

SOUTH TEXAS COLLEGE
Board Work Session
Tuesday, June 27, 2023 @ 4:00 p.m.
Ann Richards Administration Building A
Conference Room A 142
Pecan Campus, McAllen, Texas

AGENDA

“At anytime during the course of this meeting, the Board of Trustees may retire to Executive Session under Texas Government Code 551.071(2) to confer with its legal counsel on any subject matter on this agenda in which the duty of the attorney to the Board of Trustees under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code. Further, at anytime during the course of this meeting, the Board of Trustees may retire to Executive Session to deliberate on any subject slated for discussion at this meeting, as may be permitted under one or more of the exceptions to the Open Meetings Act set forth in Title 5, Subtitle A, Chapter 551, Subchapter D of the Texas Government Code. At this meeting, the Board of Trustees may deliberate on and take any action deemed appropriate by the Board of Trustees on the following subjects:”

- I. Call Meeting to Order**
- II. Determination of Quorum**
- III. Workshop Presentation**
 - 1. Rebranding from the Paws Up

Rebranding from the Paws Up

South Texas College is in the final stages of a year-long rebranding project with the final piece of the puzzle – a new logo redesign – ready to be unveiled.

From the beginning, with leadership's support, the goal for the PR and Marketing team was: To design a logo mark that honors the past but evolves our brand forward in a mature and unique way that will resonate with our students and stakeholders while still differentiating STC from other institutions of higher education.

The Creative Services Team has spent the past year researching, holding branding workshops, defining STC brand values and finally designing logo concepts that best represent South Texas College and its vision for its future.

Recently, seeking feedback, the Creative Services team under the leadership of Executive Director Lynda Lopez and Creative Art Director Adam McGrath partnered with Institutional Research, Effectiveness, and Strategic Planning Department led by Dean Fernando Chapa and conducted focus groups comprised of students, faculty and staff representing every campus and every division of the College.

During the focus group sessions, the Marketing team introduced three highly anticipated logo concepts to participants from all six campuses, which included faculty, staff, administrators, Faculty Senate, and Student Government Association. Dr. Chapa and the research team facilitated the focus group discussions with participants to solicit objective and honest feedback on the three proposed logos from participants. Surveys were also administered to the focus group participants. Feedback was collected and analyzed by the research team.

Administration will review the proposed logo concepts with trustees, and will present the results gathered from focus group discussions and surveys. The trustees will be asked to provide feedback to help administration finalize a formal presentation for Board approval in July 2023 to allow for the development of marketing materials and a formal campaign launch for Fall 2023.

No formal action by the Board of Trustees is requested at this time.