

Question Time

On November 10, we received an email that PFW has launched an "updated identity and brand" (which is less than 2 years after the last time we had an update--I am sure someone will correct me if I am wrong). Why was it "a necessary change" (email announcement 11/10)? There is also a reference to work on "comprehensive web presence" in the future, which suggests that our website will continue to be non-functional for the foreseeable future. How much did the rebranding cost? How much will the rebranding cost moving forward, even if we are not being asked to immediately discard currently branded materials? In time of financial difficulties, why was rebranding prioritized over making our website fully functional and updated now. What evidence do we have that the old font was contributing to our enrollment challenges, and that the new font will help with recruitment?

A. Livschiz