



# GOOD NEWS

SAN BERNARDINO COMMUNITY COLLEGE DISTRICT

May 2019 Edition



Crafton Hills College | San Bernardino Valley College | Empire KVCR



## SBCCD FEATURED IN INLAND EMPIRE MAGAZINE

Collective efforts continue to gain positive regional and national PR coverage. SBCCD's The Free College Promise was featured in a five-page spread section highlighting the "Best Community Colleges in the Inland Empire", May 2019 edition of the Inland Empire Magazine.

## SBCCD ADVOCATES WITH HACU

SBCCD student leaders and Trustees Frank Reyes travelled to Washington D.C. joining their voices with the Hispanic Association of Colleges and Universities (HACU) advocating for critical federal investment in workforce education and financial aid opportunities for all community college students.



## SBCCD OFFICIALLY ROLLS OUT NEW BRAND

Setting the stage for the future, April 2019 was the announcement of SBCCD's alignment of the bold vision with a bold new brand. The new brand identity is currently being phased in and expected to be completed by fall 2019.

Before



After



The SBCCD Brand Toolkit is available which includes the Brand Identity Standards Manual, the new SBCCD logo, specific templates and letterhead. SBCCD is in the process of acquiring a centralized software which will allow downloadable and customized ready-to-print templates for flyers, brochures, newsletters, reports, and more.

When using the same brand elements, we distinguish SBCCD from other higher education institutions, and we speak with one voice about SBCCD's unwavering commitment to put our students and our community at the center of everything we do.

## SBCCD TESTIFIES IN SUPPORT OF SB 291

SBCCD Board President John Longville and Crafton Hills College Student Senate President Valerie Johnson testified in support of Senate Bill 291 authored by Senator Connie Leyva. If signed into law, this bill will expand financial aid to help California community college students pay the true cost of attending college beyond tuition.



## SBCCD FEATURED IN ZERO NET ENERGY WEBINAR

SBCCD's Farrah Farzaneh, Sustainability & Energy Manager, was a featured speaker on a webinar titled "Feasibility of Getting to Zero in Schools Retrofits" held by New Buildings Institute. Farrah is known as an industry

expert who briefed the attendees on the innovative approaches that teams are taking during the assessment and planning process when retrofitting on the path to zero. This information was presented as case studies and models for replication in the attendees own design.

