AGENDA ITEM 9.F.

RE: Approval of the Rebranding of the Laredo College South Campus

STAFF RECOMMENDATION: Approval of the Board to rename the Laredo College South Campus as Laredo College South – Innovation & Technology Campus

BACKGROUND:
Laredo College conducted a South Campus Rebranding Survey to gather stakeholder input on a new name for the South Campus. A total of 222 individuals participated, including 149 employees and 73 students. Respondents were asked to rank four proposed naming options.

The survey served as a baseline assessment to identify the naming options/themes most preferred by stakeholders. *Institute for Applied Innovation and Technology* received the highest percentage of first-choice votes (41%) and achieved the strongest overall. The three highest-ranked options received nearly identical overall scores and shared common themes centered on innovation and technology.

Based on the survey results and with consideration for preserving the established Laredo College South identity, administration recommends the name:

Laredo College South – Innovation & Technology Campus

This recommendation reflects the campus's emphasis on applied, technology-driven, and workforce-focused academic and training programs.

BUDGETARY CONSIDERATIONS: Costs associated with the name change include exterior and interior signage, marketing and promotional materials, website updates, and printed materials. The projected cost of implementing the name change is being evaluated.

CONTACT PERSONS:
Dr. Minita Ramirez, President
Dr. Marisela Rodriguez Tijerina, Provost/Vice President of Academic Affairs
Dr. Heriberto Hernandez, Associate Provost/South Campus Administrator
Mr. Cesar Vela, Vice President of Finance and Administration