



# **NOCCCD**

## **Community Awareness Program Communication Guide**

for

**Cypress College**

**Fullerton College**

**School of Continuing Education**

and

**North Orange County Community College District**

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# More Information:

Please contact your campus Public Information Officer or the District Director, Public Affairs for more information.

# From Our District-wide Strategic Plan

**North Orange County Community College District**  
**Approved by Board of Trustees, June 2006**

## **Our Vision:**

"Our college community is the celebrated choice of diverse learners shaping the future."

## **Our Mission:**

"The mission of the North Orange County Community College District is to serve and enrich our communities and inspire life-long learning by providing education that is exemplary, relevant, and accessible."

## **Our Values:**

- **Service** – We contribute to a vital and prosperous community through our educational and training services.
- **Excellence** – We offer excellence and joy in teaching and learning.
- **Success** – We nurture student success for the attainment of life-long learning goals.
- **Adaptability** – We respond to the changing needs of our communities in a global environment through continuous improvement and innovation.
- **Professionalism** – We hold high standards for our faculty and staff and cultivate an environment in which staff development and other continuing education are valued and promoted.
- **Stewardship** – We uphold the responsibility for public trust of our mission and resources.
- **Respect** – We cultivate an atmosphere of courtesy, civility, and acceptance.
- **Inclusiveness** – We welcome and respect the diverse backgrounds and beliefs of our students, faculty, and staff, and the many communities we serve.

## **Our Focus Areas:**

- **Innovation & Relevancy for All Learners** – To enhance student success . . . the District will maintain a culture of innovation and relevancy and provide comprehensive programs and services at an individual level.
- **Intra-District & Community Collaboration** – To enhance student success . . . programs on each NOCCCD campus will be maximized through inclusive collaborations among people within the District and among people in the District and the communities it serves.
- **Effective & Efficient Use of Resources** – To enhance student success . . . necessary resources will be attained and allocated on a results-oriented basis that fulfills the District's vision, mission, values, and focus areas.

# From Our Community Awareness Program

## **North Orange County Community College District Presented to the Board of Trustees, July 2007**

The Strategic plan emphasis recognizes a changing landscape and heightened role for marketing in higher education. The “Field of Dreams” no longer exists, at least the way it did earlier. No longer is it just a matter of: “Build it, and they will come.” Many options exist for today’s students, and their paths to college campuses are not always direct ones anymore.

Many new societal and marketplace forces are at play. They include a change in the college student profile, new challenges in reaching prospective students, and greater competition from other higher education entities.

# Building Our Brand

Our brand is built on our everyday actions. Each day, our brand is shaped by the *quality* of the programs and services we provide. Each day, our brand is shaped further by the *manner* in which we present these programs and services.

Our logos and messages serve as symbols of our brand. They help enhance “brand awareness” in the minds of our students and other community members. Used frequently and consistently in a strategic brand program, these logos and messages can enhance “positive brand awareness.”

**The NOCCCD Community Awareness Program has been carefully developed on philosophies that a good brand:**

- **Distinguishes** – A good brand sets an organization apart from others.
- **Celebrates** – A good brand represents an organization’s accomplishments, the fulfilled expectations of the community it serves.
- **Inspires** – A good brand represents an organization’s aspirations, what more it strives to be as it seeks continual improvement.
- **Encompasses** and **Endures** – A good brand says different things to different people of different ages and through different times.

## This Guide

This Communication Guide is a resource for the NOCCCD community to use in implementing a focused and positive brand awareness for Cypress College, Fullerton College, the School of Continuing Education, and, ultimately, the District.

# Our Brand Statements

Extensive research was conducted throughout the District and out into the community to determine what existing opinions are in order to develop good, effective brand statements that will do all of the things that good brands do: distinguish, celebrate, inspire, encompass, and endure!

This research in our Community Awareness Program accentuated the reality that the two colleges and continuing education program in our District are distinct entities and, therefore, each would be served best with their own brands. At the same time, we knew it was important for each brand statement to be similarly constructed so that all of the statements would work together and, ultimately, culminate into a District brand.

This was not an easy balancing and connecting act, which accentuates the uniqueness of our brand statement “package.” Used frequently and consistently throughout our District, according to this Communication Guide, our unique and cohesive package certainly will become strongly associated with us and set us apart further. This has become increasingly important in our ultra-fragmented communities where educational organizations such as ours no longer enjoy the central focus and recognition they did just a decade or so ago.

## Cypress College:

Minds. Motivated.	When communicating to students and other community members.
Motivating Minds.	When communicating to faculty and other staff members.
Motivate Your Mind.	When communicating directly with students or prospective students as in a “call to action.”

## School of Continuing Education:

Change. Cultivated.	When communicating to students and other community members.
Cultivating Change.	When communicating to faculty and other staff members.
Cultivate Change.	When communicating directly with students or prospective students as in a “call to action.”

# Our Brand Statements (Cont'd)

## Fullerton College:

Excellence. Elevated.	When communicating to students and other community members.
Elevating Excellence.	When communicating to faculty and other staff members.
Elevate Excellence.	When communicating directly with students or prospective students as in a "call to action."

## NOCCCD:

Greatness. Achieved.	When communicating to students and other community members.
Achieving Greatness.	When communicating to faculty and other staff members.
Achieve Greatness.	When communicating directly with students or prospective students as in a "call to action."

# Our Brand Values

Frequency, frequency, frequency. It is a basic concept in communications that is important to repeat! The more people hear something, the more likely they are to internalize it and be impacted by it. This makes it important for us to repeat our brand statements – as well as our brand values – throughout our various communications.

Below, the brand statements for each campus and the District have been repeated, followed by the major brand values for each. All of the District's values, set forth in the District-wide Strategic Plan by our Board of Trustees, also are evident to varying degrees in these brand values. The use of these brand values – in these or different phrasings – are encouraged throughout all campus and District communications, especially in marketing and media communications.

## **Cypress College: "Minds. Motivated."**

- Invent Your Future
- Generate Possibilities
- Take the Next Step

## **School of Continuing Education: "Change. Cultivated."**

- It Is Always Possible
- This Is the Right Place for You
- Expect Success

## **Fullerton College: "Excellence. Elevated."**

- Get a Quality Education
- Anticipate Success
- Attend a "Real" College

## **NOCCCD: "Greatness. Achieved."**

- Invent Your Future
- It Is Always Possible
- Get a Quality Education



# Our Overview Paragraphs

Paragraphs have been created for each of our campuses and the District for easy and ready use in marketing and media communications. Our brand values have been incorporated into these para-

graphs to increase the frequency of this important information throughout our communications.

## **Cypress College: “Minds. Motivated.”**

Cypress College has motivated the minds of students since 1966. For nearly a half-million people — including actors, athletes, doctors, executives, mechanics, nurses, and teachers — Cypress College has been a springboard to their dreams. For some, Cypress College is the ticket into their university of choice and for others it provides essential training for a rewarding career. Just one Cypress College class is often all it takes to provide cutting-edge skills that lead to a promotion or a new job. Cypress College — Minds. Motivated.

Cypress College’s 14,000 students and the highly qualified teaching faculty are proud of the many excellent academic and vocational programs. Cypress College offers 58 university-transfer majors, 141 career-certificate programs, and degrees in 51 areas of study. Michael J. Kasler is the president.

## **School of Continuing Education: “Change. Cultivated.”**

A member of the North Orange County Community College District (NOCCCD), which also includes Cypress and Fullerton Colleges, the School of Continuing Education has been cultivating change in the lives of our community members for nearly 80 years with a wide range of educational programs and services from high school completion, English-language acquisition, vocational training, and self-development courses. SCE serves 67,000 students annually, ranging from preschoolers to seniors, at three campus locations in Anaheim, Cypress, and Wilshire (Fullerton) as well as 160 off-campus locations. Accredited by the Western Association of Schools and Colleges and part of the California Community College System, all SCE courses are approved by the State of California. NOCCCD’s School of Continuing Education — Change. Cultivated.

## **Fullerton College: “Excellence. Elevated.”**

Fullerton College offers its students a comprehensive academic experience, in a real college setting. We are committed to quality education in all areas of study, ranging from transfer-level courses to career certificate programs. These programs, coupled with our full complement of student support services and excellent faculty virtually ensure student success. Fullerton College — Excellence. Elevated.

## **NOCCCD: “Greatness. Achieved.”**

Two of the state’s premiere colleges and most extensive continuing education program combine to provide the quality educational programming of the North Orange County Community College District (NOCCCD). Nearly 70,000 students enroll each term at Cypress College, Fullerton College, and the School of Continuing Education. College students are able to shape their futures in programs leading to associate degrees, vocational certificates, and transfer opportunities. Life-long learning also is possible in continuing education programs that range from high school completion and basic skills mastery through an array of vocational training and self-development courses. The NOCCCD campuses serve an area of over one million diverse people – each pursuing their own, unique ambitions. The NOCCCD – Greatness. Achieved.

### **Our College Programs in General:**

Cypress College and Fullerton College offer associate degrees, vocational certificates, and transfer education as well as developmental instruction and a broad array of specialized training.

### **Our Continuing Education Program in General:**

The School of Continuing Education offers a variety of academic, training, and enrichment opportunities, including: high school completion, basic skills mastery, vocational certificates, and self-development courses.

# Our Graphic Standards – Individual Treatments

Use of logos and brand statements should follow the graphic standards established jointly by the District and campuses and shown in the ***individual treatments*** on the next pages.

Each of these logo/brand treatments is only to be used by the individual entity it represents. For example, only the District will use the District logo/brand treatment; the individual campuses will not use this treatment.

However, there are a few exceptions in which a special group treatment, representing the entire District, will be used by all of the entities. These exceptions and the special treatment are presented on page 16.

## District Logo & Brand Statement –

for use in District marketing/media communications



NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT

*Greatness. Achieved.*



PMS 302



C100 M43 Y12 K56



PMS 425



C38 M28 Y21 K63



PMS 109



C0 M10 Y100 K0

### Typeface Font:

Myriad

### Incorrect Usage of Logos:



NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT  
*Greatness. Achieved.*



NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT  
*Greatness. Achieved.*

## Cypress College Logo & Brand Statement –

for use in Cypress College marketing/media communications



PMS 281



C100 M72 Y0 K32



PMS 116



C0 M16 Y100 K0

**Typeface Font:**  
Trebuchet

### Incorrect Usage of Logos:



## Fullerton College Logo & Brand –

for use in Fullerton College marketing/media communications



**Fullerton College**

*Excellence. Elevated.*



**Fullerton College**

*Excellence. Elevated.*



PMS 541



C100 M57 Y0 K38



PMS 873 (Gold ink)



C30 M30 Y60 K10



PMS 116



C0 M16 Y100 K0

### Typeface Font:

Myriad, Myriad Pro

### Incorrect Usage of Logos:



**Fullerton College**

*Excellence. Elevated.*



**Fullerton College**

*Excellence. Elevated.*



**Fullerton College**

*Excellence. Elevated.*



**Fullerton College**

*Excellence. Elevated.*

## School of Continuing Education Logo & Brand Statement –

for use in School of Continuing Education marketing/media communications



PMS 3435



C 100 M 0 Y 81 K 66



PMS 876

(Copper ink)



C 14 M 50 Y 55 K 41

### Typeface Font:

Myriad

### Incorrect Usage of Logos:



# Our Graphic Standards – Special Group Treatments

There are a few exceptions in which a ***special group treatment***, representing the entire District, will be used by all of the campuses.

These exceptions for the campuses are identified below as opportunities for each entity to recognize and promote the others. The District will have additional opportunities to use this special group treatment as well.

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## District Logo & Brand Statement –

for use, in only the following exceptions:

- Annual reports
- Course catalogs
- Course schedules, including short schedules (such as the Fullerton “eight-fold” mailer)
- Websites, except in cases where District policy may restrict



NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT

*Greatness. Achieved.*

**CYPRESS COLLEGE** *Minds. Motivated.*

**SCHOOL OF CONTINUING EDUCATION** *Change. Cultivated.*

**FULLERTON COLLEGE** *Excellence. Elevated.*



# Other Important Guidelines

The following important guidelines – although not part of the Community Awareness Program – are provided here to make this Communication Guide a comprehensive resource for marketing and media communications in our District.

These guidelines have been established so that the District complies with state and federal laws. Therefore, it is important that these guidelines be followed carefully.

## **Use of District Non-Discrimination Statement**

The following Non-Discrimination Statement should be published in the **class schedules** and **college catalogs** of Cypress College, Fullerton College, and the School of Continuing Education:

It is the policy of the North Orange County Community College District to provide an educational, employment, and business environment in which no person shall be unlawfully subjected to discrimination or sexual harassment, nor unlawfully denied full and equal access to the benefits of District programs or activities on the basis of ethnic group identification, national origin, religion, age, gender, race, color, ancestry, sexual orientation, marital status, or physical or mental disability as defined and prohibited by state and federal statutes. Any student who engages in unlawful discrimination or sexual harassment in violation of this policy will be subject to disciplinary action, which may include suspension or expulsion.

Students who believe they have been subjected to unlawful discrimination, including sexual harassment, or who seek information regarding the District's Unlawful Discrimination Policy, should contact the Office of the District Director of Human Resources at 714-808-4818.

The following person is designated by the North Orange County Community College District as the Responsible Officer/Section 504/Title IX Coordinator for receiving and coordinating the investigation of all unlawful discrimination complaints filed pursuant to section 59328 of Title 5 of the California Code of Regulations, and for coordinating compliance with section 504 of the Rehabilitation Act of 1973, Title II of the Americans with Disabilities Act of 1990, Title IX of the Education Amendments of 1992, and response to discrimination complaints related thereto:

Name: Jeffrey O. Horsley  
Position: Vice Chancellor, Human Resources  
Address: 1830 W. Romneya Drive, Anaheim, CA 92801-1819  
Telephone: 714-808-4822

In the past, the District and campuses have followed the practice of including a shortened version of the Non-Discrimination Statement in other marketing and information materials that are widely distributed to the general public beyond the campuses or District offices. This practice of including a shortened version of the Non-Discrimination Statement in other materials has been discontinued. (As an exception, District Human Resources may deem it necessary or appropriate to include a shortened statement in materials that it produces to communicate with employees or prospective employees.)

### **Use of Board of Trustees' Names & Photos**

The list of Board of Trustees members' names should be published in the following materials:

- Class Schedules (including condensed or summary versions)
- College Catalogs
- Academic & Training Options Brochure
- Reports to the Community
- Annual Reports
- Planning Reports
- Websites

The practice of publishing Board of Trustees members' names in other publications has been discontinued.

To comply with the Regulations of the Fair Political Practices Commission, the names of the Board of Trustee members should appear in the same type size, typeface, type color, and location. The following offices of the members may be designated: President, Vice President, and Secretary. However, there should be no other attempts to make one or more members stand out from the others.

The list of Board of Trustees members' names and officers – which is subject to change near the end of each calendar year – may be obtained from District Printing & Design (714-808-4600) or District Public Affairs (714-808-4831).

The Fair Political Practices Commission prohibits the use of Board of Trustees members' photos in mass mailing publications. Any other requests to feature Board of Trustees members' photos in publications, whether printed or electronic, should be directed to District Public Affairs (714-808-4831) well in advance of publication deadlines for a determination of appropriateness.