

**BROOME COMMUNITY COLLEGE  
BOARD OF TRUSTEES  
SPECIAL MEETING  
May 23, 2013**

**Official  
MINUTES**

**TRUSTEES PRESENT** Timothy Grippen, James Orband, George Akel, Angelo Mastrangelo, Anthony Paniccia, Margaret Coffey, Nancy LaBare, Aishia Mortenson, Marc Newman, Nicholas Serafini

**TRUSTEES ABSENT:** None

**ALSO PRESENT:** Dr. Kevin E. Drumm, Debbie Morello, Robert Behnke, Patricia O'Day

**Chairperson Grippen called the meeting to order at 7:40 a.m.**

**1.0 Action Items**

**1.1 Recommend Approval of Resolution Changing the Name of Broome Community College**

Broome Community College has been considering changing its name. The College spent the last year talking with stakeholders including partners at the State and County level, alumni, community leaders, employees, students and others to gain their input and secured the services of KOR a nationally recognized marketing and branding firm to research and study this concept, and assist in the transition process. The College has reviewed all of the feedback from its stakeholders and is now ready to make a recommendation to the Board of Trustees. It was recommended that the Board of Trustees approves the resolution proposing that Broome Community College change its name to SUNY Broome Community College, which will take place in approximation to the academic year 2013-14.

Dr. Drumm explained that he spoke with Dona Bulluck of SUNY and by SUNY regulation we must have community college in our formal name as well as the sponsor in our formal name.

The formal name must be SUNY Broome Community College.

We can use a shorthand name that must include the sponsor. We would need to create a protocol as to when and how we use the shorthand name. But on transcripts we would use the formal name of SUNY Broome Community College. The rubric of how we use SUNY Broome will be more complicated.

We would like to roll out the new name with the grand opening of the Natural Science Center which is September 26<sup>th</sup> at 10 a.m. so the signage becomes an issue to have it ready for the ground breaking.

Trustee Orband asked for an estimate on how much it will cost to change the name for signage and everything. Dr. Drumm responded that Mr. Phil Testa has the cost. Some of the signage can be relatively inexpensively modified.

Chairperson Grippen stated that the resolution will be that the College will become SUNY Broome Community College.

Dr. Drumm stated that this will be the fifth name change in the College's history.

Trustee Serafini asked if the signage will be SUNY Broome in larger font and in smaller font Community College. Dr. Drumm responded yes that's how it will be.

Trustee LaBare asked if the Board of Trustees will be involved in the marketing of the new name. Dr. Drumm stated that for some of the major items such as the sign in front of campus the Board could be involved in it.

Trustee Mastrangelo stated that he doesn't think the signage in front of campus is an issue and doesn't have to have community college on it. But the communication and advertising outside of the area is critical to maintain the fact that we are still the same school because the new name SUNY Broome is confusing. Dr. Drumm stated that the market research shows that the SUNY Brand resonates outside the area, outside the state and outside the country and as we move forward we need to include both SUNY Broome and SUNY Broome Community College frequently and we have been doing that already. Trustee LaBare agrees that the SUNY brand does have a good reputation. Trustee LaBare agrees with Trustee Mastrangelo that we need to be cautious as we move forward.

Trustee Akel thanked Trustee LaBare for bringing the Boards attention to the fact that "community college" needed to be included the formal name of the College.

**Chairperson Grippen called for a motion to un-table Action Item 1.1**

**Trustee Mortenson made a motion to un-table Action Item 1.1, Trustee Akel seconded the motion and it was unanimously approved.**

**Chairperson Grippen called for a motion to adopt Action Item 1.1, changing the name of Broome Community College to SUNY Broome Community College**

**Trustee Orband made a motion to approve Action Item 1.1, Trustee Serafini seconded the motion and it was unanimously approved.**

**Chairperson Grippen called for a motion to adjourn**

**Trustee Akel made a motion to adjourn. Trustee Paniccia seconded the motion and it was unanimously approved.**

**The meeting adjourned at 8:01 a.m.**

