

INFORMATION
July 30, 2021

HIGHER EDUCATIONAL AIDS BOARD

BOARD REPORT #22-02

WISCONSIN INDIANHEAD TECHNICAL COLLEGE
CHANGE OF NAME



WISCONSIN
INDIANHEAD
TECHNICAL
COLLEGE

Ashland New Richmond Rice Lake Superior Balsam Lake Hayward Ladysmith

REC'D JUL 07 2021

Rice Lake Campus

June 17, 2021

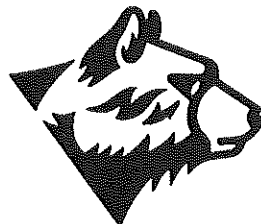
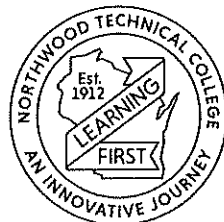
WI HIGHER EDUCATION AIDS BOARD
4822 Madison Yards Way Seventh Floor

Madison, WI 53703

To Whom it May Concern:

As part of its current strategic plan, Wisconsin Indianhead Technical College (WITC) conducted a comprehensive market research study. As part of the process, it was determined that a major rebranding effort was necessary to best position the College for continued success. We are excited to announce the Wisconsin Technical College System Board recently approved a resolution to rename our college **Northwood Technical College**.

Our team has been busy working with a marketing consultant to develop key branding elements to match the new name. While we will continue to operate with WITC branding until August 2, the visuals below represent a first look at what you will see as we move forward:



From the time visionary City leaders in Superior chartered the second vocational school in Wisconsin in 1912, and through mergers and the establishment of new campuses and locations, our institution has remained committed to developing the region's workforce. We will do our very best to make this a smooth transition that builds on our proud history while maintaining the focus that has guided us for more than a century.

Effective August 2, 2021, please send all invoices to invoice.processing@northwoodtech.edu. If electronic invoices are not feasible, please mail to Northwood Technical College, Accounts Payable, 1900 College Drive, Rice Lake, WI 54868. We've enclosed an updated W9 form for your records. Our tax identification number will remain the same (39-1176625).

If you would like to learn more about the process and view updates as we make progress, please visit: www.witc.edu/name-change.

Sincerely,

Your Friends in the Administrative Services Office

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Rice Lake WI 54868

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800.243.WITC

witc.edu
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Access/Affirmative Action/Veterans/
Disability Employer and Educator.