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FOR IMMEDIATE RELEASE
March 15, 2017

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NOCCCD Board of Trustees Unanimously Approves (7-0) New Name for Noncredit Institution to North Orange Continuing Education

ANAHEIM, CA – The North Orange County Community College District's (NOCCCD) Board of Trustees unanimously approved (7-0) the recommendation to change the District's noncredit institution to North Orange Continuing Education (NOCE) at the Board meeting on March 14, 2017. The school will officially brand itself NOCE in September 2017.

"SCE has always been a courageous and innovative leader in the area of noncredit education," said NOCCCD Chancellor Dr. Cheryl Marshall. "The investment of the new name will enhance the institution's brand identity in the North Orange community which will only lead to expanded partnerships and greater access for students."

Since August 2015, the School of Continuing Education (SCE) has been actively engaged in research to rebrand its marketing platform and re-design its website. Upon further analysis of focus group and survey results conducted with students, Board Members, partners, community members, staff, and faculty, the name School of Continuing Education (SCE) consistently presented itself as a barrier. While the respondents recognized the value of SCE's individual programs, they did not associate their instructional program with the overall school, often misnaming the organization by the specific campus location or off-site partner or even as part of the District's credit colleges (Cypress College or Fullerton College).

SCE embarked on additional research in February 2016 to determine whether a new name would better represent the institution's brand promise to its target audiences. Multiple surveys of both external and internal stakeholders were followed by focus groups. The findings were consistent – the name School of Continuing Education was noted as confusing, too generic, and non-reflective of the school's tie to the North Orange County Community College District.

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In October 2016, the representative SCE Name Analysis Workgroup—consisting of students, staff, faculty, and community members—concluded that many marketing benefits, including appeal to the student audience, would be evident if the name was changed to North Orange Continuing Education. By far, this option was considered more popular than any other alternatives and was the clear choice among students, former students, and parents of students who are the school's primary target audiences. NOCE was chosen as the new recommended name by the workgroup for several reasons:

- North Orange Continuing Education has a natural alignment with the District
- North Orange Continuing Education claims a geographic location
- North Orange Continuing Education has a descriptive quality through the term “continuing education,” which the survey showed is the clearest descriptive term
- North Orange Continuing Education, and acronym NOCE, are considerably shorter than North Orange County Community College District's School of Continuing Education
- North Orange Continuing Education's acronym NOCE will eliminate brand confusion with Southern California Edison, also SCE.
- When searching the Internet for “North Orange Continuing Education,” NOCCCD SCE is already listed as the first choice

“This is a truly historic moment for our school,” said SCE Provost **Valentina Purtell**. “Thank you to the Board of Trustees and for our staff and faculty for the courage in making bold decision while listening intently to the community we serve, and particularly our students who are eager for the new name. Our incredible institution has grown in size and complexity but it has not yet reached its fullest potential. We look forward to making the transition from SCE to NOCE and seeing our institution soar!”

The name/brand launch implementation will occur in incremental phases:

- March-June: Development of NOCE logo, institutional colors, style guide; purchasing new website domain; submitting name change documentation to the Western Association of Schools and Colleges Accrediting Commission for Schools and California Community College Chancellor's Office

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- June-September: Revising school-wide forms and marketing materials, and developing signage for all three Centers
- September 8, 2017: Annual Back-to-School Opening Day and Name/Brand Launch Event

SCE Background

A member of NOCCCD, which also includes Cypress College and Fullerton College, SCE has been cultivating change for over 80 years with educational programs and services from high school completion, English-language acquisition, career technical education training, and self-development courses. SCE serves 33,000 students annually, ranging from preschoolers to seniors, at three Center locations in Anaheim, Cypress, and Wilshire (Fullerton) as well as approximately 150 off-campus locations. Accredited by the Western Association of Schools and Colleges and part of the California Community College System, all SCE courses are approved by the State of California. NOCCCD's School of Continuing Education – **Change. Cultivated.**

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