

Shadow Board – Shetland Merger Project

Committee	Shadow Board
Subject	Name for the New College
Action requested	<input type="checkbox"/> For information only <input type="checkbox"/> For discussion <input checked="" type="checkbox"/> For recommendation
Brief summary of the paper	Report from L Doughton and G Howell on considerations re branding and naming of the new college with a proposal for a college name
Resource implications [if yes, please provide detail]	Yes Branding will be supported by SFC Phase 2 funding part 1 (in hand) and align with UHI branding guidelines
Risk implications [if yes, please provide detail]	No
Date paper prepared	23-Jul-19
Date of committee meeting	31-Jul-19
Author	Non Executive Board Members L Doughton and G Howell
Equality and diversity	No
Status	Non-confidential
Freedom of Information Can this paper be included in 'open' business?*	Yes

1. Background	
1.1	<ul style="list-style-type: none"> Following a request to the Shadow Board on 30th May 2019 staff were asked to share suggestions for a name for the new college. Suggestions were reviewed by a small group of staff who are members of the Board. The Shadow Board considered four proposed names at its meeting on 26th June 2019. Board members experienced in branding and marketing requested further consideration to ensure the new college name is developed with in the context of what the name must convey to stakeholders (vision and mission).
2. Report authors	
2.1	<p>Lauren Doughton Non-Executive Shadow Board member Graeme Howell Non-Executive Shadow Board member</p>
3. Partners / stakeholders	
3.1	Staff and Students – the name and brand of the new college represents the credibility of the college and its courses/qualifications
3.1	Shetland Islands population – the names of the organisations forming the new college are part of local vernacular. The name must be credible with people who have long memories for different names associated with Shetland institutions. Using Shetland within the name is important.
3.2	Customers/stakeholders (including funders and sponsors) – the existing reputation of both organisations is important to the future of the new college. The new name must allow for super-brands and sub-brands to articulate with the name.
3.3	Companies House and OSCR – will require the name to be unique. Using “Shetland” within the name helps ensure this.
4. Risks	
4.1	Dislike of change is to some extent inevitable. Whatever is chosen, there will be some who will not prefer it. A communications exercise will be required to positively announce the new name.
5. Dependencies	
5.1	Application to register the company and secure charitable status requires the Mem & Arts to be finalised which in turn requires a name for the new entity.
6. Resources and next steps	
6.1	There is a small initial budget for branding (e.g. logo design). A budget for signage, adoption of the new logo and branding into all systems and templates will be developed.
6.2	A communications strategy will include branding as well as a planned and strategic approach to communications for the new organisation. This will build on the existing workstream report. Short term pre-vesting action will be required to ensure the basic steps of name and logo are managed to meet immediate needs.

Shetland Colleges Merger – New College Name

Why does the new college need a name?

A consultative exercise was carried out with staff and students of both Shetland College, Train Shetland and NAFC Marine Centre to gather suggestions for new names. 58 college names were proposed and a shortlist of five was presented to the Shadow board for discussion in June.

The board felt that further information about the purpose and audience for the name was required in order to allow them to make an informed decision on the name. A sub group was subsequently formed for this purpose, with the intent of reporting back to the full shadow board.

What does the new college name need to say?

A key ingredient in launching a successful company is the selection of its name. Names that are considered generally sound have several qualities in common.

- They strategically distinguish the company from its competitors by conveying its unique positioning
- They hold appeal for the target audience
- They imply or evoke a salient brand attribute, quality or benefit.
- They are available for legal protection and "trademark".
- They allow companies to bond with their customers to create loyalty.
- They have a symbolic association that fortifies the image of a company or a product to the consumers.
- They help motivate customers to buy the product.
- They can be legally acquired and developed.
- Availability of domain names etc

The name of the new college for Shetland needs to encapsulate its core purpose of providing tertiary education to Shetland, merging the strengths of Shetland College, NAFC Marine Centre and Train Shetland.

It needs to reflect the activities of the college whilst not being prescriptive to allow for growth of curriculum. It also needs to ensure that the new college is recognised as credible within the existing UHI network, and is able to attract new students and staff and investment across all of its offering.

Who is the new college name for?

A number of audiences have been identified for the new college

- 1) Education – FE: School Leavers looking to continue their education in Shetland
- 2) Education – HE: Both HE aspirers, looking to begin their learning journey and advance to HE at other institutions (HNC level courses) and HE specialists, looking to enrol on training and courses only available in Shetland (e.g. Marine, Textiles)
- 3) Lifelong Learners – learners looking for career shifts and CPD, learners looking for recreational learning (night classes etc)
- 4) Research: Similar to HE, learners looking to undertake research in a specific sector relating to the college's expertise
- 5) Local Industry

- 6) Shetland Community
- 7) Staff (existing and potential new)
- 8) Stakeholders – (SIC, UHI etc)
- 9) Parents & Guardians
- 10) Potential new residents (external to Shetland)
- 11) Funders
- 12) Other educational/academic institutions

Recommendations:

Based upon the names suggested by the consultation and working group and further discussion with the Shadow Board the following name is suggested:

- **Shetland Institute for Research, Education and Training (SIRET)**

This name encapsulates the existing strengths and activity of the merged organisations (Research, Education and Training), whilst providing scope for growth of new specialisms as part of the development of the curriculum.

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It is recommended that the word institute be adopted. This word carries strong positive associations for the delivery of education in Shetland, whilst also carrying connotations of academic and research excellence (E.g MIT) – Note: Adoption of the title of institute will require approval and evidence of delivery of excellence in research, accreditation of courses etc (<https://www.gov.uk/government/publications/incorporation-and-names/annex-a-sensitive-words-and-expressions-or-words-that-could-imply-a-connection-with-government>) – this is not seen as an issue due to the nature of the existing activity of the organisations to be merged.

Super and Sub Brands:

The new college name must consider any existing super and sub brands. Based upon existing recognised sub brands developed as part of NAFC Marine Centre UHI and Shetland College UHI the following options are proposed.

UHI – As part of the UHI partnership any proposed name should be suffixed with UHI.

- Shetland Institute for Research Education and Training UHI

Centres: - Use of the word centre to indicate areas of specialism which are/have the potential to be recognised as world class in their field. Based upon existing recognised areas of expertise the following format is proposed. This model would allow for addition of new specialised centres as appropriate to the development of the curriculum

- Shetland Institute – Centre for Marine Studies
- Shetland Institute – Centre for Rural Creativity

Schools: Additional areas of specialism in the delivery of teaching and learning may be identified using the title School of (E.g. School of Health and Care).