



## Rebuilding and Rebranding: Strategic Messaging

The beginning of a long overdue capital project, marked by the arrival of a new District Superintendent, provided an opportunity to refresh and rebrand our organization.

Created in 1949 as the Oswego County Board of Cooperative Educational Services, focused mainly on serving students with disabilities and/or delivering traditional trades learning opportunities, our 65 year history of providing educational services to Oswego County residents of all ages and backgrounds has far eclipsed our humble beginnings.

After several months of research to identify people's perceptions of the organization, our new name, the Center for Instruction, Technology & Innovation, was selected to carefully represent what stakeholders value most:

- Center: symbolizes the roots of our cooperative existence and the sphere of our influence
- Instruction: indicates by its early placement in our name, that education is our primary activity
- Technology: denotes the vital 21<sup>st</sup> century skills, expertise and equipment we provide in support of our educational community
- Innovation: suggests that we are a springboard for invention and creativity

As an acronym, CiTi is a homophone for City, which provides a background to highlight the diversity of our programs and clients. Our core value statement - *Providing individuals with experiences and opportunities to allow them to achieve for our families and communities* – further emphasizes our role as members of larger community, and as an education destination.

The Center for Instruction, Technology & Innovation is our brand name, and will be used in our day to day operations. However in some contexts (reporting to NYSED) we will be identified by our legal name, Oswego County Board of Cooperative Educational Services.

Rebranding efforts will escalate for the next several months, and should culminate with our ribbon cutting ceremony in 2015.