

Bristol Community College today unveiled a new logo and reaffirmed its dedication to creating a “college-going culture” in the region.

“Many times the people who live in our communities don’t think that the college education is within reach. But we want them to know that you can attend college without racking up student debt right here at Bristol Community College.”

Laura L. Douglas, Ph.D., President, Bristol Community College

AUGUST 30, 2018 –Bristol Community College has unveiled its new logo and a reimagined brand identity that better represents the high-quality education and exceptional student experience offered at the college. For the first time in the college’s history, the new logo will emphasize the name of the college, *Bristol*, rather than its three-letter acronym, *BCC*. The logo has a more “collegiate” feel and will transition to a darker, more modern green with an accent color called Bristol gray. The college also announced that the new identity marks a new era in the community college’s history that reaffirms Bristol’s dedication to creating a “college-going culture” in the region.

“First and foremost, we are a community college here to serve the educational needs and further the economic development of Bristol County. Through innovative curriculum and a top-rated education, we are also one of the leading higher education resources in Massachusetts,” said President Laura L. Douglas, Ph.D., Bristol Community College, who joined the college in July 2017. “When we create a college-going culture in our region, where students graduate and assume good jobs, we change lives for the better. Our new brand reaffirms this commitment to the community.”

Bristol is significantly more affordable than four-year institutions and offers the same curriculum and quality education—meaning students can get the same education without racking up the student debt. It is also a comfortable place for adults who wish to begin or go back to college. Welcoming students from a wide variety of socioeconomic, cultural and educational backgrounds, the college provides a full range of associate degree and certificate programs. The college is also on the forefront of new industry and technology in the region. In 2017, Bristol received a \$4.4 million grant from Massachusetts Life Sciences Center to accelerate innovative life sciences education and, most recently, leads the nation’s educational training for jobs related to offshore wind.

“We live in a place where mills, manufacturing, construction and fishing have provided jobs for decades. A place where many jobs did not require a college degree. But the mills and factories of yesterday have gone away. Manufacturing has changed, and so have other local industries. As our economy shifts and technology plays a major role in all we do, we need to raise the level of education in our region and prepare our community for new jobs that will lead us to greater prosperity,” President Douglas said. “Many times the people who live in our communities don’t think that the college education is within reach. But we want them to know that you can attend college without racking up student debt. And for those adults who are preparing for college, we offer a high school equivalency program, English as a second language courses and credit for work experience.”

What's in a logo?

According to Joyce Brennan, Vice President of College Communications, the new brand and logo bring to the forefront the transition that has been taking place at community colleges in Massachusetts and across the country.

“There is a strong misconception that the community college education is somehow not on par with four-year universities,” she said. In partnership with Brandigo, a Massachusetts-based brand strategy agency, the college determined its strength is the unique educational experience offered at Bristol – one that is more affordable, tailored to their needs with greater support services built in. There are also endless opportunities that may lead directly into the job force or transfer to a four-year university. In addition, many times the instructors at the community college are also employed by four-year universities in the same community.

“The new logo announces that there is a transformation taking place. The design clarifies who we are and signifies the collegiate experience that Bristol students receive. We know that some people will always refer to us as BCC. What is important to us is that everyone, no matter where they live, understands who we are and what we have to offer. Our online programs have been rapidly growing and we serve 20 towns throughout southeastern Massachusetts. Our brand must be clear, modern and represent the top-quality education every Bristol graduate receives. We are ‘one college’ with locations in Attleboro, Fall River, New Bedford, Taunton and online. It does not matter where you choose to go, you will receive the same, quality education.”

College Communications held more than 20 focus groups with faculty, staff, alumni, donors, current students and potential students this past spring with overwhelming positive response to the new logo prototypes, but what stood out the most, according to Brennan, was the excitement around elevating the community college's overall perception.

Robert Rezendes has worked at the college for more than 20 years and now serves as the **Dean of the Taunton Center**. “I have seen the college go through many changes and know that now is the time to reinforce our commitment to the community. Launching the new brand helps build internal morale and reinforces the great work being done by our faculty and staff at all locations, every day. The college is well-positioned to be at the forefront of national trends in education at all of our locations and we are dedicated to growing the Taunton Center by building community partnerships and strong academic programming.”

Rodney Clark, the Dean of the Attleboro Campus, said that he hopes the new brand will make greater Attleboro residents know that there is a vibrant campus conveniently located in their town and that they do not need to travel to get an affordable education. “The Attleboro campus offers a full-array of courses, day and evening and has a unique collaboration with Bridgewater State University, who occupies the second floor of the campus. Bristol graduates can complete a bachelor's degree, earn a credit certificate or take university-level courses without leaving the Attleboro campus.”

Anthony Ucci, Associate Vice President for Academic Affairs and Interim Dean of the New Bedford Campus, has served as a leader spearheading innovative curriculum for the college including offshore wind programming. “It is a new day for community colleges. The jobs that are growing at a rapid rate are what we call middle-skill jobs. They do not require the education and training of a four-year degree, but they do require the type of education and training offered at Bristol. Our campus in downtown New Bedford is seeing significant growth due to its convenient location and top-quality curriculum.”

Students share in excitement of the new brand

Sara Hincapie, of Taunton, is an engineering transfer student and serves as the Student Trustee on the Bristol Community College Board of Trustees. She is thrilled that the college is launching a new brand. “I ranked 13th in my class and was encouraged to apply to many expensive four-year universities. It was after I visited Bristol for the first time that I fell in love with the college. I tell students who rank high in high school and are considering Bristol to follow their heart. They will get the same college experience and save so much,” said Hincapie who traveled to NASA’s Langley Research Center in Virginia as part of the NASA Community College Aerospace Scholars project.

Virginia Cruz, of Fall River, is a mother of two who wanted to expand her career options. This past year, she participated in Bristol’s Weekend Fast-Track program and earned her associate degree in business in 12 months. She was surprised that more people aren’t taking advantage of having a community college right in their backyard. “I knew I need an associate degree to move up in my career. Working a full-time job with a family made it feel impossible. Bristol Community College is 10 minutes from my house and I took some of my courses online. I knew I had to work hard, but there was always a light at the end of the tunnel. It was the perfect fit!”

During the coming months, the college will be updating the signs around its five locations and launching Brand Central, a one-stop-shop for all new brand materials. The fall semester begins classes on September 4. Anyone interested in attending the college should visit the newly updated website for more information at bristolcc.edu.

About Bristol Community College

Bristol Community College is a leading resource for education and workforce development in Southeastern Massachusetts. Bristol has locations in Fall River, Attleboro, New Bedford, and Taunton, along with flexible online offerings that lead to an associate degree, a career ready certificate, or the ability to seamlessly transfer to baccalaureate colleges throughout the state and country. The college’s Center for Workforce and Community Education provides customized training for businesses and the community including healthcare, workforce and sustainable initiatives, and corporate services. The Bristol Community College Foundation, a nonprofit organization utilizing community donations and partnerships, supports the college’s mission to meet the lifelong educational needs of the community. For more information, visit bristolcc.edu

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