# A Focused Future: Lee Rebrands Mascot to Navigators

The Lee College Board of Regents voted unanimously to rebrand the college mascot to the Lee College Navigators. The change is effective immediately with the board vote and will be implemented during the 2022-23 academic year.

"As we seek to grow the college's enrollment and enlarge the offerings we provide to our rapidly growing and diverse service area, it is important to recognize the leadership our Board of Regents demonstrated in repositioning our brand for the future," said Dr. Lynda Villanueva, president. "The Lee College Navigators represent all the best attributes of our college and our students: future-facing, on a mission, capable, and competent. I could not be more pleased with this decision, and I'm thrilled for the exciting next steps."

In March 2021, the Board asked President Villanueva to develop a proposal on whether a change of the Lee College mascot was needed. The college determined that any recommendation to change the mascot should be based first on research to ascertain the brand attributes that best position Lee College for the near- and far-term futures, and then an assessment of how well the mascot represented those attributes.

Two large studies of the Lee College brand were conducted. The deliberate process included a quantitative survey that yielded nearly 450 responses in the college service area, and a qualitative survey that involved 30-minute interviews or focus group sessions composed of student leaders, faculty and staff, as well as members of the community.

Based on the outcomes of that research, the president's cabinet agreed that a change was needed and that Navigators was the most appropriate choice for the Lee College mascot, as it promotes brand attributes associated with exploring new horizons and building a better future.

"We have reimagined our whole student experience and designed each new element to support students and their holistic success," Villanueva added. "The rebranding of our mascot is another feature to highlight the college at the highest level."