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Committee of the Whole

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Board Meeting Date: November 5, 2015

Proposed Minute Order #: 71-15(c)

Proposed By: Jeff L. Kilgore, Vice Chancellor & Chief Marketing Officer

Subject: Policy for Ownership, Use of Texas State Technical College Name, Marks, Logos, and Brand Management

Background: On May 8, 2014, by Minute Order #32-14(c), the TSTC Board of Regents approved the concept and implementation of a single accreditation for the Texas State Technical College System effectively merging its four colleges into a single entity. This effort has come to be called “Single Accreditation” or abbreviated as “SA.” The TSTC Board of Regents subsequently ratified and accepted the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) June 11, 2015 approval of TSTC’s Single Accreditation Prospectus on June 25, 2015 via Minute Order #27-15(c). Single Accreditation requires that TSTC migrate some of its heretofore local and often dissimilar practices to a unified statewide level. This minute order effects such a change.

Justification: Under Single Accreditation, this reviewed/revised policy establishes the primary purpose of Integrated Marketing to strategically manage the TSTC brand, to coordinate statewide marketing and communication efforts, and to ensure all campus locations adhere to this Statewide Operating Standard.

Additional Information: A Statewide Operating Standard (GA 1.13)) provides the operating requirements that support the policy statement describing composition, activities, and responsibilities of Ownership Use of Texas State Technical College Name, Marks, Logos and Brand Management.

Fiscal Implications: None

Attestation: This Minute Order is in compliance with all applicable laws and regulations to the best of my knowledge.

Attachment(s): None

Recommended Minute Order: “It is the policy of Texas State Technical College to actively manage its brand, its protected name, marks, symbols, and logos in a manner that insures that the value is maintained, protected and enhanced.”

Recommended By:



Jeff L. Kilgore, Vice Chancellor & Chief Marketing Officer

Board Meeting Date: November 5, 2015

Proposed Minute Order #: 72-15(c)

Proposed By: Jeff L. Kilgore, Vice Chancellor & Chief Marketing Officer

Subject: Rescission of Superseded Policies for General Administration

Background: On May 8, 2014, by Minute Order #32-14(c), the TSTC Board of Regents approved the concept and implementation of a single accreditation for the Texas State Technical College System effectively merging its four colleges into a single entity. This effort has come to be called “Single Accreditation” or abbreviated as “SA.” Single Accreditation requires that TSTC migrate some of its heretofore local and often dissimilar practices to a unified statewide level. This minute order effects such a change.

Periodically, Board policies are reviewed and replacement policies are recommended to the Board. The Minute Orders listed below will be obsolete under Single Accreditation or are superseded by new statewide policies.

Revised policy is recommended to replace Minute Orders #53-04 and #37-06.

Justification: Superseded policies can be rescinded to eliminate confusion regarding prior policies adopted.

Additional Information: None

Fiscal Implications: None

Attestation: This Minute Order is in compliance with all applicable laws and regulations to the best of my knowledge.


Attachment(s): None

Recommended Minute Order: “The following Minute Orders are hereby rescinded:

53-04 Brand Management

37-06 Ownership and Use of Texas State Technical College Name, Marks, and Logos.”

Recommended By:



Jeff L. Kilgore, Vice Chancellor & Chief Marketing Officer

Board of Regents Meeting Dates for 2016

Winter

Thursday, February 11, 2016 Quarterly Meeting

Spring

Thursday, May 12, 2016 Quarterly Meeting

Summer

Wednesday, August 10, 2016 FY 2017 Budget Meeting

Thursday, August 11, 2016 Quarterly Meeting

Fall

Thursday, November 3, 2016 Quarterly Meeting

Or

Thursday, November 17, 2016

Note: All meetings are held in Waco, TX.