

**PIERPONT COMMUNITY & TECHNICAL COLLEGE
BOARD OF GOVERNORS**

Advancement and Public Relations Committee Meeting

**Wednesday, February 11, 2026
9:00 AM**

**Pierpont's Advanced Technology Center (ATC)
500 Galliher Drive
Fairmont, WV 26554**

Zoom

MINUTES

Notice of Meeting

A meeting of the Pierpont Community & Technical College (Pierpont) Board of Governors Advancement and Public Relations Committee was held on February 11, 2026, beginning at 9:00 AM. The meeting was conducted via Zoom. Advanced announcement of this meeting was posted on the WV Secretary of State's Meeting Notices Webpage.

Committee Members Present: Anthony Hinton – Committee Chair, Juanita Nickerson, Hayes Raudenbush, and Joanne Seasholtz

Committee Members Absent: Christine Miller

Other Board Members Present: Thomas Cole, David Hinkle, and Jeffrey Powell

Others Present: Members of the President's Cabinet, faculty, staff, and others

I. Call to Order

Anthony Hinton called the meeting to order at 9:02 AM.

II. Approval of Minutes – September 23, 2025

Joanne Seasholtz moved to approve the September 23, 2025 meeting minutes. Anthony Hinton seconded the motion. All agreed. Motion carried.

III. Resolution for Approval – Brand Refresh

Stefanie Moore presented and reviewed the Brand Refresh Presentation (**Attachment A**). Discussion among the Board members included a review of the brand options, with particular attention to visibility and clarity at various distances to ensure effectiveness for signage.

Joanne Seasholtz moved to recommend Brand Option 2 to the Full Board for approval, noting that adoption of this option would allow the website redesign to proceed and support completion of the third-floor ATC signage. Anthony Hinton seconded the motion. All agreed. Motion carried.

IV. Adjournment

There being no further business, Joanne Seasholtz moved to adjourn the meeting. Anthony Hinton seconded the motion. All agreed. Motion carried.

Respectfully submitted by Amanda N. Hawkinberry

PIERPONT
COMMUNITY & TECHNICAL COLLEGE™

BRAND REFRESH

ADVANCEMENT AND PUBLIC RELATIONS COMMITTEE MEETING

PRESENTED BY STEFANIE MOORE, DIRECTOR OF MARKETING AND COMMUNICATIONS

EXECUTIVE SUMMARY

Pierpont Community & Technical College has always been rooted in opportunity and community. Its heritage reflects a commitment to practical education and student success. As the College continues to evolve and grow as an independent institution, it is important that our brand accurately reflects who we are today and where we are headed.

To support this effort, the Office of Marketing and Communications developed two refreshed brand directions through an intentional, collaborative process that included feedback from employees, students, alumni, and community partners. One direction emphasizes Pierpont's heritage and the foundation that has shaped the institution, while the other presents a more differentiated, forward-looking identity that reflects Pierpont's momentum, growth, and independence.

The refreshed brand is not just a logo or tagline. It represents a shared commitment to creating pathways to success, telling Pierpont's story in a clear and meaningful way, and ensuring that every interaction with the College reflects our values and mission. A refreshed brand provides a consistent framework for how Pierpont communicates as it continues to move forward. It will support institutional goals related to enrollment, retention, community engagement, and workforce partnerships while ensuring consistency across all communications.

The following materials will be provided for committee and Board review:

1. A Brand Refresh presentation outlining both brand directions.
2. Survey results and feedback from the Pierpont community and external stakeholders.
3. A recommendation from the Office of Marketing and Communications.



THE WHY & STRATEGIC ISSUE

Since becoming an independent institution in 2021, Pierpont has continued to be perceived as affiliated with Fairmont State. While the College has evolved operationally and strategically, our brand still sends mixed signals that create confusion in the community and limit clarity around our workforce-focused mission.

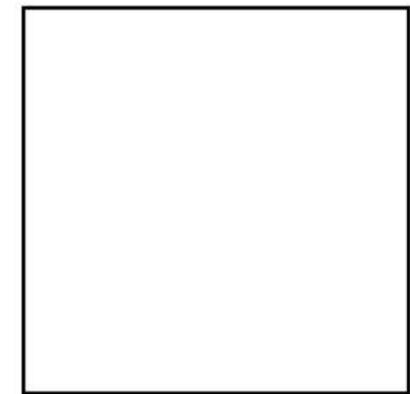
With a scheduled website rebuild in April 2026 and planned facilities signage projects, a clear, Board-approved brand direction is needed to ensure alignment, consistency, and cost-effective implementation.

Key Issues

- Ongoing public confusion about Pierpont's independence
- Legacy brand elements tied to Fairmont State (fonts, columns, leafs, etc.)
- Misalignment with Pierpont's workforce and non-traditional learner focus
- Risk of rework and added cost without timely direction



CURRENT LOGOS AND COLORS



OUR MISSION

To provide accessible, responsive, comprehensive education that works.

OUR VISION

To empower individuals and strengthen communities through exceptional training and educational pathways.

OUR TAGLINE

Education That Works.

OUR VALUES

Ethical

We value honesty and fairness in policy and practice as we fulfill our mission. EveryONE commits!

Adaptable

We develop and innovate effective programming and services. EveryONE responds!

Accountable

We keep our commitments to our students, stakeholders, and each other. EveryONE delivers!

Compassionate

We care about everyone and treat them with respect and kindness. EveryONE matters!

Collaborative

We join our students, colleagues, and partners in meeting the needs of our community. EveryONE unites!

Inclusive

We foster a sense of belonging where everyone is valued. EveryONE counts!

FOCUS GROUPS



Purpose **Caring** **Workforce** **Practical**

Flexible **Hope** **Welcoming** **Collaboration** **Support**

Innovation **Community** **Community Impact**

Growth **Connection** **Journey** **Transformative** **Affordable Path**

Modern **Hidden Gem** **Small Classes** **Student Focused**

Opportunity **Personalized** **Pathways to Success** **Affordable**

STAKEHOLDER FEEDBACK

Input was gathered through:

- SurveyMonkey
- Social media story polls
- Focus group conversations

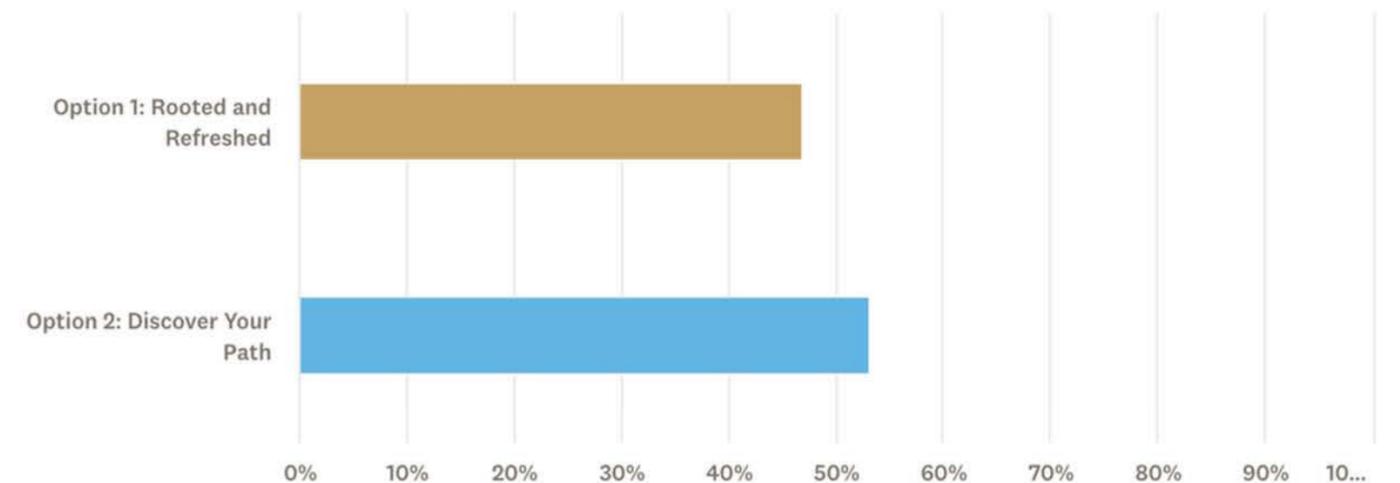
Key Takeaways

- Strong support for both brand directions
- Preferences were closely divided
- Feedback reflected:
 - Respect for Pierpont's heritage
 - Desire for clearer independence and differentiation

Stakeholder input validated both options and shifted evaluation to strategic considerations beyond preference alone.

Which brand direction best represents the forward momentum and our mission?

Answered: 357 Skipped: 0



Answer Choices ↑	Percentage ↓	Responses ↓	
Option 1: Rooted and Refreshed	46.78%	167	...
Option 2: Discover Your Path	53.22%	190	...
Total		357	

GENERAL BRAND UPDATES

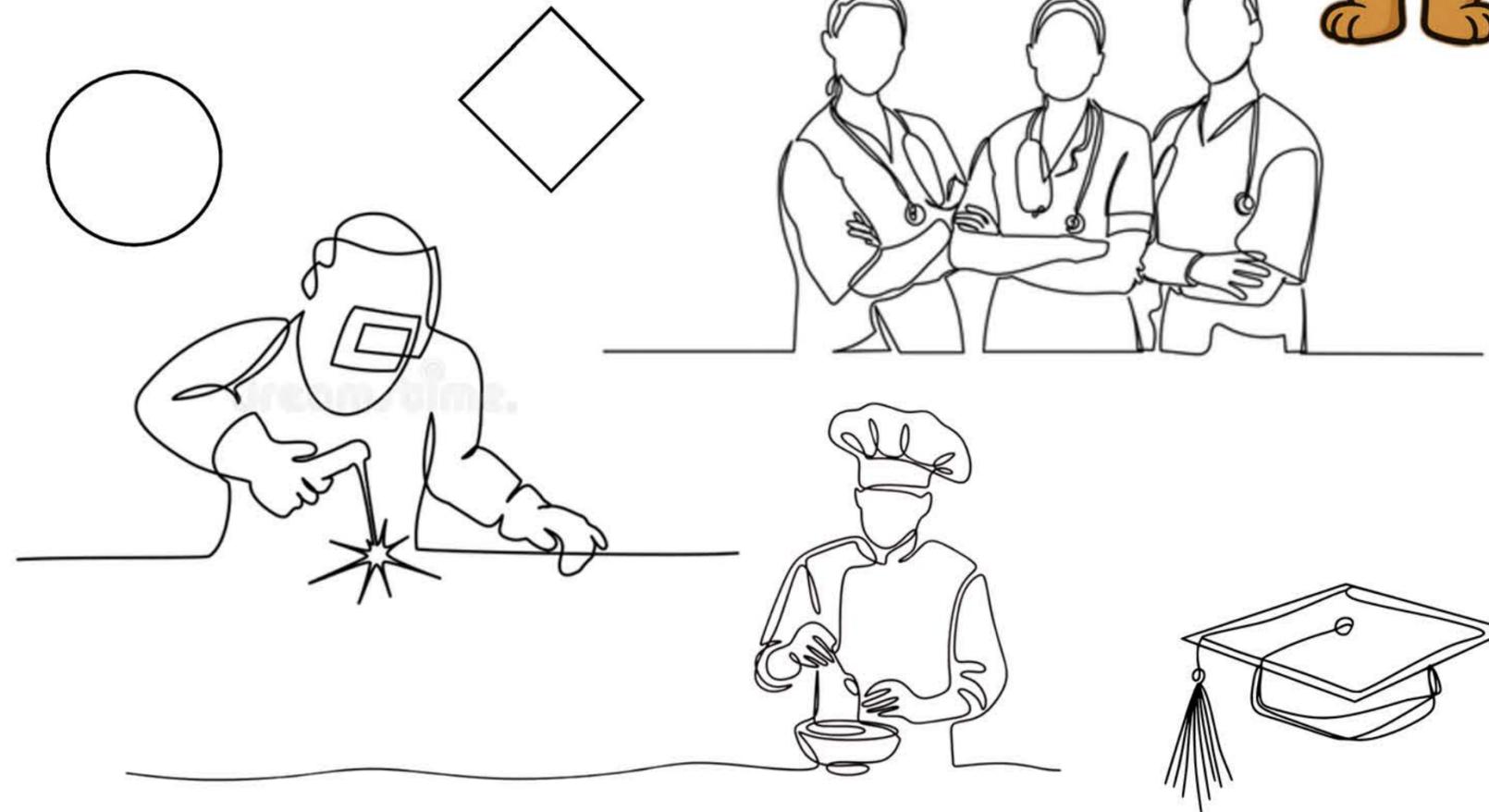
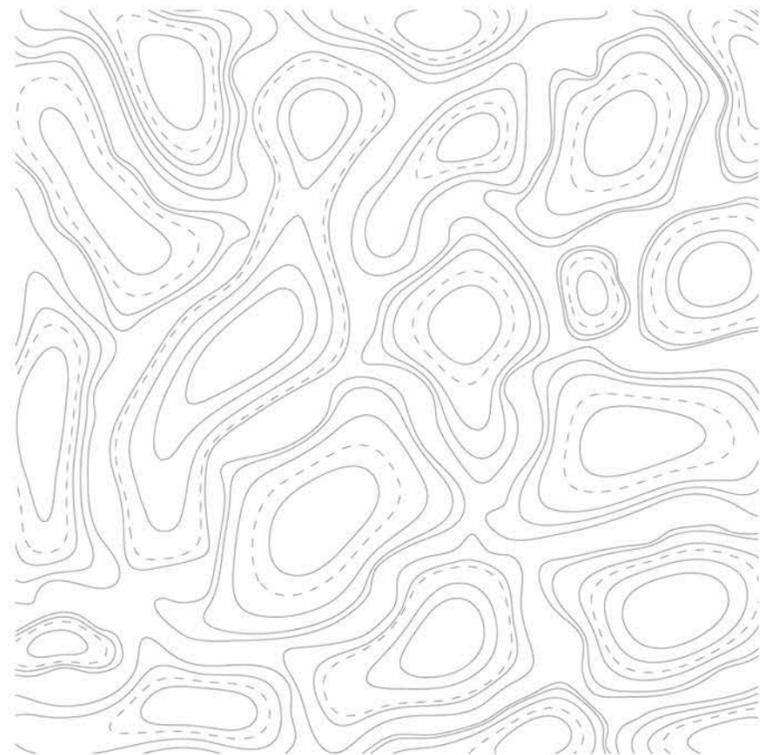
These elements will be updated under either option.

- Typography: Replacement of Fairmont State–owned fonts
- Design System: Updated visual framework for consistency
- Monty: Refreshed mascot for alignment and proper usage



Monty

Design Elements



Fonts

Montserrat

HEADING

Subhead

Body Copy

Roboto Slab

HEADING

Subhead

Body Copy

Lemongrass

Heading

TWO OPTIONS FOR BRANDING

We explored two design directions that both build on Pierpont's strengths and reflect who our community says we are.

Option 1: Retains familiar elements such as the leaf, Coal Black, and Gold, expressed in a cleaner and more modern way.

Option 2: Introduces a brighter palette with Pierpont Blue and a framing element inspired by a theme of "Discover Your Path," focusing on energy, clarity, and student experience.

Both paths celebrate our Pierpont while offering distinct ways to evolve our visual identity.



OPTION 1 | MODERN REFRESH

Overview

- Retains familiar colors and visual elements
- Updates layout and usage for a more modern look

Strengths

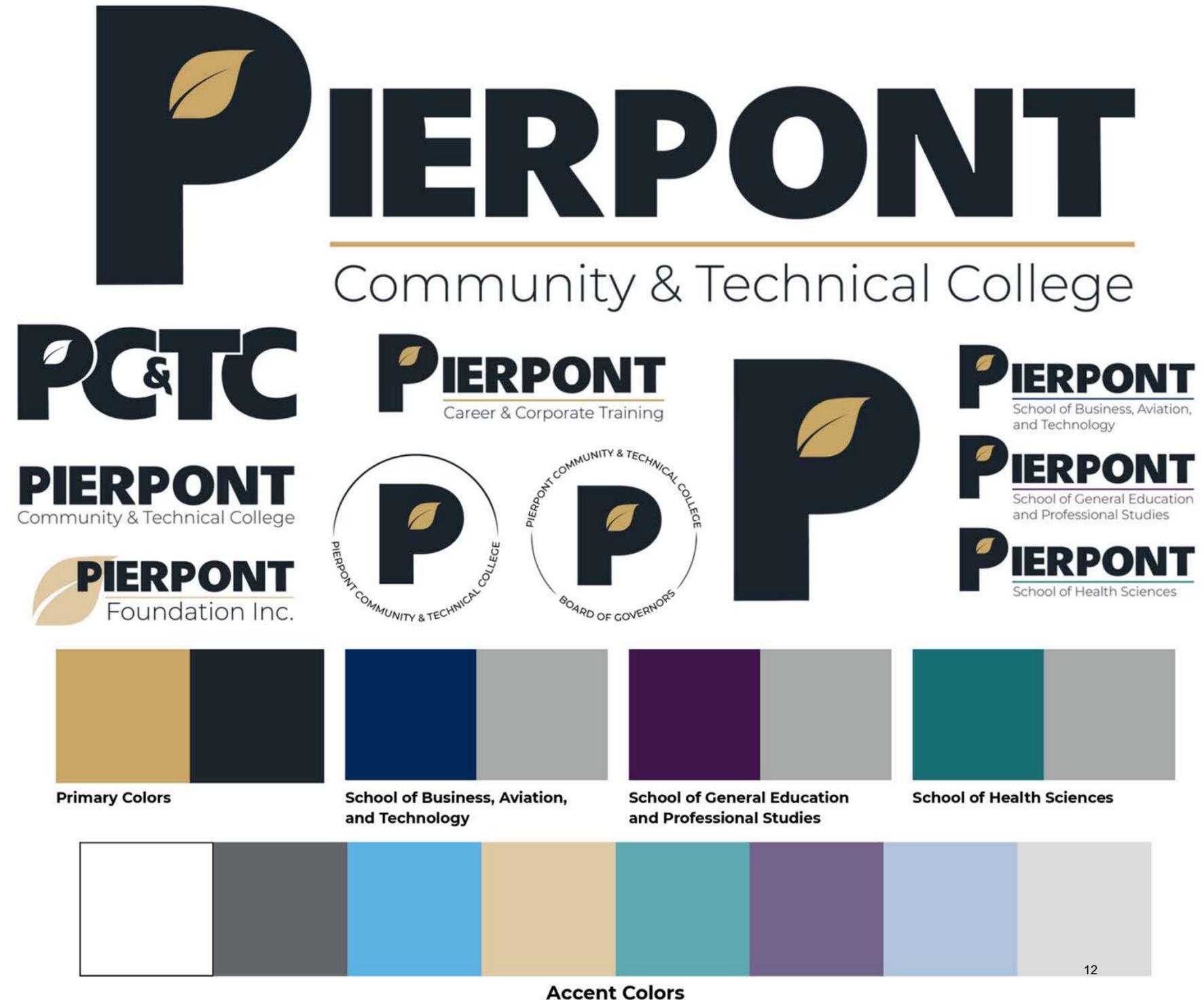
- Lower perceived change
- Strong continuity with past identity

Limitations

- Maintains visual similarity elements to Fairmont State (leaf)
- Does not fully resolve public confusion
- Requires many of the same costs as a rebrand

Risk

- Updating assets without fully addressing the underlying issue



OPTION 1 | MOCKUPS



Medical Laboratory Technology ASSOCIATE OF APPLIED SCIENCE

Start your career in healthcare with Pierpont's **Medical Laboratory Technology Associate of Applied Science** program. This hands-on, comprehensive program prepares you to become a Medical Laboratory Technician (MLT) — a vital member of the healthcare team who performs complex laboratory testing across multiple specialties.

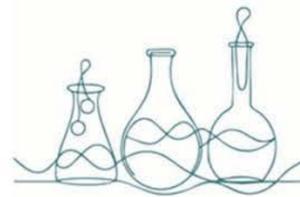
This program is competitive and requires additional application materials.

Nationally accredited by the **National Accrediting Agency for Clinical Laboratory Sciences (NAACLS)**.



The field continues to grow nationwide, with a projected growth rate of **11%**.

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What You'll Learn

Graduates of the Medical Laboratory Technology program will be able to:

- Perform a wide range of clinical laboratory test methodologies safely and accurately
- Demonstrate professional, ethical, and effective workplace practices
- Distinguish between normal and abnormal laboratory results
- Correlate laboratory findings with common disease processes and potential assay variability
- Apply quality control and quality assurance principles in real-world laboratory environments

Where This Degree Can Take You

With this degree, you can start a career in roles such as:

- Medical Laboratory Technician
- Laboratory Professional

These positions are in demand in Hospitals, diagnostic laboratories, clinics, and other healthcare settings.

Ready to Get Started?

Call, text, or email our Admissions Team
304.333.3684 | ADMISSIONS@PIERPONT.EDU

Pierpont is an Equal Opportunity / Affirmative Action Institution



OPTION 2 | STRATEGIC REBRAND

Overview

- Establishes a clear, independent Pierpont identity
- Introduces a distinct visual system and updated messaging

Strengths

- Clearly separates Pierpont from Fairmont State
- Aligns with workforce and adult-learners
- Maximizes return on unavoidable updates

Considerations

- More visible change
- Mitigation: phased rollout and message-first implementation

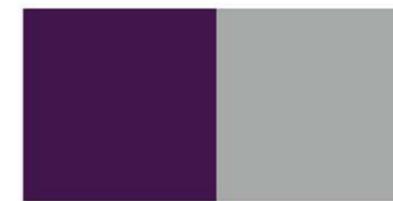
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COMMUNITY
& TECHNICAL **COLLEGE**



Primary Colors



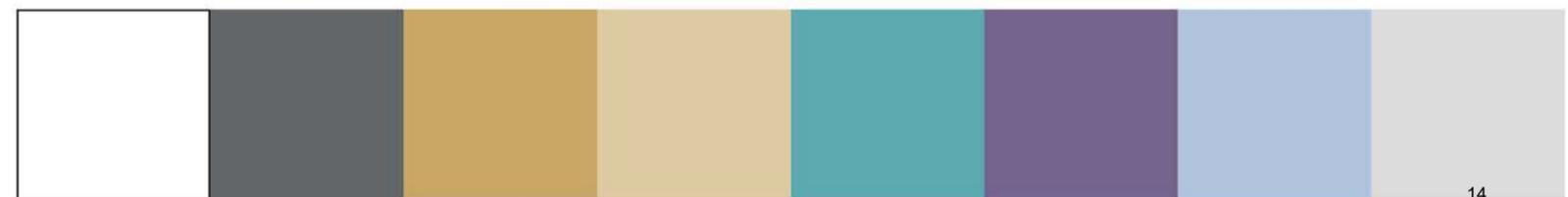
School of Business, Aviation, and Technology



School of General Education and Professional Studies



School of Health Sciences

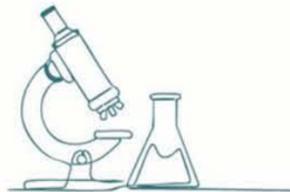


Accent Colors

OPTION 2 | MOCKUPS



SCHOOL OF HEALTH SCIENCES



Discover Your Path

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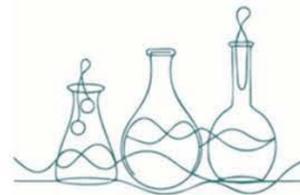
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TIMING & OPERATIONAL DEPENDENCIES

Why action is needed now:

- Website rebuild is in progress, goal for completion during the Spring semester
- Brand direction must be finalized before development and content lock
- Facilities projects already scheduled, including:
 - Third-floor signage, Clarksburg Campus signage

Delaying approval would result in:

- Rework and additional costs
- Inconsistent branding across platforms
- Miscommunication during enrollment windows

Timely approval ensures alignment, efficiency, and cost control.

PHASED IMPLEMENTATION

12-Month Phased Rollout

- Jan–Mar: Finalize brand system and internal preparation
- Apr–May: Website rebuild launch (requires approved brand direction)
- Spring–Summer: Enrollment and marketing materials updated
- Summer–Fall: Priority signage updates and less immediate materials

Existing materials will remain in use until new assets are ready, ensuring continuity and avoiding unnecessary reprinting. Updated materials will replace older assets gradually as each phase of the rollout is completed.

While the transition will require some internal adjustment, risks will be minimized through clear communication before visible changes occur, along with brief staff training and guidance. Updates will be introduced in controlled phases to maintain continuity and reduce disruption during implementation.

Measuring Success

- Awareness and perception assessments
- Inquiry, application, and enrollment trends
- Internal consistency and brand confidence

RECOMMENDATION AND ACTION

Staff Recommendation

Option 2: Strategic Rebrand

Rationale

- Required updates exist under either option
- A refresh provides only a partial distinction from Fairmont State and does not deliver the level of clarity
- A strategic rebrand completes Pierpont's transition as a stand-alone institution
- Timely approval is necessary to meet the website rebuild and upcoming facilities signage deadlines and avoid rework

Committee Action Requested

- Endorse Option 2
- Approve phased implementation
- Advance the recommendation to the full Board

Outcome

Pierpont moves forward with a clear, independent identity aligned with its mission, institutional momentum, and critical operational timelines.