

Clark College: The Next Step

The online program at Clark is just one way the college is implementing its new motto of "The Next Step."

According to Barbara Kerr, Executive Director of Communications at Clark College, they embarked on a rebranding effort in 2004, utilizing experts in the field to determine where the college was, and where they wanted to be. The goal was to move the college from a passive role in the community to an active role, and to create a college that was a "clear, smart choice" that could lead trends and be community-focused.

According to Brian Scott, marketing director at Clark, the research underscored that Clark had some great strengths – such as quality faculty, affordability and a good relationship with portions of the community – but they didn't have as strong a presence as they could have. For example, high school students knew about Clark College, but didn't have a clear picture of why it would be a high-ranking choice for further education. Similarly, community members were generally positive about Clark College, but didn't connect it with being innovative.

"There's lots of competition out there," said Scott. "Clearly communicating what we offer and differentiating ourselves is more important than ever."

Kerr elaborates on the new motto:

"If you want an associate's degree, Clark College is the next step. If you want a certificate, Clark College is the next step. If you're looking at continuing education, Clark College is the next step."

In just two years, Clark College will celebrate its 75th anniversary, and with its leadership in online education and a clarified vision, the college appears ready to take the next step toward lasting success.

