

## ✓ Why Rebrand?

The Office of Student Life is evolving to *Student Life and Leadership* to reflect our commitment to empowering students through leadership development, civic engagement, and meaningful involvement opportunities that foster belonging and success.



(Mockup logo)

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## ✓ Updated Mission Statement

**Current Tone:** *Social and engagement focus*

**New Tone:** *Leadership, empowerment, belonging*

**Example:**

“Student Life and Leadership cultivates an inclusive campus community where students develop leadership skills, engage in service, and build connections through student organizations, civic engagement, and co-curricular programs that prepare them for success beyond SBVC.”

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## ✓ Student Life and Leadership – Core Pillars & Program Framework

### 1. Leadership Development

Empowering students to lead with confidence and purpose.

Includes:

- **Clubs/Student Organizations & Inter-Club Council (ICC)** – Build leadership through club involvement.
  - **Associated Student Government (ASG)** – Develop advocacy, governance, leadership, and decision-making skills.
  - **Student Employees** – Job readiness and leadership training.
  - *Peer Mentors – Support student success through mentorship programs.*
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## 2. Civic & Community Engagement

Empower students to make a difference on campus and beyond through service, leadership, and civic responsibility.

Includes:

- **SBVC Votes** – Voter registration and education.
  - *Volunteer Opportunities* – Campus and local service projects.
  - *Student Ambassadors* – Represent SBVC at events and outreach.
  - *Service Initiatives* – Days of Service, community partnerships.
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## 3. Belonging & Connection

Creating inclusive, welcoming spaces where students build connections, celebrate diversity, and feel part of the SBVC community.

Includes:

- **Activities/programs that foster connection and fun**
  - **Social events** (Weeks of Welcome, campus traditions)
  - **Cultural programs** (heritage month celebrations, special graduations)
    - *Resource centers/affinity centers*
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## Visual Identity & Messaging

- **Tagline Ideas**
    - “Engage. Lead. Connect.”
    - “Leadership Starts Here.”
    - “Your voice. Your Campus. Your Community.”
  - Use **action-oriented words** in branding: *Lead, Connect, Serve, Empower, Belong*
  - Create a **modern color palette** (aligned with SBVC branding) with dynamic visuals showcasing leadership and engagement.
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## ✔ Student-Friendly Description

### Example:

“Student Life and Leadership at SBVC is your pathway to growth and connection. Whether you want to lead a club, serve your community, develop your leadership skills, or just meet new people, we have opportunities for you to thrive.”

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## ✔ Communication Rollout Plan

- **Phase 1:** Announce rebrand on all digital platforms (website, socials, email).
- **Phase 2:** Update physical signage and promotional materials.
- **Phase 3:** Host a **Launch Event**—e.g., “Student Life and Leadership Kickoff Week” with leadership activities and giveaways.