



Cost Estimate for “University” Name Change

Revised Aug. 27, 2026, by Logan Fowler, Chief Communications & Marketing/State & Local Affairs Officer

Cost estimate: \$40,000

A Fiscally Conservative Approach:

1. **Not a Rebrand** – As indicated in the logos shown above, the name change initiative is a renaming, not a rebranding. LC State’s visual brand, which speaks to its emphasis on being a small, student-centered, teaching-focused, and industry-responsive institution, will not be overhauled.
2. **Project Oversight** – LC State does not have layers of bureaucracy. It is a small institution that stretches every penny. The work and costs to implement the name change have been planned for in advance, and would be directly managed by Logan Fowler, chief communications and marketing/state and local affairs officer, who directly oversees marketing and reports to President Cynthia Pemberton.
3. **No New Funds** – LC State will not request nor does it require new funding for this change. Existing funds, within the school’s modest marketing budget, have already been budgeted for these one-time costs.
4. **Common Sense Transition** – LC State does not intend to implement a knee-jerk approach to the transition. Instead, it would update most signage and materials in accordance with regularly incurred, existing needs and timing.
5. **Cost Savings & Increased Revenue** – Cost savings are expected in advertising as the need to explain to Idahoans that LC State offers more than two-year degrees will no longer exist. It is also possible that LC State will see increased revenue from modest increases in enrollment in strategic niche programs due to the name change (e.g., healthcare), especially as the change helps LC State better compete with online out-of-state institutions in advertising to retain Idaho’s workforce.

For specific cost estimates, see the following pages.

Publications & Advertising: \$0

Costs for recruitment materials and advertisements are incurred annually regardless of the name change. If the name change were to be approved in spring of 2027, LC State would follow its normal process and timeline for updating materials in the summer.



Transit System Advertisements: \$0

Bus artwork will be updated in accordance with regular maintenance/renewal schedules.



Misc. Materials/Interior Signage: \$4,000

The cost to update materials like stationary, nametags, door signs, etc. is minimal on LC State's small campus, and many of these areas are due for updates regardless. For example, LC State's recent initiative to update door signs has already been in place over the past couple of years, and signs were intentionally designed to not list the institution's name, to avoid the need for updating. Many items were updated in 2026 in a neutral way, including media backdrops and banners.



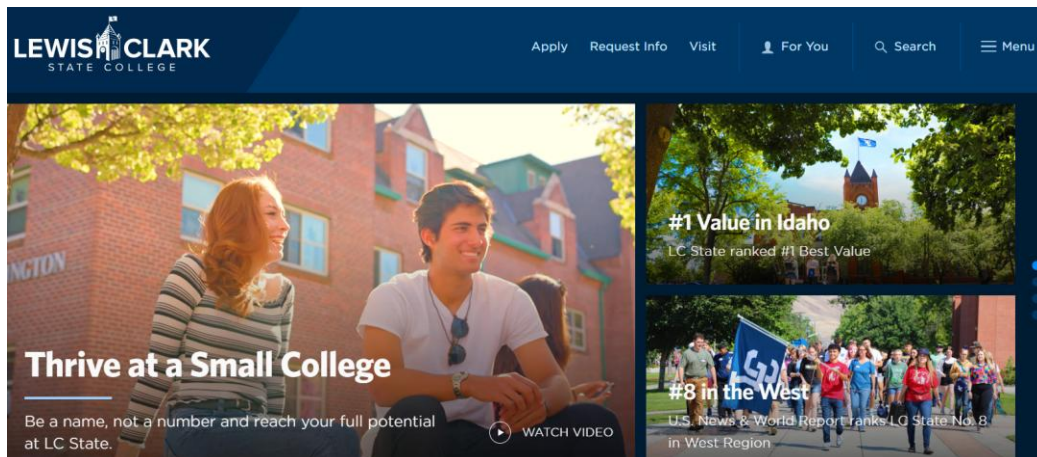
Apparel and Merchandise: \$0

LC State has one merchandise store and it is operated by a third party. No loss of revenue is expected as the possible transition is being planned for and neutral marks, such as the interlocking LC, are being used predominantly.



Website/Domain Costs: \$0

The cost to transition from lcsc.edu to lcstate.edu has already been incurred. Any other costs related to transitions online are expected to be minimal and to be absorbed through existing processes, resources, and staffing.



Permanent Signage: \$26,000

LC State's small campus has very few permanent/expensive signs (see items listed below) and most would be addressed by one of the following strategies:

1. Updating in accordance with regularly scheduled maintenance/upgrades.
2. Removal of "College," simply leaving the shortform name "Lewis-Clark State."
3. Keeping the sign as is. For reference, the name "Lewiston State Normal School" still sits above the main entrance to Reid Centennial Hall. Such an approach could serve to honor the rich history of the institution.

P1FCU Activity Center Floor: \$0

The midcourt logo has already been updated to align with this purpose and other floor markings would be updated in accordance with the regular refinishing schedule.



Main Building Signs: \$500

LC State's primary building signs can be updated simply by peeling and replacing the vinyl logo seen in the photo below.



Lamppost Banners: \$0

LC State's lamppost banners, installed in 2018 for the 125th anniversary celebration and in disrepair (left image), were replaced in 2026 in a neutral way that does not list "college" or "university" (right image).



Corner Signs: \$5,500

The blue portion of the sign below would be updated by a local vendor who has done this for LC State previously.



Schweitzer CTE Center: \$0-\$10,000

The sign on the front of the Schweitzer Career & Technical Education could be addressed by leaving it as is, removing "College," or by replacing "College" with "University." This decision would likely depend on the final cost of other projects.



Other Campus Exterior Signage: \$0-\$5,000

Campus exterior signage needs are minimal, with much of it being easily updatable vinyl, and will be handled on a case-by-case basis. Some signage may be removed altogether, such as those now obscured by trees. Harris Field was updated in 2026 with neutral signage not listing “college” or “university” (bottom image).



Highway/Street Signs: \$5,000

According to the Idaho Department of Transportation, as of Nov. 7, 2025, LC State has one highway system sign in north central Idaho and the cost to replace it is \$22 per square foot. Using this benchmark, LC State estimates a cost of \$1,500 to replace its highway signs in both north central and north Idaho.

LC State is also working directly with the cities of Lewiston and Coeur d’Alene to identify and address any city signage needs. At this time, this cost is estimated at \$3,500.

Budget for Unexpected Costs: \$0-\$10,000

Within its estimate, LC State is building in room for costs that may, due to inflation or other factors, increase beyond original estimates.

Total Cost Estimate

Publications & Advertising		\$0
Misc. Materials/Interior Signage		\$4,000
Apparel and Merchandise		\$0
Website/Domain Costs		\$0
Permanent Signage		
P1FCU AC Floor	\$0	
Main Building Signs	\$500	
Lamppost Banners	\$0	
Corner Signs	\$5,500	
Schweitzer CTE Center*	\$10,000	
Other Exterior Signage*	\$5,000	
Highway Signs	\$1,500	
Street Signs	\$3,500	
	\$26,000	\$26,000
Unexpected Costs (e.g., inflation)		
		\$10,000
Total Cost Estimate		\$40,000

*It is possible that LC State would forgo these projects altogether, resulting in \$0 cost.