

# IX.B.

## CONNECTICUT STATE BOARD OF EDUCATION Hartford

### TO BE PROPOSED:

September 7, 2016

RESOLVED, That the State Board of Education pursuant to Section 10-66a of the Connecticut General Statutes, recognizes the name change of the regional educational service center called "Education Connection," to EdAdvance, effective August 11, 2016; and the State Board of Education, pursuant to Section 10-66h of the Connecticut General Statutes, transfers the approval status previously granted to Education Connection to EdAdvance, and directs the Commissioner to take the necessary action.

Approved by a vote of \_\_\_\_\_ this seventh day of September, Two Thousand Sixteen.

Signed: \_\_\_\_\_  
Dianna R. Wentzell, Secretary  
State Board of Education

**CONNECTICUT STATE BOARD OF EDUCATION**  
**Hartford**

TO: State Board of Education

FROM: Dr. Dianna R. Wentzell, Commissioner of Education

DATE: September 7, 2016

SUBJECT: Recognition of Regional Educational Service Center Name Change

**Introduction**

Education Connection is one of the state's six Regional Educational Service Centers (RESCs) established pursuant to Section 10-66a of the Connecticut General Statutes, and provides member school districts in western Connecticut educational and related services. The RESC is governed by a Board of Directors comprised of representatives from each member district. The Education Connection Board of Directors is hereby notifying the State Board of Education of its recent decision to change its legal name (Attachment 1).

**Discussion**

The Board of Directors, on August 11, 2016 approved the name change from "Education Connection" to "EdAdvance" and is and seeking the Board's recognition of this change. (See, Attachment 1). This decision was made due to confusion caused by an online degree provider operating under the same name and under a similar website, "educationconnection.com."

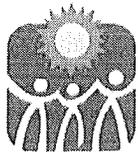
**Recommendation**

I recommend that the State Board of Education recognize the name change to effectuate a smooth transition from Education Connection to EdAdvance.

Prepared by: Laura Anastasio, Attorney  
Division of Legal and Governmental Affairs

Approved by: Peter Haberlandt, Director  
Division of Legal and Governmental Affairs

# ATTACHMENT 1



# EDUCATION CONNECTION

A Regional Educational Service Center

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Litchfield, CT 06759-0909  
Phone: 860.567.0863  
Fax: 860.567.3381

4 Mountainview Terrace  
Suite 201  
Danbury, CT 06810  
Phone: 203.791.1904  
Fax: 203.778.8076

www.educationconnection.org

## Board of Directors

August 11, 2016

### ACTION ITEM

To request Board approval to change the agency's name from EDUCATION CONNECTION to **EdAdvance**.

### OVERVIEW

For some time now, the Administration has been concerned with the unfortunate association our agency has experienced with "Education Connection.COM," the providers of online degree program counseling. As this private company's television advertising has increased, the issue has magnified for our agency. This spring we engaged the services of a marketing consultant (Co-Communications) and internally formed a committee to oversee the selection of a new name and logo. On August 1, the results of the committee's work were presented at a meeting attended by Board members, the Central Office Administration, and members of the Leadership Council. We are seeking Board approval of the new name, tagline and logo branding for the agency.

The proposed name, logo and tagline:



### MOTION

Upon motion by Gary Waugh, duly seconded by Deb Bell, the Board of Directors approve of EDUCATION CONNECTION's request to change the agency's name to **EdAdvance**.

<input checked="" type="checkbox"/> Motion Carried:	For - <u>6</u>	_____ Motion Lost
	Against - <u>0</u>	
	Unanimous - <u>✓</u>	
	Abstentions - _____	

Chris Sanders, Board President

Jeffrey Kitching, Executive Director, Ed.D