

1 **Southwest Vermont Regional Technical School District (SVRTSD)**

2 **Education/Facilities Committee Meeting Minutes: Monday, January 13, 2020 5:15 PM**

3 Career Development Center

4 RGB members present: Jessica Gulley-Ward, Rickey Harrington, Jackie Kelly, Chair; Fran  
5 Kinney, Edward Letourneau, John Macdonald, Michael Munson and Ken Swierad

6  
7 CDC represented by: Michael Lawler, Superintendent/Director; Meg Honsinger, Assistant Director  
8 and Nicole Sauer, Education and Outreach Coordinator

9  
10 Recorder: Sandra Redding, Administrative Assistant to the Superintendent

11  
12 Meeting was opened at 5:20 by Chair Jackie Kelly. She invited Supt. Lawler to begin the  
13 discussion concerning the possibility of a name change for the school. He shared that the "CDC"  
14 name and brand is often confused with other entities which share the same letters, particularly  
15 the "Center for Disease Control." Our name is quite confusing when attached to our district as  
16 well. There seem to be many versions floating around thru the local community and at the state  
17 level. Lawler initiated dialogue with faculty and staff to gather their thoughts, ideas and  
18 perceptions associated with the current name and a possible change. The idea for a change was  
19 intriguing to them and opened the door for modernization and re-branding. Lawler requested  
20 Nicole Sauer, Education and Outreach Coordinator to provide further information to the  
21 committee. She shared:

- 22 • Even though there are many versions, the high school knows this one quite well
- 23 • She noted that there are many variations of the present name floating about
- 24 • What is the public perception of the CDC?
- 25 • Looking for a name that is suitable to the present era, simple, powerful
- 26 • Should elevate and be a catalyst for tech education

27 Sauer has been working with our Graphic Arts program instructor, Betsy Kane and students to  
28 gather input for this project. There has been a great deal of enthusiasm, creativity and  
29 productivity displayed already as logo, color schemes and designs are being discussed. Sauer  
30 then provided a few examples to the committee for discussion purposes. The one thing we  
31 cannot change without a great deal work is the district name. Other than that, we are looking for  
32 a new graphic that best represents a 21<sup>st</sup> century tech education school that also offers adult tech  
33 education. This is not a 1950s or 1960s vo-tech style school anymore. We have the opportunity  
34 to re-tell our story while upgrading our product to the high standards and education we wish to  
35 provide to our district at this time as well as going forward. At this time, the committee requested  
36 to make comments from around the table:

- 37 • J. Kelly-great idea, keep it simple, glad students and teachers involved; ready to move on
- 38 • M. Munson-his father attended a school with a re-branding and noted that the process  
39 worked quite well for that school; agreeable to a change
- 40 • J. GulleyWard-in agreement to change; would like to see more on the  
41 color/language/design; separate letters or connecting?
- 42 • E. Letourneau-concerned about the SW usage, sounds like a college in Texas; he noted  
43 the present "CDC "was created by a student way back and for lack of anything better,  
44 that logo stuck; original name was used to differentiate the trades from academia; not  
45 opposed to re-naming, prefers "center" in name; he has spent a lot of time explaining the  
46 present name and offerings out in the distant district towns
- 47 • J. MacDonald-keep it simple; really don't need "center"; 3 connected letters better, shows  
48 connection for all; possible Sw; not opposed
- 49 • F. Kinney-much easier if shortened; ok with either of the samples presented
- 50 • K. Swierad-likes" tech"; likes color green; could catamount, the mascot, be used?
- 51 • R. Harrington-noted he finds it challenging to open our meetings with the complete district  
52 and school name; should be careful not to come near to copying other area logos; how  
53 did other tech centers get their names? Should try to make ours stand out from the  
54 crowd; a change in logo will not insure a better product; there should be upgrades and  
55 improvements in all areas; create a buzz, then must back it up.

1 Supt. Lawler reminded the committee that we serve other communities outside of Vermont and  
2 would hope to see growth in those areas. The whole process of name change is just beginning  
3 so with the additional thoughts and creative ideas from students, faculty and staff, board  
4 members and community, designs will be forthcoming. As Lawler explained, this meeting was  
5 more informational than anything just to give a head's up to the board that this project was being  
6 considered and he wanted their input for such an important change. He is hoping to implement, if  
7 approved, the change for the 2020/2021 school year, so more details will be provided at the  
8 March and/or April full board meeting.  
9

10 Kelly asked the committee how they felt overall concerning a name change for the CDC. All  
11 present indicated they were not opposed to a change and that it would be good. Group not  
12 opposed to name change, color change, design change. They would like to see other colors than  
13 we show now and other design features. Lawler noted to committee that he does not expect the  
14 costs to be too much, but there will be expenses with a name/logo change. We will use in-house  
15 labor and materials as much as possible and local trades people for any work needed beyond our  
16 abilities. Working with local businesses is good for them and also our students with possible work  
17 based learning experiences to be had.  
18

19 With just a few minutes left before the full board meeting, Supt. Lawler shared that for the  
20 upcoming second semester, the Graphic Arts program with Elizabeth Kane at the helm, has a full  
21 roster and a waiting list, so this has been a great return of a CDC program to our side of the  
22 building.  
23

24 Meeting adjourned at 5:55PM by unanimous decision.  
25