

The Buzz

SUNY Broome News

Posts published from August 1, 2013 to August 31, 2013, from news.sunybroome.edu/buzz.

BCC Becomes SUNY Broome

August 30, 2013

Categories: Featured News

Broome Community College has been renamed SUNY Broome Community College – a new brand designed to put the college in an even stronger position in the academic market place.

President Kevin Drumm worked closely with Kor Group, a Boston firm that has worked with dozens of colleges on branding efforts.

“The market research showed that our image in the community is that of a strong, solid academic institution, but, perhaps not the most exciting and fun place to go to college. So our efforts have been focused on rebranding ourselves as a more interesting place to go to school, not just get a solid academic education. We want the best of both worlds,” Drumm said.

After testing potential new names with focus groups, SUNY Broome Community College was chosen as the college’s official name.

“SUNY has a strong national and international brand,” explained Drumm. “Our primary mission to serve the local community will not change, but you need to have a significant international presence on your campus in the 21st century. We already have that, and using the SUNY brand, which has such strong recognition across the world, is very much a plus when you get out of New York state.”

And while SUNY Broome Community College is set to become the official name on September 26, Drumm says he doesn't expect community members to stop calling the college BCC right away. And, that's just fine with him: BCC is a name that will always connote pride.

"One of the reasons we decided not to drop 'community college' entirely — although the trend across the nation has been to do that — is because BCC is a great brand," Drumm said.

The new name is being launched at the same time SUNY Broome becomes a residential campus for the first time.

"Our market position was different in that we were an entirely commuter school compared to our competition," said Drumm. "Two-thirds of our sister institutions already have residence halls. Twenty years ago this was not an issue. Now that everyone is trying to recruit from other parts of state, country or world, residence halls have the potential to change our position."

Beginning at the end of September, the marketing office on campus will gradually update signage, billboards, letterhead and other marketing materials.

What's in a name? No matter whether it's called Broome Tech, Broome Community College or SUNY Broome Community College, Drumm says the college will always be recognized for quality.

"Everyone can get in here, but not everyone can get out. You have to do the hard work. We are an institution that takes academic excellence very seriously."

Broome Community College golfer Hensberry reaches National Championships

August 2, 2013

Categories: Featured News

(Text originally from [PressConnects](#))

Broome Community College's David Hensberry finished in seventh place Thursday at the NJCAA Region III Golf Championship to earn a spot at the NJCAA National Championship.

Hensberry shot a final-round 79 to follow up Wednesday's 78 and finished nine strokes behind medalist Chadd Call of Jefferson CC. The championships will be held June 4-7 at Chautaugua CC, near Jamestown.

Also from BCC, Mike Fitzgerald finished with a two-day total of 171; Madison Timchak shot 184, Andrew Waples had a 186 and Evan Diton



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