RE-BRANDING

FLORIDA SOUTHWESTERN STATE COLLEGE

THE ID CARD OFFICE EXPERIENCE
The mission of Florida SouthWestern State College is to inspire learning; prepare a diverse population for creative and responsible participation in a global society; and serve as a leader for intellectual, economic, and cultural awareness in the community.
EXECUTIVE SUMMARY

Florida SouthWestern State College and our BUC Card Office were rebranded in July of 2014. Our goal was to reissue cards to 50 percent of our current cardholders within the first 6 months. We capitalized on the rebranding hype by initiating our own social media blasts, creating relevant printed resources, and sponsoring exciting promotional events. After only 4 months, our office had issued 11,800 ID cards to active students, faculty, staff, and affiliates. This number reflects approximately 65 percent of our BUC Card constituents. At the end of 6 months, our total number of cards issued totaled 13,066, which reflects 72% percent of our total constituents.
PLAN

IMPLEMENT

REFLECT & REFOCUS
PLAN

WHO • ... does this effect?
WHAT • ... needs to be done?
WHEN • ... are the deadlines?
HOW • ... is this going to work?
WHO

• ... does this effect?

STUDENTS

TECHNOLOGY DEPARTMENT

FACULTY & STAFF

STUDENT ENGAGEMENT

VENDORS

EVERYONE.....
<table>
<thead>
<tr>
<th>WHAT</th>
<th>... needs to be done?</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARD DESIGN(S)</td>
<td></td>
</tr>
<tr>
<td>IDEA BIN:</td>
<td>CARD PROGRAM NAME(S)</td>
</tr>
<tr>
<td>CARD SUPPLIES</td>
<td>MARKETING PLAN</td>
</tr>
<tr>
<td>BUDGET</td>
<td></td>
</tr>
<tr>
<td>ADDING DESIGNS TO CARD</td>
<td></td>
</tr>
<tr>
<td>SYSTEM</td>
<td>CARD SUPPLIES</td>
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</tbody>
</table>
Develop the schedule, which is a calendarization of all the tasks and estimates. It shows by chosen time period (week, month, quarter, or year) which team member is doing which tasks, how much time they are expected to spend on each task, and when each task is scheduled to begin and end.
HOW

... is this going to work?

COMMUNICATE

THINK OF THE LOGISTICS

BE PREPARED

STAFFING PLAN
The implementation phase involves assignments addressing the who, what, when and how of reaching the goals and objectives of the project.

Kick-off begins with marketing and communicating the change to your constituents.

Have a marketing objective(s). These are clear, measurable goals that give you a basis for making choices and assessing progress. Objectives are typically expressed in terms of one or more quantitative targets like number of cards issued. Importantly, each objective must be achievable within a fixed period of time. For example, to reissue cards to 50 percent of our current cardholders within the first 6 months.
Our little Buccaneer handing out free Lanyards. Get your NEW BUC Card and you could get one!
REFLECT & REFOCUS