



Peralta Community
College District

District Name Change Survey Results—Classified Staff

Yang (Young) Hu, Ph.D.
Senior Research and Planning Analyst
Office of Institutional Research

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Survey Questions

District Name Change Survey (Berkeley City College)

This survey is to provide feedback to the Unification Taskforce from BCC Classified Professionals

1. What is your opinion on the proposed district name change? Please indicate if you support, oppose, are neutral or other. *

Support

Oppose

Neutral

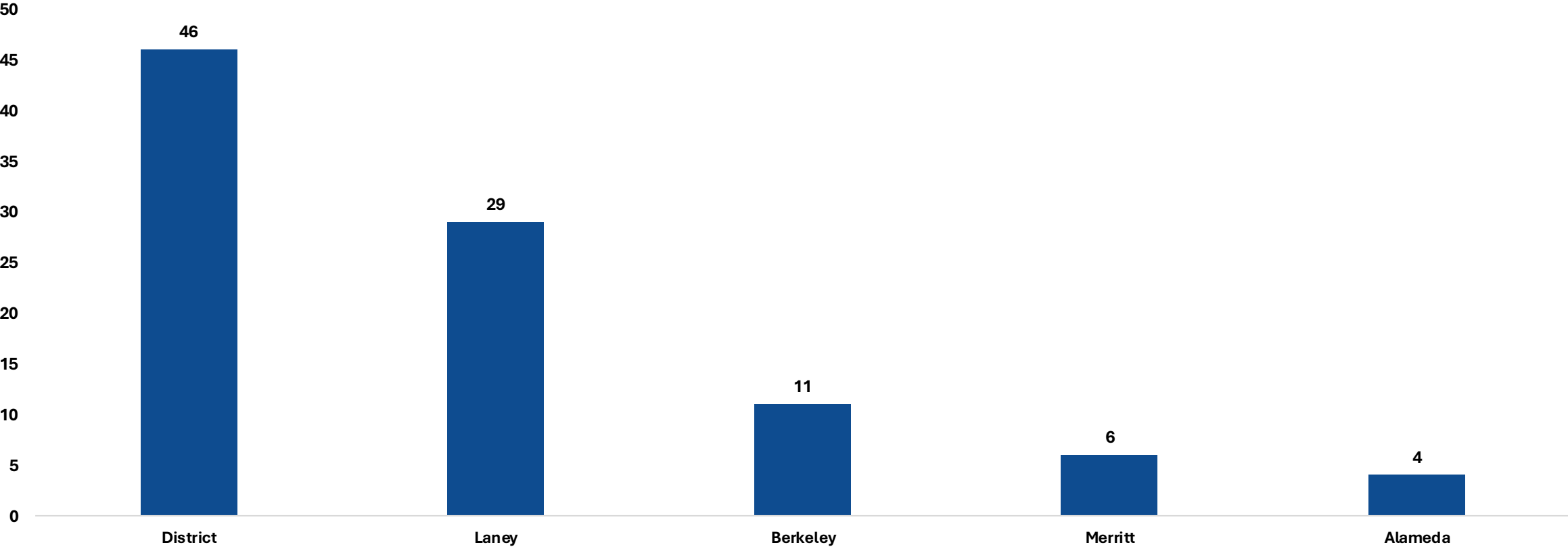
Other

2. If you support a district name change, do you have any suggestions for a new district name if we were to move forward?

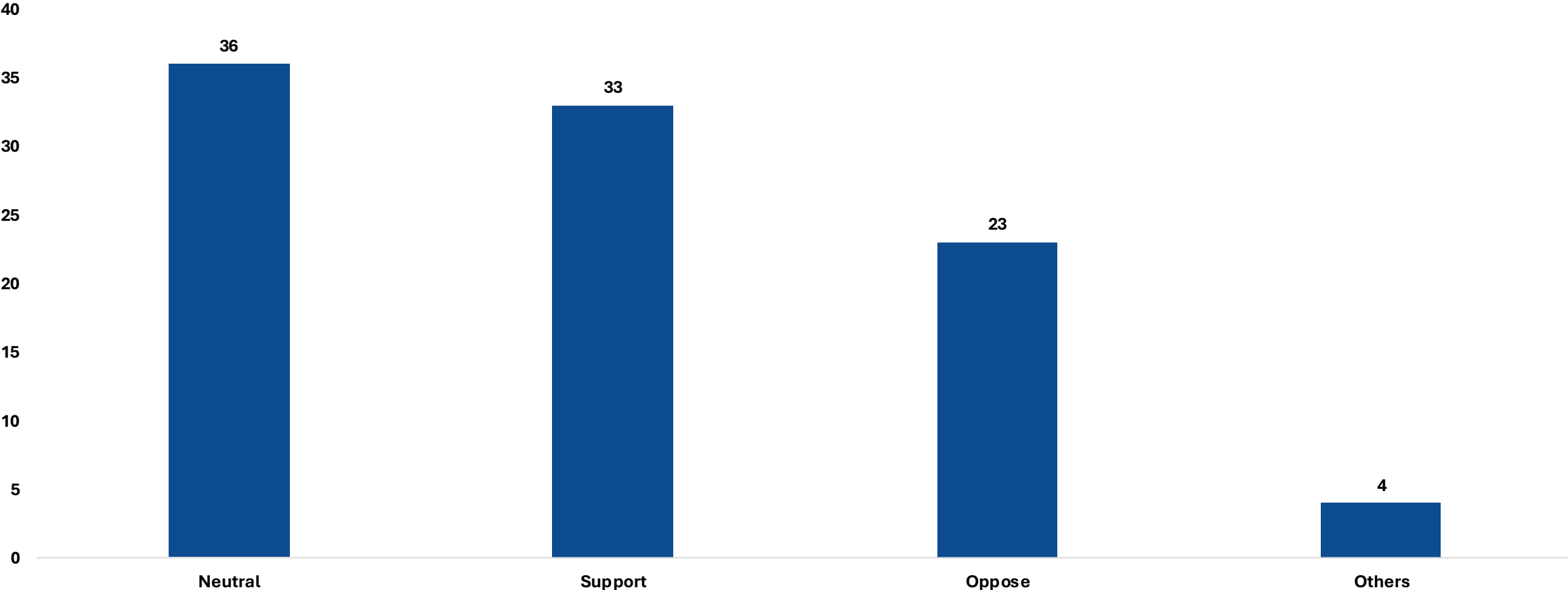
Enter your answer



Respondents' Distribution



1. What is your opinion on the proposed district name change? Please indicate if you support, oppose, are neutral or other.



Frequently proposed names

- East Bay Community College District
- Alameda County Community College District
- Oakland Bay Community College District
- Peralta Community Trio College District
- People's Community College District



Selected qualitative feedback

- I've heard about and prefer the People's Community College District, over Peralta due to the problematic history of colonialism. I also understand the desire to keep "PCCD" due to entrenched technology requirement.
- I think the most important thing to think about is the opportunity to rebrand vs the cost of changing multiple college names and the district name. It may confuse people looking for the Peralta college (or vendors trying to get paid outstanding invoices). Also what are the implications of changing the name for our tax entities, what would we have to change on the backend for purchasing, payroll, etc and is that worth changing the name for a re-brand?
- I oppose this because I don't understand why we need to change our district name. Is there a reason we are doing this?
- If you're this board, I have plenty of more important concerns that this District should address.

