

BARTON MARKETING AND COMMUNICATIONS

Detail: At the June 4 Board study session, the President presented information regarding the College's ongoing marketing efforts. He advised the Board of the need for flexibility in identifying the name of the College when targeting various marketing populations.

Recommendation: While the legal name of the College remains Barton County Community College, it is recommended that the Board authorizes the President to utilize his discretion in approving the use of variables of the legal name (i.e., Barton Community College; Barton; etc.) without seeking further Board approval.