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THE ENQUIRER

Last Updated: 7:34 am | Monday, August 28, 2006

New slogan 'reflects' Gateway

Changing college landscape cited

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Gateway Community and Technical College has evolved from "Changing Lives" to "Higher Education Begins Here."

The new marketing slogan will be used by all 16 colleges in the Kentucky Community and Technical College System (KCTCS).

"We knew it was a great tagline - Changing Lives - but it was old and overused by a lot of organizations and some competitors were starting to use it," said Laura Cook, Gateway's vice president of resource development and external affairs. "We needed a really strong brand to reflect who we are. We needed a slogan to show that we're the primary provider of post secondary education and workshop training in the entire commonwealth."

Terri Giltner, KCTCS system director of marketing and communication, said Changing Lives was adopted in 1998. She said the new slogan more clearly describes the role of KCTCS.

"Higher education is changing rapidly, particularly at the two-year-college level," said Giltner. "Today's graduating high school seniors will change their careers at least three times during their lifetime; this will require them to go back to college many times to upgrade their skills. And the colleges they will most likely attend will be the ones in their own backyard -their local community and technical colleges."

The new slogan tells students that Gateway is only the start of a lifetime of learning.

"For some, this is the first two years of a four-year college experience. For others, their careers start here," said Cook.

The KCTCS was formed in 1997 by an act of the state legislature to expand education opportunities. There are 81,000 students enrolled statewide in classes this coming fall, including Gateway locations in Edgewood, Covington, Highland Heights and Boone County. Its stated goal is to double enrollment by 2020.

Cook believes economics will help Gateway and the KCTCS meet that goal.

"Some of the fastest-growing careers in the country are in degrees where you can only get at a two-year college," said Cook. "Registered nurses, electronic and electrical engineering techs, automotive service tech, computer support specialists, and bus and truck mechanics are all in high demand."

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