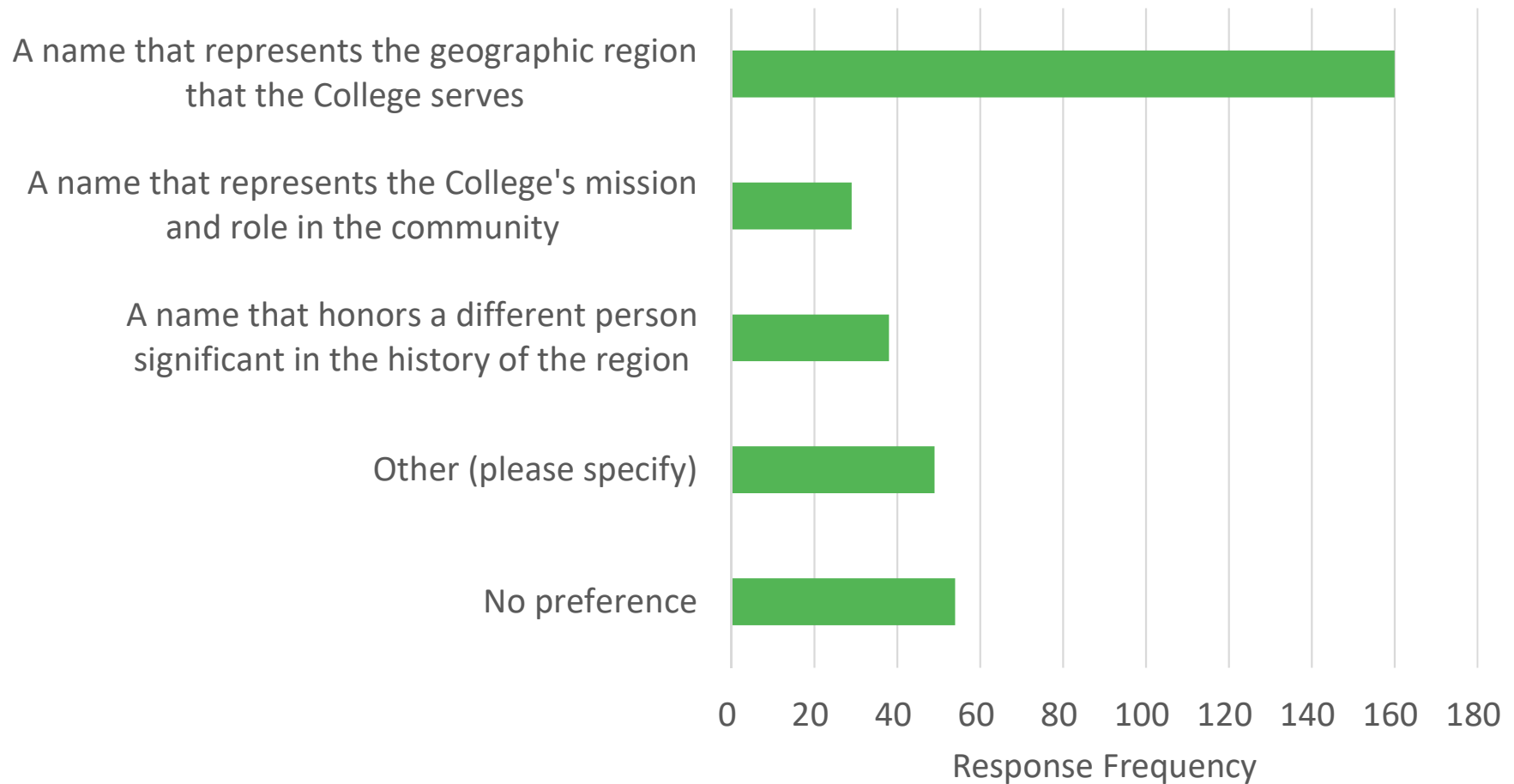
Renaming Options

All Respondents (N=376)



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If Thomas Nelson Community College were to be renamed, which of the following would be your preference?



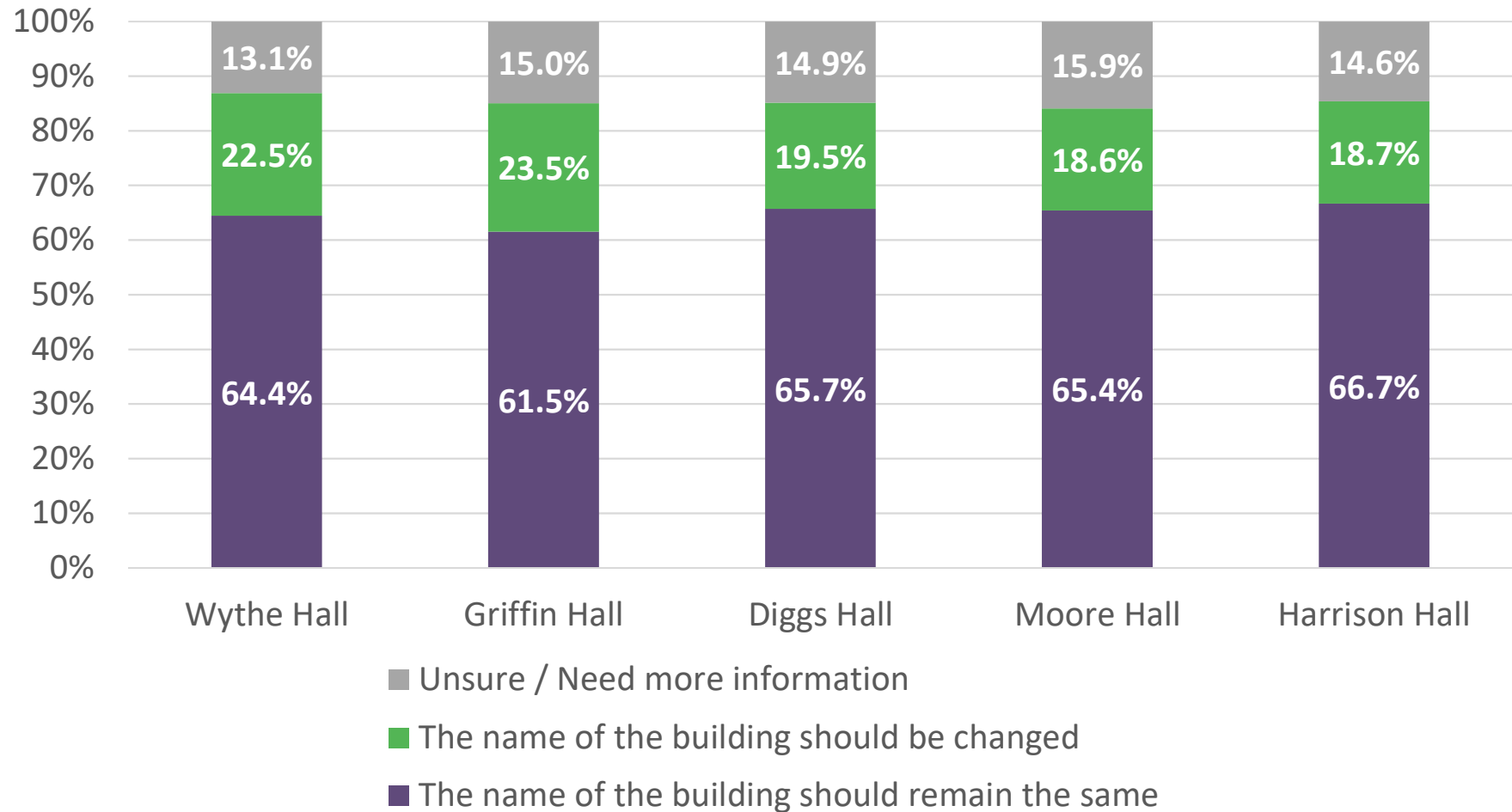
Naming of Hampton Campus Buildings

All Respondents (N=376)



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Given this information, please select below your preference with regard to the naming of each building



Summary



The Peninsula's Community College

Naming of the College

- Overall, the majority of those who responded to the survey (67.7%) would like the College to retain the name Thomas Nelson Community College. Responses varied considerably among respondent groups.
- The most popular option for a new name, if one were to be chosen, is one that represents the geographic area that the College serves.

Naming of Hampton Campus Buildings

- Overall, survey responses regarding the names of the five Hampton Campus buildings closely mirrored the responses for the name of the College. Depending on the specific building, between 61.5% and 66.7% of respondents felt the name should remain the same.

Additional Feedback from Students

- Given the limited response from current Thomas Nelson students, an additional survey is currently being conducted. Those results will be available soon and will be reported on separately for Committee consideration.



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