

Are you affiliated with one of the VSC institutions?	If you answered yes to question 1, with which of the following is your primary affiliation?	Which of the best describes your current status?	Have you seen the presentation to the Board on the recommended name?	What do you see as the strengths of the recommended name? (500 character max)	What do you see as the concerns with the recommended name? (500 character max)	What opportunities do you see with the recommended name? (500 character max)	Is there any other feedback that you wish to share? (500 character max)
Yes	Castleton University	Alumnus/ Alumna	Yes	It would be unified as a Vermont school.	It diminishes the effort and advancement that Castleton University has made over the last 10+ years. Castleton has become a destination. President Wolk's hardworkin and leadership to advance this campus would be undermined by a name change.	Castleton University has worked hard to earn the title of University. It shouldn't be combined under one name not reflecting that this is a destination.	Castleton University is well known. The school brings the crowds for sports and is well known for having great programs all over the country. It should not be undermined by taking away their name and having it under one. If anything the other schools should be changed to Castleton University.
Yes	Castleton University	Student	Yes	NONE	MANY CONCERNS	NONE	KEEP CASTLETON AS THE NAME. Castleton University is the most thriving out of the universities and we should be the ones in control. We are taking in the students with our funds. We have the most history. You will LOSE students with a new name change.
Yes	Castleton University	Student	Yes	nothing	removes castleton	no s	
Yes	Castleton University	Student	Yes	Nothing I applied to castleton not to Vermont state university. There is an aura that comes with castleton	I think castleton has a certain name and a feeling that is ruined	None	If this name changes it's going to hurt a lot more than it helps
Yes	Castleton University	Student	No	I mean I come from Massachusetts, so I'm used to the whole UMass branding and what it stands for. Quick easy and recognizable.	I really hope that all campuses keep their own name, again like UMass it's not just UMass for all the schools its their official title followed by their campus name. As such I think that should be instituted here as well The University of Vermont Castleton for example.	I personally don't really care about the name change as it's more of an executive thing than a practical thing in my opinion.	Don't force the universities to adopt this, its good to have an overall identity, but individuality is what makes each school stand out. I didn't sign up to go to The University of Vermont, I signed up to go to Castleton University.
Yes	Castleton University	Employee	Yes	none	it sounds like UVM. And Castleton already has a strong brand	none	this was done without any face to face feedback from our community.... the entire process has been a sham.
Yes	Castleton University	Student	Yes	I dont think there are strengths	I think that Castleton University should keep their name but still be affiliated with UVM and other schools in Vermont.	I dont like the name	I came to Castleton to receive a degree from Castleton not from "Vermont State"
Yes	Northern Vermont University	Retiree	No				This gets a resounding "DUH!" How much did this astoundingly obvious "recommendation" actually cost???
Yes	Community College of Vermont	Student	No	It promotes a strong image of our college system	It is just like every other state and not very unique	Growth	
Yes	Northern Vermont University	Student	Yes		The connection to University of Vermont which currently is having harsh issues I don't want the school to be affiliated with		State makes it sound less prestigious and more commonplace

Yes	Castleton University	Student	Yes	There are none. I don't like it.	It absolutely loses all sense of community within the individual schools and the towns they are in. It will be easily confused with university of Vermont. Just keep the same names	None.	The name is terrible. It will be confused with UVM. Castleton sounds cool. Vermont state doesn't. I will not buy any new merchandise with the new name on it. I go to castleton. I will not say I go to Vermont state.
Yes	Northern Vermont University	Student	Yes	It is simple, it is representative, and it is inclusive.	A bit similar to PSU, a little boring, and just a bit cheap sounding.	A simple, easy to remember brand.	This is the best option we have, go with this one.
Yes	Castleton University	Employee	Yes	Zero strength.	You have already trashed the name of Johnson State and Lyndon State. Now you are trashing NVU after all the money spent on that rebranding. Now you are trashing 200+ years of Castleton name recognition.	Opportunities to continue to spend money lose money instead of investing in the students.	Keep the campus names the same, or stick with one of the already named campuses. Do not throw away already established branding.
Yes	Northern Vermont University	Employee	No	This should have been an obvious choice for the name. You did not need to spend thousands to conduct this "research". Instead, you should be focusing on paying your employees a better wage so they will want to stay.	No concerns about the name, just that you all wasted money on this whole process.	No opportunities with the name itself. But, certainly more opportunities to appeal to a variety of potential students with combining the schools.	STOP wasting money on outside contractors when you can be putting the funds you have from the state to better use by paying your employees a better, more livable wage. You do not value all the work the staff do to keep things working at these schools. You are only showing that you value outside input more than the work that needs to be done to improve things at the campuses.
Yes	Castleton University	Student	Yes		Castleton has had it's name for years. You can't take it away from us. Think of all of the money put in to renaming it a few years ago. Let us remain Castleton University. We earned it.		Leave the names alone. We can be a big group, we already are. But changing the names is changing the identity and integrity of what the schools have been working towards for years. I want to graduate from Castleton University. That's what I signed up for. Not Vermont state university.
Yes	Northern Vermont University	Employee	Yes	I think Vermont State University aligns us with other institutions around the country (ex: Ohio State) which proudly carry that name. It reflects positively on our commitment to the state, our students, our communities and to our values.	N/A	It speaks to new opportunities for marketing/branding and unified athletics and academics as part of a strong, comprehensive system.	I strongly support the name change. In addition to my staff/teaching work, I am also a student. Can't wait for my VSC hoodie!
Yes	Vermont Technical College	Student	Yes	The word Vermont	The Vermont State University when we have a VERY well know University of Vermont already	I see lots of confusion with the name!	I think having a name that is almost identical to an already existing university of Vermont is a terrible idea!
Yes	Castleton University	Employee	Yes	no strengths	changes tradition and history...loses alumni base		
Yes	Office of the Chancellor	Employee	Yes	has Vermont and University, strong, clear.	none	many. I love it. can't wait to see the branding.	be creative and effective and strong with the branding.
Yes	Castleton University	Employee	No		We are losing an identity that is 200 years in the making. The reimagining of Castleton over that last 15 years will be wasted.		What if we end up closing Johnson and Lyndon which as Jeb suggested is still the right call, are we stuck with this new branding? We do not have enough VT residents to support all 3 schools. This is a losing battle and I feel that people are making decisions based on emotions rather than logic. The right move is to consolidate into 1 campus and that is Castleton.
Yes	Northern Vermont University	Student	Yes	It is straightforward.	It's very generic and similar to other college names. Easily confused with both Vermont schools.	I dont know.	It's a boring name honestly and that doesn't reflect the diversity of its students and campuses. Personally I would create a list of possible school names and let the students, faculty, and staff vote for what they feel represents the school better.

Yes	Vermont Technical College	Employee	Yes	Put us on par with the University of Vermont for Legislative Funding. I graduated from Iowa State University and we were treated as equals to the University of Iowa.	As is, loses the existing brands, but I have a suggestion in Question 8 that solves that problem.	Should put us on par with the University of Vermont for Legislative Funding.	Vermont State University at Lyndon; Vermont State University at Johnson; Vermont State University at Castleton; Vermont State University Technical College.
Yes	Northern Vermont University	Employee	No		Perhaps this was addressed in the presentation but if not, I hope there'll be an expectation of continuing our established identities -- e.g., Vermont State University - Lyndon, etc.	The only opportunities will come as a result of robust, creative, clear marketing. Going from Lyndon State College to NVU resulted in a real hit numbers-wise. We can't afford that again.	
Yes	Castleton University	Parent of current or prospective student	Yes	Follows an established format used by other states. Leverages the Vermont brand	Brand is not yet established. Employers and grad schools have no experience with the brand.	Biggest opportunity is to start fresh while leveraging the best that each individual school has to offer.	
Yes	Castleton University	Employee	No	None	Loss of college identity	Really very little	I'd like to know how much this cost.
Yes	Castleton University	Employee	Yes	I like that it retains the Vermont aspect, and that we could, like SUNY, say Vermont State University at Castleton, Johnson, Lyndon and Randolph. We get to keep part of our identities	None at this time.	The same as I stated above. We can be combined, and still keep a part of our identities.	This was the best choice that could be made. I do think, however, that we didn't need an outside company to come up with that name, since it was suggested by many people in the community since the beginning.
Yes	Northern Vermont University	Employee	Yes	It is straightforward and clear. Reflective of the fact that it's a public institution serving the state of Vermont.	I think it's important to further develop the naming to reflect the unique characteristics of individual campuses (VSU-Lyndon, VSU-Johnson, VSU-Castleton, VSU-Randolph, etc.)	As mentioned in the last response, I think the name can be further developed to reflect both a statewide university and individual campus locations.	I commend the consultants for coming up with a name that's agnostic to any individual campus.
Yes	Castleton University	Employee	Yes	Holds VT as its core value to serve those that live locally but also markets itself to out-of-state students to find the Green Mountains and call them home. State is a strong identifier to help set us apart from being a private school. University of course to show prestige and give strong backing to our institutions.	I see strong confusion with UVM along with likeness of name. I also don't feel it gives each campus an identifier and I hope that we do so with sub-names to tag on.	I firmly believe each institution should still hold a part of its previous brand as we've worked very hard to grow as we are and it's unfortunate to spend a ton of money on something that already exists and pulls weight to then go and change it and reset the weight that it pulls and carries. I really firmly believe it should be Vermont State University - Castleton, Vermont State University - Johnson, Vermont State University - Lyndon, and Vermont State University - Technical Institute	I really hope that spending millions of dollars on a name that is already very similar to the organization that we all are associated with (VSC) solves the issue of not working together and not always allowing the best options for our students. I firmly hope, if the Board makes it through transformation that they get more involved on all of our campuses and start to see what it's like through a prospective student, current student, and alumni perspective. Thank you.
Yes	Northern Vermont University	Employee	Yes	Using the words Vermont and University will bring name recognition. I appreciate the VisionPoint staff pointing out the possibility of flexibility for the name on each campus	None. I disagree with the concept that UVM has any right to push against it.	I appreciated Jim Masland's comment about the strength of the Do North campaign. It would be great to use that for the VSU	I am hopeful that each campus can find common ground on names for each individual campuses.
Yes	Northern Vermont University	Student	Yes	There are many strengths to this name, its inclusive to all Vermont colleges/ universities.	No concerns		
Yes	Vermont Technical College	Student	Yes		The word "University"	I see plenty of opportunities for confusion with UVM	Since we were already referring to the colleges involved in this, why don't we refer to the name as Vermont State College?
Yes	Northern Vermont University	Student	Yes	I don't like the name and how it says "state" ~~ it seems like a downgrade from Northern Vermont university	It seems lame and a downgrade from the original names	I see lower opportunities	This is lame
Yes	Community College of Vermont	Employee	Yes	Only that it identifies the institution as being in Vermont.	It has the impression of being utilitarian. There is no wow or catch to it. Vanilla. It saddens me that so much time and money went in to this process and this is the best outcome.	None really. It just says we are a state institution, nothing special.	

Yes	Northern Vermont University	Employee	Yes	Respectable, easily remembered, a familiar kind of name.	None.	None.	
Yes	Castleton University	Alumnus/ Alumna	Yes		Lack of differentiation from UVM. Waste of money on a rebrand when there was already an established brand that could have been leveraged in Castleton University. Completely devoid of logic from a business sense..		The lack of input, lack of transparency, and lack of effective change management is very concerning. Even had the date wrong on your latest transformation update. Mindblowing. More to come.
No	Castleton University	Alumnus/ Alumna	No	I see no strength in the name.	My biggest concern is that you are throwing away any and all brand identity to Castleton University. No one has heard of VTC, Northern Vermont, Lyndon or Johnson. Further, this name will get confused with UVM.	None	You should use the brand identity of Castleton to your advantage and use it on the other institutions. Further, you will sink the only thriving school in the system to keep 2 dead institutions afloat for no reason. Keep the Castleton name.
Yes	Vermont Technical College	Employee	No	Simple, concise, all encompassing	The Acronym VSU is already taken by Virginia State University	Vermont State University at Williston or at Lyndon makes a lot of sense!	The Vermont State Colleges would make more sense honestly. PLUS our IT department wouldn't need to create new emails since we all have @vsc emails already.
Yes	Castleton University	Alumnus/ Alumna	Yes	Nothing.	Conflict with an already very well established University (UVM), the cost of rebranding everything (just look at the NVU merge and how unsuccessful the rebranding ultimately was due to a completely new name compared to the CSC to CU rebranding), the individual institutions losing the value they currently have (i.e. Castleton and VT Tech are well known on its own and that should be used as a leverage point)	No positive opportunities. It would create conflict and confusion with UVM, the opportunity to lose money, and opportunity for the only lasting state college to collapse completely.	While it is great that an outside marketing agency is involved, it doesn't seem the board and VisionPoint have their minds in the right place. The VSCS has seen so much change in the last 10 years alone that it should be telling of what is going on. Rebranding again shows the instability of the system and deters students, potential students, and alums. Keeping Castleton University at the forefront of the merge and the branding of the system allows for the most established institution in the VSCS to build further and strengthen. The new proposed name will tear all of that down and the VSCS will be building from ground zero needlessly. Why fix something that isn't broken?
Yes	Vermont Technical College	Employee	Yes	Easy to understand, clear	None	Shift the perception of Vermont Tech from a 2-yr tech college to a university offering 4-yr degrees (as well as 2-yr degrees and certificates)	Onward!!!
Yes	Vermont Technical College	Student	Yes	It is simple, brings that Vermont pride front and center by naming "Vermont State", and holds more prestige than some of the college names had before by adding "university". Vermont Technical College is, within Vermont, known for amazing education but to outsiders it does not sound as such. Also, within Vermont, people often confuse my now college institution for tech centers around the state. I am in college and people are confused thinking that I am going to the tech center that is affiliated with high schools. Lastly, I absolutely love the shorthand of "VSU". Please do go through with this name. It hits all the big points and I'm not sure there is a better name to come up with! Thank you.	None, really. I think there will always people who are bummed that their previous alma mater's name is different now. Vermont State University can be taken seriously and I can't find an offensive thing about it.	The name "VSU" screams division 1 sports teams. I also see it becoming a bigger sought after nursing program than UVM.	Great job picking a new name to merge the colleges!

Yes	Office of the Chancellor	Employee	Yes	This is the best possible solution. The name includes both "Vermont" and "University," which, in my opinion, is absolutely critical. In addition, as the presentation makes clear, most states have both University of X and X State University within the same state. This is an established naming convention and makes sense for Vermont.	I think it's confusing to have Vermont State Colleges (the system) as well as Vermont State University (the institution.) It could be confusing. Is it possible to change the VSC's legal name to better reflect the new reality of only 2 institutions in the system? Just like UVM's official name is the "University of Vermont and State Agricultural College" could we be "Vermont State University and Community College of Vermont"?	I hope we will consider using the established institutional names when we refer to the separate campuses (Vermont State University-Castleton, etc.)	I know it's critical to get feedback from stakeholders and community members on the name. It's a really big deal. I get that. But since Vermont State University is such an obvious and simple thing to name this entity, I can't help wondering how much money our cash-strapped system could have saved if we'd simply decided on our own to just call it Vermont State University.
Yes	Castleton University	Student	No	There are none	This is ridiculous. Can't wait for the confusion on new prospects with UVM. Stop trying to take away our school pride by combining schools. We just rebranded our name and don't have time or money to do it again.	There are none. Castleton suffers at the hands of NVU and VTC because they don't have the funds.	Why drag down another University when we're not the ones struggling nearly as bad? Separate the system and let each institution succeed or fail on their own.
Yes	Castleton University	Alumnus/Alumna	Yes	I don't really see any real strengths with the name besides "oh cool, we all have the same name kinda?"	First of all, we aren't going to be able to differentiate between us and UVM which will be a major problem for branding. Secondly, the only accredited university in the merger is Castleton, NVU is a university in name only. Last, but not least, putting all the schools under the same name only serves to hurt Castleton and doesn't solve any of the problems facing the other schools that have put us in a position where we need a merger. The other schools are still poorly branded and marketed, and will continue to struggle to get students. Castleton will be hurt massively by the name change alone because of the way they've branded their name and image over the last 20 years.	It's hard to see any considering how difficult it will be to differentiate between Vermont State University and University of Vermont when UVM already has such a massive country wide brand, and VSU will have absolutely zero.	I don't want to see the other schools fail, and I love the core premise of the merger as far as transferable credits. But changing the names doesn't fix any of the problems facing the NVU campuses. Combining schools and changing names is just a temporary fix for other, much deeper issues facing those schools. As you can see by the fact that we're once again looking to combine campuses and names after rebranding them to NVU.
Yes	Castleton University	Employee	Yes	None. This is a terrible choice.	There is 0 reason to strip the universities of their identity. I do not understand why we would not follow the SUNY model.	None. This is going to be awful for all the students, staff, and faculty. You are taking our identity from us.	How is this possibly saving money? To hire a firm, to get all new branding, the marketing, everything to "save money" for the merger? It's ridiculous. I do not know a single student or staff member who is happy about this.
Yes	Community College of Vermont	Employee	No	The use of all three words was key. It rises to a level commensurate with institutions of higher learning across the United States.	It will be confused with Virginia State University.	Pride for Vermonters and more positive recognition from outside of Vermont.	What good work the committee has done. Thank you.
Yes	Northern Vermont University	Student	Yes	This is a no-brainer. I would have been upset if it had been anything else.	No concerns. The only alternative, State University of Vermont, would have shortened to SUV. Sounds like a car. Ugh.	I like it. I just wish I wasn't graduating this year so I could use it. Could we retro our diplomas?	Yes. Would someone please spend several hours in the UVM bookstore and take notes and photographs? The NVU swag/visibility/market items are so CHEESY! We need good design, and whoever we are using for this for NVU needs to be replaced. Can we please hire the same folks UVM uses?
Yes	Castleton University	Alumnus/Alumna	Yes	none	Renaming the colleges will not fix the budgeting problems, you're taking away the identities of students		
Yes	Northern Vermont University	Parent of current or prospective student	Yes	It is consistent with other state systems. I like that it is simple and direct.	It is always difficult to change a name but this one makes a lot of sense. I see no real issues.	Vermont is in the name. Vermont is an excellent brand and will help with recruiting.	It was great to have actual data and research to back up the name recommendation.

Yes	Castleton University	Alumnus/ Alumna	Yes	None.		None	Keep it all the same...
Yes	Castleton University	Employee	Yes	It was really ever the only plausible name; everyone know this would be the name from the get go.			The abbreviation- and campus indicators will be key. And the marketing/branding of course.
Yes	Castleton University	Student	Yes	None	A lot, ruining the reputations of prior schools, tarnishing what schools have worked for, ignoring ALL history behind universities.	None	If the name should be changed it should be Castleton University at different locations. Castleton at Randolph or Castleton at Lyndon. No one wants to go to a brand new university they don't know and the amount of money lost will cause all campuses to close. Castleton is HISTORY why are we trying to forget what we fought for.
Yes	Castleton University	Student	Yes	None	the change of the name entirely.	None beneficial	Why change the name when students are clearly interested in Castleton? You'll receive such a drop in registration that the merger will be an utter fail.
No	N/A	Community member	Yes	I don't believe that there are any strengths to the recommended name.	My concern is that, in the case of Castleton, you are taking an institution that has built up its name for over 225 years and changing it - for what? The reasons given are gobbledegook consultant speak. "...advancement, innovation, and technology with a focus on the future is a hallmark of what the new university should be." Huh?	The only opportunity I see is for the severing of historical ties and the possibility of rampant confusion. How will you differentiate the campuses from each other? Vermont State University at Castleton? Vermont State University at Johnson? Vermont State University at Lyndon/Johnson? It's a confusing mess. Just keep it like it is. We have enough problems as it is. Don't go creating more.	My other concern is for the graduates of these schools. My mother is a Castleton graduate and my brother is a VTC graduate. They both are extremely proud of their connections to these institutions. They have the stickers on their cars - do you really expect them to replace them with "Vermont State University" stickers? They won't. They will have no affinity or connection to the new name or new "brand". Names matter. These names matter. Don't try to fix them if they aren't broken.
Yes	Northern Vermont University	Employee	Yes	I don't see any within the name. I feel that it does not encompass our unique identity, we will be confused with UVM all the time and constantly have to correct people who think that we are UVM.	It is way to close to the University of Vermont. We just added 'State' and rearranged the order of the words. I feel that this will make us lose our identity and make UVM upset.	I don't see any. People are going to get confused between us and UVM. We need to separate ourselves from UVM.	Why not just continue to keep the name Northern Vermont University and just add the other two schools? That will SIGNIFICANTLY reduce the cost of rebranding and also allow us to keep our own campus identities while adding two more schools.
Yes	Castleton University	Student	Yes	I think the only strength of the name is that it will allow people to identify 4 universities all with one bland term.	The name is generic and horribly created to marketing. The rebranding process of school apparel, sports equipment, websites, and all other areas where the name is presented must be changed. This will cost more money than this supposed struggling institution can afford. The name diminishes the individual histories and uniqueness of each institute. Castleton has had success in the last decade by marketing its name successfully. There is no reason to ruin a good thing to try and save institutions that are struggling. The proposed name gives no way to differentiate one college from the other. Castleton University of the Vermont State College System would work better. Castleton has been in the name of this school for close to two hundred years. The prestige of the name will disappear with this new name.	There are no good opportunities with this name. It is a waste of money to change.	The fact that time and money was spent to come up with the name Vermont State University is pitiful. Financial problems are one of the reasons behind changing the name, yet money has been wasted to create a name that anyone could have come up with for free. People have pride in the name of Castleton, without that name they may lose their pride. Suddenly alumni donations may drop off as people feel they are no longer giving to the institution they once knew and loved.
Yes	Castleton University	Student	No	None it could have been made by a five year old.	The name brings no excitement to mind and is poorly designed. A marketing company that comes up with this name after months of work is pathetic. Ask for a refund	The opportunity for all the colleges to close could occur. All the ads that exist will have to be changed in order to market a less marketable name to the same audiences that exist.	Keep Castleton in the name. UVM is the only school that should have vermont in the name

Yes	Castleton University	Student	Yes	I don't see any.	It is unfair to enrolled students and is an unnecessary and costly change.		
No	N/A	Community member	Yes	It's always baffled me that Vermont decided to have a disjointed group of state colleges instead of a aligning the system as every other state has. Having a single name across the entirety of the system unifies and strengthens the entire system.	It's a little close to University of Vermont	Create a single state college system with various campuses and elevate the disparate small schools into a single large University	I think it's great and anything that can keep this critical resource alive should be done including having good branding.
Yes	Castleton University	Alumnus/ Alumna	Yes	Just that is says Vermont	Each school is losing their identity. Castleton will not be Castleton without it's name	Not many	Unite the schools but find a way to keep their identity
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Prestige/cache, authenticity, marketability.	The specific campus location should be referenced as a sub-descriptor.	Marketability	
Yes	Northern Vermont University	Student	Yes	It shows we're in Vermont?	Well, it makes it feel like the individual campuses don't matter. I go to NVU-J, and we just changed it from JSC to NVU and now it's VSU? It sounds like an off brand version of UVM. Just because we're putting our schools together doesn't mean we can take away all individualities between them. Why do they all have to have the same name? At this rate every college in the state will just be named "Vermont state college" when we already have UVM.	It feels like a cult, and we keep just grabbing colleges and merging them. Just because we're merging to make things better, doesn't mean that a whole bunch of individual college's should be grouped into one.	We keep merging different colleges, and that's cool, but it takes away our uniqueness. NVU should stay NVU, and the other colleges merged that aren't in "northern VT" could be VSC. "Where do you go?" "VSU" "which one? There's 4?" "The one in Johnson" "oh" and I JUST bought an NVU hoodie. I'm broke. How many hoodies do I have to buy before our name is legit??
No	None	Community member	Yes	N/A	to be an academically inferior institution to the "university of". The "state university" is seen as easier to get into, less rigorous, less prestigious, and in most ways the "little brother" to the premier flagship "university of" institution. I would not want to see this repeated in Vermont, as it will imply that "Vermont State University" is inferior to the "University of Vermont". This could seriously and adversely impact recruiting of new students. Just hearing the name implies inferiority. Consider the following examples, where the "university of" is viewed as the "superior" institution to the "state university": University of North Carolina vs. North Carolina State, University of Michigan vs. Michigan State, University of Virginia vs. Virginia State, University of Florida vs. Florida State, University of Washington vs. Washington State, University of Iowa vs. Iowa State, University of Oregon vs. Oregon State, University of Arizona v. Arizona State, University of California (Berkeley) vs. Cal State (at all of its various branches), University of Colorado vs. Colorado State, University of Kansas vs. Kansas State, University of Mississippi vs. Mississippi State, University of Oklahoma vs. Oklahoma State, University of Tennessee vs. Tennessee State, University of Utah vs. Utah State, University of Texas vs. Texas State. Let's	N/A	See no. 6 above.

Yes	Castleton University	Student	Yes	I think evolving is great.	I think changing the name is not the best decision. I understand there is now a mix of schools but I don't see how they can't begin to consider themselves Castleton students.	I'm not sure.	If there has to be a name change, maybe "the university of Castleton Vermont" ??
Yes	Castleton University	Student	Yes				
Yes	Community College of Vermont	Employee	No	The choice was inevitable--there is no viable alternative.			
Yes	Castleton University	Employee	Yes	That Vermont is in the title?	Complete loss of the long standing traditions and marketing value of the current names. Castleton is nationally recognized!!! Why lose that?! Terrible marketing choice. And terrible choice for alumni pride and student pride. Also, Vermont State sounds like a demotion from Castleton or Northern Vermont University and the students are already talking about this.	Just seems like a step backwards rather than forwards. Students are upset and feel like they are about to become numbers in a business decision rather than proud members of Castleton University or NVU.	It feels very much as though the people who are making the decisions, are not listening to the faculty, students, and communities. I know for a fact that a number of people 'interviewed' talked about the tremendous importance of keeping the current names in one way or another. The survey that VisionPoint used did not offer the opportunity to express those choices!
Yes	Castleton University	Alumnus/ Alumna	No	"Unification" and "branding"	It's a poor choice of branding and is outright disrespectful. It's a poor choice of branding and is outright between VSC and Castleton students. In my opinion, the best course of action would have been to rebrand as Castleton University. It is well known out-of-state compared with the others and would mean that there would not have to unfold a completely new identity. This is disrespectful.	It'll allow for easier consolidation when they ultimately have to cut back more and more.	I was not a business major. However, I understand the concept that to gain new customers, the referrals will be from past/current customers. This will do the exact opposite for VSC now that they are choosing to take the ax to everything good about the current identity.
Yes	Castleton University	Parent of current or prospective student	Yes	It's an awful loser name no prestige and dismisses the great town and community of Castleton where they support the school as school supports them -	It's awful - it's like a community college name for a school that is not CC level - shameful to dismiss Castleton at all in the name !!!	Leave it as Castleton University - why are you rebranding why are you spending money you saw you don't have - you cut matching band for funds and other areas but you will spend thousands to rebrand a school that's named after the town it's located in - we are bailing out other schools not being bailed out so shame on you and shameful embarrassment of a Community College name - fire them and keep it Castleton Spartans they are coming to us we don't need to change a damn thing! but	Fire the company- keep it the same name - it's named after the town it's in and we are not being bailed out we are bailing them out who can't survive one year because of a pandemic - stop cutting programs because of \$\$ and go spend thousands to rebrand what no one wants and I promise you this will hurt enrollment not help - no one will want to go to a community college name school from out of state!!!
No	unaffiliated	Community member	Yes	Uh, that it's obvious.	Everyone will scream "And how much did you pay to hear the obvious?"	That maybe it will last more than a year?	Pardon the cynicism, but it sure seems like you need yet another new chancellor. Glad I'm moving out of state.
Yes	Castleton University	Parent of current or prospective student	Yes	It's a decent name	I think it is a colossal waste of money to rebrand the one successful university in the bunch to the other 2 unsuccessful ones. Keep Castleton University's name. Why pay for new sports uniforms? New brochures, new signage, new everything. Super expensive waste of money to take away an already successful name and brand!	Maybe for the other colleges it would be good. Bad for Castleton	I truly think you are making a mistake and wasting a lot of money that could be better spent. Leave Castleton University alone!
No	Castleton University	Alumnus/ Alumna	Yes	None	To close to UVM's name		Castleton should stay independent from the other state colleges
Yes	Castleton University	Student	Yes				

Yes	Castleton University	Student	No		It is too similar to UVM. And I am worried that as a graduating senior, I won't have Castleton University on my diploma even though that is where I attended. I will not have the correct school mercy and everything will need to be ordered new for musical ensembles, sports teams ect (which will be expensive).		Why can't we just stay Castleton? That is the most interesting college name in Vermont. Its nice to be a little different.
Yes	Northern Vermont University	Alumnus/ Alumna	No				Having been through this process before, this is a waste of time/money. As it is now the general public does not know what NVU is how are they supposed to know what the new institution is? Why not keep the NVU? It would save \$\$ and some branding. Anyway I have wasted enough time/effort as this ultimately doesn't matter as it is a done deal and this is merely a formality.
No	U of Indiana	Retiree	Yes			Not impressive.	Needs more work, advanced in technology in field of awareness
Yes	Lyndon State College	Alumnus/ Alumna	Yes	Nothing except bail out Johnson & Lyndon	Rushed renaming without proper research. VSC screwed up the rebranding of LSC & JSC by doing it in a hurry. Those schools are still failing	None	Fire the entire VSC board and get smart people. Also push Montpelier to fund the system as written in the law.
Yes	Castleton University	Student	Yes	I don't see any strengths	The name is too generic and takes away from the students who already are enrolled at castleton. Why do we have to change our name if we're not the ones struggling to get kids to come to our school...	None, because the name is similar to UVM	
Yes	Castleton University	Student	Yes	NOTHING	Castleton University will never be the same, we're losing our identity by removing what we all have worked so hard for.	The other schools should be named after Castleton, after all, Castleton is the oldest.	Castleton University doesn't want to be combined with the rest of the colleges. It's not our job to pull them out of financial troubles. Castleton needs to stay independently named
Yes	Community College of Vermont	Employee	Yes		This is the same name as the University of Vermont - just said in a different way and including the word "state". The comparisons were comparisons of outside universities are not similar to the state colleges, but are more similar to UVM. This will cause confusion.		Why not just - Vermont State College, or Green Mountain University. Vermont State College. As referenced in the presentation, Middlebury College is a highly regarded institution, and it has college in the name.
Yes	Vermont Technical College	Student	Yes	Vermont-centric, "state university" feels official and strong, it can carry a lot of pride with the name.	"State University" can also sound a little demeaning, such as "oh, you went to a state-run university? Hmm.." It reflects a low income in the mindset of some upper echelon people.	It sounds much better than Vermont Tech and more recognizable. It seems like something that would be run very smoothly and with support of the state.	Personally, I LOVE it! I just want to know when this will happen!!! I'm excited to be a student at Vermont State!
Yes	Castleton University	Parent of current or prospective student	No	NOTHING		None	If I had known sooner, my child would have not gone there. You are taking the oldest university in the state and tying it to other colleges that have not, nor will ever compare to what Castleton stands for. This is very disappointing.
Yes	Castleton University	Parent of current or prospective student	No	None	Getting confused with UVM. Rebranded to Castleton just recently and now changing again. Students are not going to want to come here with the changing of names.	None	I recommend that you use the campus location in the name VSU Castleton Or VSU at Castleton.

Yes	Vermont Technical College	Employee	No	Simple and appropriate	None		
Yes	Castleton University	Alumnus/ Alumna	Yes	Half the country doesn't realize Vermont is a state let alone where in the country it is if they do know.	Castleton is losing its identity by being renamed without Castleton in it. The whole reason I chose Castleton over the other colleges in the state was, in large part it's individuality and not having a generic name.	I see the college becoming another no name college.	Changing it from state to university made sense. This just seems like a ploy to garner more students and money with no regard to the institution and the standards it has upheld over the years. The name Castleton has history and brings with it a heritage we are proud to claim as our own. Removing that insults the foundation the school was built on and its alumni.
No	Castleton University	Parent of current or prospective student	Yes	None	Identity and change	None	
Yes	Castleton University	Alumnus/ Alumna	Yes	I see no strengths in the suggested name. Correlating that Changing the name to VSU would hold similar prestige as D1 schools such as OSU, MSU, etc is very misleading. These are small, quaint D3 schools that provide a much different and personal experience than a school that houses 15K+ students	Generic or loss of identity.	None	After reading the presentation, it seems to me Vermont State University had already been chosen by the board, and the job of the research group was to gear the research as to why it should be that.
Yes	Castleton University	Student	Yes	It mentions vermont	It takes away the identity and uniqueness of each of the back schools.	Call it Vermont state colleges at Castleton, at Lyndon, at Johnson so each place is recognized.	Don't take away the identity of each of our schools. I chose Castleton for a reason and deserve to have my school's location recognized.
Yes	Castleton University	Alumnus/ Alumna	Yes	Lmao trick question	We already have a University of Vermont. A Vermont State University is just confusing. Also Castleton just went through a renaming period.	To trick prospective students into applying here instead of the more prestigious University of Vermont	Castleton is an institution. It's Vermont's oldest college. It's a small college with a big heart. It loses that with this name change. Plus it feels like vsc is dragging Castleton down financially.
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	"Vermont"	Too similar to University of Vermont, it sounds like it downgrades the uniqueness of each school that is coming together. Too boring.	I do not like the recommended name	It sounds too similar to University of Vermont.
Yes	Castleton University	Parent of current or prospective student	Yes	No strengths	Lack of consideration for community or history of schools	I do not see any.	What if there was acknowledgment of the school...similar to SUNY schools ie Vermont State University at Castleton?
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Confusion with UVM, employers looking at CU on my resume, only to find that it doesn't exist	A HUGE expense of rebranding after already rebranding CSC to CU, and the two schools to NVU	I have not seen ANY positive feedback regarding this potential change. It's a terrible mistake and alumni dollars will stop
Yes	Castleton University	Alumnus/ Alumna	No	There are none. You will be homogenizing a university, in Castleton, that has not only just re-branded, but has spent time and effort creating a place of higher learning that deserves to stand on it's own. Not be stripped of it's identity.	As stated above, this name change strips a University, in Castleton, of it's identity. Vermont already has UVM. Rebranding these schools with anything that includes University and Vermont in their name will do nothing to set these institutions apart. Something that Castleton University has spent years of time and money doing. This initiative shows a fundamental lack of knowledge of how search engine optimization works.	The only opportunity this affords is that of the homogenization of all of Vermont's State Colleges and Universities. That is in no way a benefit to any of them, UVM included.	This initiative shows an absolutely shameful lack of vision. You would do well to strongly re-consider this, and leave the Vermont State Colleges to forge their own unique brand, as Castleton has done. Not strip that away.

		Parent of current or prospective					
Yes	Castleton University	student	Yes	Castleton University	Too much change	Confusion with vsc	Alumni donations are critical
Yes	Vermont Technical College	Student	Yes	Not much	It sounds like you took the UVM name and cheapened it. It sounds like a UVM knockoff. The two will be confused CONSTANTLY. Just because you are unifying the colleges administratively, you don't need to throw out the individual brands. I selected VTC mostly because of its excellent reputation in VT.	Not much	STOP WASTING MONEY ON REBRANDING
Yes	Castleton University	Alumnus/ Alumna	Yes	There are no strengths.	I see a grave concern with being confused with UVM. I see a complete waste of resources in rebranding each school. I see this an irresponsible decision on the VSC trustees.	I see no opportunities here.	This is a rouge misjudgment and a complete waste of time and money. Since money is the whole reason why we are here in the first place. What is the rebranding going to cost? Has that research been done? What are the cons to leaving the current branding in place? Where's the data that says that is the wrong decision? Why would we continue to spend money on something that isn't actually needed? This alumnus will no longer be donating to this institution. Check out the Facebook page - not a single person was in favor of this.
Yes	Castleton University	Alumnus/ Alumna	Yes	None as it relates to Castleton University.	Confusion, loss of a hard earned identity for CU, decrease in donations as CU no longer exists, and great disappointment that once again the perception is the public is being ignored as well as the needs of this particular institution, CU. This is being rammed through, as was tried last year, with no positive result expected for CU from my viewpoint. Leave CU alone. The state of Vermont has kept CU isolated by choosing not to include Rutland CO in any modernization of roads. Now it wants to take the identity away from an institution that built itself up in spite of state hindrance and neglect.	None as relates to CU, only negatives for CU. I hope you really DO read and listen to these public feedback statements. Our opinions count!	You should leave CU alone. The state of Vermont generally ignores Rutland CO unless there is something good there it thinks it can usurp for its own benefit. This is a TERRIBLE move for CU!
Yes	Community College of Vermont	Employee	Yes	It should have the word Vermont in it	VTC isn't a university so it's a little mis-leading		I thought this name might work - Vermont Consortium of Colleges and Universities (VCCU) with a hyphen followed by - Johnson, VCCU - Castleton, etc.
Yes	Castleton University	Alumnus/ Alumna	No	Nothing unless you allow each campus name to stay in there like the SUNY system, so Vermont State University at Castleton and so on and so forth...	Lack of specific campus name, not honoring centuries of tradition.	None	
Yes	Castleton University	Alumnus/ Alumna	Yes	There are none.	It's an awful idea to take the Castleton name away. It defines who and what the school is. Changing the Castleton name is a big mistake		Castleton university should remain Castleton university
Yes	Castleton University	Alumnus/ Alumna	No		A loss of identity, confusion of brands.		

									Please, keep the Castleton name. Bottom line: the northern campuses failed due to irresponsible leadership. Do not take Castleton down with their sinking ship. Jeb was right when he wanted to close those campuses. He just didn't roll it out properly. Close one northern campus and make the other one a 2-year community college with a transfer to CU for the Bachelors and Masters.
Yes	Castleton University	Alumnus/ Alumna	Yes	There are no strengths. It's going to be confused with UVM.	Do not lose the Castleton name, it is a brand existing for hundreds of years, why flush it away?	none.	If you HAVE to do it, call it Vermont State University at Castleton		
Yes	Castleton University	Alumnus/ Alumna	Yes		Doesn't include the town's name, part of the identity and resultant charm				
Yes	Castleton University	Alumnus/ Alumna	Yes	None	It completely erases all of the history of Castleton, which has always flourished.		Losing alum support		Castleton University for all the schools. CU at Johnson State for ex
Yes	Community College of Vermont	Student	Yes	Sounds more reputable.	Sounds similar to University of Vermont.				
Yes	Castleton University	Employee	Yes	There were probably worse name candidates out there.	It's affecting Castleton's reputation, which is more prestigious than the other schools involved.		This will only be an acceptable outcome if Castleton gets to retain its identity in some way.		How much did this study cost? It doesn't sound like anything our highly qualified marketing staff and professors with extensive polling experience couldn't have done.
No	Family	Parent of current or prospective student	No	Vermont	Is it affiliated with uvm		Donnot know		No
Yes	Castleton University	Alumnus/ Alumna	Yes	Keeping university is important but may cause confusion with UVM. Ex)university of New England vs New England college causes application confusion	Losing the castleton brand the school just worked so hard to market. Would this mean I get another diploma due to 2 name changes since I graduated in 2014		I don't see much benefit for castleton university independently from this change. The one school with a large stadium that is utilized by multiple communities. Continued expanding programs for higher learning		As a first generation college student who had limited options in college financially I didn't not have many choices for school. Castleton became my home in 2010-2011. The growth this institution has seen is exponential. Sports, graduate programs, international students, Steps Program, student activities, etc are examples of how it has grown. I am a Rutland County community member and I take great pride telling those I serve as a health care provider, that I am a CU graduate. Taking that name away and changing how the school is run will take all this growth and potentially destroy it. If you were to change location or majors that will affect internships and other community connections that have been built over decades. Northern Vermont is saturated by UVM graduates, this is how Castleton thrives in Southern VT. I understand financially multiple campuses are not flourishing but don't take away from the school that continues to build off its community and dedicated faculty and staff.

					I think that Castleton specifically has a name that makes it appear less like a "state" school to outer staters. Out of state students pay higher tuition and I believe the State name will deter out of staters. The universities listed with similar names are very different that what VU could be partially because the size, division of Athletics and how long those names have been around for. I was an out of state student to Castleton and I think that I would not have choose VU because it feels like the same education I could get at my in state university. Individual names provide the sense of being part of a small, unique community which is what drives people to Castleton or NVU rather than Michigan State or Penn State. We will not be those schools and should not compete with those names. We are more like Keane State, Fitchburg, Eastern Connecticut,		
Yes	Castleton University	Alumnus/ Alumna	Yes	That people looking for UVM would accidentally see VU		Na	
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Loss of identity	None. Just a lot of pissed off alumni.	Leave it alone. It's not broken, stop trying to fix it.
No	I answered no	Community member	Yes	How easily it will be confused with the University of Vermont	How easily it will be confused with the University of Vermont	I see opportunities to mislead and confuse donors	Please don't do this. Rethink this awful strategy. You are destroying these schools and wasting money on expensive branding.
Yes	Castleton University	Alumnus/ Alumna	Yes	It's terrible	Everything. This will destroy Castleton forever. This will lose the strength of our alumni, destroy our brand, and lose the prestige that Castleton built over decades of hard work. This is terrible	This will destroy any opportunities for for current students and alumni	I am so disappointed as an alumni... please keep Castleton University!
Yes	Castleton University	Employee	Yes	Having Vermont and University as part of the name is sensible. Vermont is know to be a safe and healthy place to live, learn and work.	There is great concern in the Rutland region and on the Castleton campus (and among alumni) that the Castleton identity will be lost	The opportunities are that there will be a way to customize the name for each campus. For Castleton, the suggestion I have is Vermont State University at Castleton.	Please preserve the identity of Castleton while also recognizing a State University system!
Yes	Castleton University	Alumnus/ Alumna	Yes	None	A play on words that will confuse with the University of Vermont	None	Jeb Spaulding was correct, the strongest college needs to be saved and the weaker links culled. Trying to save all of them will in the end kill them all.
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Brand confusion. It will be asked what is the difference to UVM?	Look at SUNY. Create an umbrella system and have schools roll up. Perhaps you should change the name of VSC!	Your data is skewed and not conducted with integrity. You completely alienate the alumni base, where you spent countless hours trying to grab our money still.What is the nickname?
Yes	Castleton University	Alumnus/ Alumna	No	I don't see any strengths.	It ruins the history of Castleton State College...Castleton University. Not to mention how close to University of Vermont it is. Just a foolish move with no proof the name needs to change. Erasing history..." what's in a name?"	Bankruptcy and Foreclosure opportunities.	Changing Castleton's name to financially rescue the other state run colleges is a fools move. Closed in 10 years or less if the name change goes through.'
No	NA	None of the above	Yes	None	We've already seen NVU start to fail financially. You can't just keep adding colleges to one name to make it better.		
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Castleton loses it identity and history.	None	Don't combine the schools under an umbrella name.

Yes	Castleton University	Alumnus/ Alumna	Yes	None	It should stay castleton university	None	Castleton university should not change
Yes	Castleton University	Alumnus/ Alumna	Yes	It describes the thing.	Will the individual campuses maintain their identities? Castleton University just had an identity change recently.	Each campus can focus on their strengths while leveraging the strengths of the others.	
Yes	Castleton University	Community member	Yes	The proposed name would allow for all campuses under one administration w/ clear ability to coordinate and collaborate among programs, as well as to strengthen and support them.	would mistake VSU for UVM. There would need to be an extremely clear delineation between the two institutions so as to avoid confusion, overlap and other concerns. As an example, in the past UVM and Castleton competed for the education of teachers (pre-service and continuing education for re-licensing) until UVM basically gave up much of that territory to Castleton. While the name "university" has been suggested to support the idea of "prestige, quality, and level of education provided," from my view, none of these institutions really meets the criteria and standards to be called a "university." This is indeed a recent trend in higher education to increase an association of "prestige" and "quality" with a college that historically and currently hasn't brought itself up to the criteria of being a "university." Students, faculty, administrators and the public can feel very impressed by the idea that "their" institution is at a higher level than it truly is. The name "Vermont State University" is much more about perception than reality -- a good PR name that doesn't match the reality of the institutions which are truly good colleges with their identities in local communities and known state-wide. To join them all together will be more confusing and will take a high level of expertise and a lot of	Suggested coordination and collaboration among these institutions.	identity in its home community to support local economic development, sense of belonging, important community resources, etc. There has already been too much "re-branding" among these institutions and commitments made to the communities in which they are sited that has caused remarkable confusion with names and acronyms, e.g. Castleton State College (CSC) now Castleton State University (CSU); Johnson State University and Lyndon State University as Northern Vermont University (NVU); Vermont State Colleges (VSC) including Vermont Community Colleges (VCC) -- all now to become Vermont State University (VSU) minus Vermont Community Colleges. There has been a true lack of competence in naming, branding, re-branding and differentiation among these institutions of higher education. Commitments were made to Johnson and Lyndon to be NVU and now a very short time later, they will be subsumed under the name VSU by renaming them as part of a larger system that will affect local (and state-wide) identity. From a public point of view, a prospective student viewpoint, a local perspective. . . it is nothing less than confusing and is certainly a pastiche of broken parts of what could become a unified system. In recent years, millions of dollars have been wasted on PR and a host of inefficiencies. Moving forward, if VSU is adopted as the new name, numerous changes will be needed (anticipated and undertaken) which will ultimately require herculean effort to clean up the Please have alumni, students, employers, and staff/faculty take another opportunity to get this right. They will do it for free and will come up with a much better name. Thank you.
Yes	Castleton University	Employee	Yes	None	It is bland, boring, and generic. It is just a different take on UVM. It will do nothing to build brand loyalty.	To kill the entities involved and ruin the communities they serve.	
Yes	Castleton University	Alumnus/ Alumna	Yes	It suggests Vermont has a serious, unified, and prestigious PUBLIC higher ed institution.	Somewhat similar to UVM. but that's also a strength, in a way.	Connecting the state brand, the Vermont lifestyle, and Vermont values directly to schools across the state.	I am a Castleton alumni. I fully support this and Vermont's schools.
No	Badly configured survey - I shouldn't need to answer this question.	Community member	Yes	None	Waste of time and money	None	Read this 20 year old article and try to understand how you got taken by another consultant: https://archive.fortune.com/magazines/fortune/fortune_archive/2000/05/29/280646/index.htm
Yes	Castleton University	Alumnus/ Alumna	Yes	NOTHING	EVERYTHING		so much for the "small college with a big heart" - you just lost respect from a formerly proud alumni. I will no longer donate a DIME to what used to be my beloved Castleton.

No	None	Community member	No	Matches other states. University of Michigan plus Michigan State University for example.	None.	Sounds legit.	Guess I'm just concerned with the geographical separation of the campuses. That sounds challenging to give students a live-in community feel to the learning experience - not that we really have a town other than Burlington that can handle that kind of community with housing and all.
Yes	Northern Vermont University	Alumnus/ Alumna	No	Branding	For those of us who earned master's degrees from NVU, a name change compromises our professional status in the event we are pursuing licensure in a field (eg clinical mental health counseling). Will the University issue is new diplomas based on the name change?	May be glossier than NVU	If the name change occurs, new diplomas would need to be issued. MOU with the state OPR for graduate programs would need to be prioritized to maintain institutional appeal and integrity.
No	Community member	Community member	Yes	Unifying the campuses under one name is a great idea to attract more student's	None at this time	Future out of state and in state enrollment	Make the chsnge please
Yes	Castleton University	Employee	Yes	Merging is a great idea to bring unity to the system	None	Unification for all	Should think of closing a campus as well
Yes	Castleton University	Alumnus/ Alumna	Yes	There are none.	Help protect the reputation of Castleton and other Vermont State institutions by asking the board not to merge our colleges and universities under a new singular name. This goes beyond pride in the Alma Mater, it's also about protecting the marketable value of Higher Education in Vermont. Each school has developed its own enrollment requirements, level of academic rigor, and set of uniquely reputable programs. The name of the school on our resume does matter to our employers. Let the board know that protecting the unique identity of our higher institutions is a critical part of why students choose a Vermont State College. If they won't protect our investment our children may be better off out of state. Thanks!	None. This has been tried before and only hurt the other institutions. Also makes my education less marketable. I will not send my own children to a vsc college who name and identify has not been preserved.	Listen to alumni that understand the value of a degree from a historically known and reputable state college. If you change the names you remove the marketable value of our education. Alumni will also no longer financially contribute because our school no longer exist. You are destroying historically significant institutions. Further this is a leading survey which is unethical. Asking questions only about strengths and opportunities that support the change and leaving only space for other comments is wrong.
Yes	Vermont Technical College	Alumnus/ Alumna	No	Vermont for what it implies; university for the breadth of the offerings	Using State in name will the state government appropriately support the school, it hasn't in the past	draw attention of non residents	n/a
Yes	Castleton University	Parent of current or prospective student	Yes	none	Loss if identity for castleton	none	Castleton needs to remain in the name

Yes	Castleton University	Parent of current or prospective student	Yes	truthfully, pretty much none. I do think the University (vs. College) designation is good. I agree that the Vermont brand name is a strong one.	It's too similar to University of Vermont. Especially for folks outside the state, the two names are so similar - I don't see how they will seem like they are different to many groups...	Mostly opportunities for confusion.	I did the long survey that was sent out. I'm an alumna, a former CSC employee (from way back) and I have two children currently attending CU. With groups from outside the state, I wonder if there's some desire to capitalize on the similarity between the proposed name and UVM's. Are we really thinking that people won't know the difference? Or are we expecting to be viewed as the smaller, more spread out version? I think out of all the choices, this one might be the worst. Sorry - I know a lot of work went into it, but just ugh.
Yes	Castleton University	Parent of current or prospective student	Yes	Unfortunately I do not see any	The identity of Castleton will be diminished. There is a proud tradition as one of the oldest schools in Vermont. Students, including my son found Castletons identity charming and would not have applied to the school if it was different. If you need to change the name why not say @Castleton, keep the same colors, mascot and identity?? There is no need to change the individual identity it posses.	If you keep the name Castleton in some capacity, to include mascot and colors that would be optimal.	My son plays football for Castleton and in playing for this school there is a lot of pride... it will be an absolute shame to not have the name Castleton any longer. We are very saddened by this recommendation to change the long standing name that is so familiar to many. Also, my son will be graduating in May and will be very proud to have A Castleton diploma. He intends to get his masters degree next year and again will be proud to graduate from Castleton University. Please do not go through with this intended change!!
No	not affiliated	Community member	Yes		Will there be any legal issues with UVM's similar name		
Yes	Vermont Technical College	Employee	Yes				Domain name/email address will be important to get right. VSU.edu is currently held by Virginia State University, so we'll have to get creative.
No	N/A	Community member	No	I like this name! It represents what this institution is, Vermont's state university system. Most states have their "own" university, it's about time Vermont gets hers.	None, although many people may continue to refer to their local university by their former name for another generation or two. There's a lot of emotions and history attached to our local colleges.	Unification of the various campuses into one system, at least in the mind of the general population. Easier for college-bound students and their families to see what's available in Vermont for public education. Easier to market and advertise.	Having been raised in Quebec, Canada, I see the name "University" as more prestigious than "College".
Yes	Castleton University	Alumnus/ Alumna	Yes	not sure	It's sterile and unimaginative. I'm not sure how students are going to identify with it. With CU the quaintness of Castleton comes to mind. I'm proud to be a CSC graduate, I adjusted to CU and now I am an alumni of what VSC. You've got some work to do to create a connection. Alumni donors are important and I don't find myself relating to VSC at all.	See a marketing person	Disappointed. I'd like to see Castleton University, a division of VSC.
No	N/A	Community member	Yes	Increased prestige, name recognition out of state for alumni as they job search	None except sentimental reasons for past alumni and residents but I think the pros outweigh the cons	Better outcomes for new alumni, strengthened branding for the new system	One of my teens is looking to go to the Castleton program at Killington and is hoping the program rebrands so he will receive a degree from Vermont State University. He likes the new name very much.
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Errorsion of brand equity that has been established over centuries. Major loss of Alumni support.	None	Rebranding (again) is a complete waist of money and insulting to not only the alumni but Vermont taxpayers.

Yes	Community College of Vermont	Employee	Yes	Vermont & University	vsu.edu is VA State U; vt.edu is VA Tech...what EASY to use and remember web address will we use? Best might be vermont.edu. VTSU.edu? Vermontstate.edu? If you google "vermont state" you get the .gov site;		web address - see above #6 some people have difficulty with VT abbrev; esp b/c UVM - they think Vermont is VM;
No	None	Parent of current or prospective student	Yes	Better name recognition going forward for future students	Cost of rebranding	New alumni pride for better fundraising and career opportunities	It is very important for the state to invest in more scholarships and aid for state residents for all public colleges. That needs to happen at the same time. But this is an important consolidation change that should've happened a long time ago.
Yes	Vermont Technical College	Employee	Yes	uses Vermont in the name	It will lead to brand confusion with the University of Vermont, especially in Chittenden County. It does not imply technology or innovation. It seems a "safe" choice but a bit boring.	It is generic enough to allow just about any major to fit under it.	
Yes	Castleton University	Employee	Yes	It will possibly help NVU	I see it as a tragic and meaningless generic name that loses all the heart that is associated with Castleton		I see absolutely no reason why we must change our name. Why not simply rename "VSCS" instead and keep the branding of each campus??
Yes	Castleton University	Student	Yes	None	It sucks	None	This name change is a mistake. You will lose alumni networks, athletic success, university pride. Shitty idea. I strongly think we need to keep some of the existing names for campuses since they already have great name recognition. Example, VSU - Johnson Campus, or VSU Northern Vermont Johnson campus. For VTC it might be harder, maybe VSU - Randolph Tech or Polytech campus, for example
Yes	Vermont Technical College	Employee	Yes	Standard naming convention that focuses on VT and is different than UVM	no ability (yet - though maybe this is coming?) to differentiate among the campuses	Be a student of one uni and attend at any campus	
Yes	Vermont Technical College	Employee	Yes		Brand confusion with University of Vermont; VTC losing their technical brand.		
No	Northern Vermont University	Retiree	Yes	The new name reflects a unified strength of purpose and a stronger focus on its Vermont location.	The new name may be confusing to some, but only when the change is first made.	Having one administration for all the locations should cut back on administration costs and confusion resulting from different stances taken.	One common administration located together on one of the campuses is bound to bring an advantage to the campus where administration is located and difficulties on campuses more separated from the true location of power.
Yes	Castleton University	Student	Yes	Unified Name	Millions of dollars in spending on rebranding.	Keep VSU but have branches. Such as VSU Castleton Campus or branch	Keep Castleton Athletics!!!!
Yes	Castleton University	Student	Yes	There are no strengths. It will create confusion with the well established UVM.	It will erase Castleton University history and anger the alumni	There are no real benefits. Keep Castleton in the name	This merger will hurt the vsc and Castleton. Remember the Lyndon Johnson merger and what that did. The negatives will outnumber the positives
Yes	Castleton University	Student	Yes	It is not needed.	Castleton is a great school with a great name. It is unnecessary to merge and make one name across the state.		Don't change the name. Many are opposed. Listen to the people that are speaking from alumni over years, current students, or faculty do not want this.
Yes	Castleton University	Student	Yes	NONE, stop saving failing schools	MANY, confusion with UVM, taking away ALL schools' brand image and identity	ABSOLUTELY NONE WHATSOEVER	SHAME ON YOU VSC. You are silencing both students AND staff and have yet AGAIN poorly managed what should be the CLOSURE of what was once JSC and LSC. This is the beginning of the END of the VSC, as you choose to group Castleton into your downfall. Shame on you for the jobs, programs and students you will lose because of your POOR actions and leadership. I am disgraced to be a VT resident and VSC student because of you!!

					It is a bland name, and much better suited to describing the system than the individual campuses. I strongly recommend that the Vermont State University becomes just part of the name, and that Castleton remains prominent in the identity of this particular campus. The history and legscy of Castleton is what draws students and community members, and to neglect that affinity would be a huge mistake, in my opinion. A sense of continuity is extremely important for Castleton students and alumni.	It can be a way to unite the campuses administratively, but it is not interesting or special enough to garner any real enthusiasm. Keep the Castleton name and brand and affix Vermont State University to it, in some fashion- as in the model of the SUNY system.	Keep the Castleton name and brand prominent, however possible. Identity is paramount to our students- and the close relationships they build here are what they'll remember.
Yes	Castleton University	Employee	Yes	It is descriptive, and highlights Vermont.			
Yes	Castleton University	Employee	Yes	It is clear where (the state) we are located	It is bland and boring. Lacks identity		
Yes	Castleton University	Student	Yes		People attend Castleton University because of the uniqueness and brand that Castleton alone has built for itself. Not only is combining the institutions lessening the brand image we have worked so hard to create academically and athletically but also not going to attract the same amount of people to attend the university as before		
Yes	Castleton University	Student	Yes	University is basically it. I feel Castleton has branded their name so well over the years and now it's just being ripped away.	The new name has nothing to do with Castleton. Are we going to get rid of Spartans too??	Nothing other than a publicity act.	I think you should consider the students opinion because many do not agree with it.
Yes	Castleton University	Student	Yes	I see no strengths to this name. It is completely changing the dynamic and uniqueness that come with each individual university. Along with this, it is extremely costly to change all the decorations/branding on each individual campus and athletic campuses. I feel it will lose the individuality of the campuses and lose community and alumni support.	There is an endless list of concerns with the name. First, we already have the university of Vermont and now we're going to have Vermont state university. This will be extremely confusing and out of staters are going to blur the two together. Along with this, all campuses are filled with their schools name, mascot, etc. and now they are going to have to completely rebrand and change the entire campuses which we do not have the funds for.	None, I think it is extremely ignorant and tasteless	You should be thinking about the communities built around these school, the alumni, students, and faculty that hold great pride with their school name and changing that would completely squash that following and create a negative outlook on the universities as a whole.
Yes	Castleton University	Student	Yes	There are none.	A vast amount of current Castleton students are not happy with the name change and merge of the three schools. There will be a lot of unhappy individuals.	There are none.	I am a senior at Castleton University, so this name change doesn't effect me directly since I will be graduated. However, I am writing as an advocate for my peers and rising seniors. We are proud to be CASTLETON UNIVERSITY SPARTANS. The merge will not only deprive us the name that we are proud to wear on our shirts, but it will severely disrupt the schedule of the students. Please, please, please revoke the merge and name change of Castleton University. I will always be proud to be a Castleton University Spartan.
No	Rutgers College	Community member	Yes	None.	It's a stupid marketing decision to call a college (that does not have an extensive graduate and research program) a university, as if changing the name changes the institution. It won't—it'll just make the institution into a sad joke.		If any organization should not be engaging in scam marketing practices, it's an institute of higher learning. Please keep the name as college rather than calling it something that it is not.

Yes	Castleton University	Student	Yes	There is no strengths. Castleton is an established university and has been an established college since 1787 and to try to "rebrand" this school is unprofessional and a slap in the face for the community, alumni, faculty, and the students that picked this school out of hundreds to attend and wear the Castleton University name across their chests proudly. It is a shame that the name was already decided without the Consideration of the community, the faculty, the alumni, and the students.	As I stated above there are no strengths with the recommended name and there are many concerns. The fact that the chancellor thinks that rebranding this college is a good idea is very saddening and disappointing to all. One of the reasons I chose to come to Castleton University is my mother is and alumni and I wanted to represent the Castleton name as she did before me. It's very upsetting that a decision this large has been made without taking into consideration of the other people around the school and affiliated with the school. If the name does change Myself and many others will have to consider if This "university" is the right one for us.	There are no opportunities with the new name. If the new name does go through the whole entire university has to be re-branded. This means different logos it means that all sporting teams uniforms courts fields will have to be re-branded as well that means the weight room will have to be re-branded this means logos for the school that are not on school grounds such as the spartan arena for hockey this will need to be re-branded this is going to be costing money that clearly the Vermont State Colleges do not have or else if they did have this kind of money the schools won't be shutting down and merging into one. As I stated before There are no opportunities with the recommended name it is a shame that this is what it has come to.	The only other thing I would like to share is I came to Castleton in 2018 as a freshman and I ended up transferring to a different college. Ivan made the decision to come back to Castleton to represent a Spartan and be a part of the community, at this point I feel I have made a terrible decision by coming back to this college and not having a say in the name or to keep the name as castleton University. The way that the chancellor has handled this has made it very clear to me that the students the faculty the community and especially the alumni do not matter in complex situation and decision making such as this one. If the name change does go through and no outside opinions were taken into consideration it shows what kind of chancellor we have representing our college.
Yes	Castleton University	Student	Yes	there aren't any	university of vermont? why would you name it vermont university	none. except losing money on renaming something you don't even need to	keep the name castleton university. they are merging with castelton, keep the name and then just have different campus's
Yes	Castleton University	Employee	No		We are loosing the Castleton name associated with this University		I would like to see; Vermont State University at Castleton.
Yes	Castleton University	Parent of current or prospective student	Yes	None	Castleton U has name recognition and broad support from students, alumni, parents, and the community. Combining names will dilute Castleton's reputation.	None	If the name is changed, we'd discontinue support for Castleton U.
Yes	Castleton University	Student	Yes	There are no strengths. Castleton University is the best name for us.	We will lose our identity.	None.	Please don't change our name.
Yes	Castleton University	Employee	Yes	Is is simple and expected (in that many states have a state university) and implies access and inclusivity and reinforces that we are a public entity (by including the word "state"). It can be abbreviated to VSU and most will intuit what it stands for.	No concerns for CU or NVU. It will be a big change for VTC.	Each campus can align their current branding with the new name easily, e.g. VSU at Castleton can be branded with "Castleton" and versions of current (or recent) logos in the forefront. Students, alumni, and employees can continue to relate to Castleton (or Johnson, Lyndon, etc) in a way that is familiar. It won't be too different from variations of branding we've had in the past for CU and NVU.	
Yes	Castleton University	Employee	Yes	University	We are throwing away the name recognition and brand equity of Castleton University.		Vermont State University means starting all over again and tossing out the meaning of a name that attracts students across the state, country, and around the world. We should all unite under the flagship of Castleton University.
Yes	Castleton University	Student	Yes	It is too close and confusing too UVM			
Yes	Castleton University	Employee	Yes	Vermont is used for the "Umbrella" brand	Would be a HUGE mistake to lose "Castleton". Best option: "Castleton State University", second best: "VSU-Castleton"	Totally depends on how much marketing support is given.	Again, there is so much brand equity built into the "Castleton" name, it would be a serious strategic mistake to eliminate it.

Yes	Castleton University	Student	No	The name of the state is in the title.	It's extremely stale/dull/bland.... I feel like the name was made in two minutes without consideration!	None, no offense	My family, with alumni, and I feel more than disrespected with this transition. The VSC board does nothing but destroy good. The last chancellor was awful and the new one is not any better. She was on the board before... I feel she is coming in and changing everything when things need to remain. Can we have some normalcy and consistency?? The title of Castleton University sets us apart from the rest and Vermont state uni is a cheap and sad replacement! DO BETTER FOR VERMONT. Or you can just let the state die out :)
Yes	Castleton University	Employee	Yes	Life is Good.		To keep campus identities. Vermont State University at Castleton. This would be consistent with other state universities, like the University of Massachusetts system (UMass Amherst, UMass Lowell, UMass Boston, ...).	Please identify campuses by location.
Yes	Castleton University	Student	Yes	Absolutely nothing	I feel like it will cause a lot of students to steer away from Castleton. They are going to see it is related to the other colleges that are not doing so well. Not only that, if you look up "Vermont University" UVM is going to come up so it would cause a lot of marketing issues. People know Castleton as Castleton University not as forming an identity with other colleges that are not thriving. It is going to make Castleton look bad and they are going to lose a lot of potential students.	NONE. If anything you will lose opportunities because they will lose students.	
Yes	Castleton University	Student	Yes	I suppose it is all encompassing	I personally think it is generic and bland.	can't think of any. maybe my castleton clothes will be worth a lot of money now lol	no
Yes	Castleton University	Employee	Yes	the company that suggested the name will get paid more to continue the branding work. Hooray for them, taking our Vermont money away from us.	VEE SUC (we suck? really?) why are we erasing a good brand?	UVM will think they expanded their campus	how come actual people's names are not mentioned on the slideshare? Made up facts? NO evidence.
Yes	Castleton University	None of the above	Yes	no advantage	UVM? UVA?	confusion	what does VSC have in common with Oregon State University , Rochester Institute of Technology , University of Dayton? Is the Board of Trustees that dull-witted that they are buying what this firm is selling?
Yes	Castleton University	Employee	Yes	I appreciate that it has the name Vermont.	The biggest concern of so many people at CU and surrounding areas is the need to keep the name Castleton. So, VSU at Castleton still keeps the brand that Castleton has worked so hard to produce. We at Castleton have the most to lose with this merger. If we are not allowed to keep the name Castleton, that will be a significant detriment to our goals going forward.		
Yes	Castleton University	Student	Yes	None	You are taking away the home feeling that the Castleton community gives the Castleton students	None	Please don't change it. Taking away Castleton from future students is going to hurt the school.

Yes	Castleton University	Student	Yes	None.	You're taking away your biggest asset, Castleton University. A name that is know nationwide. Your biggest form of income for "unity" when all you are doing is alienating students and dedicated alumni.	The opportunity for the fastest state wide college shutdown in history.	Let Castleton be the "parent" university. They're thriving in adversity, have the biggest membership, the proudest alumna, the biggest donations. Don't lose their support. I will find another school. But you will never build another Castleton.
Yes	Castleton University	Employee	Yes	It would be fine as a descriptor for the administrative structure of the combined entity. Not as the name that each campus will go by.	Major concern is if VSU displaces the names Castleton, VTC, Lyndon and Johnson (yes, those names have history and recognition). It is also very generic. If only 15% of survey respondents wanted "State" in the name, why does the name have "State" in it? Another concern: If the name of Castleton becomes VSU-Castleton, that might get shortened to VSUC, which may then get pronounced "Vee-suck" which sounds awfully close to "We suck." That would be a truly tragic unintended consequence.	Not much.	Castleton has built a very strong brand and reputation. Don't mess with that. How about "Castleton - A Vermont State University" (much like 15 years ago, when we were "Castleton - A Vermont State College"). The name Castleton has to be first and foremost.
Yes	Castleton University	Employee	Yes	none	confusion . UVM? Who is VSU? One campus?	none	The presenters slide has no voice-over. what does Accessible to learners of all backgrounds • Diversity, equity, and inclusion (DEI) • Supporting the vitality of rural communities mean?
Yes	Vermont Technical College	Parent of current or prospective student	Yes	Consistent with other "State University" systems although I think it is a bit bizarre to even think VSU as in the same league as OSU or MSU	It sounds "bigger" than it will ever be, so a little silly	Not much if you don't address the actual problem of too many campuses for such a tiny state.	This was clearly a fait accompli so ridiculous that once again money was poured into a study! You aren't fixing what's broken but must feel good to apply a bandaid
Yes	Castleton University	Employee	No	I do not see any strengths in this new name.	This will negatively effect recruiting new students. They WILL confuse VSU with UVM. They will believe they applied because they will not see the nuance.	I do not see any benefits.	As a tax payer, rebranding is a waste of money. Why is time being spent on renaming when it could be spent improving the inter workings and efficiency of the VSC system. As a coach this will complicate recruiting and fundraising.
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	Nothing	Confusion with UVM and a huge amount of funds being wasted as they have time and time again over the last 10 years. Use the funds for something else!	None. Zero.	Stop changing college names and logos! These schools have history and tradition to uphold; that is part of why students choose to go! Why not use the funds to make school more affordable for everyone? Increase enrollment m, so the schools aren't continuing to spiral into debt like the rest of the country.
No	No affiliation	Community member	Yes				A number of states use the two designations for their campuses: University of XXX, and XXX State University. So we will have the University of Vermont and Vermont State University. What could be simpler and more obvious? Did you really need to spend our tax money to hire a consultant to come up with this name?

Yes	Castleton University	Alumnus/ Alumna	Yes	Only strength I see is a potential cost savings by having less administration in the combined system. If there isn't a cost savings there is no reason to move forward.	The loss of branding of Castleton name is a huge issue for me. I've been involved with marketing and branding for my 35 year career. I'm currently the CEO of a \$3 Billion annual revenue media company. Making a brand change like this doesn't come without huge risks.	I believe this decision is being rushed and the current presentation doesn't explain exactly all the branding issues. Vermont State University system, but I strongly believe the VSU system should be used like SUNY is used in New York. The State University of New York at Albany, commonly referred to as University at Albany. University at Castleton part of the VSU system. Castleton has to be front and center.	I live out of the state of Vermont and I'm totally surprised that there has been limited outreach by the Castleton Administration to make the Alumni aware of this process and potential change. It seems rushed to me and be handled at the state level that has no interaction with the large alumni of the University. The process and lack of communication is clearly hurting the University and alumni relations. I've personally raised hundreds of thousands of dollars for Castleton athletics and heard from no one about this process.
Yes	Castleton University	Employee	Yes	It correctly identifies Vermont as the primary location & constituency	As a branding identity, it negates or fails to engage the strong marketing and brand positioning that attracts and retains student enrollment & retention. No commercial entity would so willingly dismiss a market advantage in name recognition. It makes bad business sense. At a time when business sense is supposed to be a prevailing consideration.	Allow for each constituent institution to be identified, e.g., "Vermont State University at Castleton"	
Yes	Castleton University	Alumnus/ Alumna	Yes	Vermont State University is the best of the suggested names; however, I believe very strongly that each campus should retain a local name, such as Vermont State University at Castleton.	Vermont State University is firmly grounded in Vermont, but it doesn't reflect the most successful of the universities being joined together (Castleton University) , and it doesn't celebrate that Castleton is also the oldest Vermont institution of higher learning.	Each campus should be designated by its location -- Vermont State University at Castleton -- Vermont State University-Northern, etc.	Vermont State University was the best of the suggested names; it would be best to designate the different campuses by location -- e.g., Vermont State University, Castleton
Yes	Castleton University	Student	Yes	Nothing	There is already a university of Vermont so Vermont State University would not make any sense. The cost of redistribution of new logos is concerning. Many students want Castleton on their diploma because the name was a big reason many chose the school.		I think we should be allowed to keep our name as Castleton University
Yes	Castleton University	Student	Yes	I see no strength to rebranding without the word "Castleton" present	Mis-appropriation of public funds; destruction of 230+ years of Vermont history and brand equity; complete disregard for the standard that the Castleton brand has set in the state of Vermont's entire post-secondary education system	I see no viable opportunities in regards to a complete branding upheaval.	The destruction of the Castleton brand will live in infamy as the worst decision ever made by the VSUS.
No	none	Retiree	No		I think it will be too easily confused with the University of Vermont ... These small colleges have their strengths---But even though the idea of using the word "university" is to give more prestige, they are basically small colleges.. It almost sounds misleading, possibly with the goal of attracting students from other countries.university	none	I would recommend Vermont State College with "Vermont State College at Johnson", etc.

Yes	Castleton University	Student	Yes	It is an inclusive name	This name strips each school of its individuality that they each have. Also were there enough students asked about this name change? At least 75% of the student population at each school should be asked about it, students should have a big say in this name change. What school mascot would we have? What are the proposed mascots? Many Castleton Students wish to keep the spartan/sparty; but will the other schools be ok with this mascot? What would they prefer?	provide community between the schools	We should consider a name like Umass (Boston, Dartmouth, Amherst, etc.) has done, have each school keep a piece of their current name so each school can keep some individuality. For example: Castleton University- Vermont State University Castleton or for Vermont Technical College- Vermont State Tech. University
Yes	Community College of Vermont	Employee	Yes	It covers Vermont identity, emphasizes our public higher ed nature, and fits the pattern used by many other states.	Some potential for confusing with UVM at first, but other states have this and it works fine for them.	A good chance to bring the schools together with a solid, meaningful, state-wide name.	I think Vermont State University was the best choice. Admittedly vsu.edu is probably taken by Virginia State, but maybe vermont.edu is available, which would be a great domain name for the NCE.
Yes	Castleton University	Alumnus/ Alumna	Yes	I do not see many strengths to this name change. If other schools are being closed and absorbed by Castleton University, then the name should stay as Castleton University. Especially if the Castleton Campus will be the location.	There is a heritage to the original names of the universities that will be lost with this name change. In addition to that, many alumni such as myself are proud to say that we attended Castleton University. Castleton is known for having a lovely atmosphere and community that will be affected by this name change. It sounds authoritarian and lacks any sense of self or diversity to show the schools that came together. Finally, the name sounds far too close to the University of Vermont, which would likely lead to confusion and complications.	I do not see many opportunities with this particular name. I see only possible problems and complications.	I would suggest a different name be considered, one that is not so similar to the University of Vermont. Perhaps something that acknowledges the individual schools that come together while being a new identity.
Yes	Castleton University	Student	Yes	I don't see any strengths in this new name	I am concerned that Castleton's culture will be changed from this new name and change with the schools combining will hurt Castleton culture. Right now everyone is extremely open and friendly. I love the small town feel and the atmosphere is amazing here. This change is widely not want by the students and staff of Castleton. Me and everyone else especially do not want castleton's name and colors to be changed because we love our colors and the Castleton name.	We unfortunately will be combining with other Vermont schools	Don't change castletons name or colors
Yes	Castleton University	Alumnus/ Alumna	Yes	Vermont's name.	Erasing the brand legacy of Castleton in a snap.	Perhaps keeping the names of the schools as "campuses". ie: The Castleton Campus	Use the Castleton name - it's the most successful in the system.
No	no affiliation	Parent of current or prospective student	Yes	It is clear and similar to other states Universities. Although it is too bad UVM has branded and that cannot be extended to these other campuses. That is my only question. Why not have UVM and have Burlington site, Lyndon site, Castleton site, etc.	Please see above	it will clarify and unite.	
Yes	Castleton University	Student	Yes	I see no strengths don't change the name that's an awful idea!	No one is going to accept it and there will be a lot of heat from the public let alone a loss of the students at castleton.	None	Please don't do this

Yes	Castleton University	Alumnus/ Alumna	Yes	Castleton University should be excluded from the VSU unification, which makes far better sense for the other colleges/campuses.	VSU strips Castleton of its hard-earned and established reputation, historical relevance, identity, and more.	None that should be applied to Castleton University. Exclude Castleton from the VSU "unification." It is a massive mistake.	Homogenizing Castleton University is a massive mistake. D
Yes	Castleton University	Alumnus/ Alumna	Yes	The strengths only apply to the non-Castleton campuses.	It will destroy Castleton University's identity.	None that apply to Castleton.	Please, please, please exclude Castleton from the VSU "unification." It is a MASSIVE mistake!
Yes	Castleton University	Student	Yes	There are NONE for Castleton.	Athletic uniform changes and the Castleton brand as a whole. It's impossible to not see that athletics is a massive part of the CU culture. Forcing a name and brand change will diminish the work that has been done to build our current reputation.	None for Castleton. This ONLY benefits the other schools.	I'm in support of unifying the schools, the only thing that doesn't benefit Castleton is the name change
Yes	Castleton University	Student	Yes	None	How is this saving money if uniforms have to be changed, signs, addresses, and other things?	None	I think the name should stay as Castleton University because that's what we are. We can't say "the castleton way" anymore with a new name. The castleton way would be to keep the name as is.
Yes	Vermont Technical College	Employee	Yes	Generic enough to incorporate three different Colleges with different mission statements	Lacking anything about providing technical education which is the competitive advantage VTC as the only Tech school in VT.	Vermont State University is fine as an overall institution, but I think we need additional branding to keep some of our identities.	I hope for the VTC campuses (Randolph, Williston, Nursing sites) we can add to the name "Vermont State University Institute of Technology" or "Vermont State Polytechnic Institute". Adding this moniker will help us to stay relevant to our mission, but if we brand as Vermont State University at Randolph we lose that.
Yes	Castleton University	Student	Yes		I strongly feel that the name "Castleton" should be included in the name of the new institution. We are one of the oldest schools in the country, surpassing the schools we are merging with by a significant amount, so it is only fair for the name to remain given its historical value and distinction. I feel it far more important for this to be included than "Vermont".		It hardly feels necessary to change the name of Castleton University; even if we are merging with other schools, entirely rebranding our identity seems like an unnecessary step. Merging with the schools while maintaining our current identity would be a far better option in my opinion and the opinions of others.
Yes	Castleton State College	Alumnus/ Alumna	Yes	Nothing	You are stripping Castleton of its "small school big heart" brand which if you ask any alumni that was the reason behind their choice to attend Castleton. I didn't want the University change and I most certainly do not want this one.	None	See question 6
Yes	Northern Vermont University	Alumnus/ Alumna	No	Vermont and University	Why STATE? Seems it will be confusing with UVM.	There will need to be a good explanation of the difference between UVM and VSU. I'm not sure what that will be.	Doesn't grab me as great but has 2 of 3 good elements.
Yes	Castleton University	Student	Yes		Too long, confusing because of UVM		Keep Castleton University's name
Yes	Castleton University	Alumnus/ Alumna	No		I graduated from Castleton State College. I have supported the school with donations for many years. I'm not planning to support the VSU.		See number 6
No	I formerly taught at Johnson.	Retiree	No				What's in a name? A "university" is a higher education institution that can grant advanced/graduate degrees; a "college" is an institution of higher education that does not grant degrees beyond the Bachelor's. "University" sounds grander. Is it accurate?

Yes	Castleton University	Student	Yes	n/a	The colleges that are merging together all have unique names that make them what they are. Even though Vermont State University is probably the most obvious answer, it doesn't fit well with the merging of the schools	to change it	
Yes	Castleton University	Employee	Yes	None	Destroys a success brand (that could have been used for free!) Castleton.	Mistaken applications to UVM Or perhaps people will think we are a branch of UVM?	This is a horrible idea and shame on anyone that thinks the process was truly transparent
Yes	Castleton University	Student	No	Nothing, I went to Castleton not a UV school.	Castleton will lose its charm. Moved to California And someone scraggly heard of Castleton, small world		Please keep Castleton in the name!
Yes	Castleton University	Alumnus/ Alumna	Yes	Inclusive	Forgetting the robust history of Castleton and enmeshing with with other schools of different history		Please keep Castleton University as it is!
Yes	Castleton University	Student	No		WAY too similar to UVM and takes the local feel out of Castleton.		
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Losing the only successful brand there is in the state system (Castleton).	None	Castleton has truly shown its worth through the years. The failure of the state system and what they tried to do with northern Vermont is by no means the fault of Castleton. The best choice is to keep the Castleton brand and name and allow the others to merge in, just like all of the other schools have done in the past 2 years. It would be a crying shame and HUGE mistake to do away with Castleton's nationally recognized brand.
Yes	Community College of Vermont	Student	Yes	It's actually a great name.	It's name is already being used. UVM stands for University of Vermont. The new name Vermont State University is just a different play on the same words. I think this could end up being confusing to future would be applicants.		
Yes	Castleton University	Student	No		Too costly to rebrand all the schools.		I think the schools should not be fully re-branded. They should just add on the new name. example: Vermont State University - at Castleton ... Vermont State University - at Lyndon etc. This would economically be a cheaper option rather than fully rebranding all the institutions.
No	None	Parent of current or prospective student	Yes	There are no strengths. It takes away from the current brand recognition. Castleton University means something.	Nobody has heard of it. People have heard if Castleton University. If you change that then in won't be sending my children here and they will go to college out of state.	None. This is an ill conceived idea.	Castleton University should continue as it's own entity. CU has strong brand recognition. If you lose that by changing the name to the meaningless one you've chosen then enrollment will drop. Endowments will drop. You will destroy the very thing that makes Castleton unique. My son was excited about going to CU. If you proceed with this then he likely will go to school out of state.
No	N/A	Student	Yes	None	Lose of what makes schools like castleton university unique and lose of brand. Perspective employers have heard of CU. None will know what this new name is. If it happens then I will go out of state to a school with a brand that is known.	None	The entire merger is a bad idea. Leave Castleton University alone!
Yes	Community College of Vermont	Student	Yes	Simple name that represents the state rather than a town.	no concerns at all.	With a single name, I see education as something that can have more focus then comparing brandings of the different universities.	Education reducuing costs should always be the top priority. If the unification helps reduce the cost of tuition, it would make it a really big selling point!

								<p>Castleton University should keep the name, because the name is very important to Alumni's, incoming freshman that just got accepted to their top choice, students that are about to end their university years, and the students that are still pursuing their education. Castleton University's name is unique and fitting for all students. There are many students and Alumni's that loves to call themselves the Castleton University Spartans rather than Vermont State University. One last thing, Castleton University has meaning and history behind its name, why change it? I am CU student, and I'm proud to be one. I will not be proud to be a student of VSU, because there is absolutely no uniqueness and no connection between that name and the students. Hopefully, you can review the feedbacks and see how this "recommended name" is affecting the many proud Castleton University students and Castleton University Alumni. Please reconsider the "recommended name" or keeping the Castleton University name.</p>
Yes	Castleton University	Student	No	I do not see any strengths of the recommended name.	I see many concerns with the recommended name. One concern is why change the name to a familiar college name (UVM).	There are no opportunities I see with the recommended name.		
Yes	Castleton University	Student	Yes	None of it	This name is way too broad and similar to the bigger, more known institution in the state; University of Vermont. The combining of this many institutions and naming it the proposed name will ruin any and all love for the uniqueness and love for Castleton University.	IT SUCKS	KEEP CASTLETON UNIVERSITY OUT OF IT	
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Nothing	Rebranding. What's going to happen to that brand new gym at Johnson? It's covered with NVU, will that get redone? Not to mention everything else the NVU name is plastered on. Seems like a waste of funds that should be going to hiring professors full time.	The opportunity to lose whatever footing we have left within the VSC and the whole system failing. Over what? A name?! That seems like an incredible disservice to Vermont students	Please rethink this. We'll be lucky to survive another unification at all, but changing the name could be an expense that puts us out once and for all	
Yes	Castleton University	Employee	No	I participated in survey and wanted it to include Vermont, so I am satisfied with that.	I would PREFER the VSU at Castleton, at NVU, etc option to support the SHARED and UNIQUE identities. Castleton University was recently ranked 28th in the nation by Washington Monthly. This is a strong reputation and could also be used in the name.... Castleton University remains and then the other campuses become Castleton University at NVU, Tech at Randolph, etc... I can appreciate that other schools may have mixed feelings about this and prefer the VSU branding as a more shared identity.	I think we should capitalize on our strengths, hold on to positive name recognition and reputation that we have at ALL campuses and also respect our longterm faculty/staff and alumni who feel a relationship with the school they attended.	Thanks for allowing this opportunity for another round of feedback.	

Yes	Castleton University	Employee	No	I love that the name puts the name of our beloved state first. I feel that Castleton not only encapsulates our specific community but a reflection of the state as a whole.	If we are to differentiate each campus based on the town it's in, which is common to university culture, will we be known as Vermont State University Castleton or....VSUC? This may not be obvious to a marketing team but to a group of 18-22 year olds, nicknames are quite common place.	I'm somewhat hopeful that keeping the 'State' in the brand reads as opportunities for financially strapped Vermont students, however looking at the extremely low funding from the state, I'm wondering if increased funding will ever happen. We will surely be confused for University of Vermont as is the case with universities in other states: University of Florida and Florida State University. If we are to call ourselves a university, which carries clout and weight, we need to stop cutting programming and courses and increase the caliber of education and offerings.
Yes	Castleton University	Student	Yes		As a student at Castleton University, I notice that we are merging to help with budgeting. Castleton has done an excellent job marketing and branding their name in the past few years. The VSC is undermining the hard work done by those teams as well as lacking to acknowledge the hard work done by the past President, to bring Castleton into its own. We have the Castleton way and I believe it in our best interest to remain independent.	
No	n/a	Community member	Yes	Easy to understand. The only one of its type in New England (makes one wonder why that is).	The consultants likened this name to the names of other universities that are dramatically, stratospherically different from the VSC institutions. Having a name similar to Michigan State, Penn State and Ohio State in no way whatsoever elevates our underfunded, underperforming state colleges to the level of those institutions. We ought not delude ourselves that it does.	I can only imagine how much money and time was spent on a consultant to come up with an incredibly obvious choice that we could have done in Vermont, on our own, for free. Changing the name will not change the system's culture of leadership, it seems.
Yes	Vermont Technical College	Parent of current or prospective student	Yes		A rebrand is not an investment in programs. Good, solid programming will speak for itself if the Board and Chancellor's office believe in them	The Board and the Chancellor's Office have failed to articulate how they will keep Vermont Tech a strong and viable institution. This campus and their set of programs are worthy of investment for the future of Vermont students and the economy.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	It is a true compromise. It doesn't favor any particular campus over any other, and emphasizes the unifying factor among all of them; being a part of communities across the state (not just a part of Burlington). No single campus should be promoted before any other.	It will probably irritate particularly prideful (and short-sighted) students at all campuses.	Differentiation from UVM, and a brand that can compete with them for prospective students that want to make a life in VT (not just in Chittenden county)
No	Castleton University	Alumnus/ Alumna	Yes	None	Confusing title that completely disregards the history and popularity of the Castleton name. Good luck rebranding an institution in New England, where history is quite important! The new name conveys zero prestige.	It diminishes any history the system has established. 3rd name since I graduated! Employers will love trying to figure out where I received my degree!

Yes	Northern Vermont University	Alumnus/ Alumna	Yes	It is simple and straightforward.	None.	A fantastic convergence.	It's so good to have this life for the Vermont State Colleges, after it looked so certain they would not survive!
Yes	Castleton University	Employee	Yes	Standard with other states, highlights Vermont in the name, changes college to university for international community	Lose the power of school identity, major loss in recruitment, makes it sound lower caliber (Castleton is on par with private liberal arts schools, Vermont State is just another low-level state school. This perception is very real and is a big hurt to recruitment, both domestically and abroad. state = lower level)	Adds the pull of Vermont to the name. But we MUST retain the individual school names as the primary name. CASTLETON: A Vermont State University (as it was in the past with VSC). Use the VSU administratively and to support, as a subscript or small font, the existing high-power, higher-recruitment names.	We MUST retain the individual school identity. CASTLETON must remain in the forefront, with VSU just as subscript. Student want to come to Castleton (or whatever their choice of school). They are proud to be Spartans. To be from Castleton. Being part of an amorphous multi-branch school is deadly and not good for us. So have the VSU be the administrative small font name, sure. But you MUST keep the individual names as the primary. VTC (a VSU), CASTLETON (a VSU).
Yes	Castleton University	Parent of current or prospective student	Yes	I do not support the current proposed name	The rebranding will hurt Castleton and the surrounding community tremendously. Each school should maintain their own identity, name, mascot, logo etc. Its fine to create a Vermont State University system, however, school individuality is of upmost importance. I attended UNC Wilmington but we maintained our own logo, identity, and our School name/location was the primary identifier. This rebranding will not only effect the school but surrounding community which is beyond supportive and accommodating. Castleton University is flourishing, use them as a model and make each school the priority.	I do not see that this will improve anything.	These students chose these schools for a reason. The students, faculty, staff, alumni and parents are proud to be a part of these communities. This change should not be made. In the end it will do more harm than good. Vermont should showcase these schools for there uniqueness and success. Please do the right thing.
Yes	Castleton University	Employee	Yes	-	It eliminates the brand power Castleton has worked so hard at establishing on an International level through high level academics and a strong commitment to athletics.	Taking years to re-establish a new brand.	For years Castleton has carried the VSCS system both academically and athletically and is now being punished because other institutions can not operate at the same elite level of Castleton.
Yes	Castleton University	Alumnus/ Alumna	Yes	I see no strengths, only confusion!	The Castleton name MUST stand alone and continue as Castleton University. The amount of name changes recently are ridiculous!	I only see mass confusion! Castleton should and MUST stay as it is currently known...	Do NOT change the Castleton name, PERIOD!!
Yes	Northern Vermont University	Employee	Yes	That it takes a similar approach to other state college system naming conventions	challenges with one of the colleges not rallying behind it, as an institution	Lots! There are so many ways to differentiate each campus with this common name	The VSCS must work with the presidents of all three institutions to ensure that all buy into this and that all support the unified institution moving forward. The CU bashing of other institutions and clamoring that they are the best, which is driven in part by the president, must cease, or the entire system and all campuses are at risk. There is no place for this.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Market identification	Fallout in annual giving to each institute	Ease of administration	Recommend State University of Vermont at (insert campus name here)
Yes	Johnson State College	Alumnus/ Alumna	No	Very few	Extremely bland, too easily confused with UVM	Very few with this proposed bland, forgettable name.	Find a different name. This one is a very bad choice. I would hope the committee can do better and give this merged university a name that is more unique.

Yes	Northern Vermont University	Alumnus/ Alumna	Yes		This is such a waste of time and money, after a potential closure of the NVU school due to COVID and after rebranding to NVU what does changing its name to State university really accomplish? The only accomplishment this will have is utilizing funds that are already stretched to rebrand. This reorganization already tells you the state that Vermont colleges are in. If they are not able to be supported due to low admittance maybe the problem is less with the name and more with the marketing. Not enough money is invested in marketing of these schools. No one is driving the selling of the school system.	Nothing	Focus on marketing the schools more instead of trying to rename thinking that will help. If one school is not making enough money that will not change just because you "combine" the schools under one umbrella and eventually that school will be closed. Either close it or actually invest money where the money needs to be spent. And that's not just asking alumni to donate money.
Yes	Castleton University	Alumnus/ Alumna	Yes	I don't and will explain why below.	Castleton is a small place and it has taken time and effort to grow it to being a recognizable institution. This is spending money that could otherwise be spent directly on students and community, to undo that effort and tradition. I, as an alum living and working on the west coast am not looking forward to having to explain that, "No. It's not UVM." By doing this, Castleton is being erased, and at a cost that is unreasonable.	I don't.	I urge the Trustees to reconsider this name. Please hear the feedback given (not the feedback obtained in the very narrow "research" that was only going to yield the results that were desired). Undoing 250 years of tradition is not the way to make ends meet.
Yes	Northern Vermont University	Alumnus/ Alumna	No	It is a very strong name, and will command more respect nationally with potential employers.	None		Please vote yes. This is a much stronger name than Northern Vermont University.
Yes	Northern Vermont University	Alumnus/ Alumna	No	The name Vermont State University Stands out...would make the 4 schools stronger with the brand.	I am a Lyndon Graduate and would suspect the folks with ties to Castleton would not be happy with the name change (the feel like a separate entity)	More opportunities for undergrads to take course not offered at their particular school. For instance, Lyndon known for meteorology, maybe a student at Castleton could take basic Meteorology course.	
Yes	Northern Vermont University	Alumnus/ Alumna	No	Strong Brand Identity.	None.	Recognition of quality education which Vermont is known for..	There needs to be a strategy to advance this brand change, including the individuality of the named schools.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Its straightforward and solid, I like it much better than Northern Vermont University. (Had trouble getting jobs because of that new name, because it 'doesnt exist')	Please be sure to also change the slogan and motto. As a copy editor, it is abhorrent to see 'North is (noun here)' as NVU's slogan. I absolutely hate it, and it's a poor reflection of its education. Please be sure to at least create a GRAMMATICALLY correct slogan. And also one that doesn't sound so insanely cheap and cheesy, not even Nicholas Sparks would use.	Broader options for students and staff employment, better credibility and hopefully better state funding.	Represent us well in your decisions. We may be college graduates/alumni, but we still greatly care and have immense pride for our educational roots to JSC/NVU. We want to see our secondary home flourish, not die out.
Yes	Northern Vermont University	Alumnus/ Alumna	No	simplifies the application process, unites the institutions so they can share and also excel in certain areas	I see no problems with the new name	attracting students, should be easier	I think that you could consolidate certain disciplines at one location. For example: weather at Lyndon, Music at Johnson or Castleton, Art at Johnson, etc.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	simple, concise, unified, representation that will be easily recognized.	some alumni of member schools will throw hissy fits		love the proposed name!

Yes	Northern Vermont University	Alumnus/ Alumna	No		It captures the very essence and integrity of the Vermont state college system. Even though my husband and I had just adjusted to Northern Vermont University (instead of our beloved Lyndon State College), we do feel this new title is just right.		A wider reach/interest - including the State of Vermont as words in the title, we feel it invites curiosity.	Just, thank you for months and months of hard work to achieve consensus on such a challenging topic.
Yes	Castleton University	Alumnus/ Alumna	Yes	None	As a Castleton alumni a change in the schools name yet once again takes away from the sense of belonging to the school I graduated from. Castleton has always been a known educational institution in this state and immediately recognized when one says, "Yeah I went to Castleton." If you want to destroy that heritage and sense of belonging for many past graduates, present students and future students go ahead an change the name to support other schools in this state that do not have the attendance rates such as Castleton has always had. But a better option would be to focus on the schools that don't have what Castleton has an live the Castleton name alone.	None		Leave the Castleton name alone. You have already changed it one time but thankfully you left Castleton in it.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes		I think it will take a long time to transition. In many cases a name is merely a name -- but the money spent to transition yet again without addressing the community need for career and college exploration and collaboration and understanding you've already lost.	Confusion with UVM. Name changes don't change the culture or support needed by legislature to help resource students to stay and complete or student centered faculty and staff to build relationships for our own youth and communities. Put your dollars and talents in programs, students, and faculty/staff.		
Yes	Northern Vermont University	Parent of current or prospective student	Yes			The name of Lyndon State college was just changed to NVU. This change would be very confusing to people who are just getting use to the new name.		Leave things the way they are
Yes	Castleton University	Alumnus/ Alumna	No	DON'T CHANGE THE NAME!	DON'T CHANGE THE NAME!	DON'T CHANGE THE NAME!		DON'T CHANGE THE NAME! CASTLETON SHOULD LIVE FOREVER, PERIOD.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes					Why not use Vermont State University- Castleton, VSU- Lyndon, and VSU- Johnson?
Yes	Castleton University	Alumnus/ Alumna	Yes	I think it's a waste.	It's an awful thing to change. Castleton University is in a league of its own compared to NVU- Johnson and NVU Lyndon in all areas: Academics, athletics, alumni, etc. Vermont already has the University of Vermont so the name in itself that is suggested is just plain stupid.	zero		I hope the board uses their collective brains to understand this renaming process is stupid and will make alumni like myself not wanting to donate to the university anymore.
Yes	Northern Vermont University	Alumnus/ Alumna	No	Unification saves money. Period. Feelings will be hurt, but the systems longtime viability is at stake	None.		Financial solvency. Nothing else comes close in importance	I fully support name change!

No	This is a glitch with the program. I answered no, I can't move forward unless I answer here.	Alumnus/ Alumna	Yes	It's a more prestigious name.	None	The feeling of more resources	Go for it.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	KISS - all you need - "Vermont State University"	'0'	Moving forward with (hopefully) a sound future by returning to the roots of excellence. Castleton was known for nursing – Johnson for teaching – VTC for trades. This heritage was what Vermont state education was known for.	
No	Northern Vermont University	Alumnus/ Alumna	Yes	It will add prestige, is easy to remember, and is a great idea.	I have none	I think it will lead to increased enrollment	I hope you move forward with this very positive idea.
Yes	Lyndon State College graduate, '65	Alumnus/ Alumna	No	A stronger curriculum.	NONE; VERMONT STATE UNIVERSITY IS A STRONG NAME, ALA MICHIGAN!	AS A FULL-FLEDGED UNIVERSITY THE SCHOOL WOULD BE ABLE TO OFFER A PH.D. DEGREE.	As a former graduate of LYNDON STATE COLLEGE, '65 I RECEIVED A PH.D. FROM THE THE UNIVERSITY OF CONNECTICUT, '80.
Yes	Castleton University	Student	Yes	none	gets rid of the community here, why not just keep the name Castleton University. Vermont State University is a stupid name and we should not change it.	Zero opportunities	Do not change the name
Yes	Lyndon State College	Alumnus/ Alumna	Yes	It's simple, it's Vermont	"State" and "University" in the same name. No ties exist to former colleges.	Being able to reach out to possible students and sharing statewide reach.	
Yes	Community College of Vermont	Student	Yes		This recommended name doesn't have any kind of uniqueness about it. Where schools had a name unique to them and what they have to offer, they will now have one name to cover all of them. In a way this puts the individual schools in a box, and takes away from the good differences each of them have to offer.		I was looking forward to attending Castleton University. A big part of why I chose this school was because it is so unique, and a small school with a great deal to offer. I don't want to be just another student attending the basic Vermont State University. I want to be somewhere unique where I can stand out, and am not just another student number.
No	Admin at Goddard College	Community member	Yes	It makes perfect sense, simple, says both what and where the institution is.	None	Easier marketing opportunities.	I'm the Director of Marketing at Goddard College and I tried to come up with a better name, I couldn't.
Yes	Community College of Vermont	Student	Yes				Is there a way to use this name (Vermont State University) in combination with the current names of the Universities? Ex. Vermont State University: Castleton
Yes	Vermont Technical College	Student	No		It is 66% identical to the University of Vermont.		
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	none	Its too close to University of Vermont		

Yes	Northern Vermont University	Alumnus/ Alumna	Yes	This was the name thought needed to happen BEFORE NVSU was selected	North Carolina, Washington, Florida and others has a U State & a State U and have figured out the difference.		
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	I see no strengths in the new name, and feel it is not only extremely generic but also also will not benefit the vermont state colleges as a whole	I see a number of weaknesses with the proposed name. The first of which is that it is extremely generic. Stemming from this I also feel it is a direct infringement of UVMs Trademark, and thus would confuse and anger potential students.		I see no opportunities only downsides with the proposed name
Yes	survey wouldn't file if i didn't select this	Alumnus/ Alumna	Yes	pulls the state together as a unit	none		could grow into other areas of the state that they aren't located
No	Vermont Technical College	Alumnus/ Alumna	No	Solid brand	NA	NA	I like it
Yes	Castleton University	Parent of current or prospective student	Yes		My son is a senior at Castleton. He, and many other students are not in favor of the name change. Castleton is one of the oldest universities in the country. The students attending Castleton are proud of their college and do not wish to have the name of the school that they are attending changed. Have you thought about how this change could also negatively effect future enrollment rates?		
No	University of Vermont	Alumnus/ Alumna	No		I think Vermont State University is too close to the University of Vermont. My father was a 1941 Castleton graduate and it held a strong affiliation for him.		
Yes	Castleton University	Student	Yes	I do not see any immediate strengths with the new name.	Speaking as a student, I chose Castleton University for it's uniqueness and sense of Community. Throughout my three years here we were all taught Castleton Cares and Castleton is Community. The new name simply doesn't have the same ring to it. I strongly feel that unifying all four universities under one name will turn more people away than attract new prospective students. At Castleton University we have our own community and identity, we shouldn't be forced into a transformation that will change the community we have here. Sports will change, courses will change, the overall atmosphere is going to change and it is not fair to the prospective students that want to come here.		After first hearing about this transformation I was very worried about what it would mean for the rest of my college career, I chose Castleton for many reasons including it's small diverse community, the people involved with the college, the sports, and many more. When I got to the part of the deadline being fall 2023 I had a huge sigh of relief. Although, I am not always able to follow the transformation as closely as I would like due to a very hectic schedule I still feel strongly against it and believe the cons outweigh the pros in many ways. I am glad that I graduate in the spring of 2023 because I believe the change will be unenjoyable and not make Castleton feel the way that it always has. If this transformation was finalized prior to the fall of 2023 I feel strongly that it would turn me away from continuing my education in Vermont and I believe many students feel the same. Instead of small focus groups I believe their should be more surveys. open for all student and faculty opinions. I am sure the communities in the other college towns feel similarly.

Yes	Northern Vermont University	Alumnus/ Alumna	Yes	The name says it all!	I really do not see any possible issues.	The name clearly reflects the new direction of the school.	Great job to all who worked on this project.
No	None	Alumnus/ Alumna	Yes	Inclusion of "Vermont" and "State" are both good	The term "University". Vermont State University is a very similar name to University of Vermont, and it seems that these two names could easily become confusing, particularly if you're trying to attract out of state students. They sound basically the same, just arranged differently. The first time I saw the name Vermont State University, my brain immediately went to UVM and wondered if that's what they were talking about and someone was just confused.	The opportunity to keep colleges like VTC alive and thriving is the best part. I've attended VTC, CCV, and UVM and they all have their benefits but VTC's education was unparalleled. To be able to keep these schools alive and hopefully their identities intact and allow them to do what they are good at under the umbrella of a larger system would be great.	While I understand the thought process behind the name choice, I think it will create difficulties in establishing an identity and differentiation between you and UVM. I would suggest a name that incorporates the idea of multiple colleges/entities coming together, or multiple campuses, as the term university doesn't really seem to be the best fit for what this is. It's bland at best, and confusing at worst.
Yes	Castleton University	Employee	Yes	University	The Castleton brand is lost: Castleton University - Founded in 1787 vs Vermont State University - Founded 2022		Castleton (State) University, Lyndon (State) University, Johnson (State) University
Yes	Castleton University	Alumnus/ Alumna	Yes	No strengths at all... it should be Castleton U, with the other ones named Castleton U @ ... wherever the other towns are located.. ex. Look at Penn state and Uconn how they do it	Why can't we live with leaving good things the way they are. Castleton has been there forever, and is only growing its name more and more year by year.	Only rebranding to make more money plus add advertising opportunities	Please don't do things just to do things
Yes	Vermont Technical College	Alumnus/ Alumna	Yes		It's too generic. Sounds similar to other state universities.		For alumni, it makes us feel like our college does not exist anymore and the diploma is useless. Try explaining to a hiring manager 10 years from now that the college you listed on your application is not Vermont State College. There's no reputation or prestige for this name unlike the existing ones. Perhaps you can use the recommended name but keep the College names alive and on diplomas that you graduated from.
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	NONE	Completely losing our identity to the institutions from which we graduated and are currently affiliated. It smacks as the same disregard of us "seniors" in this world like the survey I received from VTC that included a question with a "pull-down" answer concerning the year I graduated. The available answers only went back to 1970 as I recall. Since I graduated in 1964 I could not select an answer and therefore, I could not submit my survey. I wrote a letter to VTC about this issue and they never responded to me.	NONE	Did the marketing group offer any other names?
Yes	Vermont Technical College	Alumnus/ Alumna	No	Frankly very little, other than one name "unifying" the colleges	It's too similar to University of Vermont, and as a VTC alumnus, I don't look forward to having to explain that I didn't go to UVM. I don't want to be associated with that school. If I wanted to go to a university I would have gone elsewhere, I wanted a Technical College.	Nothing.	Keep the college's with their respective names. The change is unnecessary.
Yes	Northern Vermont University	Alumnus/ Alumna	No	Only state designation. So generic!	So generic. What about Green Mountain University?	So blah! Find something better. University of the Green Mountains.	Lousy name choice! It sounds uninteresting and blah. How about The University of the Green Mountains?

Yes	Northern Vermont University	Alumnus/ Alumna	Yes	The word University	Using the word state		I feel as though they should all be called Northern Vermont University. It flows better and sounds more classy.
Yes	Johnson State College	Alumnus/ Alumna	No	None	Waste of money and time. The name will not change the quality of the education!	None	How much will it cost to "rebrand" the name, identity, bank accounts, ID Cards etc. what a tremendous waste of energy for what?????
Yes	Northern Vermont University	Alumnus/ Alumna	No	Love it			
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Clarity	None	Unity	Excellent choice!
Yes	Vermont Technical College	Retiree	Yes	I feel it is a very appropriate name for all of the colleges.I	I do not have concerns.	I feel it will allow for other colleges to join in the future.	
No	not currently affiliated	Alumnus/ Alumna	No	It has "Vermont" in it as well as "University"	It causes confusion with UVM (University of Vermont). Sounds very similar and people might get confused between the two entities.	Consolidated marketing.	
Yes	Vermont Technical College	Retiree	Yes	Access to more resources	When I think of University, I think of a school with radicalized professors that teach with political agendas.	A lot of state colleges are changing to University for three reasons that I can think of. University seems to carry more prestige than State College. A university can offer more advanced college degree programs. Maybe more governmental funding for research would be allowed. Maybe wrong, only insights.	Greater bureaucracy that will make it more difficult to adjust and change over time.
Yes	Castleton University	Parent of current or prospective student	Yes	It clearly defines that the entity is a Vermont State institution. It's clearly distinct from UVM. It's appropriately identified as a University.	The announced name does not address the regionally dispersed campuses with differing focuses and character. Some campuses are more residential, others are more commuter. Unlike the examples of the names of the state universities in other states, where there is typically a well known primary campus location and then other satellite locations, the Vermont campuses don't have a clear main campus. As such it's important to incorporate a campus designator which would most obviously be the location name. There needs to be a way to differentiate the athletic teams at the various campuses, since they're too far apart to have blended teams.	It has the clear possibility of allowing for VSU Castleton, VSU Lyndon, VSU Johnson, and even the possibility of VSU Technical if that's preferred over the location name for the main Technical campus. Yet, all would be VSU and therefore still under the same accreditation as is planned. That will also allow for the recognition of the various campus characters and histories, and enable the distinction between the various campus athletic teams.	I'd just like to reiterate that VSU has no primary recognized location like most of the other states schools named in the report do have along with satellite campuses, so in that way Vermont is different, so it is important that there be a campus location component (or historical name component) in the final full naming convention for each location. That should have no impact on the ability to have a single VSU accreditation as is planned.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Vermont University gives a true identity for a multi campus institutes on in our unique state. I applaud this simplistic but appropriate name.	I would only hope that each campus keeps its identifying name...Johnson Campus, Lyndon Campus, Carleton Campus, VT Tech Campus. I feel this is truly important for Alumni and current students.		

Yes	Castleton University	Parent of current or prospective student	Yes		<p>You lose name recognition, history & the value that comes with it. How do you throw away an institution that has been around since 1787? Castleton's name is recognized across the country. (Washington Monthly ranked Castleton No. 28 in its list of 2021 Top Bachelor's Colleges.)</p> <p>You lose the uniqueness, the personality, the small-feel of each campus by lumping them all together. The schools that were used for comparison, Michigan State, Ohio State, etc., are known for their large main campuses w/some smaller off-shoots (that most would be hard-pressed to name) but VSU won't have that. It will have 4 locations. An identifier IS necessary within the name. It also allows you to retain name, history, sports, etc.</p>	<p>If VSU has already been decided up on & nothing we say will change that, the opportunity here is to include an identifier for each location (VSU Castleton, VSU Johnson, etc.) which will allow each campus to retain their history, their personality, their sports, etc. And, it should give students, families, alumni, faculty, etc some peace that not everything will be lost or changed. Keep in mind the emotional aspect of this for many, many people.</p>	<p>What other names were proposed & presented to your groups? VSU name was being used in earlier documents about this transformation long before VisionPoint was hired. It seems like this was name board wanted all along & steered VisionPoint in that direction. Seems somewhat disingenuous. I hope there is a commitment to keep what makes each college/campus special & unique; retain school colors & mascots. Each school's sports reputations should be protected & remain intact. This is done at other state universities like UMass Amherst, UMass Dartmouth, UNC Chapel Hill, etc.</p>
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Inclusive for any future merges			
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	Little	<p>Renaming well known colleges like Vermont Tech will confuse the future students, employers and misleads students on the value of the education they are getting.</p>	I only see benefit to stake holders	<p>Small colleges like Vermont Tech provide a high value education to Vermonters however, the leadership has been weak in marketing value in comparison to other colleges. In my time attending, I found a number of leadership to be over weight, poorly motivated and provided more empty leadership agenda. I'm not surprised to see the direction being taken. I also believe state and federal government has failed small colleges as it appears more money is allocated to I foreign investment and broken agenda that provides no value to tax payers.</p>
Yes	Alumni 8	Alumnus/ Alumna	No	Clear, strong, positive connect to university system, would be proud graduate, love a tee shirt.	None	Broader, clearer vision of educational institutions	Go for it
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	It makes sense, it's on par with other states, all encompassing, provides the various locations to market their specific strengths within the larger university	Just the constant changing of the name and uncertainty of the future - but that can be built back up	Hope for a stable future	
Yes	Castleton University	Alumnus/ Alumna	Yes	It's a waste of taxpayer money.	<p>The destruction of the Castleton brand is absolutely foolish. Entering into a merger to save other insolvent institutions (Lyndon, Johnston, VTC) that are simply unpopular with a college population is foolish. They should have been closed as first proposed.</p>	None. It's waste of taxpayer money.	<p>Keep the Castleton name! Leave that University alone. This is an example of exactly why we plan to relocate to another state in about a year. It's simply embarrassing and foolish!</p>
Yes	Northern Vermont University	Alumnus/ Alumna	No	It's clear and simple. Many other states have university systems similarly named, such as Florida State University, Michigan State University, etc.	No concerns, just sad that my alma mater, Lyndon State College, is gone in name and I cannot purchase any items with the name and/or logo	Branding unification	
Yes	Castleton University	Alumnus/ Alumna	No		None.	none	<p>castleton strong. In my opinion castleton is the best institution in the state. Why ruin the good we have.</p>

Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Strength has nothing to do with it. Changing NVU again this soon is adding to already existing confusion as to the identity of the two campuses. Castleton alums have opposed this as well. I see no good coming from this. Why change names when a streamlining of administrative functions would achieve the same financial goals without the added expense of the change of name.	See above.	No potential good this soon after NVU.	
Yes	Castleton University	Parent of current or prospective student	Yes	Very little. Confusing with UVM.	Confusing with UVM and makes no mention of location. Better if each campus gets a mention such as VSU at Lyndon and VSU at Castleton. Penn State has campuses all over PA and does the same.	None since you are not reducing your infrastructure costs. Better to consolidate at Castleton where the best facilities exist already.	Without keeping campus name in each location you are disenfranchising alumni and will see significant decrease in donations.
Yes	Castleton University	Alumnus/ Alumna	No	None	Takes away from history.	None	Keep it Castleton
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Simple	Too close to existing and well renowned University of Vermont- feel the 2 will be easily confused	Does help to have Vermont in the name to keep true to the roots and location	Consider Vermont State College to avoid duplication of University. University feels like a large, impersonal location, which is just the opposite of what these small, student-focused schools.
Yes	Castleton University	Alumnus/ Alumna	Yes	Strengths. None. You are taking away the individuality of each campus and where it came from	I went to CSC. Its now CU. When you brand it all the VT colleges as a whole, you are losing their individuality. Which this state has always had. Each program or campus noted for it's strong majors draw from ppl everywhere. Millions has been spent to make CU what it is, that was the plan.... 10 yrs ago. Don't take that away from CU or make the others fall into it.	None	
Yes	Vermont Technical College	Alumnus/ Alumna	Yes		It is too similar to "The University of Vermont."		Please put more consideration into other possibilities.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	prestige; unity; Vermont representation	In my current region, use of the word "state" in an institution name is viewed as inferior. This may not be correct or right, however, it remains the case. I would recommend removing the word "state" from the name.		
Yes	Northern Vermont University	Alumnus/ Alumna	No	Simple, unified	Just last year we were talking about dismantling some of our universities so I wonder if the cost will save us money and create sustainability in the long run	Simplified marketing. Ooooh oooh oooh fun new merch!	Love it
Yes	Northern Vermont University	Alumnus/ Alumna	No	Simple, clear, inclusive	NONE! I love it!	State Universities are strong backbones for education in every state.	I'm pleased to state that hopefully, NOE my alum (JSC) will be Vermont State
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Castletons alumni base is directly affiliated with the name	None	All the schools can be linked together and still keep the name Castleton. Just like when it was a state college. I just don't understand how you can take away a brand that has such a strong base.

Yes	Vermont Technical College	Parent of current or prospective student	No	The new name suggests a singular educational entity with multiple campuses versus a series of small institutions linked solely by geography.	None except that you risk alienating alumni. That said, a name change is better than having schools close due to lack of enrollment.	1. The potential to connect the campuses for cross registration, especially for summer school. 2. The potential to pool talent and provide options for additional, qualified staff when enrollment fluctuates at campuses 3. The potential for alumni to see themselves as part of a larger group of graduates instead of the smaller campuses. The could allow greater networking opportunities as there are larger numbers of graduates with degrees from Vermont State U than there would be from the series of schools with unique names	The condition of Randolph is shameful. The larger university can't thrive regardless of the name of your campuses lack teaching resources, the library is closed on weekends, learning support is over burdened, and the cafeteria is offering 1-2 choices of food. You've got to do more than put a new name on the school-wide system. A name alone isn't enough but it's a good start. VTC needs to stay VTC. I am an alumnus of the Construction Management program and still work very closely with the professors in the program to better it and direct students to jobs. VTC has a huge presence in the construction industry around Vermont. I think merging and changing the name takes away from the special college it is. Construction companies look for VTC students not UVM students.
Yes	Vermont Technical College	Alumnus/ Alumna	No				
No	n/a	Community member	No	The word Vermont	Confusion with UVM. Forcing Castleton to lose it's industry recognition and essentially start over. Castleton is successful. Why drag Castleton down?	brand recognition for Vermont	Why not combine admin but leave Castleton's name alone
Yes	Castleton University	Employee	Yes	Beginning of a new chapter for the VSC system.	It takes away the individuality of the different colleges.	Collaboration of faculty, programs and students.	No
Yes	Vermont Technical College	Employee	Yes	University and Vermont is a strength.	State...we all know Vermont is a state. Technical is important to the name! If we really want it to be unified representing Vermont Tech needs to keep the tech part. We are a hands on learning environment and that's what made our school unique from the others. If this is overlooked we could lose a demographic we have been adhering to.	I find it will broaden our demographic and has uplifted us professionally.	If we lose Tech in this name decision, I believe Vermont Techs identity will also be lost and soon we will Vermont Tech part of the unification will be lost.
No	Vermont Technical College	Alumnus/ Alumna	Yes	Identifies Vermont State, which is correct in being a VT state upper education network of schools.	Could easily be confused with the University of Vermont. VTC has a technical focus which contrasts the liberal arts focuses of the other schools. While sharing some administrative services is efficient, retaining its own identity helps VTC standout as being an undiluted technical school.	Core general courses should be consistent and transferable between all VT schools to the greatest extent possible. For example, one should be able to take a mathematics course at the Castleton campus that directly fulfills the requirement for a VTC curriculum.	The need for remote brick and mortar satellite classrooms has become outdated by interactive technology. VTC should have only 2 physical campuses today- Randolph Center and Williston.

								to answer someone who asked you what type of car you own, to say "A GM", instead of Chevrolet, Buick, Cadillac, or GMC? A hard won college degree from a place of ones choice has an immense sense of pride and ownership, and I don't believe I'm alone in saying that. I'm an '81 graduate from VTC, and very proud of THAT accomplishment FROM THERE! After graduation, when asked where I got my EE degree, many people replied with "Wow...anybody that got through that place really knows their stuff!" That was always very welcomed to hear! I fail to see the purpose of generically grouping them all together using one name. Is it to be 'PC'? Maybe it's the 'technical' that VTC instilled in me while there, but I DO truly believe that there are times and places to be SPECIFIC, and I honestly feel that this is one of them! A "New England University" instills no specific pride of ownership whatsoever! I will forever be proud to have acquired a degree from VTC, not just a college, but VTC! Please allow other future graduates from a college of their choice the same 'inner pride' of accomplishment, as it will very surely be a part of them for the rest of their lives! Just my opinion, and I can readily admit to being wrong before, and I don't doubt I will be sometime again(!), but I feel very strongly about how younger generations feel about themselves. Hey, I'm 62...what do I know?! Please re-consider what whitewashing our higher education may have for lasting effects. Thank you very much for allowing me my input on something that
Yes	Vermont Technical College	Alumnus/ Alumna	No	Not many...it seems to be a solution to a non-problem!	It has absolutely NO "pride of ownership" to a student, it's far too generic.		Again, not many, IF any.	
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	Keep it Vermont Technical College	Keep it Vermont Technical College	Keep it Vermont Technical College	Keep it Vermont Technical College	Keep it Vermont Technical College
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	It is more recognizable and makes VTC less like a vocational school and more of the typical college experience that it is.	None		Easier recognition	
Yes	Vermont Technical College	Alumnus/ Alumna	No	None.	Lack of identity...to be under one 'umbrella' is one thing, but why erase each ones specificity?		Ease of ?????	
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	CLEAN, SIMPLE , FLEXIBLE	MIGHT BE CONFUSED WITH uvm?		Bling! and consistent messaging	I really like it
Yes	Castleton University	Student	Yes		I think it would be smarter to put all of the schools under the umbrella of Vermont State University and then letting each school keep their current name so it would be VSU- Castleton for example. This would make more sense and please us students who chose the school as it is now.			
Yes	Castleton University	Student	Yes	It emphasizes a cooperation across Vermont.	It erases the identities of the individual schools that it will be composed of. It is quite similar to University of Vermont, and will likely cause confusion.		More broad appeal to prospective students.	Having been through a school name change that is very similar to this situation, a name change that erases the identity of the former schools only causes distrust towards administration and it becomes harder to respect the administrative body.

Yes	Castleton University	Employee	No	Listing Vermont State to specify location; university holds more clout	Needs to specify each campus location; logo	Better marketing to international students
Yes	Castleton University	Student	Yes	A unifying entity, which I detrimental to each individual university's identity. So none.	It destroys the branding and identity of each individual university. And the fact that you spent a large sum of money on the "marketing firm" which could have been used for the "financially concerning" situation of each state university.	I don't like it. Castleton University is Castleton University. That is who we are, and that is who we will always be. CASTLETON UNIVERSITY IS CASTLETON UNIVERSITY. DON' T CHANGE OUR SCHOOL. THIS ISN'T THE CASTLETON WAY
Yes	Castleton University	Student	Yes	NONE	EVERYTHING	NONE
Yes	Castleton University	Student	No	None	It ruins the community atmosphere and the establishment we have built.	Vermont state univeristy doesn't represent everything that we each a school stands for.
Yes	Castleton University	Student	Yes			I do not agree with the name change. As a current student, I know everyone on campus wants to keep the name. It is sentimental to all, especially alumni. Castleton University is the oldest school in Vermont that has was founded, let's keep it that way.
Yes	Castleton University	Alumnus/ Alumna	Yes	None to be completely honest.	Destroying years and years of incredibly hard work put in by all those at Castleton, past and present, to build the Castleton name into the national brand it is today.	Again, none other than destroying the Castleton brand
Yes	Castleton University	Student	Yes	It unifies the schools	It takes away the unique and diverse history of schools. It will cost money to rebrand not only for the school store, but for sports teams, clubs, and everything. The idea of "Vermont is our campus" is too unifying and takes away the pride alums and teachers have.	Besides the name change, I hope that on a positive note, the merger will allow for clubs and programs at Castleton to spread to each Vermont Campus. (PAC, NAACP, a strong, helpful and free Wellness Center), and that these resources aren't limited to just Castleton.
Yes	Castleton University	Student	Yes	None	This name feels like a knock off of UVM, and it destroys the individual culture and brand that I am proud to represent as a Castleton Spartan.	Alumni will never donate to the Vermont State University—our identity as Spartans will not be taken away.
No	Not	Community member	No	None	Another unnecessary expense	No
Yes	Castleton University	Student	Yes	Nothing	We lose our individuality as a campus and our identity.	As a student I want Castleton on my diploma not Vermont State University.
Yes	Castleton University	Student	Yes	Nothing. It sucks.	Destroying the brand, history, and culture of Castleton.	I see the opportunity for all Vermont state colleges to shut down. Big chungus.
Yes	Vermont Technical College	Alumnus/ Alumna	No	I see no added benefit to changing the name.	I think that the overall quality of VTC will be diluted with the proposed name change. VTC should remain a standalone college in the VSC system.	None

Yes	Castleton University	Student	Yes	I don't see any strengths I see weakness in taking away the Castleton name as well as its mascot. I believe you will see more people look at other campuses for their educational needs because they feel devalued by the changes that are occurring.	The name Castleton has been built for years and it is the oldest college in Vermont. Why would you want to take away from that? Why wouldn't you want to umbrella that prestige instead of watering it down. Our athletics programs are synonyms with the name, a name and a mascot that has been incorporated into the local landscape and into youth programs hoping to become future Castleton Spartans.	The opportunity is starting from a base level of nothing in which people have no affiliation too. You take away all pride that has been developed over the years and deflate the moral of the entire Castleton campus.	I believe you have not heard the concerns or understood the drop in moral with this name change and the possible loss of the mascot. The prior survey you sent out was too long, too confusing, it had to many questions that most students felt they could not answer, and as such you have not gauged the true temperature of the campus on this matter. As such not hearing the students and alumni and demoralizing them the end result will be a lack of interest and attempts to seek college education through other avenues. People may not speak openly but their frustrations will be reflected in the loss of revenue to the college as they seek educational opportunities elsewhere. Also based off of what I know it will also be reflected in the loss of alumni support for a college they will have no ties too.
Yes	alumni of Isc and jsc	Alumnus/ Alumna	No	I like one unifying name if colleges are consolidated though not the University part	Vermont is a small state I think the name University does not fit well with our lovely green mountain state.I would prefer something like Vermont State College @ Lyndon, Johnson, etc	unsure	University implies big non personal education lets stick with Vermont State College and name each town ie VSC at Lyndon, Johnson
Yes	Vermont Technical College	Student	No	Leave it as VTC	Leave it as VTC	Leave it as VTC	LEAVE IT AS VTC
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	Nothing	Doesn't define each school	None	Don't change it
Yes	Office of the Chancellor	None of the above	Yes	A	A	Aa	A
Yes	Castleton University	Employee	Yes	It has the word "Vermont" in it	It is generic, will be easily confused with the University of Vermont, it erases any cache that the names of the other institutions already held.	Ridicule. Becoming a generic big box school with no more interest in our students than any other big box school. Losing prospective students by blending in with the noise of state universities.	I can't believe we paid good money for such a terrible suggestion. I thought we were already having money trouble - that's why we're doing this. I would also like it noted that there are faculty who are giving notice over this merger and name change.
Yes	Vermont Technical College	Retiree	No	None.	Removal of each individual identity.	None.	I see much more reason to keep each individual name, which begs the question "WHY rename?" Isn't it wiser to have each college keep its decades long-known identifying name, albeit now under the 'group' or 'umbrella' name, such as "VTC, a part of the 'name of the month' group?" Each of these great institutions already HAS a well known name, right? Hey, I've got an idea...let's change YOUR name, just for the heck of it...why not?!

Yes	Castleton University	Student	Yes	I don't see any.	You lose the history of Castleton. You lose what makes CU unique. We don't want to be grouped together with other schools. We want to retain our individualism.		I think this is a big mistake! If you think making one name is going to solve all the problems that initiated this decision on transformation, you are mistaken. There was a reason the previous chancellor wanted to close NVU & consolidate into CU. Changing the name is not going to solve the problems that that school was having for many years. Time & money would've been better spent figuring out how to make that school run better. Instead, you might be taking down all of them and ending up at the same place you feel you're at right now. NVU has changed 3 times. What will be different this time other than involve CU and Tech? I would bet that 99% of the people who are happy with this are those associated w/NVU as this is the second (or third) time at least they were in jeopardy of closing. I'd also bet that 99% of the people who are not happy with this transformation are associated w/CU. What u r doing does not exude confidence in this change? What are you doing to preserve the long history of CU, its reputation, its athletics, etc.?
Yes	Castleton University	Student	Yes	Literally nothing.	I just don't understand why we have to owe these other schools anything. We are doing them a favor by giving their students a place to go because they couldn't sustain themselves. Why do we have to change our name? It is our campus and our history and taking that away is horrible. It also seems very financially irresponsible. Pretty much every inch of our campus reps the Castleton name or logo. You're gonna tell me that you're gonna invest a ridiculous amount of money into rebranding the entire school including logos and sports jerseys. It all just sounds like a waste of time, money, and effort. Castleton is a unique name that means something to us as students and athletes and alumni and even the people who live locally. Taking that away for such a bland and uncreative name just seems like a bad idea. Listen to the students and alumni. Leave the name of the school alone and respect the voices of our school.	Literally none. It's boring, not creative or uniqueness, and has no identity.	Listen to the people who keep this school running. Listen to OUR teachers, OUR students and athletes, and OUR alumni. This is OUR school and OUR choice.
Yes	Northern Vermont University	Employee	Yes	I am glad that it will finally unite the system under one name and brand	I do worry that a complete brand change for NVU will create confusion since the rebrand for NVU is so recent. Ways to minimize this impact will need to be established.		I think this is the most obvious name for the new institution and I am generally in favor of it.
Yes	Castleton University	Student	No	Unifying	Loss of individuality/ brand association/ very "state" very "institutionalized"	Nothing really, just in terms of the money that's going to be brought in w/ the name change.	Very likely to be confused with University of Vermont.

Yes	Castleton University	Student	Yes	Sure, this new institution will still be connected to Vermont with this new name, but nobody knows that name. People know Castleton.	You are trying to erase the history and legacy that has come with the Castleton name for the last 234 years and what will come in the future.		I am proud to be a Castleton Spartan, not a Vermont State University whatever. Don't punish a school that so many people are proud of in hopes to save three other campuses that are failing. Two of which have been failing for a long time and merged what? three years ago? and are STILL failing. These other institutions have been failing for a long time and will continue to do so regardless of the name. Don't punish a great school by using us to save a lost cause.
Yes	Northern Vermont University	Employee	Yes	It is a clear statement of place		I appreciate that each campus can use its own location after the name, such as VSC-Lyndon, VSC-Castleton, etc.	As a NVU faculty member, I am concerned about another name change. The number of prospective student inquiries for our program (in atmospheric sciences) has dropped substantially since the last change due to a loss of name recognition. We've been trying really hard to reverse this trend, but now it feels like we have to start over. I sincerely hope this impact will be taken into consideration in the upcoming years when making program decisions based on student numbers. I would also like to see a plan in place that will help our departments with rebranding and maintaining visibility. Thank you for your consideration.
Yes	Castleton University	Student	Yes		It is too vague, it doesn't ring true with the rich history Castleton University has.		I think that each individual college should keep its respective names even if there is one big name for all of them combined. The history in the names should not be lost and disrespected in such a way.
Yes	Castleton University	Employee	Yes	All we did was change Vermont State Colleges to Vermont State University. The name is fine as long as we recruit using Castleton, instead of this unknown name.	The key is how use it going forward. Our 3 institutions are not recruiting the same students and should use separate brands to continue to attract the students they bring in. Castleton has more out of state 1st yr students than VTers. To throw away the Castleton brand would be devastating to recruiting.	To use it on paper headers and emphasize campus names instead to be emphasize to prospective students why they should choose individual campuses.	
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Vermont in the tidal	It sounds stupid and non personal. Why would you say Vermont state? We already know Vermont is a state so why say it twice?!	None. It's unoriginal and lackluster.	Be more open minded and creative with your names not just what seems safe to you.
Yes	Castleton University	Parent of current or prospective student	Yes	I see zero strengths.	You ignoring the name of your strongest asset which is Castleton. You're going to confuse prospectives with UVM, regardless.	Zero	You should use the Castleton name and brand, it is well established in the jewel in the VSCS crown. You will lose a lot of Castleton Alumni donors as they have no connection to VSU
Yes	Castleton University	Community member	Yes	It gives yet another name for the ailing schools to hide behind and yet another chance to reinvent themselves in a time of dwindling enrollments and strapped with years of diminishing reputations..	It is too generic, strips the largest school in the mix with the strongest brand and reputation of it's character, history and culture. It also is too close to University of Vermont.	None for Castleton, as for the others it's opportunity to pour money into them and try to make it work. You tied Lyndon and Johnson together under Northern University and that was unsuccessful. Tying that albatross around Castleton's neck will bring it down too.	Take the strongest institution you have and invest in it and grow it. Don't conceal it under a generic name and kill it off using it as your revenue source for the others.

								When we first heard about this, you were already calling the new school Vermont State University. Why would you waste money hiring this firm to 'research' what you clearly decided on months before they were hired? That money could have been spent addressing the problems NVU had. Money you got from state should be used where you've been deficient all the years schools were under-funded not waste on rebranding! Total waste of money. NVU was slated to close 2 or 3 times already. How is another name change going to save them? This is awful. I would not have come here if school was VSU. No history. If you proceed with this, it will have negative repercussions for a very long time. Your small focus groups do not speak for the masses. Big mistake! Big mess!
Yes	Castleton University	Student	Yes	None!	Everything about this is wrong!		None-you are destroying Castleton Univ	
Yes	Vermont Technical College	Student	Yes	I think it sounds professional and keeps these schools open.	People now having the same name on various degrees and them not being happy with it.		If there could be a way to let students already in the program choose the name that shows on their degree, that would alleviate many student complaints	Slow students to choose if they want their original school name or the new name on their degree.
No	None	Community member	No	Reflects the breadth of the institution(s) and makes them recognizable and marketable beyond the state's borders.	None		Brand recognition across New England and the Northeast.	Send me a sweatshirt with VERMONT STATE or VSU on it and I'll wear it proudly.
Yes	Castleton University	Student	Yes	None, other than financial gain.	Becomes generic. Following in the footsteps of all other state schools. Why not take the road less travelled and stick to a unique name like Castleton University?		Not as many opportunities as Castleton University presents.	I am disappointed that we (students) were not able to be heard or given a choice towards chosen a name. Our choice would've been Castleton.
Yes	Vermont Technical College	Alumnus/ Alumna	No	That it is being named as a university and not college.	Confusion possible with University of Vermont			
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	It sends the message that it's one school with many locations. No longer separate colleges.	The cost of rebranding again for these schools. If money is a concern this is stupid to consider. Keep the names. Consolidate but keep current names.		Honestly how much did vsc spend to hire a consultant to come up with Vermont state university.	Stop spending money on stupid things. If the vsc is suffering financially
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	Nothing!	Wipes out the history of the institution		None	If you change the name I will never donate another dime as an alumni!
No	Graduate of CCV and JSC	Alumnus/ Alumna	No	None	Too similar to UVM. No individual identity for the individual schools.		Few. No imagination or creativity	Yes. How much did the consulting firm receive for coming up with this bland, unimaginative, and generic suggested name? VSC should get its money back.
Yes	Castleton University	Alumnus/ Alumna	Yes	The strength depends on how you will apply the name. Will the collective be called Vermont State University while the individual communities maintain their current monikers. Or, will all communities be called Vermont State University? Lack of clarity in the name as it applies to each of the schools makes it difficult to answer this question.	Lack of clarity, loss of history, confusion when a decision needs to be made on which, if any, higher education community best fits the needs of a perspective student.		I'm sure opportunities are there, but right now I see umbrella being formed with the name change. Only a financial and administrative	I sincerely believe to strip any of the current higher education communities of their individuality a major gaffe. Call the Financial and administrative elements by the new name. Leave Castleton, NVU, VTC, and CCV stand as is.

No	Keep it simple, don't overthink it or over consult it.	Community member	No	Just the word "Vermont" is the only strength I see.	It is not a University and pretending it is only confuses the branding with UVM. Just call it Vermont State College and get your money back. Not everything needs a consultant.	It immorally takes advantage of UVM's reputation and attempts to make the colleges something they are not. Be proud of the technical and state school you are. Not a prestigious university.	Have one mascot and let students move around year to year to experience different campuses.
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	The recommend name is to similar to UVM, and also the brand of the colleges in the VSC system that actually have higher-quality recognition like Vermont Tech	It's just a generic name which NO distinguishing characteristics. There's already a State University in Vermont me and heard of it UVM!!!! in Vermont doesn't give any specifics to the ° or anything of alumni would be partial.	I think she should be focusing on having good classes and graduating students that can go to work not change your name. I is like putting lipstick on a pig	I remember when I was in school at VTC they were planning on breaking up the VSC system, and have each College stand on its own. So the transformation should be breaking up the system get rid of the VSC bureaucracy. Then that would give the opportunity for each College to stand on their own merits. If they're able to get students and have good programs stay open. If they can't get students and they don't have good courses then they fail. I live in Johnson Vermont and I remember Johnson State College. That college never could ever stand on its own without taking money from the VSC system. I went to "VERMONT TECH" that college could stand on its own and it was able to pay its own bills. I remember correctly back when I was there that she had to send money the VSC system to support the other colleges.
Yes	CCV, CU & NU-Lyndon	Employee	Yes	None	I sincerely hope you haven't paid the bill for the marketing firm that came up with a name you had already decided upon before they even began their focus groups. Could it be any more nondescript? How does UVM feel about the moniker being so very close to there own?	Opportunities for confusion, loss of branding for those amongst the VSC who do manage to keep out of the red and fill dorms and/or classrooms, Loss of pride and commitment from students and alumni.	Don't continue to make bad business decision. Education is expensive enough without making the families of the institutions that are viable having to pay extra to keep the ones in the system that are not afloat.

				is not only my university losing its name and identity, but I am also concerned with the name written on my diploma when I graduate. I chose Castleton University because it has a history behind it. People see the name Castleton University and recognize it. They have an opinion formed about it, just as they have opinions formed by the pre-existing histories of Northern Vermont University and Vermont Technical College. Our institutions have histories. And that history stands behind you on your diploma. When you apply for jobs, the institution's name on your degree, which will go on your job application, has an excellent chance of meaning something when a potential employer looks at your application. Nobody knows what Vermont State University is. Vermont State University means nothing. To anyone. It has no history. Northern Vermont University, means something. Vermont Technical College, means something. Castleton University, means something. When I talked about this new name change with my family and said Vermont State University, my grandfather looked at me and said: "Oh, you mean UVM." No. I do not mean UVM. I mean my school. I mean Castleton. I want the name I CHOSE on my diploma. I want the history of Castleton to stand behind me when I go looking		
Yes	Castleton University	Student	Yes	I see the strength of the new recommended name as a wonderful subtitle for our beloved universities.	I see the opportunity for the recommended name to work as a fantastic subtitle. Castleton University: A Vermont State University Campus. Northern Vermont University: A Vermont State University Campus. Vermont Technical College: A Vermont State University Campus.	Actually Listen to us: your students, your faculty, your staff. Our opinions matter, not the recommendations of VisionPoint Marketing to the Board of Trustees.
Yes	Northern Vermont University	Alumnus/ Alumna	No	Perpetuation of the core principles that allowed each State College to survive on it's own for so long.d	Loss of identity with the individual colleges as they once existed	I will always remember Lyndon State College with respect for the opportunities it provided me but believe VSU is necessary in order to survive in today's world.
Yes	Castleton University	Parent of current or prospective student	No	Nothing, very generic	Why not just change all names to castleton. There is a cost associated with every change and you all claim to want to save costs	Not happy with the option. Every time you merge, you feel a new name is necessary. It is not.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	I think the new recommended name is very good if each of us can add the campus like, Vermont State University at Lyndon	It doesn't show the characteristics of each college but if we can add the name of the campus, it helps a lot.	Thank you for giving me this opportunity to convey my impression for the recommended name.

No	No affiliation	Retiree	No	Well it does have Vermont in the name, Otherwise, I hope (against hope) you didn't pay a lot of money to have them come up with this new name.	University of Vermont. Vermont State University. Does that not raise red flags, shots across the bow, head shakes and question marks? If you want a new identity, how does a name confused with UVM work for anyone? VSU will always be prefaced with " It's different from UVM. Having covered past vision statement/marketing brand name studies as a journalist, they rarely are worth the money, and this is further proof. Marketing won't change perceptions of the state colleges, but will harm alumni and student bonds with their individual colleges - as many have said. It appears the word "University" is very important for the board and what the name implies in terms of offerings (and prestige?). I think your students have not a clue about the differences between a U and a College. If you must change names how about University of the Green Mountains? Yu can use it no charge,	Confusion with UVM; alienation of existing students and alumni; derogatory criticism for thinking a name change can solve issues from low application numbers to education costs. Perhaps also the chance to learn that tinkering with a name via hiring a marketing firm leads to derision and a waste of money?	The obvious: We already have a state university, called UVM. Piggybacking, doing a name dance, conjuring up a new image, is not going to help, and probably hurt when folks find out how much was paid to produce this result (I can just hear the poor adjuncts now..). As for the press release, filled with risible laudatory back slapping, it's a testament to this mistaken naming calling adventure. Was it from Alice in Wonderland, "If you don't know what to call it, you don't know what it is."
Yes	Vermont Technical College	Employee	Yes	Simple, easy, makes the most sense	Getting everyone on board with it. People seem to think it will be confused with UVM.	VTC will be a university!	It's the name that I always figured we would use. It makes the most sense.
Yes	Castleton University	Employee	Yes	It contains the name Vermont.	It disregards the fact that the Castleton Spartan brand has been strengthened greatly since 2000. Current students, alumni, community members, and families have grown to be not only Vermonters or adopted Vermonters but Castleton Spartans. The new name must contain the name Castleton or else the VSC stands to divorce itself from a major part of the broader Castleton community. The SUNY model, such as UAlbany, SUNY Plattsburgh, etc., is a better one to capture and retain the spirit that is Castleton.,	None. It dilutes the emotion that has been formed around each academic/athletic community.	I served on School Board for the Catholic schools of the Albany, NY area for over 12 years. I was not part of a high school merger (I was in grad school when it took place) but I witnessed the negative feelings that alumni of one of the former schools still held years later that the name of their school was deleted, the location was moved, etc. When trying to raise funds for the merged school, I heard many prominent grads say that the Diocese divorced us from the school years ago and we have no allegiance to this new school (thus, no donation and no involvement). I am in my 25th year teaching at Castleton and I sense the same thing being done with this name change. Please don't repeat a sad history!
No	Not affiliated with VSC. Why did I have to answer this question before submitting? Someone didn't test this survey!	Community member	No	None.	Colleges do not become universities just by changing their names! The state isn't committed to converting these institutions to universities. They are COLLEGES and that is fine. Vermont needs excellent colleges not mediocre universities.	None.	It is crazy that you paid a consulting firm to come up with the suggestion to change the system's name from "colleges" to "universities." You have already made this name change with two colleges. The suggestion is obvious albeit misguided. There was no reason to waste money in this way. UVM is cutting back programs left and right; why does VSCS think they are going to be able to upgrade to university status?!

Yes	Parent of 2021 Vermont Tech Graduate	Community member	Yes	Understand the convention of lining up with other name brand "State University" schools noted. Likely shorthand of VSU will be easy for Vermonters to handle.	Years it will take for Vermont State University to distinguish itself and differentiate from the University of Vermont. Potential ongoing confusion for both schools as each communicates with the world; UVM will prevail in application of resources.	Distinction as a unified entity with the power of numbers in enrollment, programs, and scale efficiency.	Yes. I believe that Vermont Institute of Technology (VIT, Vermont Tech) would better achieve the top two ranking items of importance. Vermont still leads the name. The distinctive technological focus would honor the legacy of all the former colleges (teaching, climate, broadcasting, engineering, construction, nursing, dental, computer software, management) making it clear that the new institution is Vermont's powerhouse in advancing 21st century impactful education. The inclusion of strong athletic programs and other extracurricular would round out the student experience and affinity of Vermonters in supporting the school. I personally believe Vermont Tech - in the spirit of Virginia Tech, Georgia Tech, Texas Tech, Cal Tech, MIT, RIT - would be far more distinctive over time. It would also immediately differentiate with UVM in a way that both schools could feel very good about. VSU is too easy a default to ensure a path of least resistance. VSCS should be bolder and strike a vision that inspires. Respectfully, T. Leavitt
Yes	Castleton University	Employee	Yes	Inclusion of Vermont allows us to both leverage the Vermont brand and indicate our location to prospects across the country and around the world. Likewise, using the word University demonstrates our breadth of offerings and academic quality.	In many places, 'State University' is perceived as large & impersonal (Ohio State University, Michigan State University). To more accurately illustrate our student centered approach and personal experience we offer – it may be important to use location & or strength names as primary, such as Castleton, Vermont State University and Vermont Tech, Vermont State University. In addition to illustrating an experience more personal than a 'state university' is sometimes perceived to offer, this also allows for our new name to not compromise existing name brand recognition, maintain town connection for location identity, physical location identity for prospect recognition, and recognize the prevalent voices/advocacy of students and alumni.	There IS opportunity to retain (current identity, for examples Castleton or Vermont Tech) 'above the line' and exhibit institution name (ex. Vermont State University) 'below the line'. For example, Castleton's current logo is Castleton, A Vermont University. In Castleton's logo, drop the A and add STATE. We can then unify program array, streamline operations, and many saving measures while retaining identity!	My thoughts behind this naming convention are based in a desire for all campuses to be elevated by our shared name, and I do see opportunity for value-add of Lyndon & Johnson "above the line". By way of naming, this could result in the following: <ul style="list-style-type: none"> • Demonstrated commitment to accessibility, as well as a commitment to these specific Vermont communities, • Opportunity to reignite the alumni and donor base of Lyndon and Johnson (with the primary identifier being a name they already cherish), • Reaffirmation to existing and prospective students that their selected campus will remain, reducing or eliminating existing fear & apprehension (public statements in the recent year exhibit that existing students do self-identify as having selected a primary place, Lyndon or Johnson) • Immediate knowledge of our physical locations when promoting to prospective students near and far, • Understanding that we are and will remain close-knit educational environments with shared opportunity alongside an amount of unique identity For VTC, there is likely value in retention of 'technical' rather than Randolph, Williston. Rather than location, value and identity are tied to the hands-on, technical experience! Possibly: Vermont Technical College, a college of X-Name(Vermont State University) This allows for Vermont Tech to not compromise existing brand recognition, maintain existing identity, and recognize the voices/advocacy of students and alumni who are tied to it.

No	N/A	Parent of current or prospective student	Yes	None	Lack of brand recognition leading to drop in enrollments and difficulty getting a job after studies	None. It's all downside since it eliminates the unique character and brand recognition of Castleton University	Change the name: Vermont State Colleges @ Castleton University, Vermont State Colleges @ Johnson; Vermont State Colleges at Lyndon; Vermont State Colleges @ VTC
Yes	Castleton University	Employee	No	Have you lost your minds? Taking away our name, our history, our reputation and our identity is a hostile act to this University.	So what is in a name? Well, our identity and of course our reputation which drew to us students from here in Vermont, but also from 26 states and 36 countries this year. Gone will be our history as the oldest Institution of Higher Learning in Vermont, as well as our many fond traditions, like wearing the Castleton green when playing a sport. Without the Castleton name we will certainly suffer a loss of students, as you could see in the Friday meeting.	I am a taxpayer. The hiring of an expensive consulting firm should not have been for the almost silly task of rubber stamping a name. Instead, it should have been engaged in an IMPACT Statement - the normal thing to do when contemplating something new and unknown. An impact study would address the obvious - i.e. what effect would it have on Castleton to change our name and identity, and also to lose our President? These are questions that need to be answered before we blindly surge ahead.	If, for some perverse reason, you hated Castleton, maybe because it is the proudest and most successful College in the system, what would you do if you had the power? A great place to start would be to take away its name. "It can no longer be called Castleton!" And then, if this is not enough, how about decapitating the College by removing its' President? With that we will have no one on campus to lead us, to manage, who knows the school, and can advocate for us as needed. Headless, we will surely lose our way. For the State of Vermont who will see the decline of their best State College, and particularly for Castleton, this is obviously neither a good, a wise, nor a friendly initiative. If we are to stay in the VSCS, we need leadership that looks out for our welfare, not on that tries to destroy us!
Yes	Castleton University	Alumnus/ Alumna	Yes	None	The name change will detract from the Castleton University brand and the efforts made by that institution to achieve such a high reputation. The other schools would be capitalizing on the efforts made solely by Castleton to strengthen themselves while coming know where near the efforts Castleton has made. This is a true "riding their coattails" scenario.	I see benefits for the other Vermont colleges to grow because of Castleton's efforts. I see a regression for Castleton and their brand if the name change takes place.	
Yes	Vermont Technical College	Alumnus/ Alumna	No				I think Vermont State University is an excellent choice for the rebranding and merger of our Vermont institutions. Well done.
No	I answered No	Community member	Yes	Vermont in the name is a strength, but...	The name is too close to UVM and will cause confusion for prospective students. Castleton already has a well recognized brand and reputation; the others should fold into Castleton.	The opportunity is to grow the Castleton brand and further differentiate it from UVM. Vt State University is too close in name to UVM.	Discarding the Castleton brand obliterates over 230 years of history. Adding the new Northern Vt University campuses will add their uniqueness to the strength that is Castleton and will lift each. There would be no need to develop rebranding materials - use Castleton's existing brand. The school has worked hard to differentiate itself and is growing. Changing its name will slam the breaks on Castleton's growth, and in the end, will cause harm to Vermont's state school system. Losing the uniqueness of Castleton is a very bad idea.

Yes	Castleton University	Alumnus/ Alumna	Yes	None. Stupid idea.	Enrollment rates will drop. You'd have to issue new diplomas for everyone who ever graduated Castleton university. Castleton had the highest enrollment rate due to the fact that the name is a legacy. It means family. Changing it will make people transfer and less people will apply in the coming years. I wouldn't have attended this college if it was called "Vermont state colleges". Sounds like a college that's low on the totem pole like CCV.	None.	This is the most absurd thing I've ever heard. Castleton is the strongest college out of all of them. No one is going to want to come here from all over the world just to attend "Vermont state colleges". They come for CASTLETON UNIVERSITY. The name, the legacy, the family bond. It's all within the name and changing it is going to drop your enrollment rates. Make my words because the people who are in charge of all of this have become TRASH.
No	UVM	Retiree	No	It would give the chance for each campus to work on a strength it could focus on.	That some alumni would want to have the name of the school they graduated from.	Would it facilitate transferring from one school to another as far as paper work?	I think each campus should have their name after the Vermont State University. For example: Vermont State University, Johnson. Shortened it would be, VSU-Johnson.
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Loss of identity for each individual campus and their respective students, faculties, athletic programs and clubs.	None	Please reconsider, this decision is being pushed through without the support of the people that matter most to these institutions, the students, faculty and alumni. You will be alienating the people that care most and devaluing your institutions in the process.
Yes	Castleton University	Alumnus/ Alumna	Yes	No	The community that castleton brings.	Loss of individuality	Keep it as castleton. Seriously though. Don't change it.
Yes	Castleton University	Alumnus/ Alumna	Yes	It would be easy to search for someone looking for a Vermont school	It doesnt have a built up reputation already. The downside of putting Vermont in the title is that it can turn out of staters off by allowing them to easily dismiss it because of its apparent location.	Maybe more recognition from other schools.	Castleton is already an established name with a reputation. Why do we keep trying to make all these changes? Sometimes standing out with a unique name can be the one thing that draws a student to attend that University as opposed to a generic State name. Plus, all these unnecessary changes are confusing and irritating for students who already attend Castleton.
No	UVM Alumni	Community member	No	I like it - good brand for VT students but distinct enough from UVM where I received my degree, eliminating stigma of a "tech" degree is another benefit	none	VSU has a good ring to it	no
Yes	Castleton University	Employee	Yes	None	Erases identity and brand of Castleton. Employers, prospectives, & alumni know & trust Castleton. Job options for graduates, enrollment, and alumni donations will decrease if changed to VSU because that has no identity. Castleton sounds classy & caring; VSU sounds generic, like a worse version of UVM. "Castleton" is historical and places it in its small town.	None	VSU at Castleton = VSUC = "we suck" — lots of people are already making fun of this. This is a terrible idea.
Yes	Castleton University	Alumnus/ Alumna	Yes		Changing the name of Castleton University in particular would not benefit the number of students attending the state colleges as a whole. There is power in the name that would be wasted with a unified name like the name currently recommended. Each campus is different and identify differently, and I feel the names should reflect.		The identity of each college is important. I feel that would be diminished with a unified name. I also believe it would hurt overall enrollment to state colleges and would be a waste to rebrand.

Yes	Castleton University	Alumnus/ Alumna	Yes	Castleton University is a brand. The alumni, staff, and students have strong feelings about changing the name. The 3 institutions that would be put together can have the cost cutting measures without taking their names from them. What's in a name ? A lot. CU has many fans.	VSC strips CU of its brand, as a community with a beautiful campus and strong support from many groups.	None.	If there must be cost cutting measures, make them, BUT keep CU as the name of the school in Castleton. The name of the new school could be CU, with CU Randolph, CU Lyndon. Main campus CU, other affiliates with their strengths and geographical positions. There could be the chance to take courses at any one of the three schools.
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	A statewide unification with the several state college/university campuses.	The loss of a legacy campus with the alumni, state college institutions and future student solicitation to enroll.	A single administration for the various campus sites.	I would think a single state college administration having the new name and maintaining the individual location brands could be a better option. Please keep the site names i.e., Castleton University, Vermont Technical College and Northern Vermont University for legacy purposes and student/alumni and State pride.
Yes	Castleton University	Alumnus/ Alumna	Yes	None	You are erasing history that dates back hundreds of years. The time and money spent on rebranding and building the already new castleton university name will have been wasted. Getting rid of the name castleton for the sake of trying to help keep the other schools will backfire. You are only as strong as your weakest part. I believe the merger will forever destroy all of the state colleges instead of strengthening and unifying them into one. This was a very stupid move and not one castleton alumni that I have seen are happy with it. We choose castleton for castleton. The name. The people. The community. You are effectively destroying this tie we have to the community. This has killed all morale for one of the strongest alumni based universities that I have seen. So very disappointing.	None	Please keep castleton as castleton. Merge the other schools if necessary but don't lose this wonderful Vermont history for business.
No	Abc	Community member	Yes	None	Spending 1/4 of a million on so-called marketing experts and changing the name of these schools is not going to solve the problems these schools are facing and could end up destroying an already respected brand.	None. Bad idea.	Prediction: These colleges will be negatively affected by this name change.
No	former faculty, VTC	Retiree	Yes	none	VTC went through rebranding less than a decade ago. Costs were more than you've paid for this systemwide rebranding. None of this is useful.		CCV should not be exempt from this overhaul. Previous branding efforts at these institutions should be acknowledged. Institutions should be left alone. The system should enjoy the "S" added to VSC as rebranding not five years ago.
Yes	Castleton University	Alumnus/ Alumna	Yes	No strengths - financial strengths yes, but marketing and name changes could put the whole institution in grave danger.	Absolute confusion between UVM and the suggested name of VSU. What about giving back to land we are on? Abanaki State University?	With the name change, none.	What about Abanaki State University - it avoids confusion with UVM. You can have Abanaki at Castleton, Abanaki at Johnson ect.
Yes	Castleton University	Alumnus/ Alumna	Yes	None.	As a Castleton Alum. , I believe my school will not be helped by the name change.	None.	Stop wasting money on a name change and develop a professional school like dentistry or veterinary on the CU campus.

No	I didn't answer yes to question 1 - so this should not be a required answer.	Alumnus/ Alumna	No	Vermont	The loss of identity of Castleton - a facility that has a long history of names all including the town's name. Castleton is the oldest in the state and the 18th oldest in the country.		Keep the individual names. It can still be merged without losing the identities - similar to the merged school districts in the state.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	It's simple, easy to say and remember.	It is not so straightforward. The fact that "University" is singular but the campuses are so geographically spread apart. Prospective students may not understand this.		Vermont State University System would be more accurate since it incorporates all campuses without implying that they're all in one geographical location.
Yes	Johnson State College	Alumnus/ Alumna	No	Love the name. Sounds great, official, and well-encompassing, and does, indeed, sound strong.	Can't think of any.	Not sure, but perhaps more online opportunities for further education--?	I'm just relieved and delighted to see the Vermont colleges and universities surviving! --Decenda (Erickson) Cram, '88
Yes	Community College of Vermont	Alumnus/ Alumna	Yes	None	No individuality With regards to degrees earned	None	I earned my Associate Degrees st CCV. My Bachelors at Johnson State. There is no special distinction now. Society is just getting closer to allowing the loss of individuality and creativity in defining differences and uniqueness of finding ones place in the world in the search for finding ones niche thru the various differences at each unique educational learning campus. So sorry to hear that all campuses will be lumped together in the name of monetary resources to increase the profit margins of the Stare Organization.
Yes	Northern Vermont University	Alumnus/ Alumna	No		Should be abbreviated as, "VTSU"		
Yes	Castleton University	Alumnus/ Alumna	Yes	Nothing positive	Castleton isn't just a name.It means community and family. The name castleton makes people feel welcome and like they belong. Taking it away will not only stray people from enrolling, but also stray people away from coming into town. From a business standpoint it makes no sense to take the brand that comes with castleton away, and is finacially stupid to waste money having to rebrand the whole school and town. This is not the castleton way. The name needs to stay or I feel like the school will be closed in the next 10 years.	I don't see any oppourtunities getting rid of the castleton name. Changing it to Vermont state university, lacks originality and won't allow the school to stand out from other schools, hence lowering enrollment. People know castleton university and know this brand so well. Some families have come here for generations and the name means so much to them. Once again I see no opportunities if the name changes.	The name castleton Is not just a name, and is not just a town in Vermont. That name means something to people. It represents a specially community or people who care about each other and know what it means to be a Spartan. Taking the name away isn't only irresponsible financially, but will make enrollment go down I guarantee. Kids coming to college want to feel important and like they belong someplace. Taking this away will strip them of that. The name needs to stay.

Yes	Castleton University	Parent of current or prospective student	Yes	None!	Name doesn't change quality of education!	None!	My brother is an Alum of Castleton from the 1980's. I married a Castleton Alum, which is how I came to stay in VT over 30 years ago. Because of the amazing friendships and connection at Castleton everyone we know has become successful in their own way no matter where we ended up in VT, the US and the world. Both my sons chose Castleton to continue their higher education, because of their interactions over the years with their uncle, his Castleton Alum friends, and traveling to visit them. One son graduated in 2020 and the other attends currently. This is heartbreaking news! When something works leave it alone! If you have issues with other institutions fix them without interfering with the integrity and history of a college that works by sustaining and fostering growth. Shame on the Chancellor and all of those who wish to dilute problems rather than address them. As seen on TV this Sunday morning Castleton students and families do NOT support this agenda in our state!
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	The only strength would be having all state colleges under one name but there still needs some distinction and individuality for each campus.	Each campus needs its own identity. Lyndon State University?	I thought the colleges were already part of the state college system. This is why is so confusing as to why the constant name changes. Most colleges names are not long ones either.	The constant name changes are extremely frustrating not just for students but prospective students and alumni. Why not just leave the colleges like before but have them all linked together under the State of Vermont University system. Just like UNH, Plymouth, and Keene State colleges are.
Yes	Lyndon State College	Alumnus/ Alumna	Yes	None what so ever	Loss of individual campus identity and the surrounding communities.	None.	This is a done deal. At no time has the Board of Trustees ever listened to the concerns of the Alumni. The loss of Community is overwhelming. The current and former students of Linden State College, Johnson State College, Vermont technical College, and castleton University deserve better. The money spent on "rebranding" is probably overwhelming and appalling. Once again the trustees of the state college system are spending money where it could've been spent elsewhere.
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	There are no strengths to renaming the schools.	The Alumni will lose their tangible relationship to the school that they graduated from. I for one has always supported VTC and served on many boards; but I will have no allegiance to the new school. And change for the sake of name change is not warranted.	None	Keep the existing names. Combine the administration of the schools to save money, and to gives common goal.

No	Bad form! I answered NO, so I shouldn't have to answer this question.	Alumnus/ Alumna	No	I don't see the strengths of the newly recommended name. Branding is a key part of marketing, but in this instance I think the focus is in the wrong area.	1) Money. This is a tremendous waste of state/tax payer dollars with questionable ROI. 2) Confusion. The names cannot keep changing. The problem with the VSC is not the name - it's the product. Prospective students and parents are smart enough to look at the content over the name. 3) University should have never been added to the name. You're grasping for a title that resonates a high-level experience - and, unfortunately, that is not what the VSC is offering right now.	I see the opportunity for continued confusion - the name just changed. Castleton has successfully established it's own brand - and it should remain as is. For whatever reason, that specific institution has been more organized and forward thinking than the remaining state colleges. I think multiple rebrands sends a very loud warning flag out to future candidates - why so much change? It makes the VSC look disorganized and desparate. That probably resonates.	You're attempting to fix the wrong problem. The VSC would be better served by evaluating the quality of what these institutions are offering and how to better market what a VSC experience can provide for the money. Change the model. The Middle-class Liberal Arts degree is no longer viable. There were a lot of great suggestions that surfaced during the financial crisi last year. Consider how the campuses can be more integrated into the community and link to jobs. Bring community business/industry right onto the campuses. Get rid of residential - it's antiquated. Add more online courses - they eliminate access barriers, etc. Stop trying to save something that is naturally sunseting. Reimagine it. Blow it up - and start fresh. Choose the name based off the result of this.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Would like to see it become. Vermont State University - and then the name of the individual campuses. An example would be - Johnson or Lyndon. Please concern this then they won't lose their independence.			
No	Northern Vermont University	Alumnus/ Alumna	No	Simple	None. It wouldn't be confused with UVM	I don't see any particular opportunities	It makes sense to bring all the colleges under one umbrella
Yes	Northern Vermont University	Alumnus/ Alumna	No	Vermont State University -- love it!	Will the campus nicknames remain the same (e.g. Hornets) or unite as one?	Unification is good for all campuses involved	Great sustainable decision for Lyndon and all others involved
Yes	Vermont Technical College	Alumnus/ Alumna	Yes	It capitalizes on the branding of Vermont and the perceived value of a University over a College	It requires a large amount of time and money to get it recognized and accepted. The changes necessary to support it behind the scenes are unlikely to happen as was the case with the laughable and expensive efforts to make NVU. Only the employees call it that and the students and the rest of the state still use JSC and LSC.	None. It is a name. It does nothing to address the weakness of the system and the fact that Vermont has too many state colleges and programs for the demand. It is a white elephant at this point. .	CSU did the best work and set the stage. Give it to them. They earned it.
No	None	Parent of current or prospective student	No	Vermont needs to link all of these schools. Together they are stronger.	None	Linking all four campus, under one name.	
Yes	Castleton University	Employee	Yes	Too bland and free of history	Students identify with current brand/name	Attrition and failure	Castleton University has been the healthiest school fiscally. If we keep VSAC and consultant funding within the system, and go to a per-student funding model, we can have Castleton University-Johnson, Castleton University-VTC, and Castleton University-Lyndon as satellite campuses in a sustainable system.

Yes	Lyndon State College	Alumnus/ Alumna				I see an opportunity to waste money on unnecessary rebranding AGAIN. I see an opportunity to remove the individuality of each school. I see an opportunity to destroy brand recognition of Castleton University just like it did when LSC/JSC merged as NVU. As a former admissions officer at LSC, identity and stability are everything in the highly competitive, volatile world of higher education.	Tell the state of VT to financially invest in their state college system, allow these schools the autonomy they deserve to grow and thrive (we did it in the 1990s when enrollment was at an all-time high), and emphasize the value and accessibility of a VT state school education.
Yes	Castleton University	Employee	Yes	It is similar to state universities in other states	It is generic and will take away from all the hard work the colleges have already done on branding	It has the word Vermont in it.	The merger itself is problematic. At the town hall at Castleton on Friday, the chancellor and others representing the NCE did not have a satisfactory answer for how the merger would benefit Castleton. Please consider pausing merger activities until you can bring stakeholders along with you. Morale is terrible. People are angry, confused, and afraid, and faculty and staff are leaving. The merger is creating extra work for faculty and staff, taking time away from students. You risk destroying the system you claim you are trying to save.
Yes	Lyndon	Alumna	No	State is included	To be confused with UVM	Good to be unified. Johnson could benefit from tele nursing program using Copley.	Why not Green Mountain
No	Norwich Adjunct	Retiree	No	Use of Vermont in name. "Vermont is a State of Mind. And much more."	None	Broad marketing based on allure of "Vermont."	Retain Vermont Technical as a separate community college. Great name and mission. Certification programs. Subject matter experts as instructors in occupation fields. As a community college may attract federal funds from pending legislation and corporate support.
Yes	Community College of Vermont	Student	Yes	None. Waste of time. VT schools need to keep unique names.	Corporate decisions influencing small town schools. Long term negative impact.	None	Leave school names along. VT University is way to close sounding to University of VT. Awful idea.
Yes	Community College of Vermont	Employee	Yes	Familiar structure—I would have preferred something that wasn't so close to University of Vermont's name	Confusion with/differentiation from UVM, making UVM somehow seem like a private institution	It's not terribly creative—just the flexibility of adding campus location to name	Surprised that money was spent on brand consultants to come up with something so obvious, especially when budgets are so tight
Yes	Northern Vermont University	Employee	No	Vermont	cost of rebranding		The issues Castleton (Jeff Weld et. al.) is raising applied to Lyndon and Johnson as well. It was a huge expense to rebrand as NVU and also overcome the lost identities. I say suck it up, Castleton -- and also take responsibility for the massive debt David Wolk added to the system (and trustees allowed).

Yes	Castleton University	Parent of current or prospective student	Yes	I see Castleton University being downgraded from its current status level amongst all colleges.	Castleton University has done well. The name of the multi college merger will dilute the value of Castleton	I see a few struggling schools that should close taking advantage of the hard work that Castleton University has earned over more than a century. Castleton University will be a net looser from the merger.	few years ago vermont had the right idea for closing struggling colleges and keeping Castleton university open because Castleton University was thriving. The merger calls for the elimination of some sports, bad idea. The Castleton University Alpine Ski Team contributes a lot of diversity to Castleton University, many skiers come from foreign countries. Our daughter is on the Lacrosse Team and has made good friends with some of the Ski Team and she enjoys them all. One of the skiers also plays lacrosse. Castleton university would not be the same without them. Castleton university is more similar to a small UVM than the other mismanaged colleges. The former Dean that the state of vermont, Jen Spaulding chased out of Castleton university was a fantastic manager. Please leave Castleton university be.
Yes	Lyndon State College	Alumnus/ Alumna	No	It utilizes the Vermont brand and shows unity and seamlessness across the system. Additionally, it aligns with state university systems across our country. This has the potential to increase interest, understanding and enrollment.	I have none, I strongly support Vermont State University.	Vermont is a brand that has support and interest. Vermont State University builds on the strength and character of Vermont.	Please adopt Vermont State University as the new name.
Yes	Castleton University	Parent of current or prospective student	Yes	I can see no advantage for Castleton University what so ever.	I am concerned on many levels. First the loss of history that goes along with the name "Castleton". Also the cost of rebranding, when as a whole, the system is facing serious financial trouble. The idea of rebranding the most successful school out of the bunch, to put it bluntly, is a totally dumb idea. Not to mention spending in upwards of three hundred thousand dollars for the "suggestion" is ludicrous.	Absolutely none for Castleton University. I feel the others would benefit to fall under the Castleton University brand that has taken so long to build up.	Please, please at least keep the conversation going before making such a detrimental decision.
No	None	Community member	Yes	None	Unoriginal, confusing with UVM, yet another attempt at a new image.	None.	It is unbelievable that in the current financial state VSC spent \$261K on an out of atate consultant. STOP wasting my tax dollars!

Yes	Castleton University	Employee	Yes	Vermont is the first word of the new name.	The new name does not mention Castleton. It should, similar to how the SUNY schools say, for example, SUNY-Adirondack or SUNY-Oswego.	None at this time.	I attended the Castleton Town Hall on Friday, September 24 where we met VSC officers. One spoke of diversity, equity, and inclusion in his slide show. I have been at Castleton for many years and I have noticed how many more students of color we have now than we did in about 2001, when Dave Wolk came here and increased the success and visibility of Castleton Spartan sports . I brought this up in a class where we do have a number of student-athletes, including some of color. They agreed with my observation and some of the student-athletes said that they came to Castleton because of the Castleton Spartan spirit and the Castleton Way. One said he did not come to Vermont to attend college and play a sport he loves, he came to CASTLETON, Vermont. I fear that removing the name Castleton from the school's name will hurt the brand and the spirit of the school and we may well end up with far fewer students of color (a good number of whom are student-athletes) here in this "very white" state of Vermont. And, how would that help diversity, equity, and inclusion?
No	I answered No to question #1 -	Community member	No	No strengths	Vermont State University sounds like the distant, low tier relative of University of Vermont. It communicates: second rate. Suggest building on already established brands: Castleton, etc.	None	Please listen to local and alumni. This may be a "problem: that does not exist. Building the brands that are in place thru high quality academics and access will better serve the mission.
No	Northern Vermont University	Retiree	Yes	One system under one umbrella no partiality. All schools had debt Castleton has better enrollment because of schools closures in that area. I would be wary of those who are not wanting to be part of the team .	Only concern is the time needed to rebrand.	One school I have seen it flourish in NC system.	Please decide to VSU it will save the VSC.
Yes	UVM	Alumnus/ Alumna	No	State University of VT ...Castleton or Johnson or Lyndon etc. Shows the connection and the location	Too close to the University of name- the two will get mixed up!	Better clarity	Too costly- should spend the \$\$ on tuition for VT students!
Yes	Castleton University	Alumnus/ Alumna	Yes	weakens Castleton University	Castleton has worked hard to strengthen its name and programs since I graduated in 19711. People recognize Castleton more often now than they did in the past. Changing the name will weaken Castleton.	none	Too much time and money is being spent on name changing in the state college system. What is the point of loosing the Castleton name?
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	None	First, alums of Johnson State basically have a school that does not exist for all intents and purposes. When I applied to graduate school, neither NVU or Johnson State were recognized!	Zero!	As the Northeast Kingdom has no other four-year college, it is an attraction in and of itself! It could appeal to Canadians and other international students who can travel easily between Canada. Additionally, prospective students in the northeastern part of the state should have access to a four-year college and not just CCV.

Yes	Castleton University	Alumnus/ Alumna	Yes	None - ABSOLUTE WASTE OF MONEY.	Destroying the established Castleton brand name both domestically and abroad; unstable institutions to DO NOT attract students.	Absolutely none - LEAVE THE CASTLETON BRAND ALONE.	Castleton is the largest brand of the VSC system, along with the largest alumni base as well as economic influence - it is a driving force in Rutland County, and helps attract new residents to Vermont. As a member of the Castleton community, home owner, Castleton alumni, as well as a Castleton & State of Vermont taxpayer... this project is quite frankly an *absolute* waste of money. Rutland County already lost Green Mountain and St. Joseph's schools to poor planning... leave Castleton ALONE.
Yes	Castleton University	Parent of current or prospective student	Yes	none	I think it will be confused with University of Vermont. I think you are losing the success of the Castleton rebranding that has shown success. I think it is a waste of money and not needed. The money can be better spent on so many other things.	None. I think it will be confusing to have 3 locations under the same name.	I really do not support renaming. There is no reason why all 3 locations can't operate as their own entity, even while sharing consolidated administration. I think it's a huge waste of money that the VSC doesn't really have to waste. I think you're diminishing the brand of the ONE successful college in the bunch. Castleton under the prior President stayed within their budget and had their largest ever freshman class. Lumping it in with the 2 unsuccessful colleges will just bring it down as well. Keep the one successful college (Castleton) and rebrand the other two under that name if you feel like you have to consolidate!
Yes	Northern Vermont University	Student	Yes	It is the obvious one. In fact, why did we need to spend all this money on researching it?	Castleton's nose is out of joint. Too bad... They can still be the "flagship" campus, like SUNY Albany.	It makes Vermont more like other states. Easily recognizable. But we need an academic type seal and logo to go with it, to make it seem more historical than it is. (No founding dates!)	We did the NVU conversion on the cheap and it shows. And some savings are not worth it (like the loss of the Lyndon bookstore).
Yes	Castleton University	Parent of current or prospective student	No	None	That Castleton's reputation will get lost. Other schools know of Castleton and same with high schools. You change the name you loose the reputation and the outside interest of the school.	none	Castleton's name should be kept. you can add them to Castleton but you loose the name you will loose overall with any interest outside of Vermont. You are taking a solid school and giving it a huge handicap with adding the Northern schools. Perhaps combine those two schools and add the Tech school to Castleton. Close one of the Northern schools so there is only one of them. You will only hurt Castleton which has worked hard for its reputation. You don't want to lose Castleton's visibility to other schools. Castleton has great programs for the students and activities for students that does not promote drinking which gives the students a great culture and community to live in and experience. Don't short-change a school that for over 200 years evolved into a national/internationally recognized school with great stats for student graduation rate and a high success of student job placement compared to other schools. You take the name away and you can end up taking more away from Castleton than not then you could potentially lose more which would be a shame to the students and alumni who hold Castleton dear to them.

No	Castleton University	Alumnus/ Alumna	Yes	I don't. I'd prefer the schools maintain their own identity which is tied to the towns they are located in.	Ambiguous. These schools are located in 3 different geos. And if cost is the reason 2 of the schools aren't cutting it, spending \$m's to rebrand is not helpful. Why lose the history and identity?		CSU's name was changed 5 years ago. The place has been around since the US constitution was ratified. I don't want my school being lumped together with others, confused with UVM, or confused as to where the campus is. There's no need for name changes to the largest of the 3 in the system, it has history, heritage, and a significant tailwind of investment that will be overlooked by out-of-state students. We want the best, and the CSU name brings people to the state.
Yes	Castleton University	Alumnus/ Alumna	Yes	None	I am a Castleton Graduate. Including Castleton in the rebranding effort will negatively impact the stellar reputation Castleton has earned through the hard work and diligence of its students, alumni, professors, staff and community.	It might help the marketing efforts of the schools known as the University of Northern Vermont...but that will take many years before they see any benefit.	Keep Castleton a separate entity
Yes	Castleton University	Student	Yes	There are no strengths to the name other than to cover up the failing colleges and bail out Johnson again.	The community feeling and pride that students and alumni have in their individual schools will disappear. I did not attend VSU, so why should I care about the school when it is no longer Castleton?	I see loss of alumni donations, loss of school spirit, loss of prestige, and loss of pride.	The Chancellor at Castleton's town hall admitted that NVU and VTC would be dissolving into Castleton, so why is it fair to make the successful school (Castleton) change its name? Do better.
Yes	Castleton University	Parent of current or prospective student	Yes	There are no strengths. It will weaken community ties to all of the schools.	This new name will weaken community ties to the school as well as lose the trust of new students, seeing that Lyndon and Johnson have almost brought down the system more than once now.	I see no positive opportunities coming out of this. It will only cause a lack of trust and lower the rank of the individual schools.	The name change proposal is a bad idea and community members have been left out since the beginning. The chancellor is purposely not listening to us.
Yes	Castleton University	Student	Yes	I understand the idea that it would unify the schools.	The name change will be taking away the history of Castleton university. There is so many people that have been impacted by Castleton University and taking away that name is taking away the impact it has.	I don't see any opportunities	If Castleton is supposedly saving these other schools, they should become branches of Castleton. The SUNY schools in NY should be an example of how to go about the merger. Where the other schools adopt the Castleton name while still keeping theirs. Again you're preaching unity but you're taking away something that's so important to everyone impacted by the Castleton University history.
No	UVM alumna	Alumnus/ Alumna	Yes	It follows the same naming convention as other state university systems (e.g. University of Iowa and Iowa State University)	None	Better recruitment opportunities for well branded, single system.	Good luck
No	None	Community member	No	None. But clearly you're trying to save \$\$ in administration, so unifying seems to be the easy way to do that.	You are throwing away any community or consumer goodwill, or any sense of particular competence, that is currently associated with any one of the institutions. NVU is really good at some stuff; better than the others. Same for all. You won't be able to "sell" those points of excellence.	saving money	See #6
Yes	Castleton University	Alumnus/ Alumna	Yes	None...There is no strength in the recommended name.	Castleton is an established brand. It has recognition. It would be a travesty to get rid of it. The Castleton name matters to people.	None.	Castleton means something to so many people. The proposed name means nothing. Castleton is strong and has survived many things...I'm afraid this name change would be its demise

Yes	Vermont Technical College	Employee	No	It's the most obvious name and should be understandable to the people that were not really surveyed much...current K-12 students NOT in Vermont. Those are the ones we need to recruit.	Each college runs a slight risk of losing its identity. Would be true for any name.	Most states changed their "colleges" to "universities." Students from overseas usually only look at universities, not countries. And we are now a small state university system whereas California State University is a huge one.	Places need to keep some identity. Monikers like VSU-Castleton, VSU-Lyndon, VSU-Johnson, and (most importantly), VSU-Polytechnic or VSU-Polytechnic Institute (for VTC, not VSU-Randolph Center) will provide identity. The SUNY system named there's well.
Yes	Northern Vermont University	Employee	Yes	I think that it is the good and correct choice.	None.	With a standard name that fits national state institution naming standards, we will state clearly what we are and what we offer.	
Yes	Castleton University	Student	Yes	I don't like taking Castleton out completely	It can be Castleton Vermont state - CVS if you but Castleton at the end it's VSUC - Vermont sucks that's not cool	Castleton needs to be in the name in front !	VSU is not good because you are leaving Castleton out - VSUC - means we suck and CVSU is too many so - so CVS is the answer
Yes	Community College of Vermont	Community member	Yes	Includes Vermont, mirrors other strong public institutions (think Penn State, Ohio State, etc)	Will cause a little confusion (and loss of distinction) for Vermont's flagship institution UVM. Hopefully these two entities will not be forced to merge. Another concern is that we spent a heck of a lot of money to quell the fiefdoms of NVU-J, NVU-L, Castleton U	Simplicity	
Yes	Castleton University	Student	Yes	Absolutely none	Castleton has programs and a history that, despite what some people may argue, are just bigger than anything either of the NVU campuses has to offer. Castleton has a legacy in sports, nursing, social work and many other areas, and changing the name will erase the connection to Castleton's history. NVU also was portrayed as an exciting merge offering new opportunities to students, when in reality it was just forcing some kids to take online classes through the other campus and wasting money on a whole name/brand change.	None. The opportunity for people to get the actual University of Vermont confused with Castleton.	I lived in San Francisco for a year and despite my roommate going to one of the schools I could not tell you which was San Francisco State University, which was University of San Francisco, or which was University of California. It seems a waste of time, money and resources to come up with a name as unoriginal as Vermont State University, which sounds like a second rate school.
No	Northern Vermont University	Community member	Yes	Unification	Second name change; confusion; degradation of Vermont brand; frustration with state educators	None	Follow New York's lead, and Texas. One and done. University of Vermont Johnson, University of Vermont Castleton, University of Vermont Lyndonville, University of Vermont Technical. It elevates all colleges without detracting from University of Vermont Burlington.
Yes	Castleton University	Employee	Yes	There are no strengths in it if this is the sole name for all of the institutions. Why is change necessary?	My biggest concern is that the campuses will lose their identity and the cost of rebranding is a waste and that money could be used somewhere else where it is needed more like infrastructure. NVU was rebranded at a cost of \$2 million dollars and it made NO significant difference in their enrollment and retention.	None, I see it only hurting the institutions short and long term financially, in terms of morale and in the eyes of alumni support.	It was clear at the Castleton town hall that alumni, students, staff & faculty do not want a name change. I would guess the feelings are the same at the other campuses. So, if Visionpoint is getting this feedback via the surveys, why wouldn't they recommend NOT changing the name? Because that is their charge no matter what the feedback from the poorly constructed surveys tells them. A survey that was skewed to get the result they wanted. This will in turn will allow them to meet their goal of coming up with a new name and in the end get paid. It is a self fulfilling prophecy.

Yes	Castleton University	Employee	No	It includes the word "Vermont", and it is aptly labeled university instead of college.	The name is bland, does not have the history and name-recognition of Castleton (or Lyndon for that matter), will put off donors, students, and alumni. It is a way to placate all institutions, while failing to recognize that Castleton actually has a long history and many awards associated with it.	It labels us as the less-worthy relatives of the University of Vermont. You must keep the name "Castleton" in the name of our institution. "Castleton University, a Vermont State University" would be acceptable, without the unfortunate acronym of Vermont State University at Castleton (VSUC). It would be a tragic mistake to remove Castleton from this institution's name...	Do NOT remove the Castleton label from this university. We are not some bland "Vermont State University", we are Spartans. Our name is recognized nationwide. We have the longest history as a institution of higher learning in Vermont. Do NOT destroy this institution.
Yes	Castleton University	Employee	No	It contains the words Vermont and University, both elements of our shared identity, in which we can take pride.	I share the almost unanimous local consternation about losing the name, Castleton. It is a source of a great deal of local pride, not least because Castleton University is one of the oldest institutions of higher education in America. That is a legacy worth preserving.	None. It was pretty inevitable.	Yes, I strongly recommend that we be Vermont State University at Castleton. I suspect that the vast majority of Rutland County residents will want to incorporate Castleton into our name somehow - this seems the most simple and straightforward way of doing that.
Yes	Vermont Technical College	Employee	No	It's clear, unambiguous, and Vermonty.	Only that we paid constants to come up with something so obvious.	I don't really think of names and opportunity, unless we are taking Ivy League. Don't overthink it.	Do NOT call the whole thing Castleton. That's ridiculous.
Yes	Castleton University	Student	Yes	The only strength is if you include a reference to each location so that their history & reputations stay intact. VSU Castleton, VSU Tech, VSU Lyndon, VSU Johnson. You achieve state-wide recognition with Vermont State Univ but retain what each school represents in their area of the state. Each school has its own identity; what makes it unique.	The biggest 'loser' in new name is Castleton. Both NVU & VT Tech already have the name Vermont included in their current name. The new name is not too far off from original. Castleton loses the most identity without including their name in the branding of each location. It has been around the longest & you lose all that history from 1787!		sessions VisionPoint had with leadership, faculty, staff, students, alumni, and community members? How were these people selected? Only 25 participants across all three institutions were involved in the brand workshop? How were they selected? 25 people were solely responsible for coming up with a unified name? From the VisionPoint presentation, it appears that only 35% of Vermont residents liked the VSU name. Did any of these Vermont residents have any affiliation to any of the 3 institutes? Why is their opinion valued more than students, alumni, faculty, staff? Very disheartening. (& how many actual people is this 35%?) This information is not transparent at all! If you polled 100 residents, only 35 liked this name the best. Provide details. Why was there no town hall meetings at each campus when this transformation was first suggested? Could have provided everyone the financial status of why this was necessary. Gotten immediate feedback. Everything seemed to be decided when each letter came out. Watching Sept 21 board meeting, while Dr. Spiro was speaking, everyone seemed disinterested in what he was saying, especially when he correctly pointed out that NO ONE making these decisions visited any campus to get a feel for what makes each institute unique. Perhaps because Castleton community has been the most vocal & have the most to lose? VisionPoint said they will honor the past of each institute. President Moulton of Vermont Tech said it's important that the unique characteristics of all 3

Yes	Castleton University	Alumnus/ Alumna	Yes	I do not see how or why this is strengthening at all.	I think it is confusing with UVM. I believe Castleton is a separate entity as well as the other state universities. I believe this joining and same name is hoping it will help the other state universities that are suffering with enrollment and funding. Castleton should be kept as separate university. It should be kept as it is for the current student's, future students and alumni. There is a history there with thriving students over decades of time.	None!	Massachusetts, New Hampshire, and Vermont use to all over the state colleges which turned into state university, using the town or city name in front of it. It works well through our New England states to try to keep that. Although Castleton changed to Castleton University. It changed it to that so more students from outside the United States would attend. Changing the name to Vermont State University would be confusing. It will drop the enrollment for the entire state! Don't fix it if it's not broken. Castleton University!
Yes	Castleton University	Employee	Yes	VSU was the obvious choice - BUT - we need to keep campus location - just like UMass-Boston, UMass- Lowell and MANY OTHERS	Losing the brand identity of the campuses - the alumni loyalty to Johnson, Lyndon, Castleton - need VSU-(campus)		KEEP THE CAMPUS LOCATION IN THE NAME ! VSU - (campus) All the other state systems do the same - SUNY-(campus) U Maine-(campus) Ohio State - (campus) UMass- (campus) NH state system even allows Plymouth Keene to keep brand
Yes	Northern Vermont University	Employee	Yes	Clear, minimal, descriptive.	Putting VSU front and center SQUANDERS decades and in some cases more than a century of name recognition for zero gain. Unification is a response to a financial crisis, not a brilliant academic move. Best solution: keep the campus names front and center; acknowledge VSU minimally. It's a back office reality only, and yet another name change will damage VSC reputation/recognition at the worst possible time.	None.	Please listen to VSC community members rather than consultants. NVU in particular can relate the damage unification and new names can wreak. Where is the research involving student reactions? Potential students? Community members? Out of state recognition?
Yes	Vermont Technical College	Student	Yes	It seems the obvious choice and I think it is a good one	I don't have concerns with the name, its the right name for the joining of the schools.	I feel as though again, its the obvious choice, and a good one, and will be able to be a strong Vermont brand.	I worry that it cost an awful lot of money to pay an outside firm to make "the obvious choice". I wish that money had stayed in state and supported some local marketing team, or was made from within and all the money was put into something else...just my two cents, thanks for taking the time to read this.
Yes	Castleton University	Alumnus/ Alumna	Yes	None	It devalues the campus' hard work and initiative at becoming a university	none	I'd like my diploma to remain valid
Yes	Castleton University	Alumnus/ Alumna	No		Basically, you plan to throw away years of brand identity and spend a load of money on a new brand that you hope will build recognition.		I like the idea of applying the Castleton brand to the new school.
Yes	Castleton University	Alumnus/ Alumna	Yes	It has Vermont in it. I think "Vermont" in itself is a powerful and positive "brand" nationally, but parents might like it more than students. Vermont is well-known as an old and boring state.	Vermont and State. The two say, Vermont: Boring and old. State: cheap and bottom of the barrel. The problem is that nobody will want to pay high tuition (like ours) to attend a University perceived as boring, old and cheap.	You might attract people who want to send their kids to Vermont to keep them safe.	
Yes	Castleton University	Alumnus/ Alumna	Yes	I don't see any benefit to be honest. It's not even creative?	Will likely be confused with University of Vermont. Will confuse international and out-of-state students. Will wipe out Castleton's history as one of the oldest colleges in the country	Again, none. I just see people getting confused with UVM. I also think that Vermont State University sounds like a cheap place that doesn't provide its students with lots of opportunities (whole enrolled and after graduation). It's like one baby step away from community college	Honestly, a bunch of idiots from NC should not be making a decision about something they know very little about. Vermont is unique, and its that cant-find-anywhere-else charm that draws in outsiders (who support us economically). Stop wiping out our individuality as a state and as colleges.

Yes	Castleton University	Alumnus/ Alumna	Yes	I don't see any strengths to the recommended name.	Trying to introduce a new name that does not have recognition will not create a successful business. The name castleton holds weight and should be used instead.	I only see the opportunity to destroy one of the best institutions of higher education.	Do not change the name from Castleton.
Yes	Castleton University	Alumnus/ Alumna	No	Unity	Castleton no longer is Castleton. No longer the small school with a big heart despite how much larger the school is becoming.	Nothing	
Yes	Castleton University	Alumnus/ Alumna	Yes				
Yes	Castleton University	Alumnus/ Alumna	Yes	I understand and appreciate the value of a unified institution and the benefits that can effect the student body. With that said, I do not see any additional strengths that it would serve to the institution.	I feel like changing the name again will cause confusion and will take away from everything that makes Castleton the place I fell in love with. As a 2009 graduate from CSC, I'm concerned that rebranding an entire institution for a second time in the 12 years, will have a long lasting negative effect.	I struggle to see how any opportunities would outweigh the history of Castleton.	I have seen overwhelming feedback in favor of keeping Castleton University. I hope the Board listens to the voices of those who have benefited from the institution they oversee.
Yes	Castleton University	Parent of current or prospective student	Yes	I do not see any	The cost to rebrand. I'm concerned each institution will lose their reputations. Castleton has a great reputation among the nursing and teaching fields and their athletics departments. NVU has a reputation for weather science. VTC has a reputation for engineering. They are individually great!! Don't take that away!	I think it provides no opportunities. It will take a long time to build back the reputations each institution has worked hard to achieve.	Do not rename/rebrand. It will cost too much money and the prospective students that come to well known institutions for their reputation.
Yes	Castleton University	Alumnus/ Alumna	Yes	I don't see strengths with this name change.	It's too similar to the University of Vermont. It also could alienate many alumni and could create a divide between older and newer alumni, a disconnect.	I don't see the opportunity with this name change.	I understand branding-I work in management and branding is a big portion of who we are. But rebranding can be accomplished without changing the name of the school. Rebranding can focus on the mission and the school values, bring into focus and highlight those characteristics that can attract new students. A name change isn't needed to do that and it risks alienating the alumni who have dedicated their time and money to Castleton. Carla Stewart-class of 2000.
Yes	Castleton University	Alumnus/ Alumna	Yes	None. Not point really...	You're trying to pool all the colleges into 1 category which isn't the point of vsc system. We have different campus's with different missions and opportunities at each. Lumping them all together by a name is pointless.	None.	No
Yes	Castleton University	Alumnus/ Alumna	Yes	Castleton University is in Vermont, so that part makes sense	Many alumni and students have a strong connection with Castleton. Students appreciate and respect Castleton and it's history. There was just a name change not that long ago and it does not seem intuitive to change the name again for no arguable reason		Please don't change the name.
Yes	Castleton University	Alumnus/ Alumna	No	The proposed name sounds cheap and will doom all the colleges. What's in a name? Quite a bit. VT State University sounds like something from SNL.	Many concerns starting with the price tag paid for a southern based company to come up with this simplistically sounding name.	Obviously from my previous comments I see no opportunities in this name change, only loss of identity.	If the group making this decision was listening to feedback then there would be no need for this survey. Why can't the colleges keep their current names under the VT State University guise.
Yes	Castleton University	Student	Yes		This college system does not have the money to rebrand four entire schools.	I like the name as an overarching title for all the colleges, but it's far too generic.	

Yes	Castleton University	Alumnus/ Alumna	No	I don't see any. I didn't even support the change to Castleton University	Losing the Castleton identity and the "Small school with a big heart" feel.	I see no opportunity strictly in the name change.	When does it stop? This is the second rebranding since I graduated. They clearly didn't accomplish what they wanted to with the first rebranding. Why would this one be any different?
No	Other	Community member	Yes	Maximizes and benefits from the strong Vermont brand and prestige/credibility of "university." It also communicates a statewide system of higher education, an overall commitment to learners across the state.	No concerns. It makes sense and accurately conveys what it is. To merge VTC, NVU, and Castleton, the new name needs to be inclusive of all. VSU is inclusive.	Less confusion over which entities are state colleges. Having one name will maximize strategic marketing and promotion, solving the problem of the various entities competing against each other. Also strategic for philanthropic campaigns.	Passionate alumni will always rally for their campus. The university's alumni representatives should, of course, honor their institution's history but work with alumni to build support and understanding of the institution as it is now and in the future. The only thing that is constant is change. The institutions need to be working together to structurally transform themselves yet, publicly we continue to see one institution touting only itself. It makes the public question if the system can actually achieve the necessary change.
Yes	Castleton University	Alumnus/ Alumna	Yes	There are no strengths. Castleton needs to stay unique and by itself!	There is no identity to your school. I am so proud to be an alumni of Castleton and want to forever be able to say I went to Castleton and not have the name changed to be grouped with every Vermont state school. It leaves no uniqueness to each school.	No opportunities. It's better to leave as is so each school has its own attraction. There will be no separation between the school.	I hope you please consider the current, future, and past students and faculty. We want our schools to stay individualized and separate. Small college with a big heart forever. Bleed Green. Spartans, Castleton!!
Yes	Castleton University	Employee	No	It is already essentially the system's name and as such requires little rethinking (which makes me wonder why we wasted 1/4 million dollars to have an outside consultant tell us to use what we already had.)	1. Loss of brand recognition resulting in lower, not higher, enrollments; 2. loss of financial support due to #1; 3. high costs to rename everything from sports teams to signage on the highway (which both Castleton's change to university and Lyndon and Johnson's "merger" already JUST required--nice way to waste money board); 4. it does not acknowledge the unique personalities of the individual campuses. At least make it VSU at Castleton or VSU at Lyndon so we can keep some of the benefits of the last 20 years marketing.	1. VisionPoint gets to milk the system for 1/4 million dollars plus; 2. the Board gets to feel like they are placating the legislature; and 3. everyone at all the VSC sites is equally angry	Listen. Don't just hold meetings so you can say "we did ask for your input" when you have no intention of altering your course no matter what anyone says. People from the presidents down to the newest freshmen are angry because they feel they are being placated rather than taken seriously. LISTEN!!! Don't just pretend you care what we say. Listen and take us seriously. If you anger all the students, they will go elsewhere and all your fine plans for financial solvency will come to nothing. You aren't listening to the people who pay the bills--those are the students. You aren't listening to the people who do the work--those are the faculty, staff, and administrators. All you are listening to are a bunch of outside consultants who work from general principles rather than knowing our system from the inside and legislators who are threatening to cut your funds again if you can't come up with a plan. Listen to the people you are affecting because their responses are the ones which will keep the system alive or ruin it. The legislature is giving the system \$20 million for transition. The students just at CU provide over \$11 million a year in tuition alone and that is low because it is the entire enrollment calculated at the in-state rate. Listen to the people who actually pay for us to keep our doors open. LISTEN!
No	Castleton University	Alumnus/ Alumna	No	None. Castleton has sustained on it's own because of its strong non affiliation. I went to Castleton because it had its own design for it's students.	It will look just like the SUNY system and most of those campuses suffer because of the affiliation.	Nothing	

Yes	Castleton University	Alumnus/ Alumna	Yes	None, instead it takes away from all the hard work that Castleton University has done..			
Yes	Castleton University	Employee	No	Harnesses Vermont name. Builds brand. More memorable.	No concerns.	Mirrors other states. Grows strong future state based brand.	Vermont State University is best possible choice (my day job is comms and marketing). Pls move forward with this pick.
Yes	Castleton University	Alumnus/ Alumna	Yes	None	It will move castleton University backwards. There is already UVM there should not be another	None	Don't change the name of castleton university
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Losing the character of the institutions. Also name confusion with UVM	None	
Yes	Northern Vermont University	Alumnus/ Alumna	No				UVM Johnson
Yes	Castleton University	Alumnus/ Alumna	Yes	I don't love it...	It is vague and competes with UVM, an already est. institution with a strong reputation. Plus, alumni have no reason to donate to a school which they did not attend.	It needs to be more personal. Castleton was established in 1787, what an insult to tarnish its name after 234 years. So much for a 250th anniversary.	I'd like to emphasize that Castleton was established 234 years ago. That means something to a lot of people, some of which chose that over UVM.
Yes	Castleton University	Alumnus/ Alumna	Yes	I don't really see strengths in simply slapping a "Vermont State University" sticker on each campus, rebranding each with this one name.	Each campus loses a sense of identity that tends to be accompanied by pride. It might be nice to say "I went to Vermont State University," but it loses something when someone asks "which campus?"	I think that if the system wants to rebrand its schools, it should do so while keeping the school's name attached. VSU-Castleton for instance. I think this might be an opportunity to unify the schools under one flag, while allowing each it's sense of identity.	Listen to the folks at the schools. Listen to the faculty, staff, students and local community. Those are the people with the identity to lose. Those are the people who will feel the losses, not the administration at the state level. Imagine the U.S. department of education suddenly announcing that they are going to lump each state's public institutions of higher education as "United States University." When you lose your identity, you lose with it the urge to work harder to preserve what that identity stands for.
Yes	Castleton University	Alumnus/ Alumna	Yes	Nothing	Just sick of seeing this school change it's name so many times. Just leave it!	Nothing, leave the name the way it is!	Leave the school's name alone! There is no need for the change and you're ruining the town and state if you do so.
Yes	Castleton University	Alumnus/ Alumna	Yes	None. We should keep it as Castleton University.	I believe this is detrimental to those that have attended Castleton, the current employees, and for the school's future. It saddens me as a lifetime Vermonter and proud alumnus of Castleton.	I see no opportunity.	
Yes	Castleton University	Alumnus/ Alumna	Yes	Nothing	Same boring name that represents a college. Nothing special or personal About the title of the name. I think it ruins the whole perspective of a small town college.	Easier for people to remember the names in vt	
Yes	Castleton University	Alumnus/ Alumna	Yes	It is unifying, but I don't see much other benefit	Losing the Castleton name and brand that is much stronger and more recognizable than the other schools in this merger would be a shame. Castleton has the newest most updated campus, and has devoted more money to curating the brand we have all grown to love.	None	None
Yes	Northern Vermont University	Employee	Yes	boring ,just like so many others (seriously)	boring, zero attractiveness (again serious)	none, just plain boring	this is like naming a grocery store "bob's market" I guess it works at the level of white bread , you should have somehow incorporated the town names to at least give some distinction and note location and honor history

Yes	Castleton University	Alumnus/ Alumna	Yes	None	It will water down the precious institutions and wipe their history.	None	Do not change the name of Castleton University
Yes	Castleton University	Alumnus/ Alumna	Yes	None	The largest concern is the lack of consideration for the history and legacy associated with the Castleton name and associated brand.		I would urge the board to consider the an alternative solution to the name change, that provides each institution the opportunity to maintain their unique history and culture. I would also consider the ramifications of this name change on the relationships alumni hold with their individual institutions, and the implications that may have on support moving forward.
Yes	Castleton University	Alumnus/ Alumna	No	None	It's too confusing with the University of Vermont aka UVM. Then it would get confused with the hospital as well. Mail will get sent to wrong places along with phones calls. This is absurd.	Confusion only for the whole state about which college is which.	This is a terrible idea. This was one of the first colleges ever. It deserves its own unique name for history sake. I grew up in this town and went to college there. There is so much rich history there Maybe they should advertise that instead of wasting money on rebranding. I've seen how expensive it is at the UVM hospital and now the college is going to do it again?? Waste!!
Yes	Castleton University	Alumnus/ Alumna	Yes				Keep Castleton university as is
Yes	Castleton University	Alumnus/ Alumna	Yes	Saves Money on letterhead. This is all about making money!!!	putting your eggs in one basket....Rutgers University is a state college. Its the most recognizable college in NJ. CU has that same feel. They've worked on rebranding under Wolf to great success. As an Alumnus, I will stop my financial contribution if a name change goes through.	Vermont has been know for its charm and size. Image if all the trees in Vermont were pine trees. We wouldn't have the beauty we see today. Don't make a one size fit all. Give the students choices.	
Yes	Castleton University	Alumnus/ Alumna	Yes	I do not see that there really are any strengths associated with the recommended name other than the use of "Vermont", which has a recognizable value.	The concerns I have with the recommended name change are mostly associated with the fact that Castleton has been a school in some shape or form for 234 years, four years longer than Vermont has been a state. When considering a school to which a student may consider applying, a university with 234 years of history seems, to me, to be a more desirable candidate, rather than an institution with only a year's worth of name recognition.	I see the opportunity for a lot of confusion, I would think that a student who would, in the past, consider applying to VTC with confidence and conviction, that same student may not even consider applying to "Vermont State University".	I've always thought that each of the schools within the VSC system had their own unique characteristics, it would be sad to see their loss through homogenization by forcing them all to share the same name.
Yes	Castleton University	Alumnus/ Alumna	Yes	I love individuality I done believe blending all the names helps in any way	Castleton is an icon and a name change would be disheartening to me mnd my wife and son who all attended there. What is that project costing has to be monumental	Cant think of any other than consolidation of some staff	Must keep Castleton University name
Yes	Castleton University	Alumnus/ Alumna	Yes	There are no strengths	This does not allow Castleton to be its own, by combining these schools is a mistake as Castleton has worked hard to establish its values, beliefs and students. By doing this is ruining that and doesn't allow for it to be a stand alone school.	None, no opportunities.	I recommend praying about the decision before officially deciding. Because it may be some you guys want to do, but it is best to take it up with God first.
Yes	Castleton University	Alumnus/ Alumna	Yes	Unifies the schools under one name. Reminds everyone that these schools are located in Vermont. Not very original.	While I understand the purpose, renaming Castleton would be a tragedy.		DO NOT CHANGE THE NAME

Yes	Castleton University	Student	Yes	We would all have one name.	For starters, the Castleton campus would be known as Vermont State University at Castleton, or VSUC for short. That will definitely make this campus lose admissions.	I see no opportunities with this name for my campus.	If Castleton University is the richer of the 3 COMMUNITIES this entire COMMUNITY should be known as Castleton University since we are doing the saving.
Yes	Castleton University	Student	Yes	None	Castleton is Castleton don't let the other schools ruin it	None	Nooe
Yes	Castleton University	Alumnus/ Alumna	No	None	It takes away from who the schools really are. People will not relate the heart of castleton to be that heart with name change. People choose schools based on what they know of current names changing name will change that. It doesn't let each school be its on individual campus this will make them all one and be seen as "too large" when someone looks for a smaller school. Also it is too close in name as UVM.	None actually opposite i see it hurting opportunities	Please keep each schools name the same. Schools can be combined together and keep past names. Example keene state didn't change name when they became part of UNH
Yes	Castleton University	Alumnus/ Alumna	Yes		Castleton is a brand and for many alumni this is unacceptable	It cheapens the brand	
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Takes away the rich history from Castleton University. The name change would do a disservice to the Castleton community.	None.	Please consider pausing this decision. I would be devastated to hear that this name change went through with little thought process.
Yes	Northern Vermont University	Community member	Yes	It clearly identifies each institution as being an integral part of the state college system. It uses the strength of the Vermont brand and the credibility/value people have with "university" more so than the word "college." Makes sense. Makes it clear very quickly.	No concerns. A true merger/integration of this size requires a new name to be used for all involved.	It demonstrates integration, collaboration, and cohesiveness of the three institutions as one entity. It gains from the strength of the Vermont brand while also reinforcing support for local learners. Demonstrates commitment to learners statewide rather than to just a region as is done with names like NVU and CU. Sounds stronger as it recognizes the system and the benefits of being a system. To the public, it demonstrates change; a move that the system is integrating instead of entities competing against one another.	Demonstrate integration and collaboration within the operating structures is needed or the new name is just window dressing.
Yes	Northern Vermont University	Student	No	Changing a name doesnt fix a colleges problems actually its unnecessary there is no prpof changing a name improves funding or erases the knowlege of the abuse happening on our campus	Again it doesnt solve the real issue	None	Yeah, your board has broken 5 state laws and 3 federal laws and so has your college ive litterly been counting and also im filing a lawsuit fron london good luck also no punctuation is used in this because it gets your attention and this is the way you make me feel!
Yes	Vermont Technical College	Employee	Yes				for the full name, one campus' current name should not be part of the new name, except for the word Vermont. IF we are trying to become unified, we can't bring over Castleton, for example as the new full name. Instead, we could keep the local names for campuses somehow. This is done across other state systems, for example Penn State Fayette, or UNC Charlotte. No reason we can't be VSU Castleton, VSU Johnson, VSU Lyndon, VSU Polytech Randolph, etc.

Yes	Vermont Technical College	Employee	Yes					Has the cost of re-branding been considered in the transformation costs? I presume every campus will need all new signage, everywhere, plus new uniforms, new logos, etc. This is likely multiple millions of dollars. Perhaps there is a use to still keep the campus names as they are, and publicly they can still be VSU. Like use VSU - Castleton, VSU Northern Vermont Johnson, VSU Polytech Randolph, etc.
Yes	Castleton University	Employee	Yes	None; this is an awful idea	This is erasing the identity of Castleton University. Castleton has created a community and a reputation and the NAME is one of the most important parts. There is not a single good reason to strip Castleton of its name. I sincerely hope someone is ACTUALLY listening to the public instead of whatever some firm that has never spent time on campus.	I see an opportunity to destroy relationships with alumni and to never get a donation from them again. Check out the Castleton Alumni Facebook group. They are all saying that.		I am slowly losing hope that the VSC will survive this merger.
Yes	Castleton University	Alumnus/ Alumna	Yes	Naively, one ma confuse it with UVM	Castleton has a strong identity. I hate to see its history erased through bogus name-changing. I suspect financial donations may be negatively affected when the name, Castleton, is eliminated — for why would I give when my college no longer exists? As Vision Pointe collected data, was keeping the name, Castleton, an option? If not, the data seems irrationally skewed.	Few		It'll be a sad day if Vermont's oldest institution of higher learning loses its name.
Yes	Castleton University	Alumnus/ Alumna	Yes		Waste of money on a rebrand. Looking to use the "Vermont" brand when the current one is just as good.			Keep the Castleton name.
No	Castleton University	Retiree	No	I do not see any 'strengths' to a name change.	Lack of diversity associated with each school.	I do not see any additional opportunity with the program that is being pursued you will end reducing the diversity associated with each school.		I am opposed to this effort. As stated above I see this as an avenue to reduce diversity of opportunity to students.
Yes	Vermont Technical College	Employee	Yes	Puts all unifying institutions on equal footing, emphasizes institution's public nature.	Will need to create differentiation, possibly through school branding, of technical programs. For example, the VSU College of Engineering. Also may be hard to differentiate from UVM.			This will all be a pointless exercise unless the state is willing to come through with the ongoing support necessary to make the new institution thrive.
Yes	Castleton University	Alumnus/ Alumna	Yes		You will loose a significant about of alumni donations if you change the name of Castleton University			
Yes	Castleton University	Employee	Yes					When this merger was first announced, everyone started calling it VSU because we all assumed that's what the name would be. Then you told us not to, that isn't the name, call it the NCE for now. Then you paid an outside firm a load of money to come up with the name we all were using to begin with. Seriously? Based on town halls, we might even keep our own branding, too? That's almost exactly what multiple people (including me) have suggested for free.
Yes	Castleton University	Alumnus/ Alumna	Yes	none	loss of support of alumni.	none		Castleton is unique and has a diverse and proud alumni. Please do not lose the name of our college
Yes	Community College of Vermont	Employee	Yes	easy to remember	confusion with UVM	none		Identities of the individual institutions are lost. Castleton should remain as an independent institution, like CCV.

Yes	Castleton University	Alumnus/ Alumna	Yes	None - it's awful. Don't take away the Castleton legacy	You are taking away castleton history and a strong reputation.	None - people will confuse it with UVM and no one will know the name	Please don't do this. Please please please
Yes	Castleton University	Alumnus/ Alumna	Yes	I do not see strength in renaming the college	It will destroy everything that Castleton has built for itself, students and alumni	I see it as your opportunity to destroy what Castleton has done for itself and everyone	Do not change the name, you will only be hurting the people who make Castleton great and like a home for everyone
Yes	Castleton University	Alumnus/ Alumna	Yes	Unifies all schools within. Could help improve the poor brand recognition of the non-CU institutions.	Likely brand confusion with UVM - VSU is not very distinctive. Eliminates decades of good work by Castleton administration to build a successful brand.	Not many. Could help prop up the failing institutions within the VSC a bit longer. Hopefully it would help them become viable, but is seemingly unlikely.	The VSC and Vermont Taxpayers saw a similar plan fail just a few years ago when Lyndon and Johnson combined under one name... basically throwing over a million dollars out the window. This seems like another failing decision.
Yes	Castleton University	Student	Yes				
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Taking away the name/brand of a successful university	None	Most alumni support the merger just not the name. We don't want to see the Castleton name be removed. There's already a university in the state that uses Vermont in its name, Castleton stands out and doesn't require as much rebranding.
Yes	Castleton University	Retiree	Yes	Vermont State University is a nice enough name and could serve to coordinate the campuses better than referring to the Vermont State Colleges System. I can imagine "VSU Castleton," although as a name it is weaker than "Castleton University."	If in attempting to unify, you destroy the distinctive character of the colleges, technology and slick marketing will not be a substitute. You have already received the opinions of more than a thousand Castleton alums. Listen to them.		Communicate in clear English and not jargon. Ignore expensive nonsense from distant consultants.
Yes	Castleton University	Alumnus/ Alumna	Yes	No strengths at this time. Condensing multiple campuses has not worked in previous years (in your own system), but also across the country. If you want to improve these campuses, it needs to be internal. Real change occurs from the culture within, not a branding scheme.	At the current moment, rebranding Castleton University would put many years of hard work down the drain. As an alumni about to finish his PhD, I am proud to state I got my UG degree from Castleton University. Changing this name would not only detour me from promoting the brand nationwide, but would 100% solidify myself as not continuing my donations.	No opportunities here.	
Yes	Castleton University	Alumnus/ Alumna	Yes	More students at one school.	Alumni will feel disconnected to the school after a name change. Castleton has done a great job with branding their tiny school and our name is recognized everywhere I go by people. I am proud to have gone there and I would hate to lose that. I see alumni not wishing to donate to a school that they don't feel is theirs.		I recommend not changing the name and keeping the castleton brand.
Yes	Castleton University	Alumnus/ Alumna	Yes	I do not. Castleton has kept the system afloat.	The loss of the identities of the three schools. Especially Castleton.	None	
Yes	Castleton University	Alumnus/ Alumna	Yes	There aren't any.	You'll lose a lot of the Alumni support of the Castleton name disappears! We bleed 343 Green and will always be Castleton Spartans.	None.	As an alumni who was involved on campus in multiple ways, this change would ruin the love I have for Castleton. Not for the VSC... for Castleton. #CastletonForever
Yes	Castleton University	Alumnus/ Alumna	Yes		Castleton and VTC have made a name for themselves and they are sought after institutions whose programs are respected.	The loss of recognition	Please keep the same names but unify the structure you are destroying what so many have worked for to create great recognition of these school.

Yes	Castleton University	Student	Yes	The term University is in the name.	The term Castleton is no longer affiliated and takes away from the identity and school pride that Castleton University has had for many years.	N/A	N/A
Yes	Castleton University	Alumnus/ Alumna	Yes	Nothing.	Easily confused with UVM. Losing the history of the Castleton brand to try and buoy several other failing, expensive, state colleges.	Nothing	This is a mistake. Listen to the people who have taken time out of their day to speak out! Castleton is a valuable, stand alone brand that should be excluded from this failure.
Yes	Castleton University	Alumnus/ Alumna	Yes		Losing the small community feel of Castleton		
Yes	Castleton University	Alumnus/ Alumna	Yes	None	You will lose strong alumni that support Castleton	None	
Yes	Castleton University	Alumnus/ Alumna	Yes	None.	Would create a loss of identity.	None.	The name should not be changed. It is a huge pride to say that I am an alum from Castleton University. To place all schools under one name would be a great loss of identity. Castleton is a "small school with a big heart". Changing the name would be a mistake.
Yes	Castleton University	Employee	Yes	There are no positives to the name change for CU.	There are no positives to the name change for CU. There is NO NEED for a name change. Change VSCS to VSU but DO NOT change Castleton's name.	None for CU.	You have already wasted \$260 million on consultants when this could have been done in house with more knowledge, sensitivity and heart. But that is water under the bridge now. Don't continue to throw good money after bad. JUST DON'T DO IT. OR AT LEAST HIT THE PAUSE BUTTON and let there be more input before you vote. NECHE doesn't require it. The Legislature doesn't require it. Then why are you doing it? Castleton isn't just a name or brand, it is a culture of caring and respect and heart. The small university with a big heart. LISTEN to US!!
Yes	Castleton University	Alumnus/ Alumna	Yes		Castleton University is its own entity. As a Castleton Alumni I identify deeply with the associated name and have no desire for this school to be merged with the surrounding schools within Vermont.		
Yes	Castleton University	Alumnus/ Alumna	Yes	Nothing	Castleton is more than a name. It's a culture, it's a special place. There's so much history in that name. Don't take away from this special place. There's too much change to the things that work. We just switched to a University. Let that be and let us celebrate that accomplishment.	None.	Use your brains. I got a lot of mine from Castleton and am proud to say I went there.
Yes	Castleton University	Alumnus/ Alumna	Yes	None. Castleton should stay the way it is. The university is all the community has. Do not tarnish the name.	Castleton university should not be rebranded. Listen to the people with the voice. Higher ups have no heart. Listen to the students, faculty, alumni. They have more heart and passion than any higher ups do.	None.	KEEP CASTLETON UNIVERSITY THE SAME.
Yes	Castleton University	Student	Yes	I don't see any strengths of the recommended name	The recommended name is too similar to UVM. It takes away the Spartan pride from our name. The legislature is not forcing this so why decide so quickly? I feel voices are not being heard.	I do not see any opportunities with the recommended name change.	The name should definitely include the town name Castleton.
Yes	Castleton University	Student	Yes	none	It takes away from the history of CU	opportunities for people to transfer out bc of the changes.	

Yes	Castleton University	Alumnus/ Alumna	Yes	None. I dont see the point or the value of changing the name and merging the colleges.	Castleton, has been a vermont school, college, and university since 1787. It has left a historical mark on the state of Vermont, and should continue to do so. Castleton has grown in academics, athletics, and is respected far and wide for many of these. Merging it with other schools and changing the name will not only lose the historical value this university has, but will also break the hearts of alumni and current students.	Not much? I honestly don't understand the point.	Please don't get rid of Castleton. Castleton deserves to stay and has shown this for hundreds of years. SPARTAN PRIDE!
Yes	Castleton University	Alumnus/ Alumna	No	ZERO	Destroying a recognized BRAND, and an Institution that has been around for millennia	I will never send another cent to this institution	How you can destroy a legacy, brand, and institution that has been around for hundreds of years is beyond me. I will not donate another cent to this university as it is NOT where I graduated from
Yes	Castleton University	Alumnus/ Alumna	Yes	Makes it sound like an institution	Takes away the pride in being part of the legacy that these smaller schools have built. Feels impersonal to attend a branch of a state university rather than have pride in the school you've chosen. Rebranding is costly and unnecessary given Castleton has just done this.	None	Let Castleton keep its name!
Yes	Community College of Vermont	Employee	Yes	message that the university's primary goal is to serve Vermonters	It's a little boring, but I can get over it. Potential for continued confusion with Univ of VT.	employer partnerships to serve Vermonters	I was impressed with the marketing firm's initial survey and resulting presentation. I'm a little disappointed that this is a name we could have picked 2 years ago, but it seems like the firm did a good job and now we know it's a well researched decision.
Yes	Castleton University	Alumnus/ Alumna	No	None	Easily confused with UVM	None	Castleton is the oldest of the state colleges. Keep the name: Castleton University at Castleton, Castleton University at Johnson, Castleton University at Lyndon, Castleton University at Randolph. Don't lose the history of this venerable institution.
Yes	Castleton University	Alumnus/ Alumna	Yes	I don't believe there are any strengths to the name change. I only see bad things coming of it especially for the Castleton community that has worked so hard to make Castleton what it is today.	I see Castleton losing all the hard work they have put in. The University is well known and recognized for the great things it has done for its students and faculty over the years. Castleton has such a great brand of a small campus with a big heart and all of that will be lost with the name change and consolidation of all the Vermont State Universities. Castleton should not suffer for the other universities failing.	The only opportunity would be potential flexibility for students of which campus they would want to study at.	I really hope the name change does not occur. As a proud alum, it would ruin the University and community that I came from and make all the hard work I and my former classmates and professors all put in to make Castleton as unique and well revered as it is.
Yes	Castleton University	Alumnus/ Alumna	Yes	None	My concerns are that VSC is attempting to use a university that is successful as a bandaid for prior mistakes.	None	Do not change the name of Castleton University
Yes	Castleton University	Student	Yes	The name will reach more people I believe if it were to change and be more professional.	The name is boring and dull in my opinion. There is no history behind it and it sounds manufactured.	I see new opportunities in that the outreach of the college may be further and we may be able to get more money for the university with name like that.	no

Yes	Vermont Technical College	Alumnus/ Alumna	Yes	Has Vermont in the Name	VSU sounds generic and it will be many years before it develops its own identity. Losing the Vermont Tech brand name for that division will be detrimental to the prestige and reputation of students and alumni.	Try Vermont State College...then you won't have to pay for the new business cards for everyone in Waterbury. You already own the domain name! You could call each one something like Vermont State College at Castleton, or Lyndon, or Johnson, or Brattleboro. Vermont Tech could be Vermont State Technical College.	Try Vermont State College...then you won't have to pay for the new business cards for everyone in Waterbury. You already own the domain name! You could call each one something like Vermont State College at Castleton, or Lyndon, or Johnson, or Brattleboro. Vermont Tech could be Vermont State Technical College. Combining to make one central admin will save the money for the system, letting each "campus" still have its own identity will preserve the value.
Yes	Castleton University	Alumnus/ Alumna	Yes	Vermont school enrollments	Lack of personality and individuality which is what makes the schools more special and gives identity to community	It just seems to be directed in terms of enrollment and financial stability which are important but takes away from the individuality piece that all alumni and current students appreciate	If a name change is the only option, can each campus maintain its original name? (I.e. Northern Vermont University: Castleton campus, NVU: Castleton)
Yes	Castleton University	Alumnus/ Alumna	Yes	I see no strengths.	Castleton should be a stand alone University. This name change takes away its historical and recognized name.	None	Our family has been donors to Castleton State College (now Castleton University) for over sixty years. The University has grown a lot over those sixty years. As an alumna I do not want the school to disappear in a cloud with the other state schools. We are special and we are different.
Yes	Castleton University	Alumnus/ Alumna	Yes	Unfortunately, I do not see strengths in the name change. You're trying to create a branding similar to much larger states' university systems, and forget that the reason why someone goes to a school in Vermont is that there is a smaller Vermont feel to each university. This is why many students, especially out of state students who pay higher tuition, go to a school in Vermont.	You're eliminating the small town feel and small school feel of each institution and this is why kids, especially those from out of state who pay much higher tuition for the same education, i.e. higher margin students, why they go to a small school in Vermont. Trying to rebrand to a big corporate-ish state system directly eliminates the small school feel. Why will a kid from NJ go to 'Vermont State' when they can just go to one of many state schools in the Rutgers system? Same with kids from PA and their 50+ plus satellite campuses? You'll lose out of state, high margin tuition. In doing so, you'll then have to lower admission requirements, thus reducing the ultimate value of the entire system.	I just do not see any opportunity except to pay hundreds of thousands of dollars to a marketing agency that sold you something that you now want, but which you do not need.	You have lost sight of why kids go to these individual schools in Vermont. They want small school, small towns, etc. They do not go these historic schools for the big school 'state university' experience. In the business world, you're making changes for the sake of change, and not listening to the 'why' people use your product / attend these schools. Its a shame, especially as the Trustees didn't go to any of these schools. If the name changes at Castleton, I'll never donate nor visit campus again, and I've gone back 19 times in 23 yrs post graduation.
No	Castleton University	Community member	Yes	I see no strength, only eroding each school's unique community	I see confusion with UVM and mediocrity taking away the individuality of each school	Perhaps some financial savings in the beginning, but much greater loss over time	As a community member, alumni and the parent of a current student, I am adamant that this name change is very short sighted and will be regretted by the system very soon. Please do not do this!!
Yes	Castleton University	Alumnus/ Alumna	Yes	I struggle to find a single strength in regards to the new name. It is bland, boring, and pointless. It sounds like a made up name of a university from a television show.	Getting lost in the shuffle and committing to a thoughtless and bland name simply because that's the first option to pop up.	I see no new opportunities. Except, of course, the opportunity to lose a boatload of taxpayer money for a harebrained rebrand such as this.	To think that we're rehashing this issue so soon after it was just "fixed" with NVU is asinine. It so clearly didn't work, and yet here we are albeit on a larger scale with much farther-reaching implications. I sincerely hope this proposal gets stopped in its tracks.
Yes	Northern Vermont University	Student	Yes	None. Ew.	It's a bad name, and there's no need to have everyone change their school's names to match. It's dumb.		It's gonna be so difficult and costly to change the name, and apparently we don't have the money either way.

Yes	Lyndon State College	Alumnus/ Alumna				Any name rebranding needs to emphasize the LOCATION, not just the name of the institution. This was a major weakness of the NVU merger, in that NVU was emphasized and Johnson and Lyndon were not, thus causing the loss of recognition that Castleton alumni are currently complaining about. That said, do NOT follow their suggestion to rename the entire thing Castleton U...that will just make the name recogniton at NVU and VTC that much worse.	
Yes	Castleton University	Employee	Yes	The way things have been rolled out I really am unable to say what the strengths are. From the presentation from the chancellor we have no idea if our identify will be preserved in any fashion. If we were to become Castleton University, (In large Pint) with A Vermont State University underneath it you would better serve everyone's needs. You could do this for each institution.	In a move to make this transition seem fair and equitable you are overlooking the simple fact the only one institution has a brand recognition throughout New England and the surrounding states. Your greatest asset is Castleton University. It is by far the largest of the VSC schools and has a positive reputation amongst its students, alumni and the local region. The brand loyalty at Castleton surpasses the sister schools to the point they cannot be compared. It would make more sense to call this new creation Castleton University. You could have Castleton University at Lyndon or Johnson. You already gave up the names Lyndon and Johnson and the response has not been successful. Why would you repeat the same error?	I see an opportunity to be confused with UVM which may land us a few students by accident. These will end up being disgruntled students. who most likely will transfer.	The obsession with keeping all of our brick and mortar facilities open is only going to pull down the entire system. Johnson is in an inaccessible location and has not been able to draw the number of students it was built for in decades. All of their in person programs should be moved to Lyndon. Johnson should either be closed or downsized to a point where it only offers on line education. The cost of keeping all those building open is a terrible drain on the rest of the VSC. Stop worrying about peoples feelings being hurt and be honest about which sites have a history of not being successful. Castleton's financial issues come primarily from building too many new facilities in a short tome that must be paid for. Castleton is not an unknown brand and has a proven record of attracting a healthy cohort of students. Don't throw away the one brand that already has a foothold in New England and the surrounding communities.
Yes	Castleton University	Alumnus/ Alumna	No	I do not see any strength in this whatsoever.	As an out of stater who attended Castleton State College (at the time), VSU would simply be confused with UVM. Also the financial implications that come with the name change and re-branding alone would cost hundreds of thousands dollars. That money could be put to better use, like upgrading facilities, expanding current or implementing new offerings, and investing in what you currently have.	Again, I do not see the benefit of the name change	It is my hope and countless others who have signed the letter that the Castleton name will remain!
Yes	Castleton University	Employee	No	I do not see any strengths with this recommended name.	If we are going to maintain separate campuses, I think it is best that Castleton University retain it's name. I am opposed to the "merger" into 1 institution. It already has not made sense to keep 2 campuses under the catch-all term of Northern Vermont University.	I do not see any. It's not going to attract students or well-qualified faculty and staff that wouldn't be interested in Castleton University.	I think the hiring of Vision Point Marketing and all the time and money spent to come up with this not-very-enticing name was a waste. We could be putting it to much better use on student resources for courses, dining services, updates to buildings et al.
Yes	Castleton University	Employee	Yes	It complies with the law, which requires the word "Vermont" appear in the title. See Vermont Statutes, Title 16, Chapter 72.	It bombs the long-earned reputation and name-recognition of the strongest school in the system, Castleton University -- undermining lots of draw, from academics to athletics..	None that are exciting enough to counterbalance the harm changing the name will do.	Yes, but there's not much room here.
Yes	Castleton University	Alumnus/ Alumna	Yes	None.	I see concerns about Castleton going through yet another name change and further losing recognition as a serious institution. Castleton has been Castleton in some form or another for almost 250 years. Changing it now seems ridiculous.	None.	The weird rush to push this vote through, even with all of the clear opposition, is underhanded and makes the VSCS look like they don't care about what current students, faculty, and alumni actually want. It's like the CU president fiasco all over again. Do better for the people you're supposed to be representing.

Yes	Castleton University	Alumnus/ Alumna	Yes	There isn't one. The name sounds like a community college name, not to mention it strips Castleton, the leading university, of its history.	Castleton is the anchor institution. Similar to The University of Maine system, the other campuses should be named Castleton University, _____ campus. The proposed name sounds like a community college name.	None.	
Yes	Castleton University	Alumnus/ Alumna	Yes	None	You're taking away a long history of success with current names. It seems like a political move and nothing more.	None	Keep the names as is, all this money wasted!
Yes	Castleton University	Alumnus/ Alumna	Yes				
Yes	Castleton University	Employee	No	Maybe the word Vermont, but UVM owns that	Rebranding into NVU has not worked. Rebranding again and pulling Castleton into the fire could be catastrophic for the entire system. Castleton needs to be the name for each campus, as it is likely the two northern most campus will not be sustainable in in the next few years. The name Vermont State University is a poor name choice, and comes across to those with institutional knowledge as a desperate choice that many Vermonters and alumni from school will not support.	No more than we already have. And after sitting in on the Town Hall at CU last week, the academic advantages from campus to campus were not made clear.	Not enough of this plan has been thought out. Selfishly, the athletic side of this is one appears to be one of the least thought out areas, yet one of your most important when it comes to the rebranding mission.. Vermont kids will not want to play for Vermont State University, and out of state kids certainly will not be as interested. College athletics involving the name Vermont is only attributed to UVM. NVU should be the lesson learned.
Yes	Castleton University	Alumnus/ Alumna	Yes	Honestly, none.	Confusion. Not only between the different campuses, but between UVM and VSU. Each school has their own identity and lumping them all together removes that. It hasn't even been 10 years since the last rebranding, so why mess with something that doesn't need fixing.	N/A	N/A
Yes	Castleton University	Alumnus/ Alumna	No		I think the vote should be paused. It's happening to quickly, and I think that more people from Castleton should be heard from.		
Yes	Castleton University	Alumnus/ Alumna	Yes	None	Loss of Castleton goodwill and brand recognition. Confusion with UVM, loss of history, ambiguity for all future students with a highly generic and very Southern state centered name	None - too generic, loss of culture and institutional pride and drive.	Do NOT change Castleton's name!!!
Yes	Castleton University	Alumnus/ Alumna	No	Spelling		People can spell it, people might apply by accident when trying to apply to UVM	

Yes	Both Lyndon State / NVU and VTC	Alumnus/ Alumna	Yes	<p>different then VT State University. It's semantics, and at this point in time, a waste of valuable funding that could go back into the schools for other needs. The amount of money that would be wasted in new logos, letter head, etc. could be better spent getting the existing system back on firmer ground. What would be smarter is to use this as an over arching parent company with each school remaining with their existing name. Move all of the supporting staff (accounting, purchasing, the president, etc. etc.) under the main branch for funding purposes. Buying in bulk and such would reduce costs vs. each school having a separate contract. Then each school is allowed to keep their existing identity (VTC – the Green Knights, LSC/NVU-Lyndon – the Hornets, etc.) and could be identified as "Vermont Technical College – a division of VT State Colleges." With no need to update anything other than websites at this time. Large corporations do this when buying smaller companies and having been a part of many of these mergers, keeping the existing company identifier was often key to customer loyalty. And if they did rebrand, it was often after they were part of the new company for a while.</p>	<p>much more diversification, large campus, and town/cities with lots to do. Colleges tend to have smaller, more personalized classes/campuses. Folks will expect much more to a university then what is currently, or could possibly be, provided at these schools. Folks make look at the name and then what the campuses/towns have to offer and be extremely disappointed. Thus, moving onto a bigger school which is what they are looking for. Folks who want the smaller campus feel will overlook these since they think University = Big. Market the existing brand "VT State Colleges - Small size school with Big Opportunities." Play with our existing strengths, great job placement in our fields (VTC used to be at 98% in your field, not just a job placement), Lyndon has a world known Meteorology program attracting folks from across the country. Build on these, offer killer internships (this was pretty much non-existing when I went to Lyndon). Do some actual marketing throughout NE and wider draws. It's pretty sad to know that even graduating from the local high school in Randolph most of the kids in that school had never been to VTC or really knew what it offered. It was 5 minutes away. Why were out of state schools coming to promote themselves when local, in state colleges, were not? I also feel that</p>	<p>A name change doesn't mean anything unless you actually back it up with something. Right now, I just see money being wasted on rebranding but not actually doing anything to improve enrollment. Focus on that first. THEN a few years down the road look at a name change if it makes sense. But just asking about a name change with no other goals developed? It's pointless.</p>	<p>It's pretty sad that the ONLY way I heard about this name change and survey was through the VSCS Thrives Facebook Page and then a couple news articles on WCAX/WPTZ. My family has 3 alums from the VSCS schools (2 VTC, 1 LSC) and all the mail goes to one address. Three people, not a single letter about a potential name change. But hey, we got our annual request for funding! My family is very active in the community, and next door to VTC. The fact that there has been no information sent out is pretty sad. For the alums that are NOT on Facebook or watch the local news, how are they supposed to hear about this? Do their voices not count? Or do they just get surprised when their next solicitation letter comes to them from VT State University? Do you really think they'll write a check to a college they don't know?</p>
Yes	Castleton University	Alumnus/ Alumna	Yes	<p>I don't see it as a strong name.</p>	<p>While it may seem like a fairly lateral move for much of the Vermont State College it buries the successful Castleton identity and marketing and will alienate alumni.</p>	<p>I see the opportunity of confusion with the University of Vermont.</p>	<p>Vermont has for decades underfunded its state college system. This name and merger will serve as fitting marketing of that failure.</p>
Yes	Castleton University	Parent of current or prospective student	Yes	<p>none waste of money</p>	<p>losing a state icon</p>	<p>none keep all the schools names as is</p>	<p>castletons been in existence since 1787 should probably get rid of the board trying to push this</p>
Yes	Castleton University	Alumnus/ Alumna	Yes	<p>None</p>	<p>The amount of money it will take to rebrand these schools when 2 out of 3 of these schools are suffering financially and will hurt Castleton the most. You will also be destroying the Castleton name that has taken many years to build.</p>	<p>I see Castleton will struggle taking on the burden of Northern and VTC.</p>	<p>With so many people opposed to the name change and only a few people for it, I don't see why or how you will/can push this through. A small group of people on a board should not have the ability to make this large of a change that could destroy a schools brand and success over the years. As an Alumni, I do not support this change and will not want to donate to a school that no longer is the same and a completely overhauled system due to a board trying to save two failing schools.</p>
Yes	Castleton University	Student	Yes	<p>There are no strengths.</p>	<p>At Castleton University, we take pride in our name. Castleton is the draw to come here- the small community. Not the entirety of the state. If I wanted to attend a "Vermont University" I would have chosen UVM.</p>	<p>There are none.</p>	<p>Save our name.</p>

Yes	Castleton University	Employee	Yes	I don't see any strengths of the recommended name.	I believe it's as generic as a name as you could propose with very little creativity and little meaning to it. There is already a large Vermont University, UVM. Which has had a long standing history, no need to add confusion.		Vermont State University seems to be a generic name that would fall victim to a lack of a true identity. Castleton University has been around since 1787. It's one of the oldest colleges in the state of Vermont. 234 years to build a brand, that in recent years has flourished into something where alumni are proud to have been apart of. The process of rebranding, as shown by Castleton's Longevity takes time, money, community and consistency. To me and many others, Castleton University is the only option as apart of this process.
Yes	Castleton University	Alumnus/ Alumna	Yes	Honestly, there's not a ton to it. Yes, it's a combination of Vermont with State that almost every other state has. But, that's it.	You're losing the name brand and history associated with Castleton, as school that has been around since 1787. A name that's been around since 1830. 343 green. A school that I proudly discuss in the business space, and often run into people with ties to the University. To replace it with a name that is so similar to UVM is an absolute disservice to the Alumna/Alumnus, faculty, University and town.	Honestly, it makes sense for the other universities tied with the VSC. They don't have the background and history Castleton does. From a Castleton standpoint, it makes no sense. If you're an entity that owns three businesses, one successful with two failing. Why would you cause the successful one to fail too?	Take into consideration the feedback that you are receiving. There is a reason that so many people are taking the time out of their day for it. Castleton, the name, the university, the town mean something to a large number of people. Don't ruin that.
Yes	Community College of Vermont	Student	No	Simple; traditional/conventional; good marketing/branding potential	A bit boring and too mainstream	Vermont State would look neat on a sweatshirt... and it follows the conventional college naming formula, so maybe more out-of-staters will attend.	I like the name from a practical standpoint, but it's really the safest and blandest option. Vermont has a lot to offer, and there's more potential there with the university name.
Yes	Castleton University	Alumnus/ Alumna	Yes	There are no strengths, it takes away from the brand Castleton University has long strived for.	It takes away from Caslteton Universities history and future. How would these schools be combined, realistically? Sports teams, differences in classes, which would be the "main" campus? How would the other campuses pan out? This proposal is just not meant to be.	I am completely against the name change which means I dont see opportunities, but a lot of confusion.	

									concerns regarding the naming of the newly combined entity of Castleton, Northern Vermont, and Vermont Tech. I am a long-time faculty member at Castleton University and I have seen it change and grow under the leadership of a few presidents. I love the current branding of this university, and it took many years to mold this brand over time by many great leaders. But in my opinion, the current brand has been particularly influenced by former president Dave Wolk. Dave really created the "Castleton Way," the "small university with a big heart," the pride in 343 green. I am very involved with academic program assessment and I do a good job with senior exit surveys and alumni surveys of the academic program I oversee. Our alumni are clearly very proud of being Castleton alum, and they often reflect on the mentoring and the holistic professional and personal transformation that they went through at Castleton. They were supported along the way by so many caring staff members in the residence halls and service offices such as the athletics, library, financial aid, counseling, and academic support staff, as well as the mentoring they received by their professors and academic advisors. Keys to fostering this environment include in-person classes, small(ish) class sizes, advisors and instructors on campus with open door policies and accessibility to students, program administrators that host program BBQs, hikes, conference attendance together with their students, etc. Our alumni stay in touch with faculty and
Yes	Castleton University	Employee	Yes						
Yes	Castleton University	Alumnus/ Alumna	Yes	The word "Vermont" indicates our location accurately.	Potential confusion with the University of Vermont; a process that was opaque, hasty and alienating to current and prospective students. Losing the hundred-plus years of history attached to each institution.	Perhaps a SUNY-type model will be effective. I am skeptical and wish both the trustees and greater college community were given more opportunity for discussion.			I think it is absurd and insulting to have given the Trustees eight days to choose the future name for a university system. I've taken longer picking out a car. I am sympathetic to the argument that the new name is needed for recruitment; however a hastily chosen name that was picked before the college's mission and vision were clear, in a process that has angered many and at best gained resigned acceptance from most, is also not what I'd call a responsible way to recruit new students. They read social media and newspapers too, believe it or not - along with the parents, guidance counselors and alumni who help advise prospective students. I urge caution and a more measured, responsible approach. Thank you for your time.
Yes	Castleton University	Student	Yes		The name of the new university will not draw the international students we always welcome, it will turn students away thinking it is a knock-off UVM. It ruins our opportunities to have as many sports teams as they will be one not 3-4.				Students will not be drawn to this name. The name Castleton draws students and rather than erasing our history, we use our title to continue to grow enrollment by the brand and meaning behind the Castleton name.
Yes	Castleton University	Student	Yes	None, this will drag us down.	Kids will not want to go to big schools with names such as Vermont State University or Florida State University. I would have NEVER gone. I chose Castleton for a reason.	None.			Do not proceed with the name change. This will destroy Castleton and no one wants to come here and you will fail.

Yes	Castleton University	Student	Yes	I think that there aren't a lot of strengths because it doesn't feel very unified	That people will think there's applying to uvm and get it and then become heated when it isnt that. Also the acronym VSUC, isnt all that great and I feel like it doesn't promote just how good our school is and will be		
Yes	Castleton University	Alumnus/ Alumna	Yes	None.	organizations ask for applicants to say what the highest level of education they have received and from what higher education institution either on my resume, on the job application, or both. On my resume, I say 'Castleton University'. However, when I try searching for Castleton University when doing an online application, it does not show up; instead it shows up as 'Castleton State College'. My point that I'm trying to get across here is that if the new name change occurs, it will make it harder for students and alumni to apply to many jobs because Castleton has changed its name twice in the last 5 or 6 years. This will cause a lot of confusion for employers and organizations/businesses who are looking at job applications as they are having a hard time verifying that the college someone has graduated from and the degree(s) that they have achieved are valid and come from a respectable university or college. Being a first generation college student, I fear that this exact thing will happen to me and many other people especially folks like myself who have been desperately trying to find a decent job related to their degree(s) within a year or two of graduating from college (Castleton University in my case). All the hard work, dedication, staying up many late nights losing sleep, and tears that so many people and I had to	None.	was a severe lack of supporting data and numbers (example: costs of renovations and remodeling buildings, replacing merchandise and sporting equipment) as well as many specific examples of how the renaming will help, and what specific actions were going to be taking place (examples: are campus dormitory buildings going to be renovated? Is there going to be better and more dining services on campus?). Everything was very generalized, vague, and hard to follow as the terminology that was used was not adapted to be presented to the public. If anything should happen, the board needs to clarify everything better by 1) showing the community the costs of the changes, 2) drafts of specific plans and actions that could happen, 3) data, facts, and evidence showing what will actually happen with and without the changes, and 4) how is the progress of the name changing will documented and monitored before any decisions and actions are made. Also, what about all the sports, clubs, and other committees that are associated with Castleton University? How do they get funding and support out of this? How is the student body suppose to be engaged with the community if Rotaract, Green Campus Working Group, Sport clubs, Habitat for Humanity, Backcountry Hunters and Angelars, and other clubs aren't able to function or exist for that matter? What really needs to happen is that the board should come up with a plan to invest in Castleton and the other state colleges
Yes	Vermont Technical College	Alumnus/ Alumna	No	NONE. No Strengths	You have erased over 100 years of Prestige for Vermont Technical College. Johnson and Lyndon Have already been erased.	NONE	The Name is Stupid.
Yes	Castleton University	Alumnus/ Alumna	Yes	I do not see any strengths in the recommended name.	It will kill the identity of Castleton, which has been successfully reinvigorated in recent years. The recommended name is so generic a monkey could have picked it. It has no heart, no soul, and no potential to live up to what the VSC colleges, especially Castleton, actually offer.	Quite clearly, I do not see opportunities in the recommended name. Accepting this proposal would be a colossal mistake.	Leave Castleton University out of the VSU concept!
Yes	Castleton University	Alumnus/ Alumna	Yes	For Castleton, the new name offers no remarkable strengths.	VSU erases Castleton's rich, establish, and thriving identity, history, name, and community (academic, athletic, alumni, etc.). I cannot imagine a worse course of action by the VSC System.	For Castleton, none. Perhaps it could benefit the other universities if they are struggling and would benefit from joining. The thing is, that's already been done before. So, is it not working? What's a name change going to fix? The VSC needs a new approach to the business of higher education. Committing self-harm to the strongest part of the system is asinine.	Either leave Castleton out of this boondoggle or convert the other schools to Castleton University. Castleton is the strongest university/brand the VSC System has ever had. It should be the standard bearer. It should NOT be destroyed by the bad ideas of an outside marketing firm in NC. Their recommendation is proof that marketing itself is mostly BS. SAVE CASTLETON!

Yes	Castleton University	Alumnus/ Alumna	Yes	I do not see any strengths to changing the name of Castleton University at this time	Castleton has spent a great deal of time and effort into building up their athletic programs, arts, and campus altogether. They have made a name for themselves which is what helps to enroll students who want to be a part of the small school with a big heart. Changing the name will not make Castleton stand out from the other state colleges.	None	Castleton has stood out with their academics, athletics, arts programs and continues to grow. Most faculty, students, and alumni will tell you they are proud to be a part of what Castleton provides/stands for. By changing the name you will be drowning the potential for further expansion and interest for future students
Yes	Northern Vermont University	Alumnus/ Alumna	No	It's really the only logical choice and will be the least disruptive to brand recognition.	Confusion with UVM, but so many other states have the same two-system, two-name approach with success.		
No	Answered no	Community member	No	Nothing. There are no strengths to the recommended name.	Starting over. Wasting money. Rebranding - again.	The recommended name is a horrible idea. NVU was a horrible experiment that was 2mil+ waste - why do this again to see it collapse? The VSC needs a different approach this time and needs to listen.	Moving everything under the Castleton University name - the strongest and longest brand in the VSC system - is the right move. Castleton is known throughout the world, has a strong athletic and academic standing, and moving the other schools under the header while keeping some of their individuality will build up their brands with less spend and less rebrand.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	Unifying the colleges under a common name will help with the affiliation among the VSC	The name misses the mark encompassing the uniqueness of each of the locations many systems in New England have adopted a @ location to extend the uniqueness, while still unifying the system	Hopefully keeping Vermont in the name will keep Alumni connected and provide identity to the incoming classes.	Failure to keep the location in the name (as a reference) will be a huge miss for the system and will further distance alumni from the system as a whole.
Yes	Castleton University	Employee	Yes	The VERMONT brand is far more valuable and well known than any of our institutional brands.	None. People need to stop being so sensitive and check their egos at the door. Nobody can honestly say that the name "Castleton" carries more weight than the name "Vermont". I do understand the concern over the cost of a rebranding but that's not reason enough to not do it.	A large percentage of my work is in student recruiting. Quite frankly students from out of state don't really know anything about the Castleton "brand" - every discussion starts with my telling them where we are and what we're about. Having VERMONT in our name will help to establish an early idea what we're about.	I think the chancellor and trustees need to come up with a nickname that everybody can rally behind. The Vermont State University Sasquatch would be a good one.
Yes	Northern Vermont University	Alumnus/ Alumna	No		Appears there is no reference to the Campus sight IE. Lyndon, Johnson etc.	Vermont State University at Lyndon? Vermont State University at Johnson?	Not sure if the local campuses should be tied into the new name, it is a hard choice, good luck
Yes	Community College of Vermont	Employee	Yes	The use of "university" as well as "Vermont," both of which trigger confidence in prospective students, faculty, etc.	University assumes a parity across campuses (colleges) and level of offerings and faculty that are not yet apparent	None, really.	I'm concerned that this merger and the representative new name will lead to unwarranted and unhelpful conformity across colleges. This may hinder teaching and learning, particularly for local, rural, and/or nontraditional students or students of color.
Yes	Vermont Technical College	Student	Yes	Strong identity to state and education, sounds "official" and competitive with UVM.	UVM holds a high standard in the community and VSU would have to hold itself to similar standards. Can this be done?	Looks great on a resume! Attractive to out of state students, like myself.	How would this impact the satellite campuses? Would there be a consolidation of the campuses?
Yes	Vermont Technical College	Employee	Yes	The name is a unification of the VSC system schools into a single entity. It also reflects the place-based value of education in VT.	The new name is pretty generic, so it will be important to distinguish the characteristics of the individual institutions somehow, to retain the value of each.	The name is the first step in creating a unified system with local identity, with the potential to make available broader educational opportunities across institutions through cross-enrollment and credit recognition and transfer.	The challenge in unification can be loss of identity for each of the individual campuses, so it will be important for each campus to identify strengths and focus areas for students. Keeping in mind the distinct opportunities at VTC as opposed to the more liberal arts focus of other campuses, remember that VTC is a one of a kind opportunity in Vermont, and should be valued as such.

Yes	CU Masters alumna; NVU adjunct professor	Employee	Yes	It is unifying and highlights VT	1) Castleton already has respected name recognition and respect. A name change/ rebranding could pose a major disruption just when the VT is trying to save its college system. Similarly, Johnson and Lyndon just rebranded a few years ago and is barely starting to be recognized as NVU. Another rebranding so soon after its last one could also be dangerous at this time.	I wonder if there could be some compromise here. Could the schools incorporate each campus in its name (like the SUNY schools do)? IE: VSU- Castleton; VSU- Johnson; VSU- Lyndon; VSU-Tech This could support a unification AND honor each campus's identity.	I truly feel that this is a final opportunity to set things right for the VT college system. It is important that it is done just right. There is too much at stake to get this wrong now.
Yes	Vermont Technical College	Employee	No	It is an appropriate descriptive name of a good length. The best suggestion I have heard.	None.		
Yes	Vermont Technical College	Student	Yes		the term "University"	I see opportunities for confusion with Vermont state university and university of vermont. it is like a copy cat	
Yes	Castleton University	Alumnus/ Alumna	Yes	None	It takes away individuality from castleton itself and discredits all the work going into it. Not to mention the hours we've paid employees to discuss this, and millions of dollars to rebrand	Opportunity to spend money on a net negative return	
Yes	Vermont Technical College	Employee	Yes	It's a well recognized naming convention.	It completely excludes the special technology aspect that Vermont Tech's current program array, which are arguably the most valuable, have the best return on investment, and most needed by the state.	We should name the new institution Vermont State Polytechnic University	I'm very concerned that the Chancellor's Office, and staff do not understand the massive undertaking involved in creating a new university. We are being asked to work on multiple committees, and create new systems, policies and procedures from the ground up AS WELL AS complete our typical daily duties. This is without thanks or compensation. It's not reasonable and I don't anticipate the final product will be as quality of a product as is possible. The Chancellor's Office staff have had the ability to work from their home environment for months, without having the need to return to a campus. They are entirely uninformed about how colleges operate, what students need, what employees need, and the daily interactions of all individuals. I encourage the board to require that OC staff have an office on the VSCS campus closest to their home. They should serve to support the colleges, not have the college support the OC.
Yes	Vermont Technical College	Employee	Yes	I am concerned that the naming does not represent the technical and professional studies offered at Vermont Technical College.	The prestigious nature of the studies offered at the Vermont Technical College. I do not see that VT State University has anything reference to what Vermont Technical College has to offer.	Name recognition for Vermont.	No
Yes	Vermont Technical College	Student	Yes		It sounds like one college being "University"		

Yes	Vermont Technical College	Employee	Yes	It is a general name that combines some aspects of the 3 entities. It seems the obvious choice given the nature of the current 'Vermont State College System' naming.	I worry that a 'State University' doesn't fully express the hands-on, technical nature of courses being offered at Vermont Tech. I think 'State University' lends itself better to arts and general ed. than STEM unless there is some distinction of 'Technology,' or 'Engineering,' within the marketing of the entity.	It's a very general/broad name for 3 unique entities. I think there's room to have 'College of STEM, College of arts, etc..." within the entity, but I think it's important to make that distinction for all colleges to retain the nature of their program offerings	I know the naming piece is important, and many colleges are afraid to lose their branding, but as long as we market the brand in a way that allows for varied teaching/learning styles, and colleges retain their specific curriculum, we could remain a reputable institution that offers a wide variety of courses across the state of VT and beyond! It is important to have varying degree opportunities no matter the name of the NCE itself, and if we lose that, we've lost sight of why we're doing this to begin with.
Yes	Castleton University	Alumnus/ Alumna	Yes		It takes away from the value of Castleton University, which has done well compared to the other schools that are included in this and will devalue Castleton and bring Castleton down with them. I am a proud Castleton Alum. Please pause the vote and hear us out!		Please postpone the vote! We at Castleton deserve to be heard! Perhaps look at Massachusetts state schools- they all have their own identity, but include the word "state" in the name.
Yes	Northern Vermont University	Alumnus/ Alumna	Yes	The respect of a State University name, people will know where is this, people do not also know where Castleton University is located.	People may get it confused with UVM.	Unification of campuses and alumni so not one campus will have to close.	Using "Castleton University" as the name will alienate many alumni from VTC and NVU. Keep the location in the name such as Vermont State University @ Lyndon. Alumni want their original name somewhere in the new name.
Yes	Northern Vermont University	Employee	No		I am concerned that the name is too similar to University of Vermont and will not separate us enough or stand out.		Could we just stay Northern Vermont University (and add the town we are in the way we do now)?
Yes	Northern Vermont University	Alumnus/ Alumna	No			Vermont State University at "specified location". Similar to how other states do including New York I believe.	It was brought to my attention through other alum that one school in particular is attempting to dominate the name selection and use their name. This is outrageous to me. I did not want my school to be rebranded with a name highlighting a school I have no affiliation with. I understand a rebranding is vitally important to redefine the school system. However, Vermont State University at "specified location" is the proper way to move forward. No one school should dominate and brand their old name on the new state wide education system moving forward. Thank you.