



STATE OF WASHINGTON

OFFICE OF THE INTERAGENCY COMMITTEE  
1111 Washington Street SE  
PO Box 40917  
Olympia, WA 98504-0917

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**TO:** IAC Members and Designees  
**FROM:** Laura E. Johnson, Director  
**PREPARED BY:** Susan Zemek, Communications Manager  
**SUBJECT:** Agency Identity and Name Change  
**NOTEBOOK ITEM #10**

One of the goals of IAC's communications plan is to strengthen the identity of the agency. To accomplish this, I had proposed four strategies:

1. Develop a proposal for renaming the agency to incorporate the work of its four boards and to simplify its name.
2. Develop a unified look for the agency's publications and presentations, which would likely include creating graphic standards and a new logo.
3. Develop a core set of promotional pieces for the agency.
4. Develop key messages that demonstrate the value of the agency. Messages should show clear objectives for project funding that justifies long-term support from elected officials, partners, and funding programs.

Following is a proposal for how we might begin work in the first of those four areas. Completing the first strategy will set the stage for the remaining four strategies.

### Scope of Work

To rename the agency, the agency should develop a brand for itself and the four boards that the office staffs. Work would include the following:

- Research of IAC leadership (about 15 interviews, including all board members)
- Research of IAC customers and business partners (about 20 interviews)
  - This information should be used to understand IAC niche.
- Develop three proposals for a new name for the office and for the IAC Board.
- Develop logos and key messages for the four boards and possibly for the 10 grant programs.
- Develop a plan and materials for presenting changes to legislators, customers, and business partners.



### **Timeline**

Late Sept-Oct	Solicit bids from consultants.
October	Select a consultant and negotiate contract. Research and prepare legislative bills that allow for name change.
Oct-Nov	Consultant conducts research and develops concepts.
Nov. 15	Consultant presents proposals to Board, name and logos selected, legislative outreach strategy finalized.
Nov-Jan	Implement plan for sharing results with stakeholders. Implement legislative outreach.

It is understood that a name change would have to be accomplished through legislation. The Board could opt to try for a name change now or to use the 2006 session as an educational opportunity with legislation following in 2007.

### **Cost**

It is anticipated that any contract awarded would not exceed \$15,000.

### **Board Discussion**

It would be helpful if the Board could have an initial discussion centered around the following questions

1. How does the Board feel about its current name and the name of the agency?
  - a. Do you like the name – does it represent what you do?
  - b. Should the agency and the Board have separate names or one?
    - i. If one name, how does the agency represent it other boards?
2. What features, elements, or missions would the Board like the new logo and name to emphasize?
  - a. Should it convey convey environmentalism, conservation, recreation, or all three?
3. What overall tone and feel do you want the new logo and name to convey?
  - a. Should it convey fun, history, earth-friendliness, professionalism, business-savvy, government?
4. Are there any restrictions you would put on a consultant?
  - a. Color restrictions?
  - b. Words you don't want to use?
  - c. Unacceptable images?
5. What role does the Board want to play?
6. What role would you like stakeholders or the public to play?
7. Should we seek a formal name change with the Legislature or just an informal name change?