

# Herkimer County Community College Board Policy

**TITLE:** External Image

**POLICY #:** CR 00-22

**DATE OF BOARD OF TRUSTEES APPROVAL:** 4/5/01

**RESOLUTION #:** 00-22, 09-08

**POLICY STATEMENT:**

It is the policy of the Herkimer County Community College Board of Trustees that the Board of Trustees shall have sole authority to change the official school colors, nickname, logos and mascot.

**BACKGROUND:**

In order to preserve and protect the good name of the College, the Herkimer County Community College Board of Trustees, in discussions related to this issue, determined that certain characteristics, important to the overall public and institutional image of the College, should come under the specific authority of the Board.

This policy was amended in 2010 to change the policy title from referring to “school colors and nickname” to referring to “External Image,” and to adjust the policy statement language to refer to “the official school colors, nickname, logos and mascot.”

**Revised:** 3/3/10