



April 15, 2024

M E M O R A N D U M

TO: Jim Murdaugh, Ph.D.
President

FROM: Candice Grause
Vice President of Communications and Chief of Staff

SUBJECT: Rebrand Resolution

Item Description

This item requests the Board adopt a resolution in recognition of the rebranding of the College effective July 1, 2024.

Overview and Background

During the summer and fall of 2023, the College underwent an extensive review of its brand in order to assess the need for a change to its name to better reflect its evolving institutional status and broadening impact in the state. After reviewing the research report and recommendation provided by the President, the Board approved a name change to 'Tallahassee State College' in November 2023.

To fully implement the change, the Florida Legislature approved SB 522 renaming TCC in Florida Statute (F.S. 1000.21) on March 5, 2024. Governor Ron DeSantis then signed it into law on March 27, 2024. The law will take effect July 1, 2024.

The new name will be the College's third since it opened in 1966 and will be accompanied by a new logo. This resolution recognizes the significant and historic nature of this change, and the Board's commitment to ensuring the College remains demand-driven and student-focused.

Funding/ Financial Implications

None

Past Actions by the Board

The Board approved changing the College's name to 'Tallahassee State College' on November 14, 2023.

Recommended Action

Approve the resolution as presented.

RESOLUTION
OF THE DISTRICT BOARD OF TRUSTEES OF
TALLAHASSEE COMMUNITY COLLEGE

WHEREAS, Tallahassee Junior College was established in 1966 to serve Leon, Gadsden and Wakulla Counties in order to provide access to a high quality education for its citizens; and

WHEREAS, Tallahassee Junior College was renamed Tallahassee Community College in 1970 to better reflect its community orientation and involvement; and

WHEREAS, the College is now in its fifty-eighth year and remains committed to its founding principles of ensuring academic excellence, seamless transfer pathways, in-demand workforce training, and support for our students and our community; and

WHEREAS, the College is consistently recognized as one of the top two-year institutions in the nation having earned prestigious honors from organizations like the Aspen Institute, the American Association of Community Colleges, and Achieving the Dream; and

WHEREAS, the College now enrolls nearly sixteen thousand students each year in its credit, non-credit, and continuing education programs, and nearly sixty percent of those students now come to the College from outside of its service district;

WHEREAS, the College now offers four baccalaureate degree programs as of the fall of 2023 due to the increasing workforce demand in the fields of nursing, education, and business; and

WHEREAS, the TCC District Board of Trustees is committed to ensuring the College remains demand-driven and student-focused, and acknowledges the increasing appetite for a new name for the College that better reflects its evolving institutional status and broadening impact in the state;

WHEREAS, the Board voted to approve a name change on November 14, 2023; and

WHEREAS, the Florida Legislature approved a change of the College's name on March 5, 2024 and Governor Ron DeSantis signed it into law on March 27, 2024; and

NOW, THEREFORE BE IT RESOLVED, we, the District Board of Trustees declare the College shall be known as Tallahassee State College beginning July 1, 2024.

IN WITNESS WHEREOF, Chair of the District Board of Trustees Jonathan Kilpatrick, Vice Chair Karen B. Moore, Trustees Eugene Lamb, Jr., Frank Messersmith, Monte Stevens, and Charlie Ward, Jr., do hereby sign and adopt this resolution on March 18, 2024.

Jonathan Kilpatrick
Chair

Karen B. Moore
Vice Chair

Eugene Lamb, Jr.

Frank Messersmith

Monte Stevens

Charlie Ward, Jr.

Jim Murdaugh
President