



BRAND GUIDELINES 2020

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INTRODUCTION

There's more to BCC's brand than meets the eye.
You've always known it. And you're right.

You see, our brand isn't just about a logo or a color scheme.
It comes out of all the interactions and experiences people have with us.
The expectations they have of us. The promises we've made them.

Our brand is who we are.

And it's also what we stand for.

BCC QUALITIES

Staying on brand is about keeping our promise to the people who matter. And at BCC we keep our promises.

The power of BCC comes from our collective experiences. All of our messages should begin with the experiences that we offer and conclude with the rewards to our students. Every experience is a learning experience. Along the way we've learned that we're:

Real. We're straight up. We tell it like it is. Anything else is a waste.

Smart. We're thinkers and doers. It's a combination that can't be beat.

Wise. We're built on experiences. And we've learned from everyone.

Strong. The road is long, but anything's possible. We'll stay the course.

Bold. We do things our way. We're not afraid to stand out.

Proud. We know where we come from. The Bronx is our heartbeat.

Driven. We'll do what it takes. We're here to blaze our own path.

Diverse. We find unity in our differences. And we celebrate them all.

Worthy. This is our world. And we're deserving of our place in it – and everything we do.

These are our qualities. They're what defines us. When we focus on them, we can be true to who we are. All of our messaging should begin with what we offer/our attributes and concludes with the outcome/reward for our audience/students.

A photograph of several students in a classroom setting, looking at papers and books. The image is overlaid with a semi-transparent purple and blue gradient. The text 'VOICE AND TONE' is prominently displayed in the center-left. The student on the left is wearing a black t-shirt with 'BANDS' in yellow. The student on the right is wearing a white t-shirt with a unicorn pattern and glasses. They are both holding pens and looking at documents on a desk.

VOICE AND TONE

VOICE AND TONE

- Active
- Personal
- Friendly
- Informal without being too casual

Varying your voice

- Academic department and administrative office websites: efficient, informative, but approachable
- Student Activities and Services: less formal, community-focused (us not you), inclusive
- Blogs: informal, conversational, inviting responses (if work related, they still have to be professional and make some grammatical sense)

Active voice

The active voice is more direct and uses fewer words

- Passive: The lecture was enjoyed by the new students
- Active: The new students enjoyed the lecture

Personal voice

- Impersonal: Web users may subscribe to the free email newsletter below
- Personal: Sign up for your free email newsletter

VOICE AND TONE

Editorial Voice

BCC is an inclusive environment. Our communications should reflect that. Our audience includes traditional students and people returning to education. Among other things, telling the BCC story communicates our values, our strategic priorities, and the qualities that set us apart from our peers.

As thousands of content pieces from colleges and universities are fighting for attention – every single day – it is imperative that Bronx Community College’s messages are consistent. When communicators deliver the same messages multiple times in multiple ways, our key audiences become familiar with the Bronx’s Story, strengthening our connections with them.

Keeping Our Promise

BCC empowers you to reach within, join forces and work hard to get to where you need to be. That strength is already there – we just help bring it out.

Our brand essence is our emotional heart.

It’s the core of who we are.

VOICE AND TONE

Our Voice Attributes

When you take a brand and give it human characteristics you have a brand personality.

And BCC is all about personality. It's confident, vibrant and proud of its heritage. It's savvy, smart and fearless. It knows that there's strength in diversity and that independent thinking leads to togetherness. It's built on community – because it's in community that individuals thrive.

Our personality is what informs our qualities and our voice.

A photograph of college students in a classroom, overlaid with a semi-transparent teal filter. The students are seated at desks, looking down at their work. The text 'COLLEGE IDENTITY' is prominently displayed in the center in a bold, white, italicized font.

COLLEGE IDENTITY

COLLEGE IDENTITY

LOGO

The BCC logo should be presented in white, black or Green PMS 3415. Black is the primary color option. It is intended for use on lighter backgrounds and images to maintain legibility. When placing the logo on a dark colored background, it should be in white.

Usage of Green PMS 3415 should be for a more sophisticated publications.

Please note: When the College went through the branding process with EFK, it was decided that the gold, PMS 129 would NO longer be considered a primary or secondary color.



COLLEGE IDENTITY

CUNY/BCC logos lock up

Here are approved way to use the BCC and CUNY brand together. The only logo that it is always appropriate to partner with the BCC logo is CUNY's logo. CUNY has specific ways that their logo pairs up with other logos. Please see below for the appropriate pairing.



COLLEGE IDENTITY

LOGO

Using the Logo vs Spelling out the College's Name

There are times when it is appropriate to spell out the College's name and use the logo on the back, bottom or on another page.

When to Use the College's Official Seal

The College has an official seal. The seal is used on certificates and on other official documents. It has been used on some of the College's commencement and convocation programs. The Presidents' inaugural materials used the seal rather than the logo.



COLLEGE IDENTITY

BRONCO LOGO

The College also has a logo of the official mascot, the Bronco. The Bronco logo has its very own green and gold which can only be used in the Bronco logo. The Bronco logo is used on merchandise, athletic uniforms, special signage and some publications.



PMS 2411

CMYK
4,17,87,0
RGB
245,206,62
#F5CE3E



PMS 617

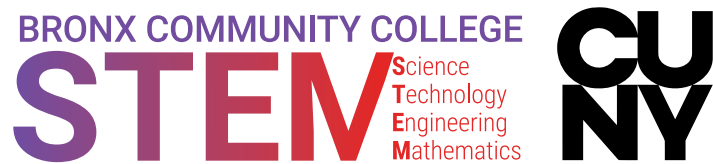
CMYK
100,27,89,16
RGB
0,117,74
#00754A

COLLEGE IDENTITY

LOGO: Sub Brand Hierarchy

The College has only one logo and it should only be combined with the CUNY logo but to help your program, office or department to stand out, we can create a logotype for you. This is a completely text derived identifier that can be combined with the BCC logo and CUNY logo lockup or with the BCC name and CUNY name spelled out. If you spell out the name of BCC and CUNY, you must use the logo lockup on the title page, back cover or another prominent location within the publication.

Examples:



COLLEGE IDENTITY

COLOR PALETTE: PRIMARY COLORS

Rules of Usage – The BCC logo can only appear in Green PMS 3415, Black or white. The logo should never appear in any of the secondary or tertiary colors. When designing what we call institutional publications, we try to use the PMS 3415 as a primary color.

Institutional publications include commencement program and invitation, the College Catalog, the strategic plan and annual reports.

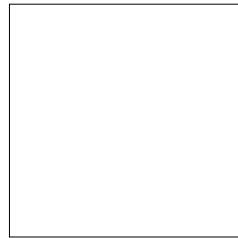


PMS 3415

CMYK
100,27,89,16
RGB
0,117,74
#00754A



BLACK



WHITE

COLLEGE IDENTITY

COLOR PALETTE: SECONDARY COLORS

Our brand calls for the use of bright and vivacious duotones. Duotones are just what they sound like, two color that fade from one to the other. Duotones can be used in photos, background and objects like borders or decorative rules.



PMS 2736
CMYK
4,17,87,0
RGB
245,206,62
#F5CE3E



PMS 286
CMYK
4,17,87,0
RGB
245,206,62
#F5CE3E



PMS 266
CMYK
4,17,87,0
RGB
245,206,62
#F5CE3E



PMS 219
CMYK
4,17,87,0
RGB
245,206,62
#F5CE3E



PMS 485
CMYK
4,17,87,0
RGB
245,206,62
#F5CE3E



PMS 2728
CMYK
4,17,87,0
RGB
245,206,62
#F5CE3E



PMS 3285
CMYK
4,17,87,0
RGB
245,206,62
#F5CE3E



PMS 3285
CMYK
4,17,87,0
RGB
245,206,62
#F5CE3E



PMS 3385
CMYK
100,27,89,16
RGB
0,117,74
#00754A



PMS 388
CMYK
100,27,89,16
RGB
0,117,74
#00754A



PMS 485
CMYK
100,27,89,16
RGB
0,117,74
#00754A



PMS 382
CMYK
100,27,89,16
RGB
0,117,74
#00754A



PMS 3935
CMYK
100,27,89,16
RGB
0,117,74
#00754A



PMS 1375
CMYK
100,27,89,16
RGB
0,117,74
#00754A



PMS 102
CMYK
100,27,89,16
RGB
0,117,74
#00754A



PMS 250
CMYK
100,27,89,16
RGB
0,117,74
#00754A

COLLEGE IDENTITY

COLOR PALETTE: SECONDARY COLORS

Duotones samples:



Please note:

Duotones should never be used in the reverse. The Darker color is always the foreground and the lighter color is always the background.



COLLEGE IDENTITY

COLOR PALETTE: TERTIARY COLORS

Tertiary Colors are used when the BCC Green, Black, white and the Duotones are not what you need. These colors are solid and in most cases are not used when using a duotone. Included in the approved colors are the CUNY blue and gold. BCC former gold is included in the Tertiary colors but cannot be used for the BCC logo.



PMS 129

CMYK
4,17,87,0
RGB
245,206,62
#F5CE3E



PMS 3005

CMYK
100,27,89,16
RGB
0,117,74
#00754A



PMS 267

CMYK
100,27,89,16
RGB
0,117,74
#00754A



PMS CUNY

CMYK
100,27,89,16
RGB
0,117,74
#00754A



PMS CUNY

CMYK
100,27,89,16
RGB
0,117,74
#00754A

COLLEGE IDENTITY

TYPOGRAPHY

The College has three official fonts which are free to download from Google. They are:

RUBIK

Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456

ROBOTO

Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456

Lora

Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456
Aa Bb Cc Dd 123456

COLLEGE IDENTITY

PHOTOGRAPHY

All photos taken by the Office of Communications and Marketing are available to view and for downloading at our official Flickr site at:

<https://www.flickr.com/photos/bronxcommunitycollege/albums>

If you are taking photos at an event, it is important to have students and other attendees sign a Photo Release Form. This form is available for download at www.bcc.cuny.edu/xxxxxx. Please note—a person must be 18 years or older to sign a release form. If they are under 18, a parent or guardian must sign the form.

If you are taking photos at a large event, we can provide you with a sign to display at the which takes the place of individual signed photo releases.

COLLEGE IDENTITY

BCC'S YOUTUBE POLICY

All videos will be reviewed on a case by case basis to make sure the content reflects and supports the mission of the College. All videos must follow the College's brand guidelines, include the BCC and CUNY logo lockup and use the approved fonts, Roboto, Rubik and or Lora. The BCC and CUNY logos are available for download at **<https://www.dropbox.com/sh/d5rvmq3sjtyvc88/AABInnFZeBk6KpSi5L0-wB7pa?dl=0>**

Promotional videos should be kept to 5 minutes maximum – best practice is under 3 minutes. Any and all music used must be royalty free. One site for royalty free music is:

<https://www.bensound.com/>. There are many others, this is just an example.

Videos of lectures, concerts, performances, speeches, etc. will be shown in their entirety. A playlist will be made for videos that are part of a series.

The policy for having students participate, actively or passively, in a video is the same as it is with still photography. All students must be 18 years or older and must sign a release form and supply a copy of a photo ID that includes their date of birth. Release forms are available for download at: (Amy is moving them to an easier to locate location on the website)

COLLEGE IDENTITY

STATIONERY

BCC Letterhead | BCC's official letterhead is available in three different formats.

A PDF template, MS Word Template or you can order printed letterhead. To get printed letterhead or official business cards, you must put in a workorder in TrackIt at <http://www.bcc.cuny.edu/faculty-staff/submit-a-work-order/>

No. 10 business envelopes are available through Receiving



Department of English
Colston Hall (CO), Room 600
P: 718.289.5731
F: 718.289.6310



Bronx Community College
of The City University of New York
2155 University Avenue
Bronx, New York 10453

Eddy Bayardelle, Ph.D.
BCC Foundation President
Vice President for External Relations
P: 718.289.5185
E: eddy.bayardelle@bcc.cuny.edu

Bronx Community College of The City University of New York
2155 University Avenue | Bronx, New York 10453-2895
www.bcc.cuny.edu

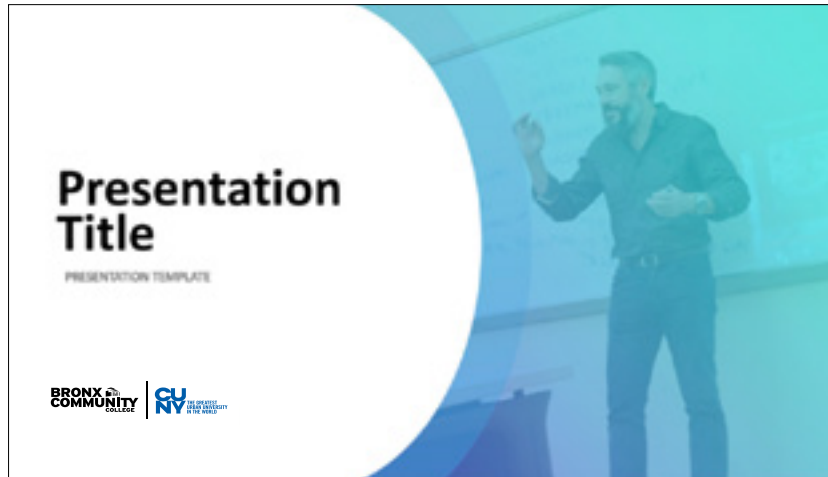


COLLEGE IDENTITY

TEMPLATES

You can download the following templates from the BCC website.

- PowerPoint



Download here:

<http://www.bcc.cuny.edu/about-bcc/communications-and-marketing/visual-identity-elements-resources/templates/>

Find images for your presentations here:

<https://www.flickr.com/photos/bronxcommunitycollege/albums>

COLLEGE IDENTITY

TEMPLATES

You can download the following templates from the BCC website.

- Email Signature template

BCC Employee Jane Doe
Director, Office/Department
Communications and Marketing

Gould Memorial Library, Room
718.289.5160
Fax: if applicable



Bronx Community College
2155 University Avenue
Bronx, NY 10453

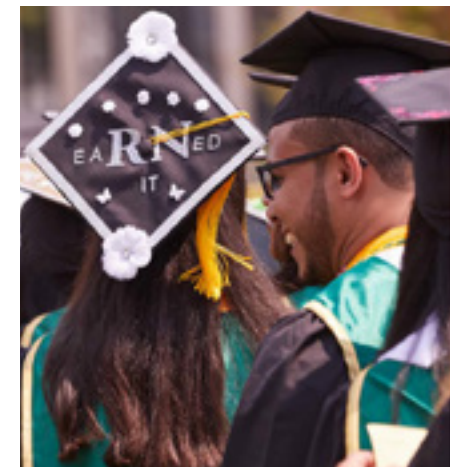
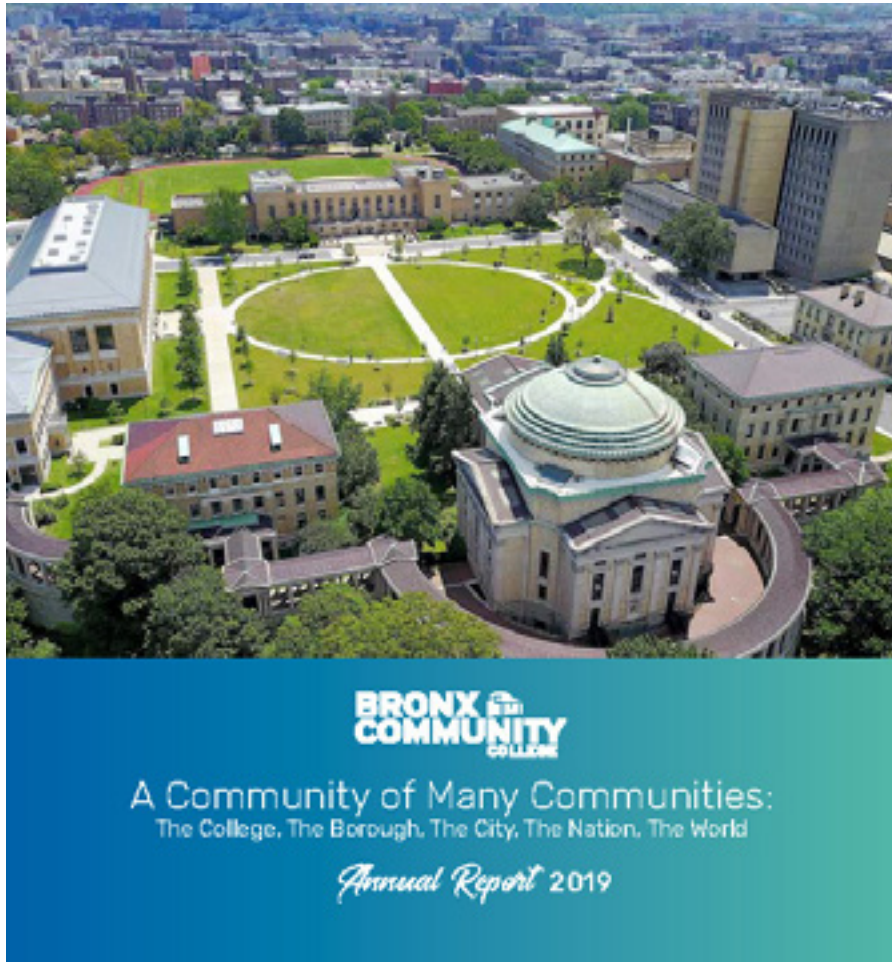
<http://www.bcc.cuny.edu/about-bcc/communications-and-marketing/visual-identity-elements-resources/templates/>



***SAMPLE
PROJECTS***

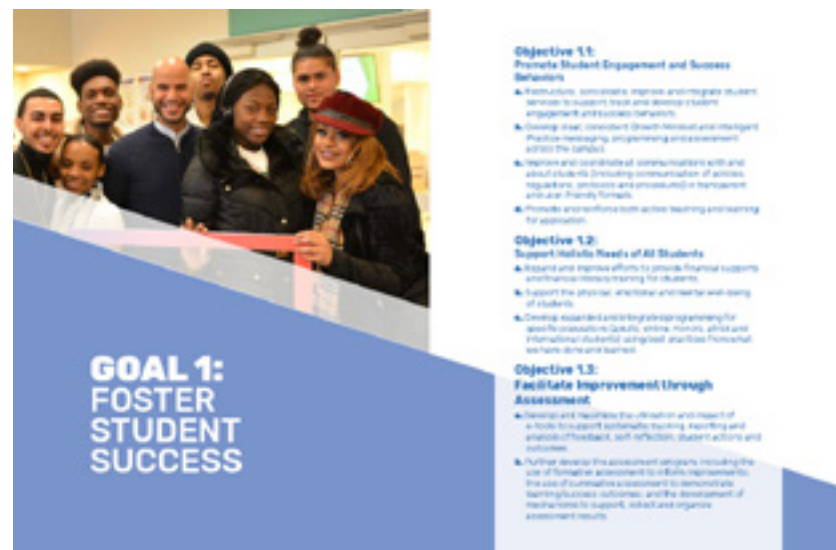
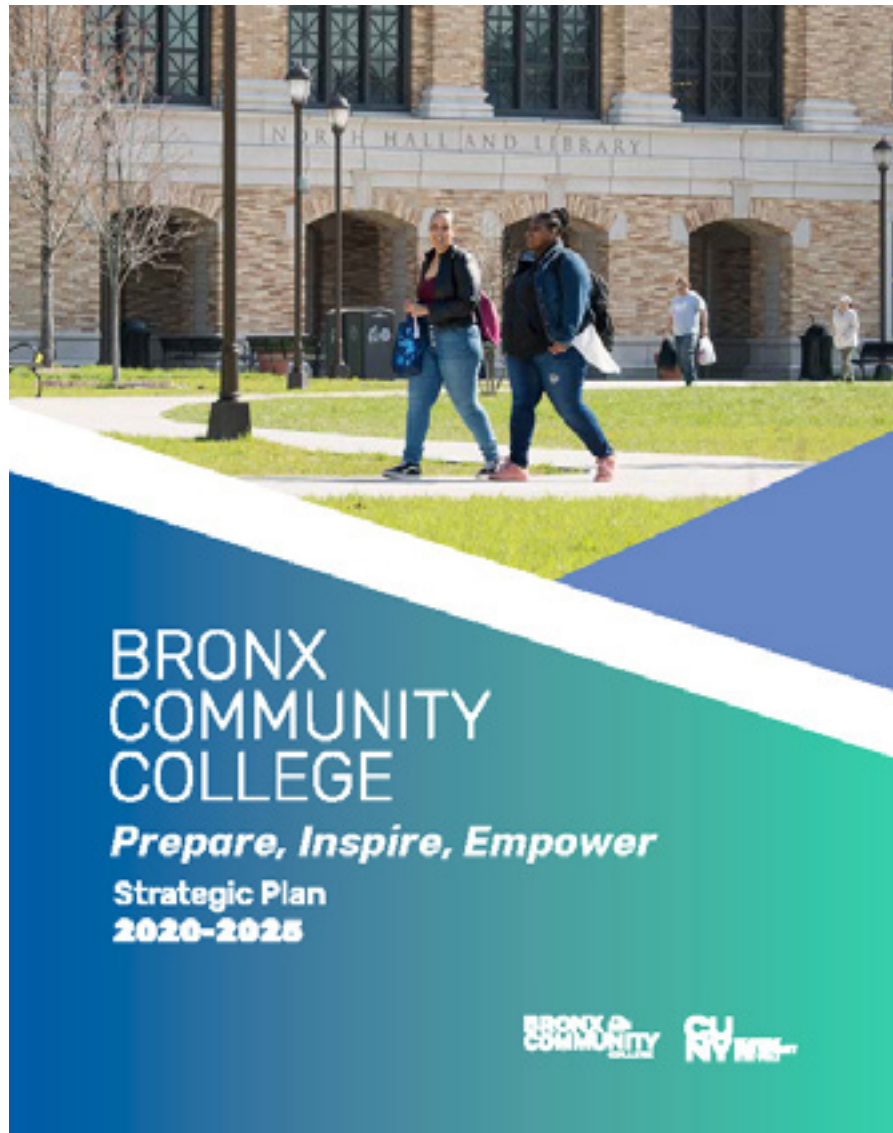
SAMPLE PROJECTS

INSTITUTIONAL PUBLICATIONS: ANNUAL REPORT



SAMPLE PROJECTS

INSTITUTIONAL PUBLICATIONS: STRATEGIC PLAN



SAMPLE PROJECTS

INSTITUTIONAL PUBLICATIONS: COLLEGE CATALOG



SAMPLE PROJECTS

INSTITUTIONAL PUBLICATIONS: BCC VALUE

THE BCC VALUE

BRONX COMMUNITY COLLEGE
OF THE CITY UNIVERSITY OF NEW YORK

BRONX COMMUNITY COLLEGE CUNY

WWW.BCC.CUNY.EDU

Bronx Community College is located in 45 green acres and boasts some of the most grand architectural gems in New York City. But it's the everyday miracles that take place inside these buildings that are the true glory of BCC, where students from a broad range of backgrounds come with one common goal to learn, strive and achieve. The names and numbers that follow are a portrait of the opportunities and triumphs that we call... THE BCC VALUE.

THE BCC VALUE

1 Debt-Free/Economic Value

Our students' wealth can be found in their hearts and minds, not in their wallets. At Bronx Community College, we believe that no one who aspires to a higher education and is willing to do the work it requires should have their dream deferred. Our solutions are available to begin with — add to that the many opportunities for financial aid, scholarships and awards, BCC graduates leave our gates laden with knowledge but not debt.

Undergraduates Receiving Aid

Augment aid	10%
Full grant	45%
Subsidized loans	45%

Graduates

- 100% of BCC graduates receive a certificate of financial aid
- Average amount of federal loan debt for a student who did not have a BCC aid program is \$3,450 less after graduation

BCC Faculty and Staff

- BCC employs more than 1,000 faculty and staff — who contribute to excellence
- 100% of faculty and staff have the BCC
- 100% of faculty and staff have an M.S.E.

SAMPLE PROJECTS

INSTITUTIONAL PUBLICATIONS: FAST FACTS

STUDENT PROFILE

The data is based on the 2019 enrollment, Spring 2019 survey results and 2019 Survey of Graduates.

ENROLLMENT

TOTAL ENROLLMENT	10,579
FULL-TIME EQUIVALENCY ENROLLMENT	7,514
STUDENTS ENROLLED FULL-TIME	64%
STUDENTS ENROLLED PART-TIME	36%

FEMALE MALE RATIO (Self-Identified)

56
Female

44
Male

DIVERSITY

Latino/Hispanic	61%
Black, Non-Hispanic	33%
White, Non-Hispanic	2%
Asian/Pacific Islander	4%

OTHER DEMOGRAPHICS

BRONX RESIDENTS	77%
AGE 25 OR YOUNGER	64%
1ST GENERATION COLLEGE	53%

HIGHEST POPULAR PROGRAMS - 64% OF ALL PROGRAMS

LEGAL, ARTS & SCIENCES	34%
CRIMINAL JUSTICE	11%
BUSINESS ADMINISTRATION	9%
TEACHING	6%
ETHICS & NUTRITION	4%

STUDENT PROFILE CONTINUED

DEGREE PURSUED

CERTIFICATE	1%
AA	46%
AS	27%
AAS	27%

STUDENT OUTCOMES

THREE-YEAR GRADUATION RATE	20%
FOUR-YEAR GRADUATION RATE OF CUNY TRANSFERS	46%
MEDIAN SALARY OF GRADUATES	\$38,439

Senior class transfer rate has **decreased** over the last 10 years.

Bronx Community College was found to have the 6th highest student mobility rate when compared to public 2-year universities nationwide. (Source: CHEA, et al., 2017)

RANKS #1 for African American students majoring in Rehabilitation and Therapeutic Professions

RANKS #2 for Hispanic students majoring in Rehabilitation and Therapeutic Professions

RANKS #3 for Total Minority students majoring in Rehabilitation and Therapeutic Professions

RANKS #4 for African American students majoring in Public Health

RANKS #5 for Hispanic students majoring in Public Health

RANKS #6 for African American students majoring in Physical Sciences

RANKS #6 for Total Minority students majoring in Public Health

RANKS #10 for African American students majoring in Legal Professions and Studies

RANKS #10 for Total Minority Students majoring in Homeland Security, Law Enforcement, Firefighting and Related Protective Services

Source: Chronicle of Higher Education - Top 100 Degree Programs, Research Group of 25 Department of Education

FINANCIAL INFORMATION AND ASSISTANCE

FINANCIAL INFORMATION

RECEIVING FINANCIAL AID	74%
HOUSEHOLD INCOME <\$16,000	25%
SUPPORTING CHILDREN	25%
EMPLOYED	51%

IMPORTANT SURVEY DATA

REMEDATION REQUIRED IN 1 BASIC SKILL AREA(S)	64%
--	-----

Worry sometimes / more about:

HAVING ENOUGH FOOD TO EAT	37%
HOUSING COSTS	68%

FACULTY AND STAFF DATA

FACULTY AND STAFF DATA

TOTAL FACULTY AND STAFF	1,120
FULL-TIME FACULTY	306
PART-TIME FACULTY	372

% MINORITY FULL-TIME FACULTY	48%
% FEMALE FULL-TIME FACULTY	47%

OTHER DEMOGRAPHICS

TENURED FACULTY	60%
LECTURER WITH CERTIFICATE OF CONTINUOUS EMPLOYMENT	30%

FULL-TIME FACULTY WITH DOCTORATE ANNUAL FULL-TIME EQUIVALENT	34%
TAUGHT BY FULL-TIME FACULTY	48%

CAMPUS FACTS AND FIGURES

CAMPUS FACILITY

CAMPUS ACRES	64.9
NUMBER OF BUILDINGS	34

BUDGET

TOTAL FY19 BUDGET	\$109,879,000
% TAX LEVY BUDGET SPENT ON STUDENT SERVICES, INSTRUCTION AND DEVELOPMENTAL RESEARCH	72%



SAMPLE PROJECTS

INSTITUTIONAL PUBLICATIONS: COMMENCEMENT



SAMPLE PROJECTS

ADVERTISEMENT AND RECRUITMENT ADS



Apply Now for 2019
FALL SEMESTER
at BRONX COMMUNITY COLLEGE
FALL 2019 begins August 24, 2019

BRONX COMMUNITY COLLEGE CUNY THE GREATEST URBAN UNIVERSITY IN THE WORLD

WWW.BCC.CUNY.EDU/APPLY



Spring Into Action.
MAKE IT YOUR
BRONX

BRONX COMMUNITY COLLEGE CUNY THE GREATEST URBAN UNIVERSITY IN THE WORLD

Apply now for **Fall 2018**
WWW.BCC.CUNY.EDU/APPLY

SAMPLE PROJECTS

BANNERS



SAMPLE PROJECTS

BCC FOLDER



SAMPLE PROJECTS

BROCHURES AND 4X9 CARDS

BRONX COMMUNITY COLLEGE
LIBRARY MISSION STATEMENT

The mission of the Library is to provide services, resources and library programs which support the academic mission of Bronx Community College. Library faculty take an active role in assisting students and faculty in learning how to use print and electronic information resources to support their educational and career needs. Librarians are active teachers of research skills and also provide instruction in the use of new technologies to access information. Librarians and teaching faculty are partners in the development of an information-literate campus community.

ABOUT BRONX COMMUNITY COLLEGE

Bronx Community College of The City University of New York offers more than 40 academic programs that prepare students for careers and to continue their education at four-year colleges. Located on a 45-acre tree-lined campus, BCC is home to the Hall of Fame for Great Americans, the country's first hall of fame. The College provides its approximately 10,500 students with quality academic programs, outstanding faculty and flexible class schedules. BCC is a Hispanic Serving Institution (HSI), with students representing approximately 100 countries. In October 2012, the BCC campus was declared a National Historic Landmark, becoming the country's first community college to receive such a designation.

2155 University Avenue
Bronx, NY 10453
www.bcc.cuny.edu

BRONX COMMUNITY COLLEGE **CUNY** **THE CITY UNIVERSITY OF NEW YORK**

THiNQ
Goals for Student Information Literacy

- Define the Topic
- Hunt down the relevant source material
- Evaluate the information
- Incorporate New knowledge
- Quote original source

A program sponsored by the Bronx Community College Library

DIVERSITY IN PUBLIC ART

Empowering Community Voices at Bronx Community College's Hall of Fame

An art and community event celebrating the Historic First Hall of Fame in the United States

Saturday, September 21, 2019

Welcome to the

COLLEGE DISCOVERY PROGRAM

at Bronx Community College of The City University of New York

THIS IS **BRONX**

CYBER SECURITY

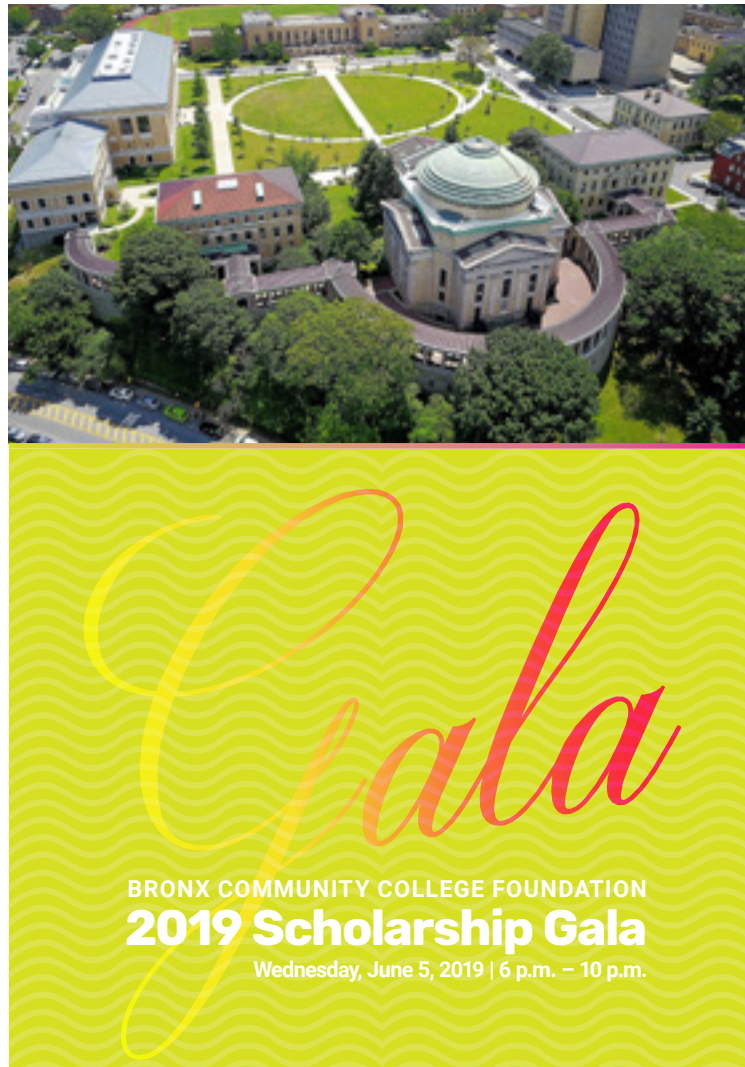
ANONYMOUS NETWORK BITCOIN SERVERS INTERNET ROOT DATA ANTIVIRUS PRIVACY FIREWALL HACKERS MALWARE ENCRYPTION CRIME

BRONX COMMUNITY COLLEGE **CUNY** **THE CITY UNIVERSITY OF NEW YORK**

Apply today for Fall 2018

SAMPLE PROJECTS

EVENT MARKETING



SPONSORS

Presidential
 Arthur and Patricia Antin
 BronxCare Health System
 Here to Here
 Morris Heights Health Center

Green and Gold
 Harriet and George Blank
 Eckerd Connects
 Fidelis Care
 GNYHA Ventures, Inc.
 Municipal Credit Union
 Nissan North America
 Simone Metro Properties
 United Federation of Teachers

Friends of BCC
 1199SEIU Child Care Corporation
 Borough of Manhattan Community College
 GHO Ventures, LLC
 Hostos Community College
 New York City Hispanic Chamber of Commerce
 Michael Robinson
 WellCare

May 29, 2019




Carolina Valenzuela
Spring 2019 Mel Winter Award

Carolina Valenzuela graduated from high school in the Dominican Republic in 2012 before moving to the U.S., enrolling at BCC in Spring 2017. Carolina is an ASAP student and works with ASAP's recruitment team as a student leader and ambassador to ensure other students are able to get the same benefits from the program. Ms. Valenzuela is a member of both the Phi Theta Kappa Honor Society, where she served as vice-president of Advertising, and the Alpha Beta Gamma Business Honor Society. She was also a mentor for the Male Empowerment Network. During her last year at BCC, Carolina was the Student Government Association President (2018-2019) and was accepted into New York University, where she will continue her studies in Leadership Management and Human Resources — on a full scholarship. She will also be working on constituent services in the office of New York State Assembly Member Victor Pichardo.

BRONX COMMUNITY COLLEGE FOUNDATION
2019 Scholarship Gala
 Wednesday, June 5, 2019 | 6 p.m. - 10 p.m.

BRONX COMMUNITY COLLEGE FOUNDATION CU NY

SAMPLE PROJECTS

PROMOTIONAL MATERIALS



SAMPLE PROJECTS

PROMOTIONAL MATERIALS

Ready for another semester of success? Here is where you start:

FRESHMAN CONVOCATION

SPRING 2019

Featuring Guest Speaker
Aisha Sidibe
(BCC Class of '12)

A Bronx native of West African, Cuban, and Haitian descent, Aisha Sidibe went from Bronx Community College to Hunter College (B.A. '14, MFA '16). Her writing explores the spaces where language, culture and femininity meet. Drawing on her multicultural background, Aisha's work weaves memories and stories to ask questions regarding power, fate, and rebirth. Aisha is an Adjunct Assistant Professor at the City University of New York. She is also the founder of Bronx Moms, an organization that serves mothers of the Bronx through social and informational engagement, and is hard at work learning her fifth language – German. Her story and her telling of it excites and inspires.

Join Aisha, BCC President Thomas A. Isekenegbe, members of college and student leadership and your classmates at...

The Spring 2019 Freshman Convocation
Thursday, January 31, 2018
from 12:00 to 2:00 p.m.
Roscoe Brown Student Center,
Hall of Fame Playhouse

Sponsored by the Office of Student Life | Funded by student activity fees.
For more information, visit Student Life in Roscoe Brown Student Center (BC) Room 309
or call 718.289.5194
www.bcc.cuny.edu
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BRONX COMMUNITY COLLEGE **CU NY**
THE GREATEST CITY UNIVERSITY IN THE WORLD

BRONX COMMUNITY COLLEGE

Workforce Development and Continuing Education

FALL WINTER 2018

www.bcc.cuny.edu/workforce-development
718.289.5170

BRONX COMMUNITY COLLEGE **CU NY**
THE GREATEST CITY UNIVERSITY IN THE WORLD

SAMPLE PROJECTS

PROGRAMS

GRADUATES

Alexquis Acevedo	Totyona Jefferies	Consuelo Ramirez-Velz
Miguel Adamez	Willington Jimenez	Achelin Ramos
Noan Agosto	Gary Jimenez	Andree Ramos
Robert Alcantara	Thalia Jimenez	Ashley Ramos
Aisha Alkaffi	Deandre Johnson	Elena Ramos
Esteven Alvarez	Shaohua Johnson	Keary Ramos
Amanda Neis	Lella Jones	Briana Ribic
Kingley Amoako	Lisana Jones	Ashley Robles
Maliqee Anderson	Jabron Jabron	Jesus Roca
Chris Anguasca	Aicha Kante	Joshua Rochez
Clara Aponte	Jason Lagal	Emely Rodriguez
Lynasia Ashley	Juan Leon	Genesis Rodriguez
Alaysia Baez	Jhamar Lewis	Katherine Rodriguez
Estrella Baez	Michael Lewis	Linette Rodriguez
Jake Baez	Alexander Lima	Alexander Rojas
Esmeralda Baez-Colon	Genesis Lopez	Christopher Rojas
Ryan Balbuena	Lourdes Lopez	Lourdes Rosado
Ibrahim Barry	Karla Lopez	Michael Rosado
Karen Basora	Matthew Lopez	Ashley Rosario
Rosely Betancur	Will Lora	Carlos Rosario
Jason Biel	Judy Luciano	Priscilla Rosario
Maria Bonifacio	Jada Magloire	Eliot Roy
Luis Bonilla	Brianna Maldonado	Jayme Salamin
Emmanuel Bonau Jr.	Estefania Maldonado-Mejia	Prince Samuel
Kwane Bruce-Miezan	Diga Marcelino	Cara Sanchez
Aravia Bussey	Ryan Marte	Rosa Sanchez
Clarissa Cartagena	Arbellis Martinez	Kyra-Lynn Santana
Ralph Carvajal	Chayenne Martinez	Laurny Santana
Marysma Castillo	Dorika Martinez	Leskina Santos
Maximo Castillo	Jordi Martinez	Freddy Santos
Jose Castillo-Mena	Joel Martinez	Joel Santos
Christopher Castro	Sharilyn Martinez	Sabryn Santos
Bianca Catalan-Lucero	Tasha Martinez	George Saunders Jr.
Deborah Charway	Yolani Martinez	Julian Sepulveda
MD Choudhury	Hilary Mauricio-Hernandez	Victoria Serra
Ishmun Chowdhury	Quanaja McClain	Cashmere Sidberry
Derek Colon	Nadeen Moge	Ramon Sierra
Yuhelly Compres	Jeffrey Medina	Jabu Sohma
Maya Coppin	Marlon Mejia	Elyahmar Soto
Angelique Cross	Fatima Mena	Kristofer Spruell
Erienne Cruz	Nazir Milner	Kelly Summah
Christina Dale	Jimlin MO	Rosvy Sunel
Juan Davila	Kimberly Molina	Justin Sunel-Tronilo
Joshua Davis	Chaking Moore	Celines Tamarez
Angi DeLeon	Talisha Moreta	Clive Taylor
Samantha DeMico	Cynthia Morillo	Lewis Tejeda
Brandon DeRuggiero	Azriel Morillo	Delinah Tello-Soto
Jean Carlos Diaz	Keshawn Morrison	Anthony Terero
Pedro Diaz	Shariah Mosley	Jermame Thames
Lydia Dominguez	Yalitz Mowatt	Isamar Thillet
Daniel Dorellie	John Moya Toribio	Pedro Tineo
Sharna Duncan	Maximo Muniz	Channel Torres
Tomás Dunn	Cardaja Murray	Peter Torres
Hakeem Edwards	Oscar Navarro	Darwin Urbaz
Antuan Encarnacion	Bridget Neequaye	Emmanuel Urena
Ajaria Esquea	Jessyka Negron	Ashley M. Valdez
Jamile Estevez	Amanda Nevis	Carmen Valentin
Celines Felz	Nicholas Nino	Eduardo Valenzuela
Jalaine Figueroa	Alessandra Fortola	Julissa Valero
Jani Foulks	Dillon Nuñez	Cassandra Valle
An Francisco	Maxine Nunez	Brandon Vargas
Adolfo Garcia	Zaida Ordozgo	Jose Vargas
Alandra Garcia	Aurelia Ortiz	Melaine Vargas
Emily Garcia	Destiny Otero	Rosa Vargas
John Garcia	Andy Paniagua	Stevien Vargas
Jordy Garcia	Jose Pantoja	Katherine Vasquez
Madelaine Garcia	Destiny Paulino	Christine Vega
Ralph Garcia	Skarfeem Paulino	Christian Vega
Ursula Gautho	Ashya Chloe Payton	Alan Velazquez
Angel Germsen	John Peralta	Joan Velez-Castillo
Keishawn Gibson	Dorelia Perez	Leslie Ventura
Perla Gomez	Cydeeth Perez	Mabel Ventura
Cynthia Gonzalez	Darren Perry	Jessica Villareal
John Gonzalez	Shakira Pineda	Katherine Vilomar
Harold Graham	Harold Pinedo	Marco Vital
Yazmin Guevara	Raul Polanco	Joel Walker
Daisy Guelfucci	Stephany Prochette	Chanel West
Christopher Heredia	Jordan Pruitt	Amanda William
Andrew Hernandez	Ericksa Puello-Santos	Michael William
Dayana Hincapié	Allen Quiones	Jessica Williams
Juanly Holguin	Consuelo Ramirez	Jonathan Wilson
Manva Ibrahim	Naheri James	Ericksa Wisniewitch
Naheri James	Tiffany James	Samantha Zambrano
Tiffany James		

NOW

GRADUATES

2019-2020

FUTURE

CONGRATULATIONS

BRONX COMMUNITY COLLEGE

Acknowledgements

The 7th Annual Faculty Day is an honor to the faculty members who were invited. Without their help, this event would not have been possible.

Thomas A. Isakenberg President	Stephanie Pitt Academic Support Coordinator	Charmee Priddy Writing and Critical Thinking
Luis Montenegro Assistant Vice President, Academic Affairs and Student Success	Barbara Thomson Instructional and Computer Science	Yanhuo He Instructional and Computer Science
Alexander Oh Assistant Vice President and Director of Student Success	Frank Dighe Instructional and Computer Science Support Services	Howard King, Jr. Instructional and Computer Science
Bill Paul-McCune Vice President, Student Success	Jack Dwyer Academic, College First Stop	Harold Khan Instructional and Computer Science
Lynita Lopez-Fredman Vice President, Student Success	Thomas Labadie Vice President, Student Success	Ellen S. Langan Instructional and Computer Science
Mark Lernerbach Director, Center for Learning, Learning and Technology (CLT)	John Latta Vice President, Student Success	Maria Leotta Library
Alan Robinson Vice President, Student Success	John Latta Vice President, Student Success	Marisa Rasmussen Social Science
Joan Lee Instructional Technology Academic Applications Support (ITAS)	John Latta Vice President, Student Success	Kristina Ryzko Vice President, Student Success
Daniel Samped Instructional Technology Coordinator, CLT	John Latta Vice President, Student Success	Crystal Rodriguez Social Science
Frank Chai Instructional Technology Assistant, CLT	John Latta Vice President, Student Success	Vivian Rodriguez Writing and Critical Thinking
Ana Davis Instructional Technology Assistant, CLT	John Latta Vice President, Student Success	Charmee Samped Instructional and Computer Science
Andy Payne Instructional Technology Assistant, CLT	John Latta Vice President, Student Success	Zhe Wang Instructional and Computer Science
Jessica Brown Instructional Technology Assistant, CLT	John Latta Vice President, Student Success	John Dwyer Academic, College First Stop
Manuel Lopez College Assistant, CLT	John Latta Vice President, Student Success	Stephanie Pitt Academic Support Coordinator
Richard Maclean College Assistant, CLT	John Latta Vice President, Student Success	

BRONX COMMUNITY COLLEGE

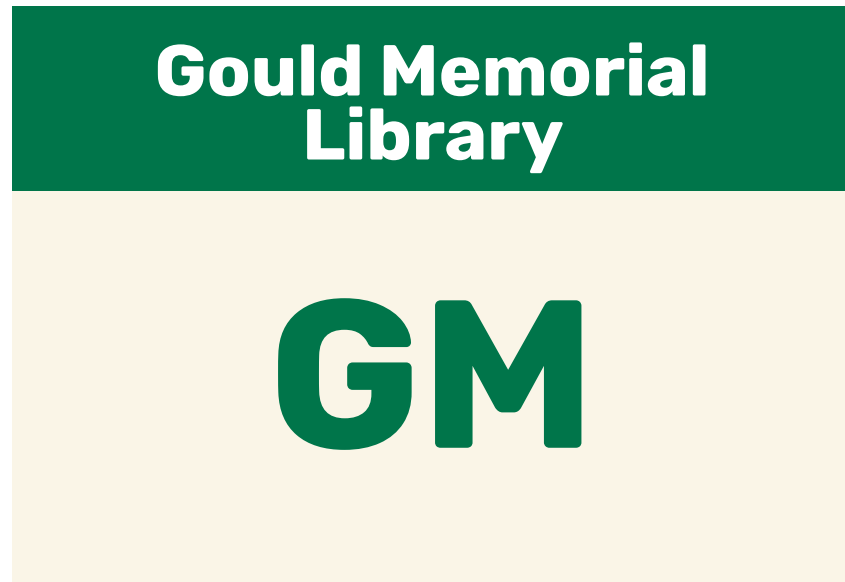
2155 University Avenue
Bronx, New York 10453
718-999-5100
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7th Annual Faculty Day
Social Justice and the Community College
April 12, 2019
Committee on Instructional and Professional Development, with the Division of Academic and Student Success and the Center for Teaching, Learning, and Technology

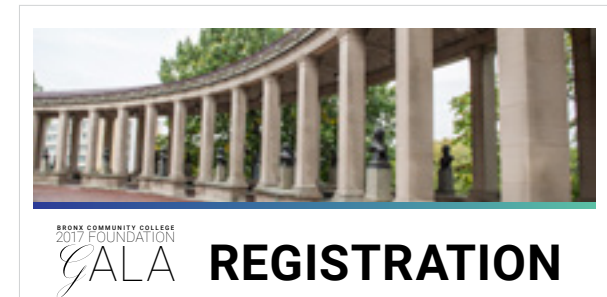
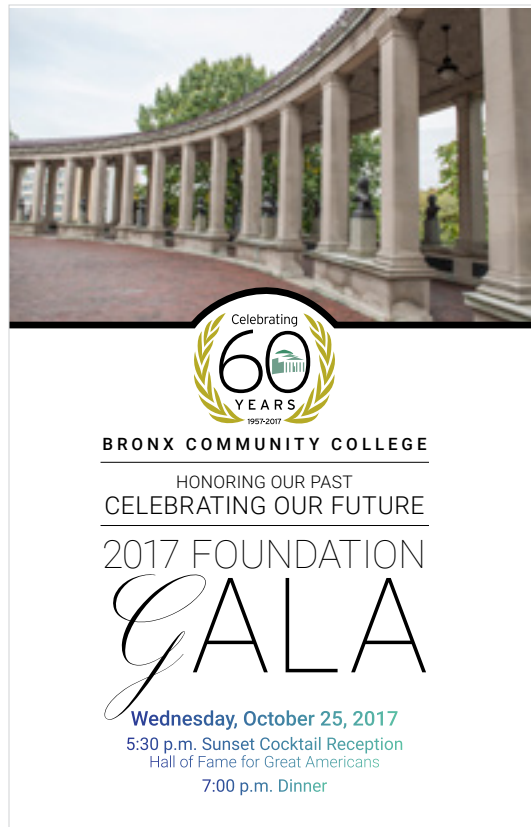
SAMPLE PROJECTS

BUILDING & DOOR SIGNS



SAMPLE PROJECTS

EVENT SIGNS



SAMPLE PROJECTS

COVID 19 SIGNS



COMMUNICATIONS AND MARKETING

The Office of Communications and Marketing is responsible for ensuring that our marketing efforts are effective and meet the highest standards in terms of design, which includes both visual and editorial content. We also oversee the BCC website and all our official BCC social media platforms. This office publishes Update, your weekly guide to campus events, and On Campus, the electronic newsletter distributed to all students, faculty and staff, BCC alumni and CUNY leadership.

Media inquiries on all college matters are handled directly by the Office of Communications. If you are approached by a member of the working press requesting information or an on-campus interview, please refer the reporter to the Office of Communications and Marketing and alert your department/office head. Please don't invite media on campus without first alerting us. Public Safety will not allow members of the working press on campus without prior approval. Don't forget to let us know if you or your work has been recently featured in a media outlet so that we can share it with the rest of the campus.

COMMUNICATIONS AND MARKETING

HOW TO SUBMIT A PROJECT TO C&M

We use Trackit, the same workorder system as IT. Go to:

<http://www.bcc.cuny.edu/submit-a-work-order/>

Once there, click on Communications and Marketing and sign in with your BCC credentials. Please type the details of your request in the “Work Order Description” box, and submit your copy in a Microsoft Word document as an attachment.

You can submit website projects and requests for social media marketing via Track It. The submission process is exactly the same. The only difference is when you fill in the “Summary” please start off indicating if the project is web or social media, for example: WEB – homepage billboard needed for convocation or SOCIAL MEDIA – market early registration.

As you do with graphic design requests, please type the details of your request in the “Work Order Description” box, and submit your copy in a Microsoft Word document as an attachment.

To submit multiple attachments, you will first need to save the initial request, then go back in and add subsequent attachments.

COMMUNICATIONS AND MARKETING

HOW TO SUBMIT A PROJECT TO C&M

If you have any questions about Trackit,
please contact Hugo Sanchez at Ext. 3119,
or hugo.sanchez@bcc.cuny.edu

If you have any questions about your design project,
please contact Debra Isaacs
at debra.isaacs@bcc.cuny.edu or 718.289.5145.

If you have any questions about your web or social media request,
please contact Naomi “Amy” Michelin
at naomi.michelin@bcc.cuny.edu or 718.289.5150.

COMMUNICATIONS AND MARKETING

RULES AND PROCEDURES FOR POSTING AND HANGING FLYERS, POSTERS AND BANNERS ON CAMPUS

Communications and Marketing also manages the locations for hanging banners, posters and flyers. Our objective is to ensure that the campus messaging is consistent and in the College brand, and the physical campus looking clean and orderly, the Office of Communications has put together some guidelines for posting, hanging and installing signage in strategic locations on the Campus.

In order to post, hang or install signage in the above listed area, you must put in a request to the Office of Communications and Marketing via Trackit. Every effort to accommodate requests will be made. Remember, signage that is being made inhouse is printed by Duplicating and the actual installation will be made by Physical Plan Services (PPS). When calculating lead time for a project please include time for PPS and Duplicating.

The vertical banners located at the entrances and clock tower will be used for events and announcements. The horizontal banners located on the exterior fences will be for long-term messaging.

The following areas and sizes are available for signage requests:

- Hall of Fame Entrance
-10 vertical 36" w x 55' h
- Exterior fence at the Hall of Fame Entrance
- 10 horizontal 96" w x 36' h
- University Avenue Entrance
- 6 vertical 36" w x 55' h
- Exterior Fence North and South of University Avenue Entrance
- 10 horizontal 96" w x 36' h (20 total)
- Alumni Gym Fence
- 8 banners 70" w x 30" h
- Osborne Gate
- 4 vertical 36" w x 55' h
- Clock Tower
- 4 sides vertical 42" w x 65" h

Please be sure to include in your note with your Trackit submission:

- The location you would like your sign/banner(s) to appear
- Timeframe – dates you want your banner(s) posted
- Microsoft Word file with copy
- Images/artwork/logos if you have any

COMMUNICATIONS AND MARKETING

RESOURCES FOUND ON OUR WEBSITE

Guidelines Procedures

<http://www.bcc.cuny.edu/about-bcc/communications-and-marketing/web-digital-content/guidelines-procedures/>

Roles and Responsibilities

<http://www.bcc.cuny.edu/about-bcc/communications-and-marketing/web-digital-content/roles-responsibilities/>

Web Content Guiding Principles

<http://www.bcc.cuny.edu/about-bcc/communications-and-marketing/web-digital-content/guiding-principles/>

Project Request for Web

<http://www.bcc.cuny.edu/about-bcc/communications-and-marketing/web-digital-content/resources/>



COMMUNICATIONS AND MARKETING

RESOURCES FOUND ON OUR WEBSITE

Social Media Marketing

<http://www.bcc.cuny.edu/about-bcc/communications-and-marketing/social-media-marketing/>

<https://www.facebook.com/bronxcc>

<https://twitter.com/bcccuny>

<https://www.instagram.com/bcccuny/>

<https://www.linkedin.com/school/517758/admin/>

COMMUNICATIONS AND MARKETING

RESOURCES FOUND ON OUR WEBSITE

Editorial Style Guide

The editorial style guide has been created to provide an easy and effective way to maintain a consistent format when writing copy.

*[http://www.bcc.cuny.edu/about-bcc/communications-and-marketing/editorial-style/
editorial-style-guide/](http://www.bcc.cuny.edu/about-bcc/communications-and-marketing/editorial-style/editorial-style-guide/)*

Campus News and UPDATE Newsletter

<http://www.bcc.cuny.edu/about-bcc/news-publications/more-news/>

COMMUNICATIONS AND MARKETING

COMMUNICATIONS AND MARKETING CONTACT INFORMATION:

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For more information on branding and web best practices, please visit

<http://www.bcc.cuny.edu/about-bcc/communications-and-marketing/>



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