



Branding Born From Battle Scars

Webinar

June 27, 2019

PimaCommunityCollege Community Campus

Directory

About Stamats

Your strategic partner in higher education

1923

Founded as a
family company

10,000+

Students Surveyed
in 2018

60+

Employees

90

Higher Ed Clients
in 2018

300+

Programs Analyzed

A+

Customer Ratings &
References

Housekeeping

- Use the Q&A button to ask questions at any time during the presentation.
- If you have any technical difficulties, send a message in the Q&A area or call 800.553.8878.
- The presentation slides and recording will be available after the webinar.

Stamats Higher Ed Resources

- Stamats Insights
- White Papers
- On-demand Webinars

www.stamats.com/resources

Upcoming Events

Webinar

What Do Students Want From Your Social Media
Tuesday, July 9 2:30 pm

Register today!

<https://www.stamats.com/resources/webinars>



Save the Date!

Stamats2020: A Conference for Higher Education Marketers

**FEBRUARY
17-19, 2020***

The Kimpton Brice Hotel
601 E. Bay St.
Savannah, Georgia 31401

#STAMATS2020

**February 17th is Presidents' Day.
Bring the whole family!*



Your Speakers Today



Beatrice Szalas

Vice President for Client Services
Stamats



Lisa Brosky

Vice Chancellor, External Relations
Pima Community College

Branding Born of Battle Scars

Telling Pima's New Story

What is a Brand?

Put simply, your “brand” is what your prospect thinks of when he or she hears your brand name.

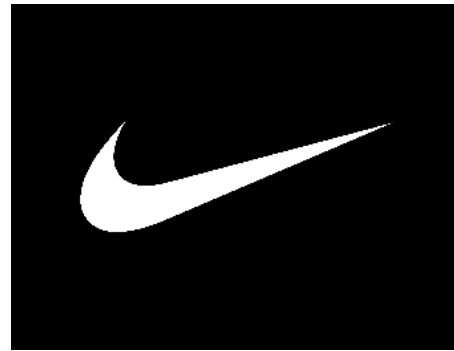
It’s everything the public thinks it knows about your name brand offering—both factual (e.g. it comes in a blue box), and emotional.

Your *brand name* exists objectively; people can see it. It’s fixed. But your brand exists only in someone’s mind.

Your brand is your reputation.

What is a Brand?

Consider your reaction to each of these brands.



Under Siege



Heartbreak and Headlines

Rep. Giffords shot, judge and 5 others killed at Tucson event

Federal judge, child among victims

Arizona Daily Star Jan 8, 2011



Loughner police reports, other documents from Pima Community College

Jan 12, 2011

Pima College contacted ATF about Loughner after video intensified concern

Pima Community College police contacted the U.S. Bureau of Alcohol, Tobacco and Firearms on ...

PCC asked ATF for weapons info on Loughner, email release shows

Pima Community College police contacted the U.S. Bureau of Alcohol, Tobacco, Firearms and Ex...

EDUCATION

Flores under investigation

Carol Ann Alaimo Arizona Daily Star Apr 14, 2012

The on-again, off-again retirement of former Pima Community College boss Roy Flores is on again, this time with misconduct allegations surroun...

EDUCATION

Board forced Flores out, PCC official says in email

Carol Ann Alaimo Arizona Daily Star Apr 21, 2012

An email sent to a local taxpayer this week by a Pima Community College official casts doubt on the college's official explanation for the rec...

COLLEGE

Sexual harassment claimant files suit against Pima Community College

By Carol Ann Alaimo Arizona Daily Star Mar 30, 2016

Ex-administrator says she was ousted from job in 2014; jury trial expected in fall.

COLLEGE

Student vets face debt-collector over PCC errors

By Carol Ann Alaimo Arizona Daily Star Aug 30, 2013

Scores of former student veterans have been referred to the Department of Veterans Affairs debt-collection system because of mistakes made by ...

COLLEGE

PCC terminates two downtown campus execs

By Carol Ann Alaimo Arizona Daily Star Sep 25, 2013

Two top administrators at Pima Community College's downtown campus have been let go amid claims that student veterans were harassed and that P...

EDUCATION

'Culture of fear' is found at PCC

Kimberly Matas Arizona Daily Star Mar 17, 2013

The president of the organization that accredits Pima Community College is recommending that the college be placed on probation - a move that ...

State nursing board sanctions PCC

By Carol Ann Alaimo Arizona Daily Star Oct 13, 2013

The Arizona State Board of Nursing has issued a sanction against the nursing program at Pima Community College, saying friction between facult...

COLLEGE

TMC cancels PCC training contract

By Carol Ann Alaimo ARIZONA DAILY STAR Oct 18, 2013

Tucson Medical Center has canceled a training contract with Pima Community College in the wake of a recent sanction against PCC's nursing program.

COLLEGE

PCC broke federal aid rules, audit finds

By Carol Ann Alaimo Arizona Daily Star Dec 20, 2014

College might have to reimburse U.S. for failing to track no-shows, dropouts.

COLLEGE

New law stops PCC from inflating enrollment estimates

By Carol Ann Alaimo Arizona Daily Star Mar 25, 2016

Arizona has a new law that will stop Pima Community College from using inflated enrollment estimates to stay within its state spending limit.

COLLEGE

Study finds numerous problems in PCC's HR department

By Carol Ann Alaimo Arizona Daily Star Feb 17, 2015

New HR boss take over; aware of issues facing office.

OPINION

Pima Community College doesn't trust its employees, or you

By Sarah Garrecht Gassen Arizona Daily Star Oct 7, 2015

PCC won't let workers talk to reporters, must stick to 'message.'

COLLEGE

PCC cancels failed \$1.3 million program

By Carol Ann Alaimo Arizona Daily Star Aug 18, 2013

A \$1.3 million experiment that was supposed to prepare students to attend Pima Community College has been scrapped, with the school's new lead...

COLLEGE

Pima College aviation program not accredited; students lose aid

By Carol Ann Alaimo Arizona Daily Star May 14, 2016

Training site at airport has not been certified by school's accreditor.

LOCAL NEWS

PCC 'wins' Brick Wall Award

Arizona Daily Star May 14, 2015

Arizona Press Club cites Pima Community College for lack of openness

COLLEGE

Pima College athletics department was careless with cash, student files, audit finds

By Carol Ann Alaimo Arizona Daily Star Feb 12, 2017

Identity theft was a risk because player records were stored, unsecured, in a campus gymnasium.

COLLEGE

Pima College raises specter of big spending cuts, possible layoffs

By Carol Ann Alaimo Arizona Daily Star Dec 13, 2016

Enrollment has fallen so low that record high tuition hikes are on the horizon unless college makes major spending cuts, its employees are told.

EDUCATION

Besieged Pima College board to get new training

Carol Ann Alaimo Arizona Daily Star Jul 29, 2013

Longtime Governing Board members of Pima Community College will be schooled on how to do their jobs properly after a recent investigation cast...

EDUCATION

Pima Community College slapped with 2 years of probation

Carol Ann Alaimo Arizona Daily Star Apr 18, 2013

Pima Community College has been given two years to fix its pervasive problems or effectively go out of business.

COLLEGE

Pima College should stay under sanction, reviewers say

By Carol Ann Alaimo Arizona Daily Star Dec 21, 2016

PCC has made notable improvements, but not enough, review team finds.

No Marketing and Recruiting

Decision was made:

- To eliminate recruiting
- To stop marketing

After all, enrollments were at record high. (Great recession)

Pima's Brand



The Battle Engaged



New Leadership, New Vision

- New Chancellor
- New vision as a premier community college
- Associate Vice Chancellor for Accreditation
- College restructuring
- One Pima
- Commitment to transparency
- Commitment to continuous improvement
- Media push back

Commitment to Transparency

Public Meeting Notices, Agendas, Supporting Materials & Minutes

The Public is invited to attend all Governing Board meetings except those portions of Board meetings that are held in executive session. Please note the procedure for [public comment](#).

Meeting Security: To promote safety, the meeting room will be locked until 1 hour before the scheduled start time. Individuals attending will enter through a security checkpoint. All individuals may be subject to a security screening. The College strives to minimize any delay or inconvenience and appreciates everyone's cooperation.

Board Meeting Resources

> [Meeting Calendar](#)

Includes a list of past and scheduled future meetings of the Governing Board.

> [Meeting Notices/Agendas, Documents & Video](#)

Agendas, Board packets (supporting material), meeting minutes, videos and presentations.

Board packets (except for executive session supporting materials), including any addenda/modifications thereto, are posted not less than 24 hours prior to the meeting and remain posted for six months following the meeting. Meeting minutes will be posted within a reasonable time following the meeting.

Meeting video, video transcripts and meeting presentations will be posted for regular and some special meetings within a reasonable time following the meeting.

To request a reasonable accommodation for individuals with disabilities, a minimum of 5 business days before the event is requested. Please allow 10 days for a sign language interpreter. Contact Phone: (520) 206-4539; Fax: (520) 206-4567.

Posting of Meeting Notices:

Pursuant to A.R.S. § 38-431.02, notices of meetings of the Pima County Community College District Governing Board, as well as notices of meetings of Governing Board advisory committees and subcommittees, are posted on this website (see Governing Board Meeting Calendar and Meeting Information above) and are physically posted at the following locations:

- > City of Tucson, Clerk's Office
- > Pima County, Clerk of the Board of Supervisor's Office
- > Pima Community College locations
(postings are generally accessible Monday through Friday from 8:00 a.m. to 5:00 p.m., except legal holidays)
 - > Community Campus, President's Office; 401 N. Bonita Avenue
 - > Desert Vista Campus, Faculty Center Hallway; 5901 S. Calle Santa Cruz
 - > Downtown Campus, Copper Room Display; 1255 N. Stone Avenue
 - > East Campus, 01 Building and President's Office, 8181 E. Irvington Road
 - > Northwest Campus, Cafeteria, 7600 N. Shannon Road
 - > West Campus, President's Office, 2202 West Anklam Road
 - > Maintenance and Security, Break Room, 6680 S. Country Club Road

Meeting notices indicate the date, time, and place of the meeting and will include an

Learn more about our Board of Governors

Visit the [Board of Governor's homepage](#) for member biographies, statements, board elections, special recognition events and other Governing Board information.

Live video stream of Board meetings

PCC Board meetings that are regular meetings will be live streamed.


> [Access live video stream](#) [captioned live video]

View [Board agendas](#) to determine the date, time and subject of public meetings. [Videos and transcripts](#) of the regular meetings are posted as soon as possible after the meeting.

Governing Board meetings noticed, streamed live, and recorded and posted.

Other meetings:
Noticed and minutes posted

Commitment to Transparency

Accreditation 

ACCREDITED

**HIGHER
LEARNING
COMMISSION**

Verify Status Here
18 MAR 2019

The College remains fully accredited and is assessed as not being at risk of being out of compliance with the [Criteria for Accreditation](#) and the Core Components.

The HLC is one of several regional and national organizations that accredit institutions of higher education such as PCC.

About Peer Review

Evaluation of accreditation status is conducted by HLC Peer Review teams. [Learn more about their roles and responsibilities.](#)

HLC Resources

- [HLC Criteria and Core Components](#)
- [HLC Federal Compliance Overview](#)
- [Determining Qualified Faculty Guidelines](#)

Last Action by HLC Board of Trustees

(removing Notice status)

- [Action Letter](#)
- [Public Disclosure Notification](#)
- [Email from the Chancellor 3.9.2017](#)

2018 Accreditation Visit & Report

Assurance Argument and Peer Review Visit:
On Nov. 5, 2018 PCC submitted its [Assurance Argument](#) to the HLC. Peer reviewers visited PCC Dec. 3-4, 2018 to review our compliance with the various components of HLC's accreditation criteria. Multi-Campus visits were conducted Dec. 5-6, 2018 at the Community, Downtown and Northwest campuses.

HLC Evaluation Report:
The HLC provided a [Mid-Cycle Report](#) (dated Jan. 29, 2019) and a [letter](#) (dated Feb. 8, 2019) with its findings. PCC will deliver the Monitoring Reports requested by the HLC, with a due date no later than June 1, 2021.

A [Review Dashboard and Summary](#), extracted from the full report provide an overview of the findings along with details about the two required Monitoring Reports.

An open meeting to discuss the findings was held Feb. 14 from 3-4 p.m. [View the video \[transcript\]](#)

Statement of Affiliation Status

Review Pima Community College's [Statement of Affiliation Status](#) and our [Institutional Status and Requirements Report](#).

HLC Contact Information

Contact information for the HLC:

Website: www.hlcommission.org [PCC's status]
Phone: 800-621-7440
Address: 230 S. LaSalle Street, Suite 7-500, Chicago, IL 60604

Pima Community College can be contacted at (520) 206-4500 or at 4905 E Broadway Blvd., Tucson, AZ 85709.

Accreditation

All documents post

Public and community groups invited to meet with accreditors

Commitment to Transparency

College Revitalization

Learn about Pima's plans to revitalize the College's programs and services to meet our mission and strategic goals. Over the coming months information will be posted about activities to reorganize departments, improve efficiency, eliminate redundancies, and support programs vital to our community.

Relocations - Community Campus

Information on the movement of all units from the Community Campus to other College locations, including relocation of some offices at other campuses to facilitate these moves. This activity began in Jan. 2019 and will be completed no later than July 19, 2019.

- > [Email from the Chancellor](#) (Jan. 22, 2019)
- > [Department moves Jan-July 2019](#): locations, deadlines, and links to floorplans (updated floorplans posted: Faculty Certification 1/24; Grants 1/28)

General

[Budget Presentations - FAQ](#): (Updated 7/6/2018) This FAQ addresses questions of a broad general nature, ranging from budget scenarios and staffing levels to facilities and suggestions for increasing funds. It will continue to be updated with new questions, updates and revisions.

[PCC Into the Future](#): Presentation made at All College meeting on April 13, 2018. An ADA compliant version of this document is being prepared.

Restructuring

- > [Provost and Presidents Restructure](#) (7/11/2018)
- > [Vice President of Student Affairs](#) (5/22/18)
[Student Affairs Restructure chart](#)
- > [Interim Transition Officer](#) (4/17/18)
- > [HR changes](#) (3/26/18)

Master Plans

Access the [Integrated Planning website](#) for the College Strategic Plan, Educational and Facilities Master Plans, Strategic Enrollment Management Plan, and the Diversity, Equity and Inclusion Plan.

Pima Transitions Newsletter

- > [June 20](#)
Core Transition Team; Reorganizations: Human Resources & ESC, Student Affairs & Info Center, and Athletics; Move: Pharmacy Tech; Sales/acquisitions
- > [July 6](#)
Status update of position closures; Reorganizations: Provost and Presidents, Information Technology, and Student Affairs; Moves: UA South
- > [July 23](#)
Reorganizations: ABECC & Developmental Education, Finance & Business Services; Facilities Master Plan
- > [August 6](#)
Reorganizations: Update on position reductions, Presidents' reorganization, Student Affairs, Human Resources, Enrollment

Budget and personnel cuts broadly communicated and posted publicly

Commitment to Transparency

Financial Reports

Numerous financial resources are available below. Additional information is available on the [College Budget](#) and [Finance](#) webpages.

State Government

- > **Arizona Department of Administration General Accounting Office**
 - > The Arizona Department of Administration (ADOA) [General Accounting Office \(GAO\)](#) is responsible for establishing Statewide accounting policies and procedures, managing the Arizona Financial Information System (AFIS), administering the Statewide Payroll through the Human Resources Information Solution (HRIS), preparing the Statewide Financial Reports, and providing technical assistance and other management advisory services.
- > **Openbooks.az.gov**
 - > The State of Arizona's official transparency web site is [Openbooks.az.gov](#), which was created in accordance with Arizona Revised Statutes Section 41-725. It is a searchable, user-friendly public site that serves as a single point of reference for citizens to view information about the financial activities of the State of Arizona. This site also contains information for certain State of Arizona local governments, including: counties, cities, towns, community college districts, school districts, and state universities.

Economic Impact of Pima Community College

- > [Demonstrating the Value of Pima County Community College District - 2015](#)
 - > [Executive Summary](#)
 - > [Fact Sheet](#)

Reports from Pima Community College

Monthly Financial Reports

Monthly financial reports as presented to the Governing Board during their regular meetings. This [glossary](#) may be useful when reading these reports.

Italicized text indicates that a regular meeting was not scheduled.

FY 2019	FY 2018	FY 2017
> July	> July	> July
> August	> August	> August
> September	> September	> September
> October	> October	> October
> November	> November	> November
> December	> December	> December
> January	> January	> January
> February	> February	> February
> March	> March	> March
> April	> April	> April
> May	> May	> May
> June	> June	> June

Annual Budget

Annual budgets by fiscal year (FY) prepared on State of Arizona forms. [Additional](#)

Related Links

- > [College Budget](#)
- > [Finance](#)
- > [Institutional Research, Planning & Effectiveness](#)
- > [Governing Board's Finance and Audit Committee](#)

Budget and financial reporting

Media Bias – Pushing Back

COLLEGE

Pima Community College has trouble filling key posts

By Carol Ann Alaimo Arizona Daily Star Aug 20, 2016

Some delays could be critical for school's accreditation process.

Truth:

Multiple new leadership hires including Vice Chancellor for External Relations

COLLEGE

Second judge finds Lambert violated PCC employee's civil rights

By Carol Ann Alaimo Arizona Daily Star Mar 19, 2017

He wrongly deprived a former administrator of an annual contract for the 2015 school year, judge says.

Truth:

Policy interpretation
Plaintiff agreed to settle

COLLEGE

Pima College accreditor delays crucial report

By Carol Ann Alaimo Arizona Daily Star Dec 5, 2016

Some see the delay as a possible sign that accreditation officials disagree internally on the college's future status.

Truth:

No delay

Turning Point



Sanction Lifted

EDUCATION

BREAKING

Pima Community College sanction lifted by accreditor

Yoohyun Jung Arizona Daily Star Mar 9, 2017

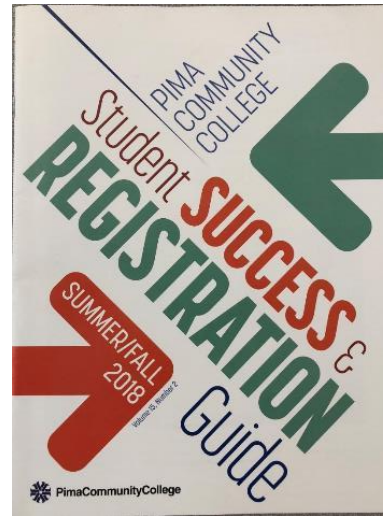
"This is wonderful news for current and prospective students," said Chancellor Lee Lambert.



Fall Out



No Clear Graphic Direction



Mixed Messaging

Messaging

- ThinkSmart
- Students First
- Start Here. Go Anywhere!
- Opening the door to new opportunities



Michael Tulino, M.B.A.

Director – Enrollment Services/Registrar

Pima Community College

(520) 206-4625

(520) 206-4790 fax

StudentsFirst.



Website: No Clear Audience

The screenshot shows the Pima Community College website. At the top, there is a navigation bar with links: About Pima, Calendars, Pima Jobs, Meeting Notices, Newsroom, Grants, Give to Pima, Directory, and Request Information. Below this is the Pima Community College logo, a search bar labeled 'MyPima', and a 'MY LINKS' dropdown menu. The dropdown menu lists: Current Students, Faculty & Staff, Community, Business & Industry, Families of Students, and Alumni. A secondary navigation bar contains: FUTURE STUDENTS, PROGRAMS & COURSES, PAYING FOR SCHOOL, and CAMPUSES & CENTERS. The main content area features a large image of a smiling woman with glasses. To the left of the image is a list of student goals: 'I WANT A CAREER I LOVE', 'I WANT AN AFFORDABLE EDUCATION', 'I WANT TO WORK TOWARD MY 4-YEAR DEGREE', 'I WANT TO TAKE CLASSES ONLINE', and 'I WANT TO BE AN INTERNATIONAL STUDENT'. To the right of the image is an 'IMPORTANT LINKS' section with: 'PCC transfer programs', 'Transfer agreements with other colleges', and 'Getting started at PCC is easy'. Below the main image is a 'VIDEO' icon. At the bottom of the main content area is a blue banner with a 'What's in MyPima?' section listing: 'Register and pay for classes', 'Check financial aid', 'Find class homepages', 'Access email and announcements', 'Check degree progress', and 'View your schedule & find textbooks'. It includes 'QUICK START GUIDE' and 'LOGIN NOW' buttons. To the right is a 'Good to Know' section with: 'Spring registration begins Nov 5', 'Notice of debit/credit card payment changes', and '2018-19 College Catalog is online'. At the bottom left of the banner is the 'HELP FOR STUDENTS' button with a 'PACC' logo.

What's Happening

Final home football game Sat. at 1 p.m.

Aztec soccer in regional semifinals Thursday at 6 p.m. at Kino North

PCC seeking public comment prior to accreditor's visit

Provide comments to the Higher Learning Commission online or by mail by Nov. 3

Watch video of Sept. 20 Governing Board Forum

Learn more about the candidates for District 3 and District 5 Governing Board seats

Have a passion for helping others?

Attend an Emergency Medical Technology program information session.



Product and Services Suffered

Product/Service

- Dozens of class start times
- Programs not keeping up with technology
- Inconsistent policies across campuses
- Inconsistent customer service
- Not meeting the needs of employers

Reclaiming Our Brand



Pima's New Story

- Centers of Excellence to engage and support employers
- Guided Pathways for student success
- One Pima college model for consistent service and experiences
- Consistent class start times

Allied Forces



Finding a Partner



presented by

Beatrice Szalas

Vice President, Client
Services

Nadine Brock

Research Director

Sally Olinger

Senior Research Analyst

Pima Community College

External Audiences, Brand Perception
Research

June 28, 2018

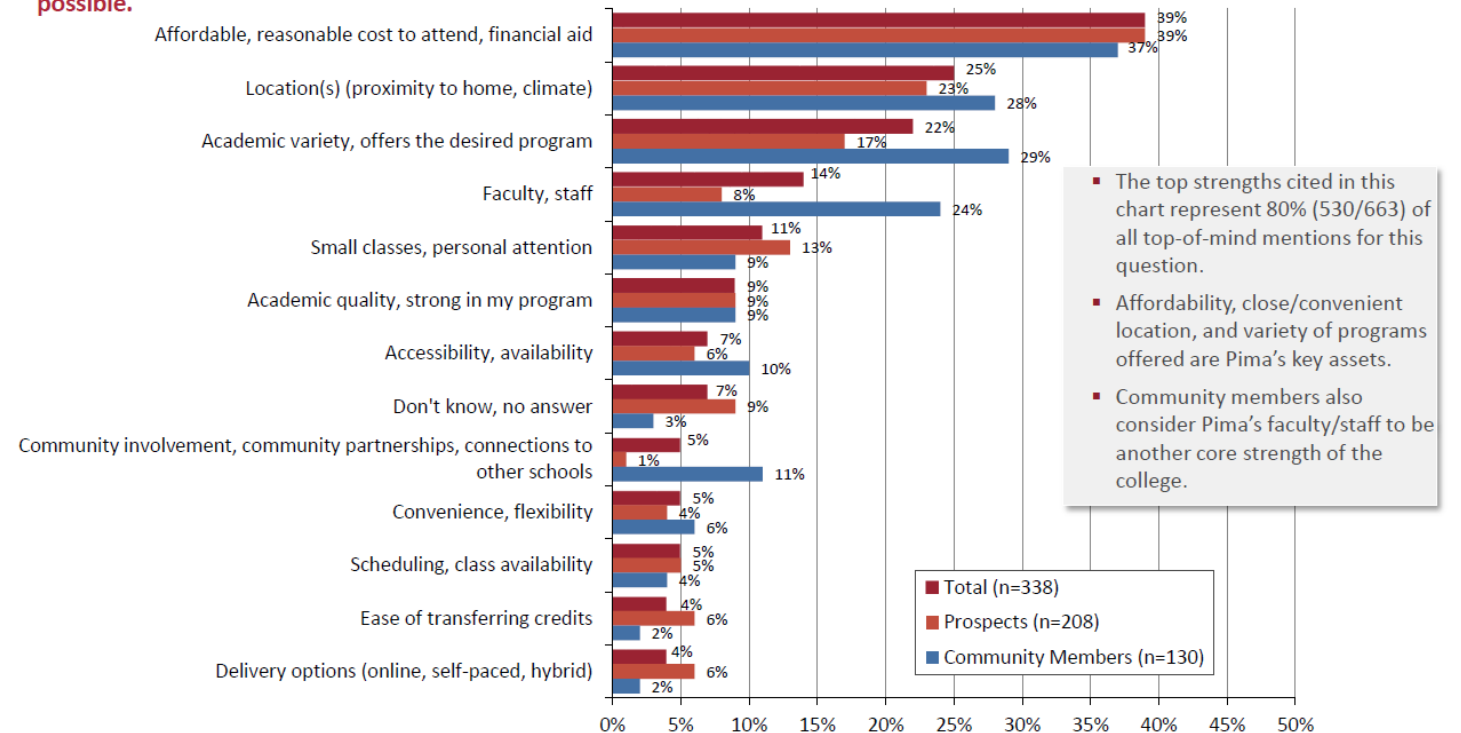
Perception Research

Surveys and focus groups

- Faculty
- Staff
- Students
- Community members
- Prospective students

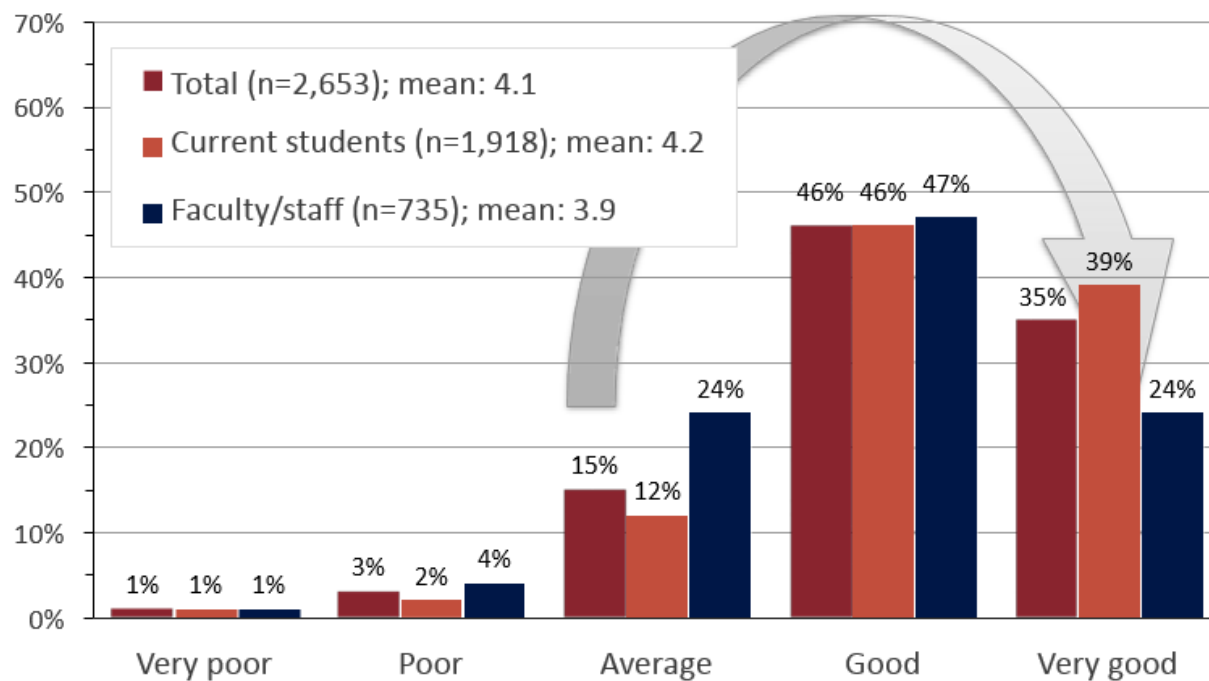
Strengths of Pima

Unaided: What do you think are Pima Community College's greatest strengths? Top responses, multiple mentions possible.



Overall Perceptions of Pima

Aided: What is your overall opinion of Pima?



- A key metric at Stamats is the ratio of “very good” to “average” ratings. Ideally, the percentage of “very good” should double the percentage of “average” ratings.
- Pima exceeds this metric among current students but falls short among faculty/staff. Even though faculty have higher regard than staff/admin. (as indicated in the table), they still fall short of the metric.
- Again, students attending for personal growth have lower opinions of Pima than other students.

	% Very good	% Good	Mean Score
Current Students			
Pursuing/maintaining cert. or license (n=183)	44%	42%	4.3
Pursuing an assoc. degree with plan to enter workforce (n=558)	41%	44%	4.2
Pursuing courses or assoc. degree to transfer 4-year (n=1,043)	38%	47%	4.2
Personal growth/Interest (n=53)	26%	59%	4.1
Employees			
Staff/admin.	19%	48%	3.8
Faculty	29%	46%	4.0

Positioning Statements

What do we want people know and think when they hear Pima Community College?

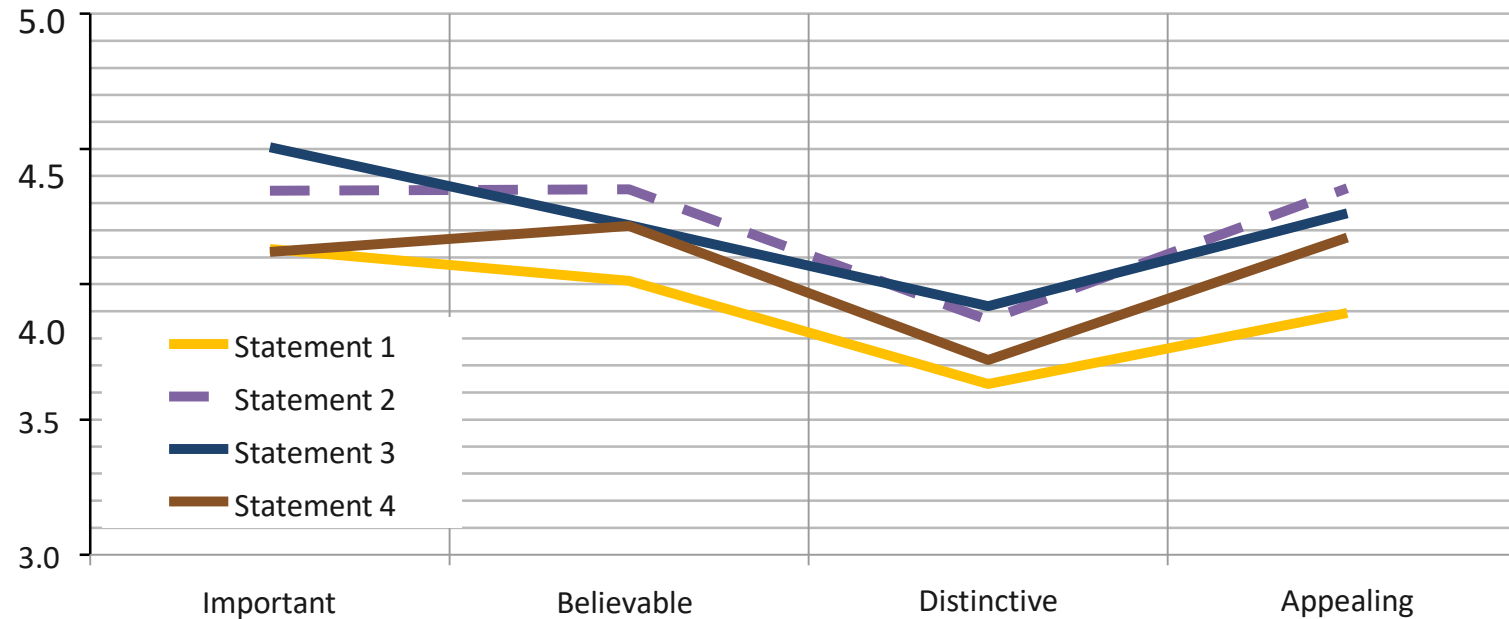
*This is our opportunity to define,
then own our position.*

Four Key Dimensions

- **Important** — is a test of relevance. Does this audience find the promise important?
- **Believable** — is a reality check. Does the audience believe that Pima can deliver on the promise?
- **Distinctive** — is a test of uniqueness. Do you sound like everyone else or does this help distinguish Pima from its competitors?
- **Appealing** — is a test of emotion. Does the statement make them more interested in Pima?

Prospects Under Age 25

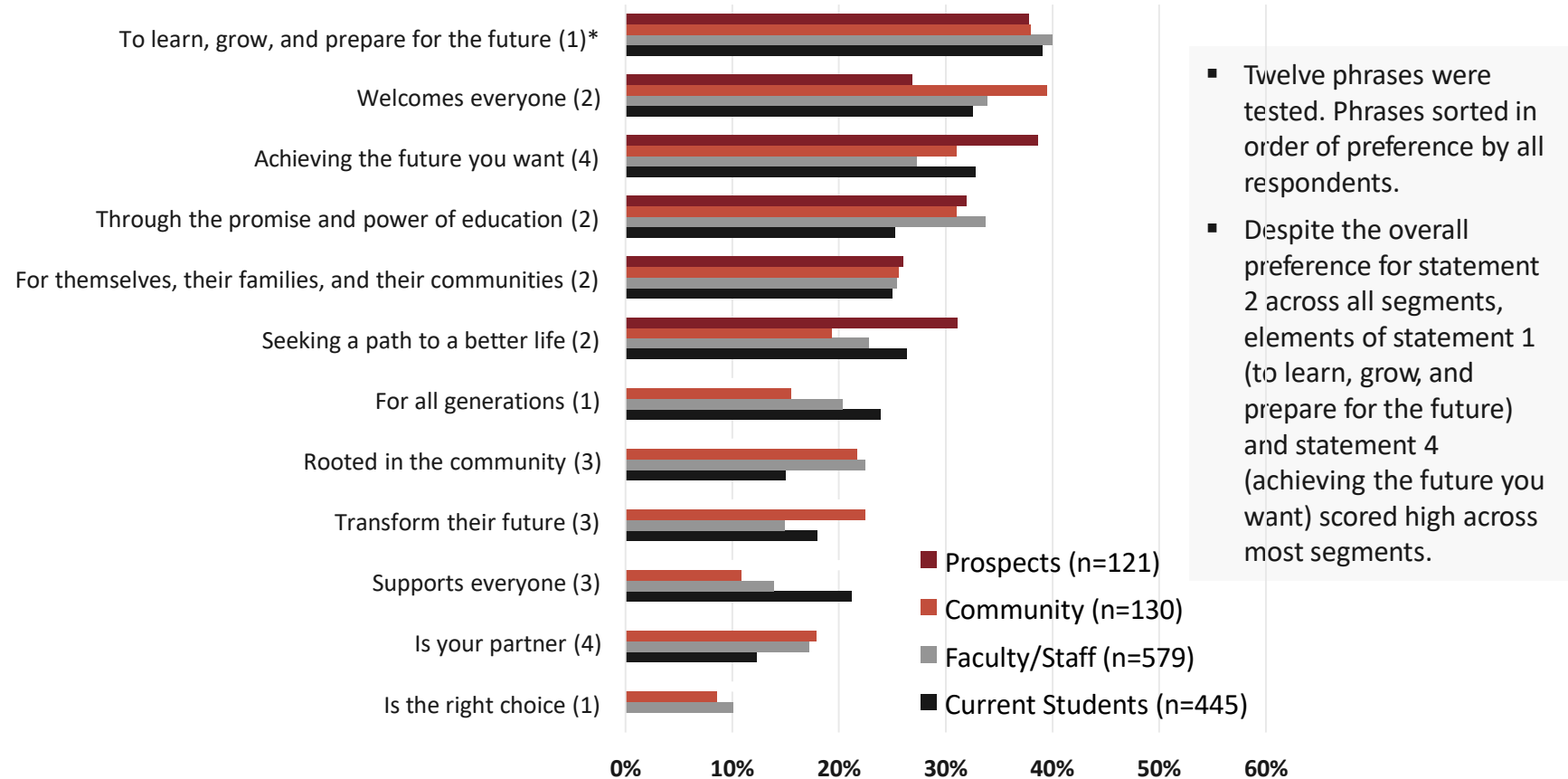
Please indicate your rating on a 5-point scale. 5=Very; 1=Not at all
Mean ratings displayed below.



- Among prospects under the age of 25, statement 3 scored highest in importance and distinctiveness while statement 2 scored highest in believability and appeal.
- Statement 1 received low marks across the board with noticeably lower scores on believability, distinctiveness, and appeal.

Brand Elements to Remain in Final Statement

Aided: Of the words and phrases used to create the brand promises, which elements do you feel should remain in the final statement. *Select up to three.*



- Twelve phrases were tested. Phrases sorted in order of preference by all respondents.
- Despite the overall preference for statement 2 across all segments, elements of statement 1 (to learn, grow, and prepare for the future) and statement 4 (achieving the future you want) scored high across most segments.

*() denotes the statement in which the phrase is associated

Pima's Brand Promise Statement

Pima Community College welcomes everyone striving to achieve a better life for themselves, their families and their communities through the promise of education.

Pima's Brand Pillars

Find Your Place in a Welcoming Community

Learn, Prepare and Strive for a Better Life

Create a Future that Matters through the Promise of Education

Brand Campaign Creative



Keep striving.

What Will Branding Do for Pima?

Provide consistency

- Look
- Messaging
- Actions

“Consistency is the key to successful branding. And consistency goes beyond the product itself. The brand promise must be clear with every interaction each stakeholder experiences. That means every part of the organization has a role to play in branding.”

- William Arruda - Forbes

Brand Ethos

A verbal expression of the tone, attitude and personality of the concept's intended messaging and design initiatives.

Because there are no limits to what you can achieve

Because it's never too late to create a brighter tomorrow

Because your story of success matters to Tucson and the world

Because learning and growing and finding new challenges to conquer ...

Is just who you are.

This is why you strive.

It's why we strive, together.

In a place where the true power is our community.

Our embrace of all people whose dreams are as diverse as where they are in life.

And our promise that you, and your goals, will always belong.

Because creating the kind of moments that can change the future for you and your family ...

Is just who we are.






Pima Community College

Keep Striving.

Ethos Video

Elements

Fonts, colors and design

				
PANTONE 287	PANTONE Black	Cyan	60% Black	PANTONE 715
C: 100 M: 68 Y: 0 K: 12	C: 0 M: 0 Y: 0 K: 100	C: 100 M: 0 Y: 0 K: 0	C: 0 M: 0 Y: 0 K: 60	C: 0 M: 52 Y: 93 K: 0
R: 4 G: 85 B: 1480	R: 0 G: 0 B: 0	R: 0 G: 174 B: 239	R: 128 G: 130 B: 133	R: 247 G: 144 B: 45
# 045594	# 000000	# 00aeef	# 80825	# f7902d

Color Palette



Factoids set in Stag and/or Stag Sans outlined or transparent as needed. Variety in size and color will add visual interest.

Headlines are set in two parts with the second segment set at 2/3rd size of the top line. For example 30pt. over 20pt. is shown here.

Solid 2pt. rule used on top and bottom of the primary image of the page.

Entire headline is set in Stag Semibold flush left.

Narrative text is shown in Stag Light.

Use Stag sans for lists, captions and as needed.

“Omnibus lodygnat when nel in. StagBook agnatus a ptole or plaud to a black Placanglo when needed?”

**Striving...
beyond the classroom.**

Turni uos con neodeseridit volunt quibuslano quo debis santium soluptate laudantia datur? Qui recent, quo vixit es a qui officensale modist

Headline Style

Motion graphic positioned over blue rule.




Elements

“Keep” and “Striving” phrases

- Keep making a difference in your community
- Keep creating a better life for you and your family
- Keep dreaming ... because your future is worth it
- You strive ... because a brighter tomorrow is waiting

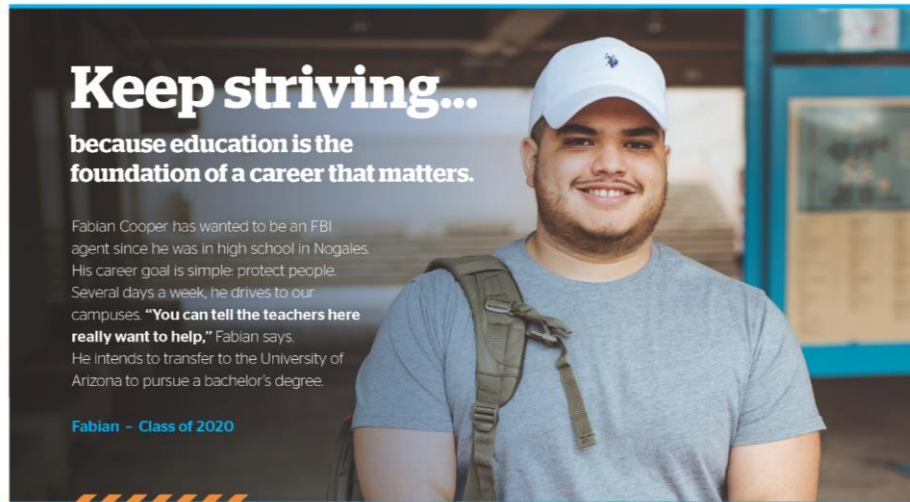
Faculty/Staff/Donors

- Because every dream deserve a chance ... we strive
- Keep inspiring ... because today's students are tomorrow's world changers



Elements

Storytelling



Keep striving...
because education is the foundation of a career that matters.

Fabian Cooper has wanted to be an FBI agent since he was in high school in Nogales. His career goal is simple: protect people. Several days a week, he drives to our campuses. **"You can tell the teachers here really want to help,"** Fabian says. He intends to transfer to the University of Arizona to pursue a bachelor's degree.

Fabian - Class of 2020

   520.206.4500 pima.edu

 **PimaCommunityCollege**
/// Keep striving.



\$56,817
Average annual salary for a Welding Inspector in Tucson as of Spring 2019 (by region)

Keep striving...
to find your passion.

“When I graduated from Sunnyside High School, I wasn't really sure what I wanted to do. I was interested in art and science - but when I discovered welding, I knew I had found my passion. **I love knowing that I can make something that will last forever.** When I graduate from Pima, I am going to further my education by getting a degree as a Welding Inspector.”

Tisha - Class of 2019

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Questions



Beatrice Szalas

Vice President for Client Services
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Lisa Brosky

Vice Chancellor, External Relations
Pima Community College

Thank you.



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