



**MEMORANDUM**

**TO:** Members of the LFCC Financial Impact Working Group  
**FROM:** Craig Short, Workgroup Chair  
**SUBJECT:** Draft Meeting 1 Minutes  
**DATE:** 8/24/2020

- 1. Group introduction;** workgroup members present introduced themselves and relationship with the LFCC. Rachel Dodson, Jeanian Clarke, Aaron Riddle, Whitney Miller, Barry Orndorff, Mike Wenger and Mike Lake and Craig Short. Additional members of the workgroup are: Christine Myrtle, Ed Daley, Ben Freakley, and Pamela Mcinnis.
- 2. Status Update: Noted that this was the group’s** first meeting; reviewed background information including President Blosser’s letter and the VCCS Resolution.
- 3. Status of overall initiative:** 3 groups were discussed: Workgroup for Building and Facility Names, Workgroup for College and Campus Names, Workgroup for Financial Impact. The status of the other two groups was discussed as follows:

**Workgroup for College and Campus Names**

- examine the college and campus names, which regularly face our students, faculty, staff, and supporters
- conduct a fact-finding phase to look at the history of the names both in the context of an individual and the relationship to our service region
- review an assessment of the names in terms of the college’s overall brand
- determine if those names are consistent with our mission and values
- provide recommendations to the college and the board if additional information should be gathered from outside of the workgroup

**Workgroup for Building and Facility Names**

- examine the college building and facility names, which regularly face our students, faculty, staff, and supporters

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- conduct a fact-finding phase to look at the history of the names both in the context of an individual or organization and their relationship to our service region
- determine if those names are consistent with our mission and values
- review the college's current naming policy
- provide recommendations to the college and the board if additional information should be gathered from outside of the workgroup

**4. Purpose of the working group was discussed in the following terms:**

- as working groups are examining the college name, college building and facility names, assess the potential organizational and financial impacts to changes that could be recommended
- review college and VCCS policies that will be impacted by any recommended changes
- develop scenarios with cost implications for various potential recommendations, including a timeline for how to phase in the changes and associated costs
- provide recommendations related to cost-savings measures that should be considered in each scenario
- provide recommendations to the college and the board if additional information should be gathered from outside of the workgroup

**5. Timeline of the working group:**

- August 1 – 7, 2020 – workgroup kickoff meeting to get to know each other and discuss how workgroup will proceed
- August 8 – October 15, 2020 – workgroup meetings held approximately once per week, for approximately one hour (7 meetings for this group)
- By August 21 – interim status report will be sent to the College Board for their September 3<sup>rd</sup> board meeting
- By October 23 – analysis of workgroup's findings and any recommendations will be drafted (based on the cumulative efforts produced by the October 15<sup>th</sup> meeting)
- By November 4 – all working groups reports will be incorporated into a larger report to be submitted to the College Board for their November 12<sup>th</sup> meeting

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## 6. Initial thoughts on group charge:

### a. Financial Impacts from Space Name Changes

Initial thoughts on areas that would incur financial impacts should a building or space have to be re-named: Interior or exterior signage hard costs. This category overlaps with directories and directional signage both on campus and off campus. Costs associated with staff time involved with making changes in web platforms such as SIS, AIS and other state agency platforms as well as internet based assets such as the LFCC website, social media, etc. Police force related costs include things such as fire alarm and security system nomenclature and programming changes and other customized software. Contractual obligations from original donors would need to be reviewed the other working group for clawback provisions or violation of any terms of agreements of donations to assess potential costs. Presumably, name change cost implications related to donations would likely impact the foundation more than the college. A final note was made that consideration should be made for any legal fees involved or legal costs that could be incurred in the process such as deeds or titling documents, watermarks or copyright ownership, etc.

### b. Initial thoughts on the financial impacts from a potential college name change:

Contracts and agreements that might need to be modified and the level of effort involved with those. Marketing and rebranding costs, including consultants, etc. are expected to be significant to overcome the loss of the 50 year investment in the LFCC brand. Exterior and interior signage and branding costs for facilities will be a significant cost; particularly when considering the highway signage as part of the directional and wayfinding signage. Similar to the building and space renaming but in a significantly more challenged way, web changes related to a name change will require internal staff time and likely include consulting and/or contractor efforts to ensure that it is completed within a reasonable timeframe and in coordination with re-branding efforts. A number of miscellaneous categories of potential cost implications were also identified such as apparel changes, DMV LFCC license plate associated costs, bookstore related costs for apparel purchase/destroying, name tags, license agreements, banners, pop up tabs, graduation tassels, diploma frames, to name a few. Also, as in the other category for building and space changes, legal fees and costs associated with

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contracts, service area municipality agreements, etc. will need to be accounted for to the extent possible. Finally, costs for intangibles such as re-educating the community on the new name will be a challenge to estimate.

- 7. Future proposed meeting dates: were established as being on Tuesdays 1:30.** Meeting minutes will be distributed to the entire workgroup so that those not in attendance can provide additional feedback for instances where they are unable to attend in-person.

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