

Moving forward

A new brand name
for the Business and
Industry Training
Department



Scope of renaming: 2 options

- Brand renaming for B&I *services*
- Organizational renaming
- **Scope will depend on college's preferences**

Why a new name?

- Current name is dated
- “Business and Industry” doesn’t reflect our full service community
- Current name doesn’t reflect all our services
- A memorable, marketing-oriented name will help to develop business outside our core customer base
- Create a model for other departments/services within CEWD division

Background

- 1999-2000: suggestions and discussion
 - Marketing and Communications suggests renaming
 - Discussions left unresolved at time of leadership change
 - Temporary name “Business and Industry Training and Consulting Services” used for video and WOSU ads
- Late 2001: Institutional Advancement proposes creating new materials and re-naming
 - Budgets funds to develop new materials with Burkholder-Flint
 - Contacts B&I leadership to move forward

Background

- Project delegated to B&I strategic marketing committee in January 2002
 - Committee was already looking at marketing issues
 - Committee modifies existing plan to take advantage of this opportunity
- **New name proposed to management in June 2002**

What went into the new name: B&I's requirements

- Appeal to current mix of customers
- Room to grow
- Not just training
- Keep ties with Columbus State
- Distinguish contract training from CSCC degree programs

Burkholder-Flint's response and proposal for the new name

- A new brand name helps merchandise the service
- The goal is to move away from a generic name (Business and Industry), and move to a “name you own”
- Tonality of the name and design needs to be wise, smart, forward-thinking—and compatible with the CSCC logo and community mission

Recommendation: NextLevel

- Tagline: Business Training that Works
 - delivers the CSCC brand promise of “we'll start where you need us to and help you move to a productive future”

Next steps

- Decide on scope of renaming effort
- Obtain approvals for re-naming
- Develop new materials
 - Stationery, envelopes, sales folders
 - Interactive CD-ROM
- Introduce the new name
 - New ads in Business First magazine
 - Direct mail campaign to introduce new identity



Thank you!

