

INSTITUTIONAL IDENTITY PROGRAM

For

Thomas Nelson Community College

GOAL 1: Establish a consistent theme in promoting the college that is broad enough to encompass all elements of the mission while still creating a distinctive institutional character.

Rationale

After reviewing various research studies and perceptions about the college, the committee decided that we should stress three components in our promotions: quality, diversity, and concern. We feel that these are distinctive features of the college, that they fairly represent TNCC (i.e., we can back them up), and that they are attractive to the community.

Quality. Everything we do reflects a commitment to quality. The facilities are well maintained, the laboratories are well equipped, faculty are well prepared in their various disciplines, etc. Ultimately, nothing is more crucial to the college than the community's perception that Thomas Nelson is committed to quality. It is therefore imperative that all of our publications, advertisements, and displays reflect this commitment to quality.

Diversity. Diversity is a hallmark of community colleges in general and of Thomas Nelson in particular. Our mission encompasses occupational/technical preparation, college transfer, developmental studies, continuing education, and community services. We have a variety of course scheduling options, off-campus locations, and class presentation formats. The student body, however, may provide the best reflection of our diversity. Our students cut across all demographic classifications, and have diverse goals, talents, abilities, and needs. Essentially, the diversity of the institution reflects our commitment to serving this diverse student body.

Concern. Thomas Nelson shows concern for its students and their success. This is reflected in a variety of ways. The faculty are committed to teaching. They are accessible, friendly, and caring. Classes are small and encourage interaction. Support services are comprehensive and readily available. The whole college is designed to promote student growth and success.

Strategy

As a body, our publications, advertisements, and displays should all reflect these themes. Commitment to quality can be reflected through careful attention to design, format, language, and style. Photographs, art work, and language should be crisp and clean. Everything we present to the public should be distinctive and appealing and have a look that reflects a commitment to high standards.

Diversity can be achieved in two ways. General interest publications, mass appeals, and displays should depict the variety of students and programs. This is not to say that all programs need to be listed; but rather, that photographs and artwork should be chosen which illustrate the range of offerings and services and show a variety of students. This also does not imply that we would eliminate publications geared to special interest groups or promoting a specific program. These types of promotions taken as a body would show the diversity of our offerings.

The atmosphere of caring and concern can also be depicted through careful use of photographs and language. Well-composed pictures which show students in small groups interacting closely with faculty can portray this concern through example. Verbal references to special support services, commitment to learning, etc., can further reinforce this impression.

Suggested Campaign

As an example of how such a program could be implemented, we would suggest a series of advertisements showing faculty members from various disciplines working in very close contact with students (e.g., in the middle of a room during a lecture/discussion, demonstrating a laboratory project to a group). The copy for the advertisements would give the faculty member's name and discipline, and contain a carefully worded quote speaking to his philosophy of education. The use of the name and quote should help reinforce the idea that at TNCC you actually get to know the faculty. The quote can also show the commitment to learning and to quality. This format would be readily adaptable to campaigns featuring staff members or students as well.

GOAL 2: Establish a distinctive phrase to reinforce the desired image of the college. The words should be simple and appealing enough to be noticed and flexible enough to support a variety of uses.

Rationale

The committee feels that most successful advertising campaigns use a recurring phrase which sticks in the consumer's mind and thus aids recognition and retention (e.g., Coke is it, The pride is back).

Strategy

We recommend adoption of the phrase "Personal Commitments to Excellence." We feel that this captures the three themes characteristic of TNCC. The words "personal" and "commitments" connote concern. "Personal" and the use of the plural in commitments reinforce the diversity. Excellence, of course, addresses the theme of quality.

We also feel that the phrase will nicely reinforce the suggested advertising campaign depicting the individual faculty members and presenting their philosophies of education.

GOAL 3: Establish a visual identity that is distinctive, easily associated with the college, adaptable to a variety of media, and consistent with the themes developed for the semantic identification.

Rationale

A logo increases recognition and can be very important in establishing first impressions. It should help establish an institution's character.

Strategy

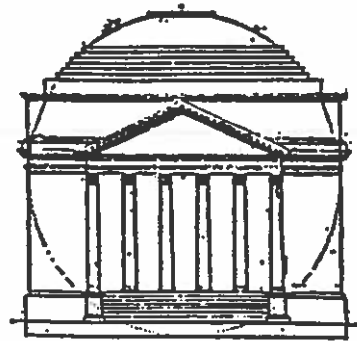
We recommend that the college adopt for its logo a stylized rendering of the circle of flags. This is easily the most distinctive feature of the campus. It also reflects a cooperative effort of the faculty, administration, students, and community (personal commitments). The 13 flags represent diversity. They also show a sense of history, but the time capsule in the center of the display puts the focus clearly on the future. A stylized, modern rendering further enhances the confident orientation toward the future. In addition, flags themselves connote pride and movement. The circle-of-flags logo can be used with the Thomas Nelson Community college signature currently used on publications. We feel that this signature is appealing and distinctive without being intrusive. The typeface is modern enough to connote an innovative institution. Also, it is light enough to give the impression of concern and caring.

IMPLICATIONS FOR INTERNAL MARKETING

We feel that this identity program also provides an excellent opportunity for internal marketing at the college. The advertising campaign would directly involve a number of faculty in promoting the college. In the process, they would examine their philosophy of teaching and reinforce their commitment. Featuring faculty members in the advertisements would show that we appreciate their efforts and are proud of their contributions. The process also could stimulate other faculty members to examine their commitment.

The use of the circle of flags as a logo also points to a source of pride for the entire college community. Since they were installed ten years ago to commemorate the country's bicentennial, they can represent a re-dedication to the spirit that originally inspired them.

Examples of use of distinctive architectural feature incorporated as stylized renderings in visual identity:



University of Virginia