



Lee College

Brand Identity & Community Engagement Proposal

Submitted To:

President Jacob Atkins
Lee College
Baytown, Texas

Submitted By:

Outreach Strategists, LLC
6213 Skyline Drive, Suite 2100
Houston, TX, 77057

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Dear President Atkins,

Outreach Strategists (OS) is honored to submit this proposal to help Lee College align its brand, public image, and community presence with the institution's evolving vision and expanding regional impact.

Lee College is much more than a hometown college. We see Lee College as a powerhouse on Houston's eastside, a college that offers excellent programs, innovative learning options, assistance for students in need, and partnerships with businesses, healthcare facilities, and industries that provide both expanding resources and opportunities for students. A refreshed and strengthened brand identity can signal this "fresh vision" to the community and give the college the look of a leader.

For more than two decades, our Texas-based, HUB-certified team has helped tell the stories of great institutions through the power of public moments. We have produced commencements, convocations, and celebrations across the state that blend creative vision, technical precision, and cultural respect. We have launched imaginative and effective brands and advertising campaigns with proven results and helped colleges define and position their brand in the competitive world of higher education. Please see the case studies provided in this proposal as evidence of our experience and effectiveness in building and reshaping identities for educational institutions.

We will bring this same level of expertise to the work discussed with us by your marketing team. We understand the importance of explaining and receiving input from key stakeholders as we develop a new visual identity for the college. Our objective is not simply to redesign visual elements. It is to position Lee College as the premier educational and workforce development institution serving the growing populations and school districts of East Harris and Chambers counties.

We will guide a stakeholder-driving process that builds consensus, strengthens institutional pride, and creates lasting community ownership of the college's new identity. Specifically, our proposal addresses five integrated initiatives:

Development of a refreshed institutional brand identity, built around Lee's Compass icon

- Creation of a new name and visual identity for its athletics team
- Stakeholder engagement and community outreach
- Website navigation and visual enhancements
- A regional launch and public introduction of the brand and the Mont Belvieu center

Through focus groups, and input from a college-wide Brand Review Task Force, we will work to insure that students, employees, college leaders—and the general public—understand why these steps are being taken, how they will positively impact the community, and how they represent both the legacy and the emerging vision of Lee College. We will equip you and your leadership team with the messaging, materials, and community engagement strategies necessary to serve as the visible champions of this initiative.

We will give the Brand Review Task Force a broad selection of graphic options from which to choose. We will guide a transparent and open process to select a new name and icon for the Lee College athletics team. We will propose attention-getting ways to announce these changes to the broader region when the project is completed.

Likewise, our approach to new navigation and imagery for the Lee College website will include input from students, faculty, and key stakeholders in the community.

Included in this cost proposal is help creating and implementing a high level, regional opening of the new Mont Belvieu center coordinated with a new look and image. We can help with graphics, special effects, a press conference, and announcements via social media, print and other media.

We believe this initiative represents a defining opportunity to strengthen Lee College's reputation, deepen community engagement, and elevate its position as a regional leader in higher education and workforce development. We would be honored to partner with you in shaping and communicating that vision. Again, this project is about aligning Lee College's identity with its future.

Along with this proposal, we are pleased to commend to you Steve Lestarjette as our chief strategist and lead on this project. Steve has guided very similar initiatives at Houston City College, San Jacinto College, Lone Star College, Eastern New Mexico University-Ruidoso, College of the Mainland, and previously, Lee College. Working alongside Steve would be Sabiha Gire, vice president of creative services, and the Outreach creative team, which has produced outstanding brands for other institutions such as the Harris County Resources for Children and Adults and the University Medical Center of El Paso.

Thank you for your consideration of this proposal. We stand ready to discuss it with you in further detail and begin work as soon as your schedule allows.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mustafa Tameez', with a large, sweeping flourish underneath.

Mustafa Tameez
Founder & CEO

WHO WE ARE



ABOUT US



Outreach Strategists, LLC is a Houston-based strategic communications, stakeholder engagement, research, and public affairs firm that helps organizations navigate growth, change, and complex initiatives. For more than two decades, we have partnered with educational institutions, workforce organizations, public agencies, healthcare systems, nonprofit organizations, and private-sector clients to develop strategies that engage stakeholders, strengthen understanding, and achieve measurable outcomes.

Our work spans strategic communications, branding, workforce development, community engagement, research, marketing, public affairs, organizational change, and implementation support. We help clients translate vision into action by aligning communications, stakeholder priorities, and organizational goals.

Outreach Strategists has extensive experience supporting colleges, universities, and workforce organizations throughout Texas. We understand the realities of today's competitive higher education environment, where students and families evaluate cost, transfer pathways, career outcomes, and flexibility across multiple educational options. In this environment, communications must be clear, targeted, and directly connected to decision-making.

We help institutions align messaging with enrollment goals, workforce priorities, student success initiatives, and long-term strategic objectives. This includes developing audience-specific strategies, refining message frameworks, leading stakeholder engagement efforts, and deploying integrated communications plans that strengthen awareness, engagement, and institutional reputation.

ABOUT US

Our multidisciplinary team combines expertise in communications, research, design, digital engagement, workforce development, education, and public affairs. By integrating strategy and execution, we develop campaigns, content, and communications assets that support institutional growth, strengthen community trust, and advance long-term organizational goals.

The agency is pleased to commend these professionals as your project leads:

Mustafa Tameez - Founder and CEO

Mustafa provides executive oversight and strategic direction across all marketing and communications efforts. He leads alignment between college branding, enrollment goals, and long-term master planning initiatives. In the education sector, Mustafa has led branding initiatives for the Harris County Resources for Children and Adults and the University Medical Center in El Paso.

Steve Lestarjette - Project Strategist

Steve is the chief facilitators and strategist for this work with Lee College and brings decades of innovative leadership experience in college communications and enrollment strategy from service at Houston City College, Lone Star College, San Jacinto College, Lee College, College of the Mainland, ENMU-Ruidoso, and other institutions.





Celebrating
21
Years

Full-service firm

-  **PUBLIC RELATIONS**
-  **MARKETING**
-  **DIGITAL ADVERTISING**
-  **RESEARCH**
-  **WEB SERVICES**

25+
TEAM MEMBERS



Diverse, Multilingual Team

MBE
Minority Owned Business Enterprise

HUB
Historically Underutilized Business

SBE
Small Business Enterprise

We Create Change

+\$20 M
in earned media value
for a single client
+\$40 M of advertising
in the Houston media
market

Led **400+** initiatives
Led **100+**
focus groups and surveys

Created a **13-episode**
show for broadcast TV

SERVING



Nonprofit



Corporations



Public sector

SINCE 2004

Leader in engaging hard-to-reach communities
Local leader in public engagement

Texas Education Agency

AARP Texas

Raise Your
Hand Texas

LUBBOCK



ODESSA



ABILENE



ST. ANGELO



EL PASO



WACO



DALLAS



KILGORE



MT. PLEASANT



FORT WORTH



BEAUMONT



GALVESTON



VICTORIA



LAREDO



MCCALLEN



BROWNSVILLE



Harmony Public Schools

Pre-K for SA

Takata Airbag Recall

Texas For Clean Water

BlueCross BlueShield

Army Corps of Engineers

Austin ISD

Texas Workforce Commission

Texas Department of
State Health Services

Awarded
Top 10
PR Agencies 2023
from

MarTech
Marketing Technology Outlook



Gold 2023
Viddy Award
Winner in the
category of Non-
Broadcast/Long
Form Video



Gold Stevie
Award Winner for
Communications or PR
Campaign of the Year
– Social Media Focused
from the American
Business Awards.

Telly Award
Winner for
Series–Television.



Crystal Awards
Winner by the
American Marketing
Association Houston for
Marketing Research.



Social Media
& Digital
Awards Finalist
in Healthcare
Marketing.



OUR APPROACH



Brand Identity Initiative: Project Overview

Lee College seeks to transform and elevate its brand as it expands its service in Mont Belvieu and Liberty County. Specifically, the college is requesting that Outreach Strategists of Houston create a bold and modernized brand identity for the college, built upon elements its iconic "compass." This new brand will be based upon input from the college and community and will be codified in a digital and printed style guide. Standard brand templates will be included for business cards, letterhead, recruitment banners and drapes, printed material, advertising, and signage.

The purpose of this initiative is to broaden the college's appeal to a new generation of students and stakeholders and to reflect the culture and appeal of southeast Texas.

Finally, the new brand will include recommendations for improved architecture for the Lee College website, and templates for the homepage, division and department pages.

Deliverables

The new brand will include a new name and identity for the Lee College athletics teams, currently, the Navigators. Outreach Strategists will seek input from the college and broader community for a new name that resonates with residents of the region beyond the college's service area and embraces the identity of the college as revealed through input. It is hoped that these projects can be conducted seamlessly, if not concurrently.

The new brand will also include a tagline, which will be a permanent feature with the brand.

Finally, the new brand will include recommendations for improved architecture for the Lee College website, and templates for the homepage, division and department pages.



A Strategic Process

Outreach Strategists proposal a seven-to-nine-month process beginning in September 2026 and ending no later than May 2027, prior to a summer opening of the new Mont Belvieu center.

This work will be centered around input provided students, faculty, leadership, community members, and business partners working collaboratively as a Brand Review Task Force. This standing community will meet regularly to review the ongoing work, reduce options, and make final recommendations to the President and his team.

These timely meetings will be led by OS Strategist Steve Lestarjette. Additional input and socialization important to this initiative will come via the college's website. Through an established landing page on the website, the public can learn about the project and its rationale and help narrow the field of logo and athletic names and icons/mascots. This open and transparent process is important to the overall success of Lee College's long-term goals.

With this foundational structure in place, Outreach Strategists proposes to advance the work in accordance with the following sequence:

September 2026

Brand Review Task Force Meeting 1

Outreach Strategists and the Lee College Marketing and Public Affairs Office will present the scope of work and expected outcomes to a task force of 15-30 members representing students, faculty, college leadership, community, and business partners.

This initial meeting will discuss the strengths and weaknesses of the current brand and discuss a new name for the athletics teams. The task force will review content for a new web landing page built specifically for this project.

Following the meeting, the Outreach Strategists creative design team will begin work developing up to 15 possible alternative looks for the college. Some of these looks will be variations of the Lee College icon, giving the college a broad array of options to consider.

A Strategic Process

October 2026 | Brand Review Task Force Meeting 2

During this two-hour meeting, Outreach Strategists will present design options for review and will ask the task force to narrow the field to about six options. The meeting will continue the conversation about a new name for the athletics teams and will explore variations in the architecture for the website.

Following this meeting, Outreach Strategists will post the narrowed list of logos and colors to the website and ask the public to help select its favorite version. The landing page will begin seeking recommendations on a new name for the college's athletics teams.

November 2026 | Brand Review Task Force Meeting 3

From the narrowed field of logo/brand options, the task force will be asked to select a "finalist" recommendation for submission to the President. The task force will review name submissions for the athletics teams and will be asked to formalize a recommendation for the President. The task force will review a report of findings regarding website navigation. The task force will review and select a tagline option to recommend to the President.

December 2026

With the approval of the President, Outreach Strategists will refine the chosen logo/brand and the icon/mascot for the athletics teams. Outreach Strategists will begin writing and developing the style guide, which includes templates for letterhead, business cards, presentations, print, social media, advertising, and signage.

February 2027 | Brand Review Task Force Meeting 4

At the final Brand Review Task Force meeting, the task force will be asked to review and accept the style guide and templates, an icon/mascot design for the athletics teams, and templates for the website homepage, divisional and program pages. This meeting will conclude the work of the task force, while Outreach Strategists will continue to make any final adjustments or refinements to the approved selections.

A Strategic Process

April/May 2027

All work regarding the brand (including the athletics sub-brand) will be provided the Lee College Marketing and Public Affairs Office. Should the college accept the agency's proposal to help build a significant event for the opening of the Mont Belvieu center, Outreach Strategists would begin advancing strategies. If the colleges seeks assistance planning a major "reveal" event at the Mont Belvieu center opening, the agency will begin creating components of this grand event.



Stakeholder Engagement Process

The Brand Review Task Force will be central to this initiative, meeting four times over nine months with 15-30 members representing students, faculty, leadership, community, and business partners.

Task force will include representatives from:

- Students
- Faculty & Staff
- College Leadership
- Business Partners
- Community Members

Key deliverables include:

- Brand Review Task Force Meetings (4)
- Public Website Landing Page
- Logo/Brand Options (up to 15 concepts)
- Athletics Name & Icon Recommendations
- Tagline Selection
- Community Input via Online Voting

This open and transparent process is essential to the long-term success of Lee College's brand and community identity.



Styleguide, Templates & Website Enhancements

Outreach Strategists will deliver a complete style guide with templates, website enhancements, and brand assets upon approval of the Brand Review Task Force recommendations.

Following task force approval, Outreach Strategists will deliver a comprehensive Styleguide and standard templates, plus website visual enhancements and architecture improvements.

Styleguide & Templates

- Digital & Printed style guide
- Business Cards & Letterhead
- Recruitment Banners & Drapes
- Social Media & Advertising Templates

Website Enhancements

- Brand Standards & Color Palette
- Athletics Sub-Brand Identity
- Homepage & Program Page Layouts
- Navigation Architecture Report

All brand materials will be delivered to the Lee College Marketing and Public Affairs Office by April/May 2027, ahead of the summer Mont Belvieu center opening.



CLIENTS



A SNAPSHOT OF OS CLIENTS

The following organizations represent a sample of clients for whom Outreach Strategists has provided strategic communications, stakeholder engagement, workforce development, branding, research, and public affairs support throughout Texas and the Greater Houston region.



GREATER HOUSTON
PARTNERSHIP



COMMUNITY
HEALTH CHOICE



Perkins SCHOOL
FOR THE BLIND



HARRIS
HEALTH
SYSTEM



HISD



HARRIS COUNTY
Resources
FOR Children
AND Adults



AIRBAG
RECALL



OUR EXPERIENCE

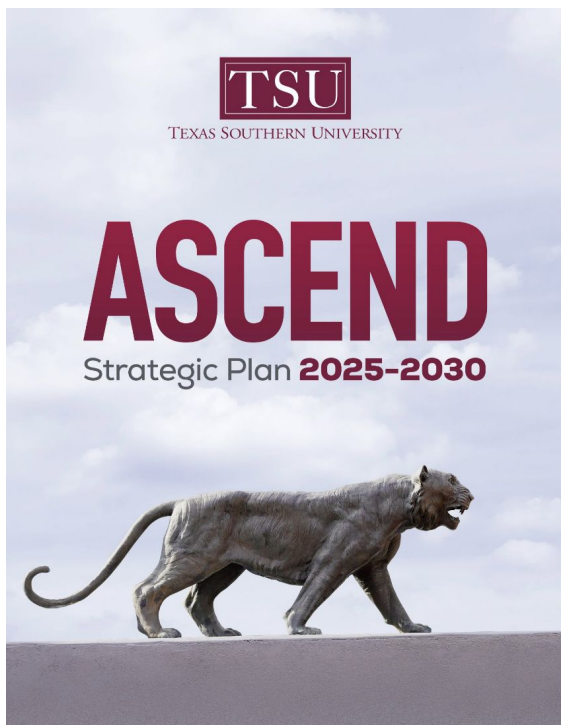




Strategic Communications Supporting Institutional Growth and Transformation

Outreach Strategists partners with colleges and universities to align communications, stakeholder engagement, and strategic initiatives with institutional priorities. Our work helps educational institutions communicate complex initiatives, strengthen stakeholder understanding, and advance long-term organizational goals.

Through strategic communications, executive messaging, content development, public engagement, and implementation support, we help institutions translate vision into action while maintaining alignment across internal and external audiences.



Texas Southern University

Ascend 2030 Strategic Communications Support

Outreach Strategists serves as a strategic communications partner to Texas Southern University, supporting executive communications, institutional storytelling, strategic plan implementation, workforce messaging, and stakeholder engagement efforts aligned with the University's long-term vision.

Strategy Highlights Included:

- Strategic plan communications support for Ascend 2030
- Executive messaging and leadership communications
- Workforce and economic impact storytelling
- Community and stakeholder engagement
- Website and content strategy
- Integrated communications planning across multiple audiences

Higher Education Communications & Enrollment Success



Higher Education Campaign Success

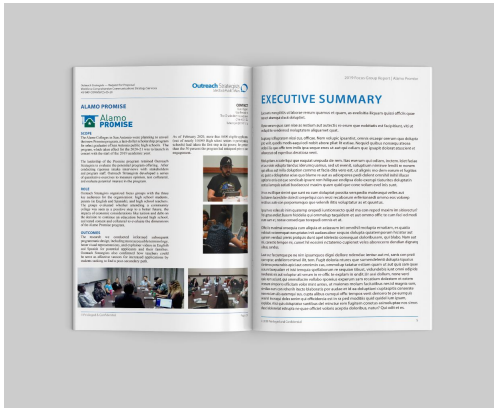
Houston City College demonstrates Outreach Strategists' ability to translate research, audience insights, and strategic communications into measurable institutional outcomes. Working alongside college leadership, our team helped develop and implement communications strategies designed to increase awareness, strengthen engagement, and support enrollment growth across one of Texas' largest community college systems.

Our work with Houston City College (formerly Houston Community College), Texas' third-largest community college system, demonstrates our ability to help institutions communicate priorities, engage key audiences, and build momentum around strategic initiatives. Through audience research, messaging development, creative content, and coordinated communications efforts, we helped strengthen awareness, increase engagement, and support institutional growth.

The campaign became one of the most visible higher education communications success stories in Texas and reflects our commitment to helping educational institutions achieve meaningful results through strategic communications and stakeholder engagement.

- 477 million total media impressions
- 629% increase in applications and marketing-driven payments
- Reversed prior declines with **5% enrollment growth in Year 1 and 9% in Year 2.**
- 485% increase in site views

Workforce Opportunity & Student Success Communications



Alamo Promise Program: Building Trust Around Access

Working with the Alamo Colleges Foundation, we designed a campaign to increase student and family engagement with the Alamo Promise scholarship. The strategy addressed known skepticism among parents around financial aid and higher education access.

Our approach included:

- Culturally relevant storytelling from real Promise students
- Materials in accessible language formats
- Community influencers to build trust and credibility

Results:

Over 8,000 of the 10,000 eligible high school seniors submitted applications.

UpSkill Houston: Testing Messages That Work

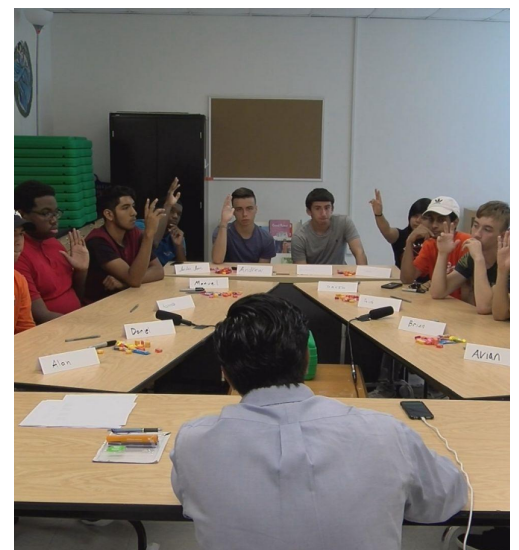
To better understand how youth and families perceive career pathways, we conducted focus groups for UpSkill Houston with high school students and their parents. These sessions explored messaging, imagery, and terminology related to middle-skill careers.

Key components included:

- Facilitated by our team and moderated by Emmy Award-winning journalist and Principal at Outreach Strategists, Linda Lorelle
- Culminating fishbowl conversation with students and regional education and business leaders

Outcomes:

Message frameworks were developed emphasizing family influence, identity alignment, and relevance.



Award-Winning Higher Education Communications

Outreach Strategists helps colleges, universities, workforce organizations, and public institutions communicate strategic priorities, engage stakeholders, and strengthen organizational brands through integrated communications, storytelling, creative development, and public engagement.

Recent recognition reflects our ability to support institutions through strategic initiatives, brand evolution, workforce development communications, and executive storytelling.



2026 Silver Telly Award

Texas Southern University – Tiger Chat Series

Campaign – Non-Scripted & Documentary

Recognized for the Tiger Chat Series, a branded content campaign featuring conversations that highlight institutional priorities, workforce development, student success, economic impact, and community engagement. The award recognizes excellence in non-scripted content and documentary-style storytelling that informs and engages stakeholders.



2026 Bronze Telly Award

Houston City College

Craft – Motion Graphics & Design:

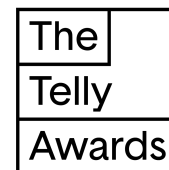
Recognized for creative excellence supporting Houston Community College's transition to Houston City College. The award honors outstanding motion graphics and visual design incorporated into communications supporting a major institutional branding initiative.



2024 Platinum AVA Digital Award for Video Production.



2024 Gold and Silver Telly Awards in Educational Institution and Craft Editing categories.



2024 Bronze Telly Award in Branded Content.

OUR PRICING



Pricing

Deliverable	Task Description	Cost
Brand Task Force Meetings	Four meetings of two hours each at Lee College to discuss rebranding rationale, process, timeline, then to receive input regarding logo selections, colors, and fonts	\$7,240
Logo Development & Refinement	Deliverables: - Up to 15 logo and icon variations - Three rounds of revisions - Refinement of final selection - Tagline options	\$29,250
Styleguide & Templates	Deliverables: - Color pallets - Fonts - Letterhead, business card/envelope templates - PowerPoint presentation template - Print ad template - Social media template - Signage - Print-read and digital style guide files	\$39,730
Athletics Identity	Deliverables: - Six brand concepts - Two rounds of revisions - Athletics color scheme, typography and applications, - Mockups and brand applications	\$22,540
Website Visuals with Architecture Report	Deliverables: - Report on website architecture input - Templates for homepage, division, departmental pages - No web programming is included in this proposal	\$29,100
Contingencies	- Billed if applicable: unexpected requests or additional presentation preparation - Miscellaneous expenses required for small additions or changes to this proposal, up to \$10,000. - Overages to be billed.	\$10,000
	Total	\$137,860

Pricing

Deliverable	Task Description	Cost
Optional	- Launch Event Planning and Support - Strategies, speech writing, videography for four promotional social media messages	\$25,000
	Grand Total	\$162,860

The budget for this work which places high priority on the creative effort required to deliver a successful project. Logo development, style guide and templates, and website visuals with architecture account for 89% of this budget. While these are shown separately, Outreach Strategists proposes that work on each be done simultaneously.

Terms: Initial term shall be seven months beginning upon execution of this agreement, assuming timely feedback, stakeholder coordination support from Lee College, and consolidated review cycles. Either party may terminate this agreement with thirty (30) days written notice.





Contact Us

6213 Skyline Drive, Suite 2100

Houston, TX, 77057

OutreachStrategists.com

Main: (713) 247-9600