

July 8, 2021

Good afternoon college community.

This week, we submitted our recommendation for the new name of our institution to Chancellor Glenn DuBois and the State Board for Community Colleges. This submission comes after months of work by our college's Naming Task Force, which, with the guidance of naming and branding experts:

- developed a set of naming criteria that align with the college's mission, vision, values and commitment to diversity, equity and inclusion;
- evaluated lists of potential college names, including names submitted by the community, based on that criteria;
- surveyed the college community on potential names (more than 1440 people participated in the survey, and more than half of those respondents were students); and
- based on its findings, put forth its recommendations to the Office of the President for consideration and an in-depth trademark review.

We took time to review the comments and feedback we received from students, alumni, employees, donors, business partners, and community members. It became clear we are a place that changes lives, inspires, and empowers and we are an institution that welcomes all and provides outstanding educational opportunities and support. We are a hub that connects business and industry to skilled workers and students with their future employers. We are employees who live into the college's vision of a success story for every student. We are students of all backgrounds, whose unique interests, goals and perspectives motivate the college's work. We are supporters and partners who believe in the power of education and invest in the future of the community.

Therefore, our name should be as vibrant as the work we do, the people and communities we serve, and the employees who dedicate themselves to our students' success. This is why this week we recommended our college be named **Brightpoint Community College**.

I am excited about this name and how it celebrates the heart and energy of our institution; connects to the experiences people have here; and reflects the uplifting and welcoming environment we strive to create for all. We are a bright point in so many people's lives, and I know that will continue for decades to come!

It's important to note that we are still the Trailblazers, a name that truly captures the spirit of everyone in our community. That mascot deserves to be paired with a name that is *equally* inspiring.

I am honored to present this name recommendation to the State Board for Community Colleges, which has the sole authority to name community colleges in Virginia. The State Board will consider our recommendation when it meets July 21 – 22, and after that meeting, I will update you on the actions taken. Please remember, once the State Board approves a new name, the name change will not happen immediately. We estimate it will take 12 – 18 months for our institution to transition to the new name.

Thank you.

Edward "Ted" Raspiller, Ed.D.
President

John Tyler Community College