

ASCCC Brand Perception Survey

Q1 What are your top THREE words to describe the ASCCC logo? Of the words you indicated, how do you feel about each?

Answered: 11 Skipped: 1

#	RESPONSES	DATE
1	Red — not my favorite color. Static Boring.	12/23/2019 4:28 PM
2	book = the building block of classroom work as well as the regulations within which we work at the local and state level knowledge = related to word #1, I see the knowledge held within a book or other text as a foundation for education simple = easy to see and recognize no matter the size or representation	12/17/2019 9:55 PM
3	Knowledge, Education, Teaching The logo connects with the three words identified, but not leadership, empowerment and voice	12/13/2019 6:55 PM
4	Timeless. Sharp. Classy. Timeless--You really can't go wrong with a sans serif, bold font paired with a spaced, all-caps font. This looks cool now, would have looked cool in 1969, and will still look cool in 2069. Sharp--The clear, simple, red book clearly conveys literacy. It suggests that we, too, are sharp. (. . . Hmm . . . it does denote physical media). The black and red contrast nicely. Slapping this bad boy on letterhead makes for a professional correspondence. Bam! Take this memo or web-content seriously. Wow! How sharp! Classy--Effective use of space. The logo does what it needs to do without being overstated, in-your-face, or trying too hard. It retains its demure dignity at an upscale cocktail party while other logos are having too much to drink, talking too loudly, and falling all over themselves. Not our logo. Classy.	12/12/2019 8:11 PM
5	unique, established, traditional I feel fine about them	12/11/2019 9:48 PM
6	Typical, Standard, Not Relevant Typical: Logo should represent "Diversity" People Standard: The Statement should focus on Equality in Leadership Relevant: Organization that grow deal with Cultural Expansion and Current Topics!	12/11/2019 7:05 PM
7	Clean. I like the Leadership, Empowerment, Voice part. Red. I like red. :) Known. There is value in the recognition of the current logo	12/11/2019 4:54 AM
8	Red—too much red—needs a highlight color Old—font is not "now" Unidentifiable—book image is not clearly books	12/11/2019 4:30 AM
9	Record player Open book Shoe (thanks, Sam- I see it!)	12/11/2019 1:44 AM
10	Simple, Bland, Wordy. I think being simple is okay if it is vibrant and captivating. It being bland upsets me because it does not encapsulate what we do or make me question more about the organization. It can be too wordy to read when the font is really small. It is great to highlight our values but it doesn't explain them in enough detail to really express anything.	12/11/2019 12:15 AM
11	A, B and C	12/11/2019 12:06 AM

Q2 What kind of feelings do you experience when you think of the ASCCC logo?

Answered: 11 Skipped: 1

#	RESPONSES	DATE
1	It feels outdated. It's as if the only thing academics do is read — it feels like it leaves out the dynamic nature of the work we do.	12/23/2019 4:28 PM
2	pride based on what the logo represents to me, both from my perspectives as former local senate president and a current member of Exec	12/17/2019 9:55 PM
3	no feelings attached	12/13/2019 6:55 PM
4	Pride. But, I'm biased, as I have associated this logo with leadership, excellence, and the ASCCC for many years as a long-time fan of the organization.	12/12/2019 8:11 PM
5	Fairly neutral feelings, which is good. I've seen logos that I think are ridiculous, and others that I think are totally cool. I think this one is somewhere in the middle, closer to cool than ridiculous.	12/11/2019 9:48 PM
6	Not Diversity! Just typical!	12/11/2019 7:05 PM
7	I feel nothing. I am dead inside.	12/11/2019 4:54 AM
8	I feel pride when thinking of the 50 year logo—that one is nicer than the regular one.	12/11/2019 4:30 AM
9	Outdated Boring Served it's purpose for the times	12/11/2019 1:44 AM
10	Neutral. I don't feel drawn into it.	12/11/2019 12:15 AM
11	I feel.....	12/11/2019 12:06 AM

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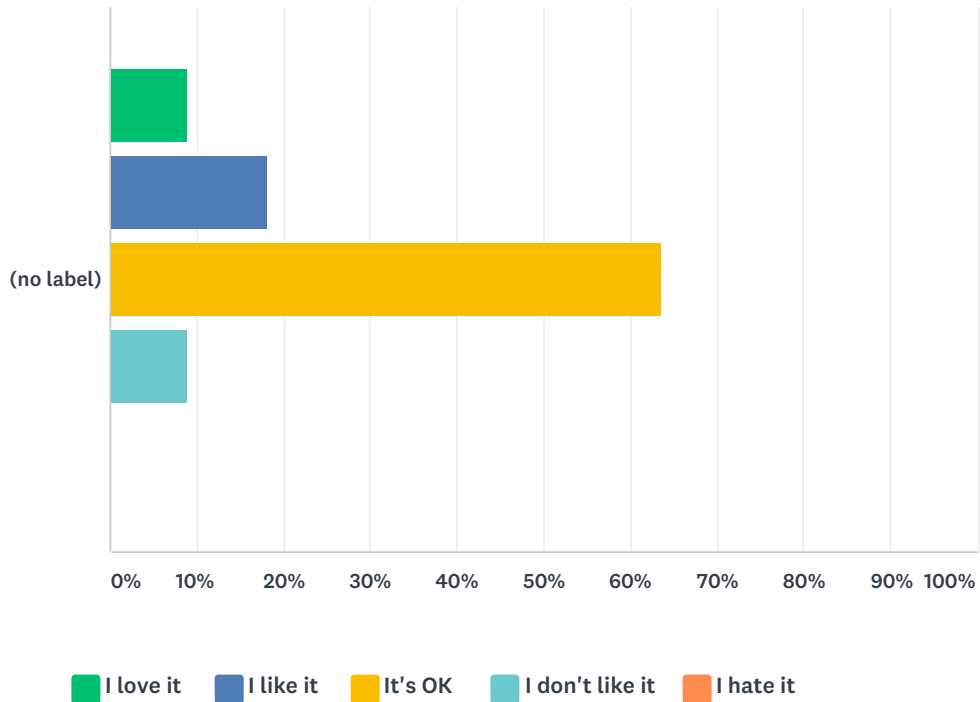
Q3 What feelings should the ASCCC brand inspire?

Answered: 11 Skipped: 1

#	RESPONSES	DATE
1	Confidence, movement, trust.	12/23/2019 4:28 PM
2	it should still inspire pride, but it could provide inspiration to lead	12/17/2019 9:55 PM
3	Should inspire faculty leadership empowerment	12/13/2019 6:55 PM
4	People should see it and say, "I trust that those people know what they're talking about because they are experts."	12/12/2019 8:11 PM
5	trust, confidence, competence, knowledge, support, helpful	12/11/2019 9:48 PM
6	A Logo should excite you to want to be involved, participate. It should convey a Theme that engenders culturally responsive thinking and movement!	12/11/2019 7:05 PM
7	I don't care. The recognition is more important to me than the feelings.	12/11/2019 4:54 AM
8	Pride, Strength, Diversity	12/11/2019 4:30 AM
9	Inquiry Promise Evolution	12/11/2019 1:44 AM
10	Somehow it should encapsulate the work that our faculty do to support students and their colleagues. It should foster feelings of pride and accomplishment. The logo should make you more curious about the organization.	12/11/2019 12:15 AM
11	It inspires....	12/11/2019 12:06 AM

Q4 How would you describe your level of emotional attachment to the ASCCC logo?

Answered: 11 Skipped: 1



	I LOVE IT	I LIKE IT	IT'S OK	I DON'T LIKE IT	I HATE IT	TOTAL	WEIGHTED AVERAGE
(no label)	9.09%	18.18%	63.64%	9.09%	0.00%	11	2.73
	1	2	7	1	0		

Q5 How would you describe the ASCCC logo to a colleague?

Answered: 11 Skipped: 1

#	RESPONSES	DATE
1	It's a red book. Which is pretty boring.	12/23/2019 4:28 PM
2	Open textbook	12/17/2019 9:55 PM
3	As a symbol of knowledge representing faulty leadership empowerment and voice pertaining to statewide academic and professional matters.	12/13/2019 6:55 PM
4	The red book	12/12/2019 8:11 PM
5	It's a book, opening, representing education, transparency - we are an open book	12/11/2019 9:48 PM
6	When speaking with colleagues about the logo, I would focus on the intent of the Senate, not what is present. The Academic Senate in my opinion has many great ideas. However, the logo represent to folks of color, "Stay Out"! Logos that are culturally inviting use images, or cultural symbols that sends a positive cultural message. These are my thoughts. Thanks! Silvester	12/11/2019 7:05 PM
7	It's a book with our name and LEV words on the bottom.	12/11/2019 4:54 AM
8	Traditional—red little stack of books.	12/11/2019 4:30 AM
9	Red and white textbook	12/11/2019 1:44 AM
10	It is a closed book with pages flipping up. Our branded colors are shades of red.	12/11/2019 12:15 AM
11	Boring	12/11/2019 12:06 AM

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Q6 Which values do you feel the current ASCCC logo best represents?

Answered: 11 Skipped: 1

#	RESPONSES	DATE
1	It ties ASCCC to the academy, and academics, which I think was the intent.	12/23/2019 4:28 PM
2	knowledge, which technically isn't one of our values.	12/17/2019 9:55 PM
3	Education	12/13/2019 6:55 PM
4	Strength, balance, and expertise	12/12/2019 8:11 PM
5	education and transparency	12/11/2019 9:48 PM
6	Little Innovation	12/11/2019 7:05 PM
7	Stability	12/11/2019 4:54 AM
8	Leadership and tradition	12/11/2019 4:30 AM
9	Learning Hard work	12/11/2019 1:44 AM
10	None. Leadership, empowerment and voice are not represented by the book	12/11/2019 12:15 AM
11	Academia	12/11/2019 12:06 AM

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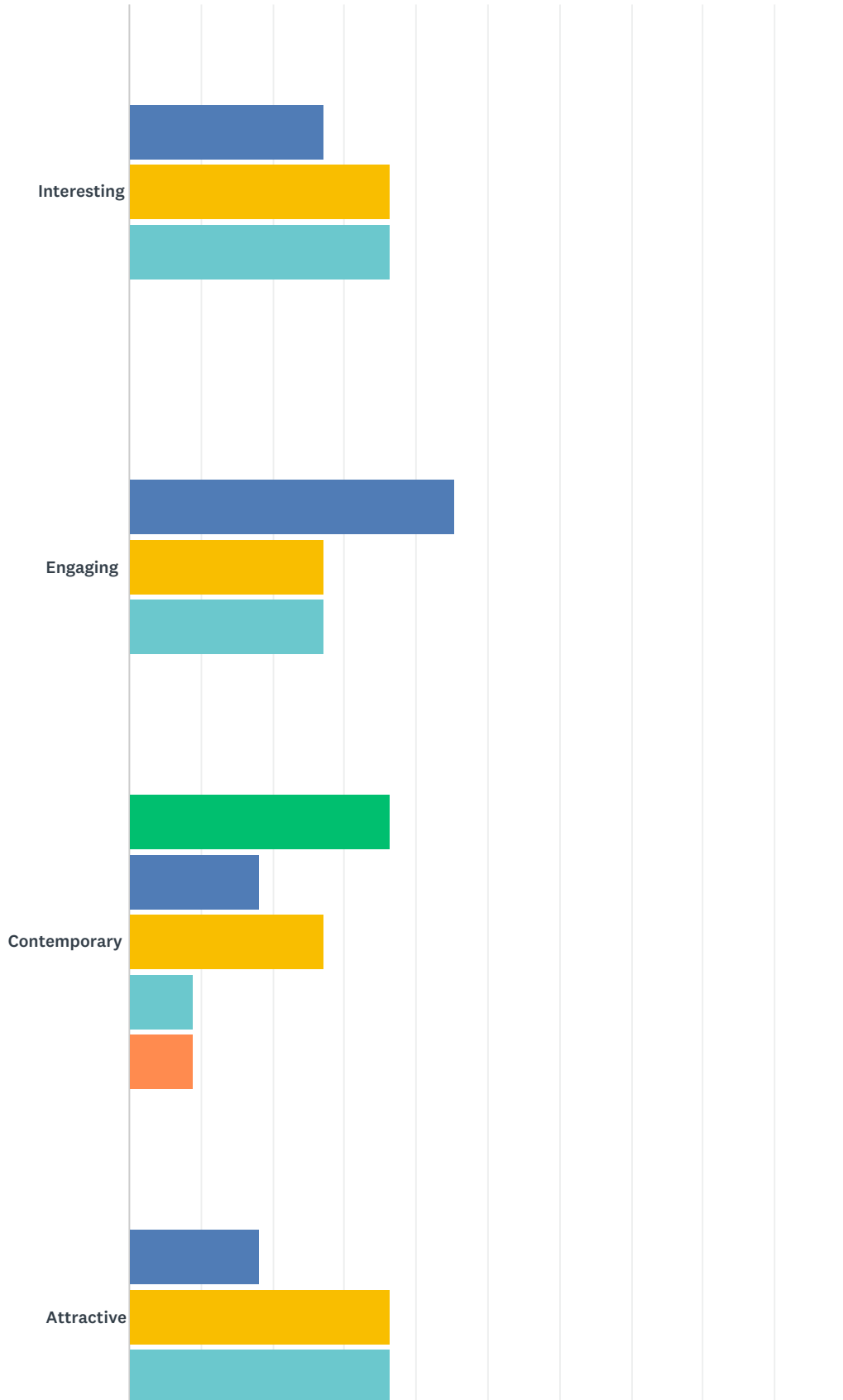
Q7 Which values should the ASCCC logo represent?

Answered: 11 Skipped: 1

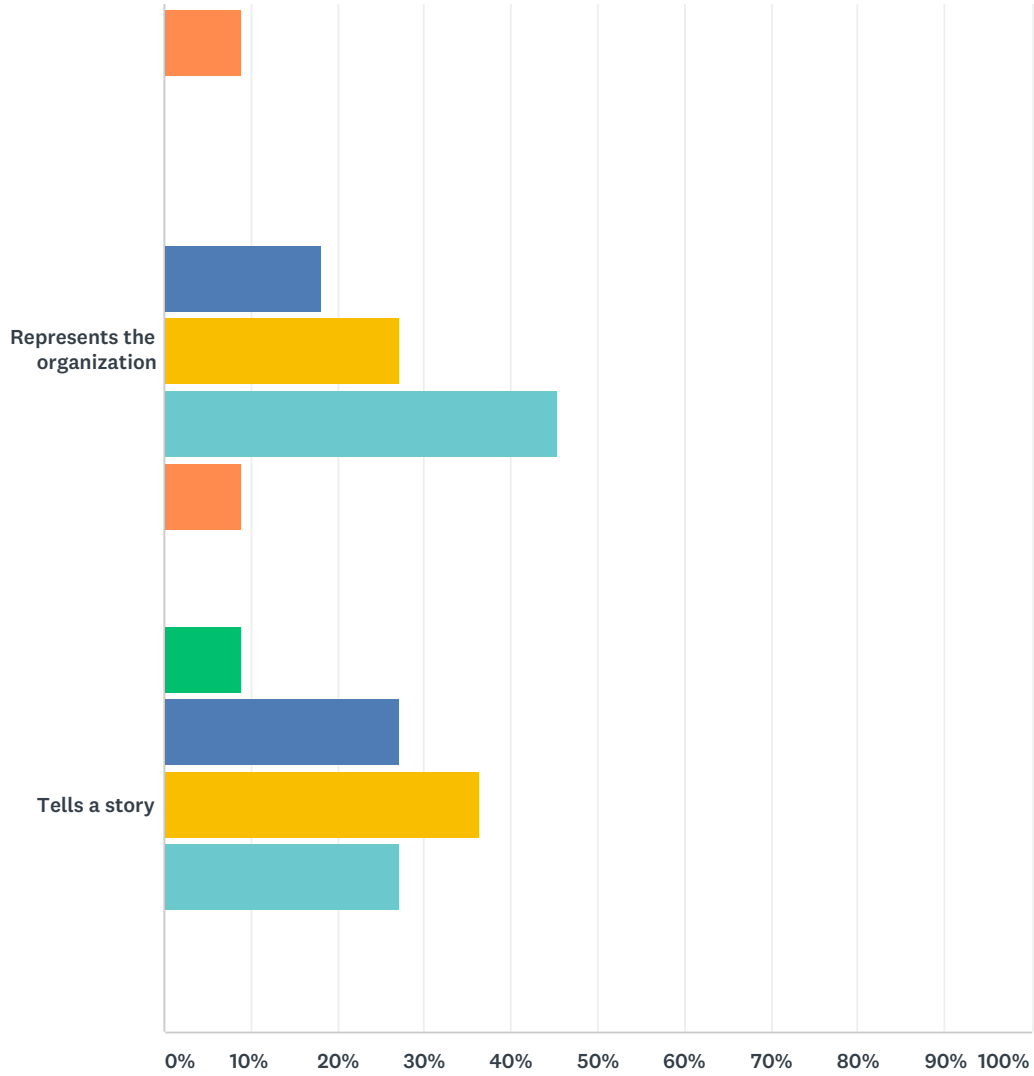
#	RESPONSES	DATE
1	If we're going to change it I'd like to see something that more clearly reflects the active nature of the work we do and that shows the more dynamic parts of that.	12/23/2019 4:28 PM
2	If it represented any value, then knowledge works, but it should also inspire or reflect ASCCC's actual values of leadership, empowerment, and voice	12/17/2019 9:55 PM
3	Empowerment of faculty in the areas of academic and professional matters	12/13/2019 6:55 PM
4	Leadership, empowerment, and voice	12/12/2019 8:11 PM
5	trust, confidence, competence, knowledge, support, helpful, education and transparency	12/11/2019 9:48 PM
6	Culturally Responsiveness, New Movement, Inclusion	12/11/2019 7:05 PM
7	I like LEV	12/11/2019 4:54 AM
8	Diversity, empowerment, authentic voices, social justice, educational opportunity	12/11/2019 4:30 AM
9	Innovation Excellence Education	12/11/2019 1:44 AM
10	I think out of our three the logo should represent empowerment the most!	12/11/2019 12:15 AM
11	Progress, success	12/11/2019 12:06 AM

Q8 On the scale below, how would you rate the ASCCC Logo?

Answered: 11 Skipped: 1



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■ Strongly Disagree
 ■ Disagree
 ■ Netural
 ■ Agree
 ■ Strongly Agree

	STRONGLY DISAGREE	DISAGREE	NETURAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Interesting	0.00% 0	27.27% 3	36.36% 4	36.36% 4	0.00% 0	11	3.09
Engaging	0.00% 0	45.45% 5	27.27% 3	27.27% 3	0.00% 0	11	2.82
Contemporary	36.36% 4	18.18% 2	27.27% 3	9.09% 1	9.09% 1	11	2.36
Attractive	0.00% 0	18.18% 2	36.36% 4	36.36% 4	9.09% 1	11	3.36
Represents the organization	0.00% 0	18.18% 2	27.27% 3	45.45% 5	9.09% 1	11	3.45
Tells a story	9.09% 1	27.27% 3	36.36% 4	27.27% 3	0.00% 0	11	2.82

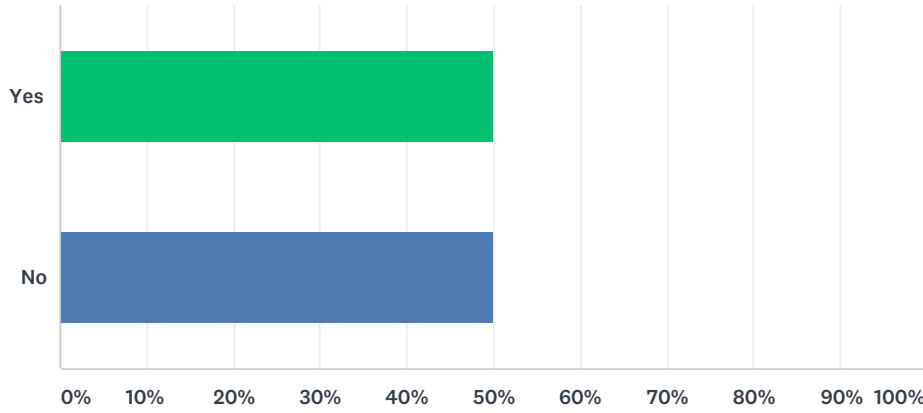
#	OTHER (PLEASE SPECIFY)	DATE
1	Follows a theme from an older logo or pin	12/11/2019 9:52 PM

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2	Served a purpose, but outdated	12/11/2019 1:45 AM
3	other	12/11/2019 12:07 AM

Q9 Do you like the current ASCCC book icon?

Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	50.00%	6
No	50.00%	6
TOTAL		12

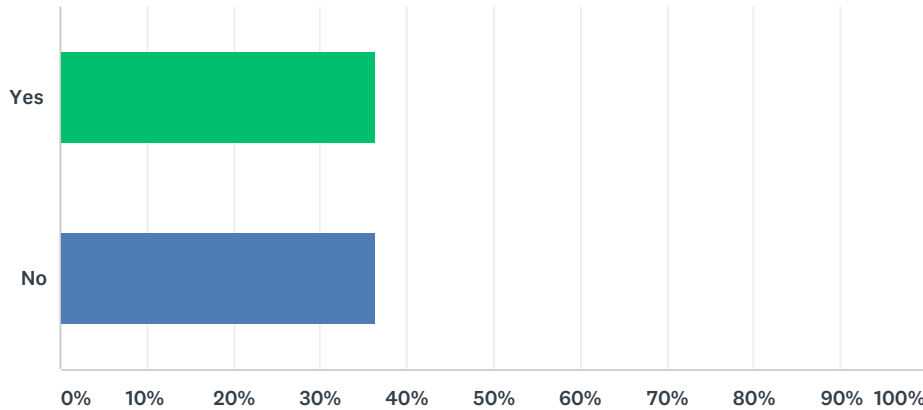
Q10 If you don't like the current ASCCC icon, is a book pictorial icon the best representation of ASCCC?

Answered: 6 Skipped: 6

#	RESPONSES	DATE
1	No, I don't think so.	12/23/2019 4:30 PM
2	A book with a faculty member shadow/figure perhaps, because to some it does not look like a book...	12/13/2019 6:58 PM
3	No—aren't we promoting OER anyway?	12/11/2019 4:38 AM
4	Not sure	12/11/2019 1:45 AM
5	I don't think the book is the best pictorial icon. A microphone could be good. Something maybe with hands or connection might be good too!	12/11/2019 12:17 AM
6	Not sure	12/11/2019 12:08 AM

Q11 A brand's color palette often has more influence on members than most people think. Different colors subconsciously communicate very different messages. Do you like the current ASCCC color scheme of red and brown? If not, what colors do you feel it should use?

Answered: 11 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	36.36%	4
No	36.36%	4
TOTAL		11

#	OTHER (PLEASE SPECIFY)	DATE
1	I'd like to see something fresher — blue and gold and cream perhaps.	12/23/2019 4:30 PM
2	I like the red, but I didn't even know that our second color was brown. Not as crazy about that. I'm also not sure I've seen the brown represented intentionally, and if it was, it didn't resonate as anything special for me	12/17/2019 9:57 PM
3	I actually thought it was red, black, and gray. But I like it.	12/12/2019 8:12 PM
4	Colors should represent "Strong Culturally Ideas"	12/11/2019 7:07 PM
5	Red and black is okay if there's an accent color like gray or yellow	12/11/2019 4:38 AM
6	Red/white	12/11/2019 1:45 AM
7	I think either a less harsh shade of red or maybe blues, greens, or purples	12/11/2019 12:17 AM
8	other	12/11/2019 12:08 AM