

FLATHEAD VALLEY COMMUNITY COLLEGE

AGENDA ITEM *11

V. COLLEGE ISSUES

E. Occupational Trades Building and Trades and Industrial Arts Programs Rebranding

BACKGROUND:

Since its inception, the **Occupational Trades** building has housed the following **Trades and Industrial Arts** programs: Welding and Fabrication; Electronics; Electrical Technology, Industrial Machining, HVAC, and Firearms Technology. (Heavy Equipment Operators and Commercial Driving Licensure programs are housed in a separate facility located near the small acreage farm and logger sports area).

The use of two different names, Occupational Trades (OT) to refer to the building, and Trades and Industrial Arts to refer to the programs is confusing for students and supporting staff and sends different messages about program opportunities. As well, the use of OT to refer to the Occupational Trades building leads many students and members of the public to believe it is a building dedicated to Occupational Therapy.

Currently, the country is working hard to return manufacturing and related trades to the US. This move represents a unique opportunity for FVCC to boost interest and awareness of the trades programs available as part of the national movement.

For these reasons, leadership, instructors and supporting staff for the Trades and Industrial Arts program worked with Michele Purcell, Executive Director of College Relations, Marketing, Communications in Spring 2024 to identify one name to be used for the building and the programs it houses. The goal was to select a name that both elevates the visibility of the opportunities as well as sending consistent and accessible messaging.

The name that is being recommended after extensive discussion and review is FVCC Trades Institute.