



GCCCD Brand/Tagline Presentation

JANUARY 2024



GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

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Project Goal

Build a foundation for a coordinated marketing campaign that will benefit both colleges by raising the visibility of the community colleges within the district's service area, reducing costs through larger media spending, and showcasing a wider variety of opportunities to potential students.



Your Data Tells a *Story*

Research Review

The GCCCD Discovery Research included multiple components:

- **A community phone survey to gauge overall awareness and impressions of Grossmont and Cuyamaca Colleges, as well as GCCCD among area residents. (405 completions)**
- **An online survey for Grossmont and Cuyamaca students, faculty, and staff members to obtain insights about the student experience, as well as general associations with and opinions about both colleges and the District. (1205 completions)**
- **Nine focus groups and interviews, including:**
 - Three online focus groups with current Grossmont and/or Cuyamaca students
 - Two online focus groups with faculty and staff (one each per college, including district employees)
 - One online focus group with GCCCD Foundation Board members
 - Individual interviews with the GCCCD Chancellor and the President of each college



Phone Survey

Community



Both colleges are equally well-known, respected across the region, and seen as two parts of a whole.

- **40% & 37%** of respondents were very or somewhat familiar with Grossmont and Cuyamaca, respectively.
- **52% & 51%** indicated that they or someone in their household had attended Grossmont or Cuyamaca, respectively.
- **56%** have a very positive impression of Grossmont or Cuyamaca. The number is exactly the same
- **78%** knew Grossmont and Cuyamaca were part of the same district
- **92%** think it is important to know this
- **59%** identified “taking classes at both” as an advantage



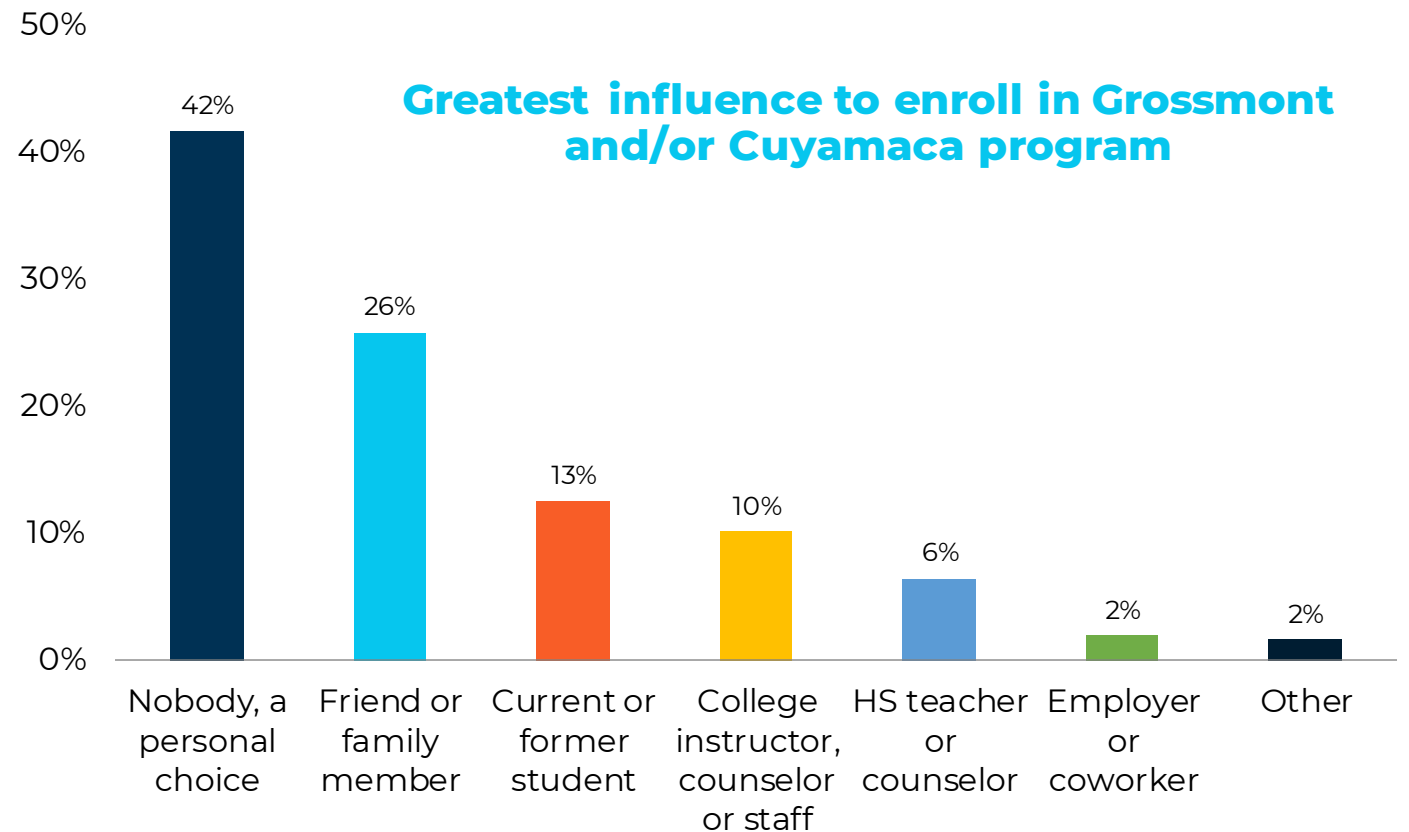
Online Survey

Student & Faculty/Staff



Personal Choice is important to your students

- Nearly half of students indicated that the decision to enroll in their program was a **personal choice** (42%).



While students identify distinctive differences between Grossmont & Cuyamaca, they appreciate being able to move between them seamlessly

"Both colleges have beautiful campuses and created environment for education and higher learning and self growth the staff have been very engaging and helpful when it comes to my education and my future."



"The greatest similarity is the quality of classes offered, I don't notice any real difference when taking classes at Grossmont vs. Cuyamaca."

"Both colleges provide complementary programs and classes, and they have easily accessible and user-friendly information. It is terrific that courses can be accessed simultaneously via Canvas, as all my classes are located in one place, eliminating the need to navigate from one site to another."

"Grossmont feels more big like a uni while cuyumaca college feels more like small class thanks to it's chill vibes (and ping pong table in the coyote den)."

"Honestly I don't think there is [a difference] besides the fact that they're two different campuses."



Cuyamaca seems more of a community for me since it's smaller and I attend mostly there."

"Both are very similar. Cuyamaca offers more engineering classes while Grossmont offers more art classes."



Focus Groups

Interviews

A Tale of Two Colleges

Students

- **Greater class convenience and availability:** Parallel curriculums offering more sections available across both schools; able to review options via shared registration platform and choose preferred class times and method of instruction
- **Choice of instructors:** Freedom to pick and choose based on word-of-mouth, online ratings, etc.
- **Unique academic strengths:** Each college has their own strengths and “campus identity”
- **Shared resources:** website, Canvas, counseling, transcripts, etc.
- **Unique campus experiences:** Each college has its own culture/vibe and attracts a different type of student based on programs offered (diverse ages, lifestages, ethnicities, etc.)

A Tale of Two Colleges

Faculty and Staff

- **A spirit of collaboration and integration** between the two colleges has replaced the “sibling rivalry” of 10-15 years ago
 - General ed classes overlap, but colleges respect each other’s specialty programs and “don’t step on each other’s toes”
 - Increasingly **combined on-campus activities** and events (i.e., music performance)
- **Two separate, smaller campuses are more convenient** to a larger footprint of students (all the way to Imperial County)
- **Together, can serve a broader, more diverse student population** – from recent HS grads to adult learners; 70% of students receive financial aid, and ample non-academic support available (free food/snacks, social services, childcare, etc.)

A Tale of Two Colleges

Opportunities

- **Improve cross-promotion of the two colleges** so that potential students know they can take classes at both and enjoy the unique strengths/core programs of each
- The District should emphasize ***the common benefits and opportunities of both colleges*** – smaller, less expensive classes, quality instructors, flexible schedules, amazing student services, hands on learning, etc.

How Many Students Attend Both Colleges?

- **75%** of individual college focus group attendees (12 out of 16)
- **27%** of current/former student survey respondents (272 out of 1,013)
- **23%** according to a Fall 2020 [Enrollment Report](#)
- **19%** according to the [GCCCD KPI webpage](#) (*determined by comparing the difference between total college enrollments and District unduplicated head count*)

If we take a low estimate and say the number is about 20% (or 1 in 5), this still represents more shared students than any two community colleges in the state (in our opinion).

Grossmont-Cuyamaca Community College District

COMMUNICATIONS AUDIT



Overview

- ❖ GCCCD stands as both a beacon of educational excellence and a cornerstone of career opportunity for a wide variety of students in the San Diego region.
- ❖ GCCCD's communications materials don't always reflect the excellence of its offerings and services
- ❖ Reviewed over 78 pieces of collateral from the district and colleges



Cultivating Community

Annual Report
2022-2023

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

we are EAST COUNTY'S colleges

gccc.edu

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

2 YEARS FREE COLLEGE

Tuition & Mandatory Fees

No Application!
No Income Requirements!

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

ELIGIBILITY
California resident

REQUIREMENTS
After college application

- 1 Financial Aid Application
- 2 Income Report and asset reporting
- 3 Full-time (12 units)

Required course load information and more may be available for students with disabilities

MyCollegePromise.net

For more information: DistrictChair@gccc.edu 877-644-1306 | Chairman@gcccd.edu 877-644-4332

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

APPLY TODAY!

Deadline to apply is August 25

Grossmont-Cuyamaca Community College District is seeking a new member for its Personnel Commission.

Click here to apply or visit:
gccc.edu/human-resources/personnel-commission

A MESSAGE FROM THE CHANCELLOR

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

Disheartening Supreme Court Decisions

July 3, 2023

Dear Colleagues,

We wanted to share with you the following statement in response to last week's U.S. Supreme Court decisions on race in college admissions, student loan forgiveness and LGBTQ protections:

The Grossmont-Cuyamaca Community College District is deeply disheartened and concerned about the implications of three recent U.S. Supreme Court rulings that narrow the use of race in college admissions, block a plan for student loan forgiveness and limit LGBTQ protections.

What drives us each day is our work helping students from all backgrounds build brighter futures through higher education. Diversity, equity and inclusion are our greatest strengths and at the core of who we are.

We want our community members -- particularly those from communities of color, our LGBTQ community, and those who face socioeconomic obstacles -- to know that we stand with them.

Reimagining The Future

2021-2022 Annual Report

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

CHANCELLOR'S FORUM: A Look Ahead.

Wednesday, October 12, 2022
Cuyamaca College
Refreshments: 2:00 p.m.
Program: 2:15 - 3:30 p.m.
Student Center - I-208 & I-209

Thursday, October 13, 2022
Grossmont College
Refreshments: 2:00 p.m.
Program: 2:15 - 3:30 p.m.
Griffin Gate

Join the Chancellor and Cabinet for updates on the District Budget, enrollment, and other important planning items.

REGISTER HERE

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

we are EAST COUNTY'S colleges

Did you know...

SINCE OPENING OUR DOORS IN 1961, WE HAVE EDUCATED OVER **1.7 MILLION** STUDENTS

The Grossmont-Cuyamaca Community College District has been transforming lives through education for more than six decades. We're proud to serve you.

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

FREQUENTLY ASKED QUESTIONS

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

- WHEN IS THE PROMISE DEADLINE?**
Two (2) weeks after the start of the semester. The semester deadlines are listed on the mycollegepromise.net website.
- HOW ARE TUITION AND FEES PAID THROUGH THE PROMISE?**
After registering for classes, there are two (2) ways the Promise can pay your tuition and mandatory fees.
OPTION 1: DO NOT PAY at the time of registration. Tuition and mandatory fees will be paid for by the Promise, after the deadline. Students can attend classes and will not be dropped for nonpayment.
OPTION 2: PAY at the time of registration. Tuition and mandatory fees will be automatically reimbursed, after the deadline.
- WHO IS ELIGIBLE FOR THE PROMISE?**
Students who are CA residents or ABS40 are eligible. The Grossmont-Cuyamaca College Promise is not just for recent high school graduates. There is no age limitation.
- IS THE PROMISE ELIGIBILITY DETERMINED BY INCOME?**
No. Students must complete a Financial Aid Application (FAFSA or Dream Act), but do not have to qualify for Financial Aid to be eligible to receive the Promise.
- DOES THE PROMISE PAY FOR SUMMER CLASSES?**
No. However, grades from Summer classes will count towards maintaining a cumulative 2.0 GPA requirement.
- CAN STUDENTS START IN THE SPRING AND RECEIVE THE PROMISE?**
Yes. If eligibility requirements are maintained, they would be eligible for the following Fall and Spring semesters (2nd year).
- WHEN ARE STUDENTS NOTIFIED IF THEY ARE AWARDED?**
Two weeks after the semester deadline, via email.

VISIT MyCollegePromise.net

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

THANK YOU

East County Taxpayers for
PROPOSITION V
Educational School Bond

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

Recommendations

- 
- **Establish a Clear District Brand Identity & Guidelines on How and When to Use It**
 - Consider Refining Brand Colors and Fonts to Clearly Resonate with Member College's Brands
 - **Execute Your Brand Consistently**
 - **Showcase Diverse, Student Voices Within District Collateral**
 - **Invest in Student Photography & Create a District-Wide Photo Database**
 - **Design Your Newsletters to Encourage Engagement and Interest**



Brand Story

Tagline Reveal





Greater CHOICES

Two Colleges. One Goal.

To give over 18,000 students the greatest higher education and job training choices in East County.



We are East County's Colleges

The Grossmont-Cuyamaca Community College District has been transforming lives through education for more than six decades. We are proud to be the largest provider of higher education and job training in East County, and the top transfer pathway to San Diego State University. **We are here to serve you.**

61
YEARS

Transforming lives through education

1.7
MILLION

Students educated and trained

#1
PATHWAY

For transfer to San Diego State University

#52
NATIONWIDE

For associate's degrees awarded to minorities



Tagline

Why it Works



Why it Works – “Grossmont | Cuyamaca Colleges”

We are NOT suggesting a formal name change, but rather a simplified brand name for joint-college marketing

Removes confusion over what is being advertised that was observed in the Comm Audit

Focuses attention the colleges, not the District

Highlights that the strength of the District is the two colleges, not the District itself

Shortens and eliminates unnecessary language for advertising purposes

Aligns with the District’s goals to support and promote the colleges



Why it Works – “Greater Choices”

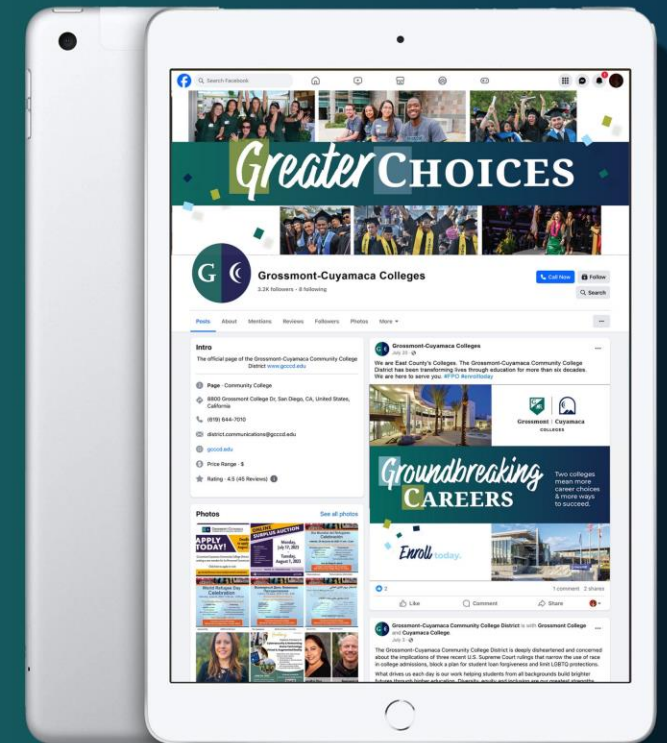
“Greater Choices” is a simple and clear value proposition that everyone can understand

Owens the importance of “choice” and the value of shared resources that come directly from the research

Distinguishes your colleges from your competition by showcasing a one-of-a-kind benefit that can ONLY be achieved by attending one of your colleges

Students see exceptional value in being able to move freely between campuses – this tagline provides a foundation to showcase this unique advantage to prospects and your community

Provides a rhetorical foundation to promote what your District is already doing in terms of shared infrastructure and resources



Why it Works – “Greater Choices”

Claims the identity that your community and students already associate with your District and colleges

Addresses the idea that “the District should emphasize the common benefits and opportunities of both colleges” that came from the faculty and staff focus groups

Is consistent with what faculty and community believe to be true about the District and the value of having two colleges that are closely aligned

Clearly defined use cases will allow for individual colleges to maintain their identities while clarifying how and when the District should be marketing for the colleges

The G & C in “Greater Choices” set up a clever messaging algorithm that can be evolved into a wide-variety of headlines to promote Grossmont & Cuyamaca individually and together



Grossmont | Cuyamaca
COLLEGES

GREATER CHOICES



Brand Colors

Design



IDENTITY EVOLUTION / RATIONALE



Grossmont | Cuyamaca
COLLEGES



Grossmont | Cuyamaca
COLLEGES

Careful Evolution

We recommend proceeding with a subtle but significant update of the identity that preserves brand equity of both the colleges and the district, yet aligns the elements to form a stronger bond.

Mirroring Equal Footing In Both Word Mark And Logo Mark

Eliminating horizontal divider line and awkward hyphen and replacing both with a vertical pipe line to match the vertical seam in the logo

Common & Individual Attributes

The logo is vertically centered, with each college name “standing out”, emphasizing their individual character inside the structure.

Using Shared Fonts

Grossmont Montserrat

(All caps = more equal footing)

Cuyamaca Noto Serif

(Title case = more individual personality)

Balance & Harmony

Adjusting and harmonizing proportions by using the capital “G” as a guide constant, in order to be more balanced, more compact in proportion, and more user friendly for web and digital application.



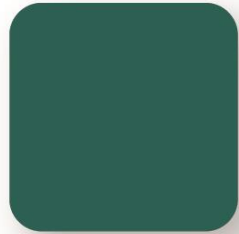
BRAND COLORS

CORE COLORS

Grossmont Green
Hex #00685E
RGB (0, 104, 94)
CMYK (41, 0, 4, 59)

Grossmont Gold
Hex #EA9610
RGB (234, 150, 16)
CMYK (0, 33, 85, 8)

White
Hex #FFFFFF
RGB (255, 255, 255)
CMYK (0, 0, 0, 0)



COMPLEMENTARY COLORS



BRAND FEEL





CUYAMACA
COLLEGE

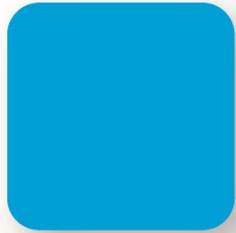
BRAND COLORS

CORE COLORS

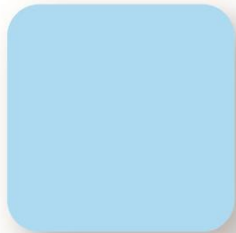
Cuyamaca Blue
Hex #0D204A
RGB (13, 32, 74)
CMYK (82, 57, 0, 71)

Cyan
Hex #00AEEF
RGB (0, 174, 239)
CMYK (100, 0, 0, 0)

White
Hex #FFFFFF
RGB (255, 255, 255)
CMYK (0, 0, 0, 0)



COMPLEMENTARY COLORS



BRAND FEEL





CORE COLORS



CTA COLORS



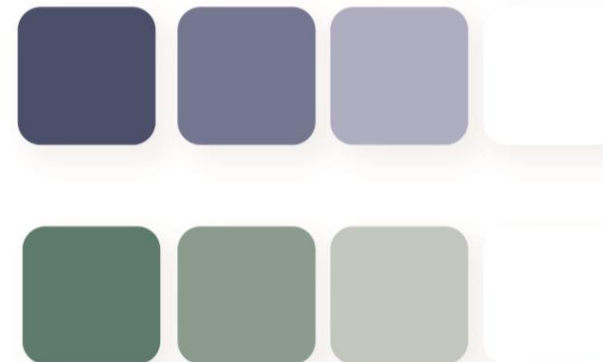
CORE GRADIENT



ACCENT ELEMENTS



CORE TINTS (ACCENT SHADES)





Your Brand in Action



General/Shared College Value Points and Initiatives

- Transfer/ 4-year path messages
- High school student/parent efforts
- Promise:
<https://www.gcccd.edu/promise/index.php>

The Value of Two Colleges

- More class options
- Seamless class enrollment
- Flexibility
- Choice

Expanded Diversity Efforts

- Multiple audiences



Joint
Marketing

Service Area Marketing

- Dual Enrollment/ Grossmont Middle College High School
- Internal-student facing communications (Current student emails, CRM list marketing)
- Retargeting campaigns from college website (multiple platforms)
- College-specific events and activities
- Career Education program marketing (we further recommend cross-promoting on each college website)

District-Wide Marketing

- Programs unique to each individual college. (Ex. Culinary-Grossmont, Automotive-Cuyamaca)



Individual
Colleges

Leverage brand work and name use recommendations so that the district better represents both colleges.

- Simplified color palette that represents both schools core palettes
- Name use that focuses more on the colleges
- Better connect the district communications to the colleges, so that the strength of the district is positioned as the two colleges themselves and not the “district”
- Consider language for newsletters/communications like “From the District Office”



District
Considerations

Campaign Messaging

1

Greater ____

Greater Careers

Choose from 20+ career education programs at both campuses.

Greater Community

Join the 18,000+ students who attend our colleges every year.

2

Great ____

Great Choice

You can't go wrong at Grossmont or Cuyamaca.

Great Commute

Enjoy the flexibility of more online options than ever.

3

G|C Examples

Be a Game Changer

Show yourself and your community what you're capable of.

Get Started on Your Career

Earn an industry certification in an in-demand field...FAST!

4

Endless Options

- Great Campuses*
- Greater Control*
- Grit & Courage*
- Great Campus Life*
- Great Counselors*
- Guided Career Pathways*
- Great Clubs*
- Go to College*
- Get Creative*
- Gain Courage*
- Graduation Ceremony*
- Global Citizens*
- Get Cooking*
- Groundbreaking Careers*

Grossmont Cuyamaca COLLEGE
 College Programs District Departments Careers Quick Links About Us

Greater CHOICES

Two Colleges. One Goal.
 To give over 18,000 students the greatest higher education and job training choices in East County.

Discover Grossmont College Explore Cuyamaca College

We are East County's Colleges

The Grossmont-Cuyamaca Community College District has been transforming lives through education for more than six decades. We are proud to be the largest provider of higher education and job training in East County, and the top transfer pathway to San Diego State University. **We are here to serve you.**

61. YEARS Transforms lives through education	1.7. MILLION Students educated and trained	#1. PATHWAY For transfer to San Diego State University	#52. NATIONWIDE For associate's degrees awarded to minorities
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Grossmont | Cuyamaca
COLLEGES

Greater COMMUNITY

Join
our 18,000+
students

GCCCD.EDU/CHOICES



Grossmont | Cuyamaca
COLLEGES

Great COMMUTE

GCCCD.EDU

Enjoy
the flexibility of more
online options than ever.



Grow YOUR CONNECTIONS

Build the
knowledge and
network you
need to succeed.



Grossmont | Cuyamaca
COLLEGES

GREATER CHOICES

Get started ON YOUR CAREER



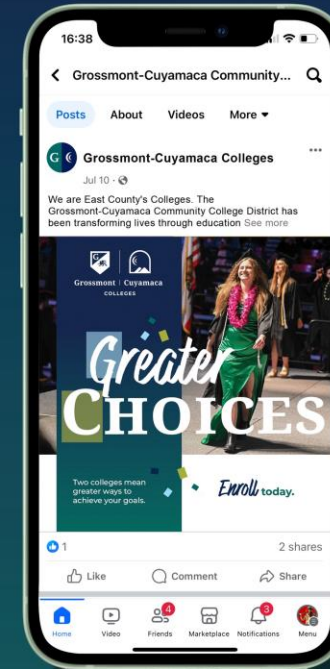
Earn an industry certification in an in-demand field...fast!

[Learn more](#)



Grossmont | Cuyamaca
COLLEGES

**GREATER
CHOICES**



TAKE
PRIDE
AT *Cuyamaca*

Connect to resources and support at the new Queer Student Center.

[LEARN MORE](#)



CUYAMACA
COLLEGE

16:38

< Grossmont-Cuyamaca Community... 🔍

Posts About Videos More ▾

G Grossmont-Cuyamaca Colleges

Jul 10 · 🌐

Cuyamaca's Auto Tech Programs are designed to exceed manufacturer's and ASE training requirements and set students up for career success. The Automotive [See more](#)

STUDY
**AUTOMOTIVE
TECHNOLOGY**
AT *Cuyamaca*

Connect to resources and support at the new Queer Student Center.

[LEARN MORE](#)

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LEARN MORE

Get ready. Get set. *Grow.*

GROSSMONT COLLEGE
Discover
Grossmont

Cook Up a Great Career
AT *Grossmont*

Our **Culinary Arts** program is fast and affordable!

LEARN MORE

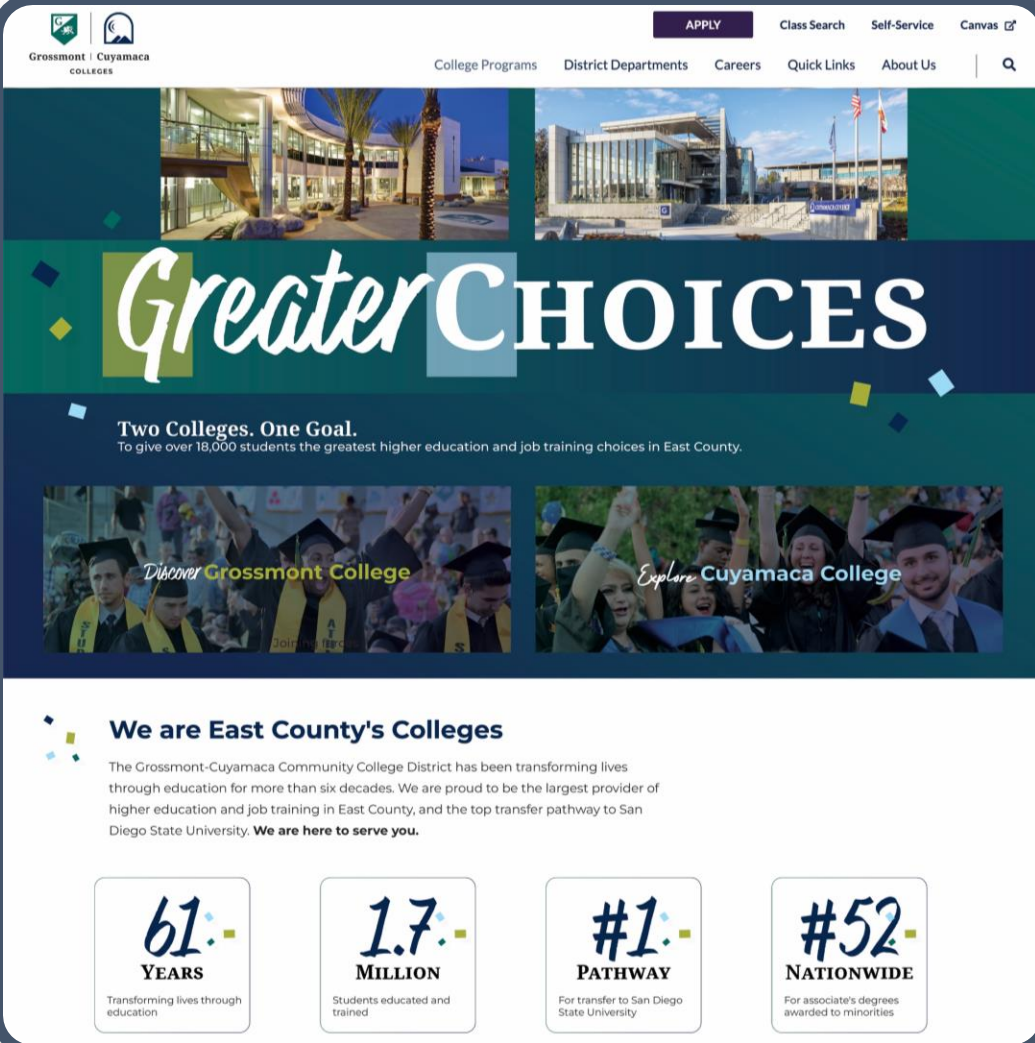
GROSSMONT COLLEGE



TAKE
PRIDE
AT
Cuyamaca

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LEARN MORE

Grossmont | Cuyamaca COLLEGES

College Programs District Departments Careers Quick Links About Us

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- 61 YEARS**
Transforming lives through education
- 1.7 MILLION**
Students educated and trained
- #1 PATHWAY**
For transfer to San Diego State University
- #52 NATIONWIDE**
For associate's degrees awarded to minorities



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Grossmont

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LEARN MORE

GROSSMONT COLLEGE

