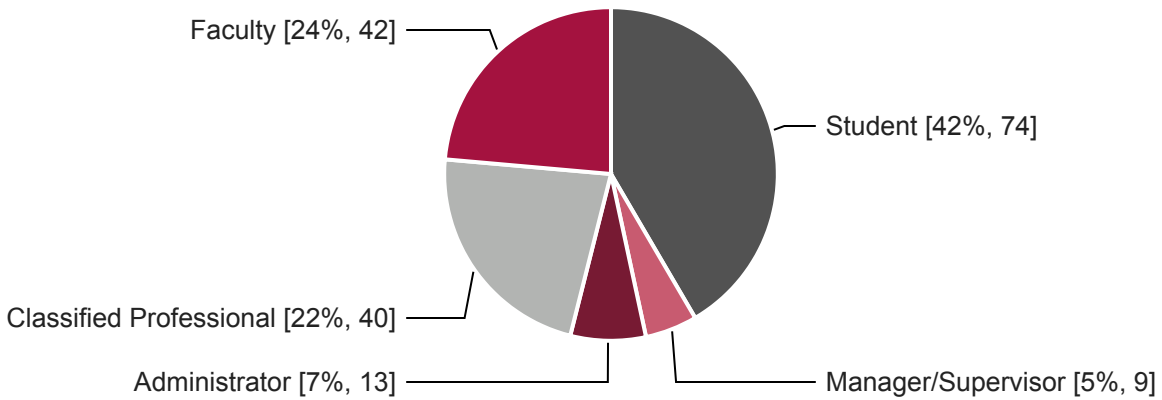




Compton College Student Housing Naming Survey Report

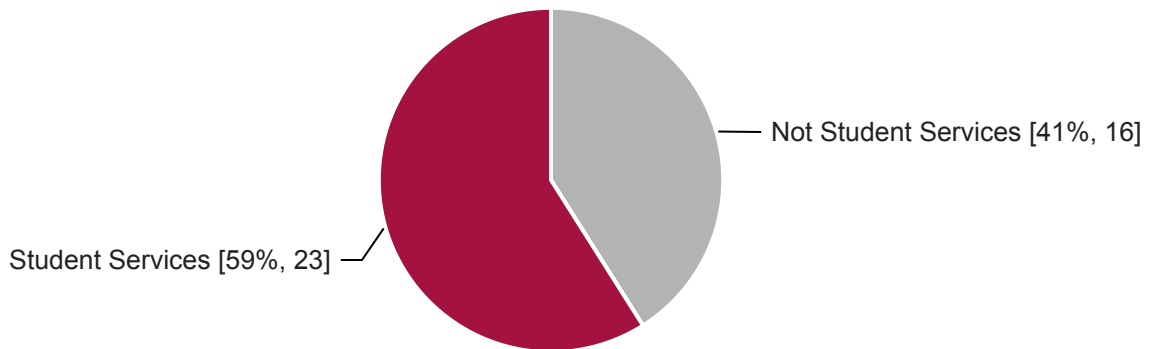
Relationship to College

178 Responses



Classified Professional Department Type

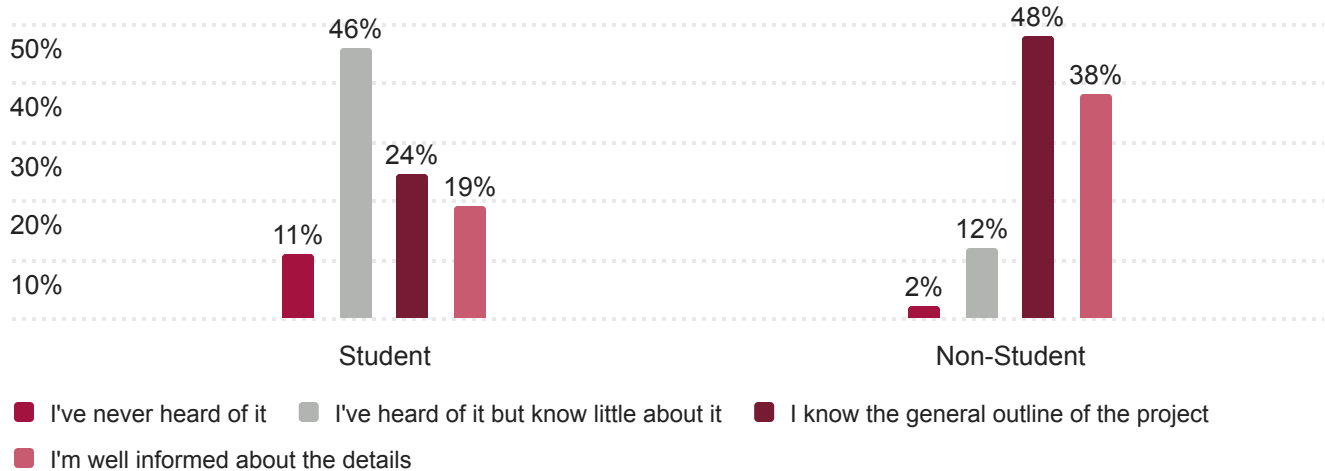
39 Responses



Familiarity with the Compton College Student Housing Project were much higher among non-students (faculty, staff, and administrators) than among students (see below). While nearly nine-tenths (86%) of non-students were either well informed or know the general outline of the project, only 43% of students were. Similarly, more than five times as many students (11%) had never heard of the project compared to faculty, staff, or administrators (2%).

Familiarity with Compton College Student Housing Project

176 Responses



Findings from Words or Phrases About Student Housing

The word clouds below highlight key overlapping themes between students and non-students. Excluding baseline terms ("student," "housing," "Compton," and "college"), the most frequent shared words were "community" and "opportunity," followed by "safety," "success," "support," and "stability."

However, distinct differences also emerged. Students favored "future," "afford," and "convenient," which non-students rarely used. Instead, non-students leaned toward "pride," "center," and "equity."

In addition, faculty, staff, and administrators used crisis-related terms like "homeless" and "unhoused," which were **entirely absent** from student responses. This suggests that while personnel focus on mitigating immediate housing insecurity, students view the housing project through an aspirational lens centered on upward mobility and long-term success.

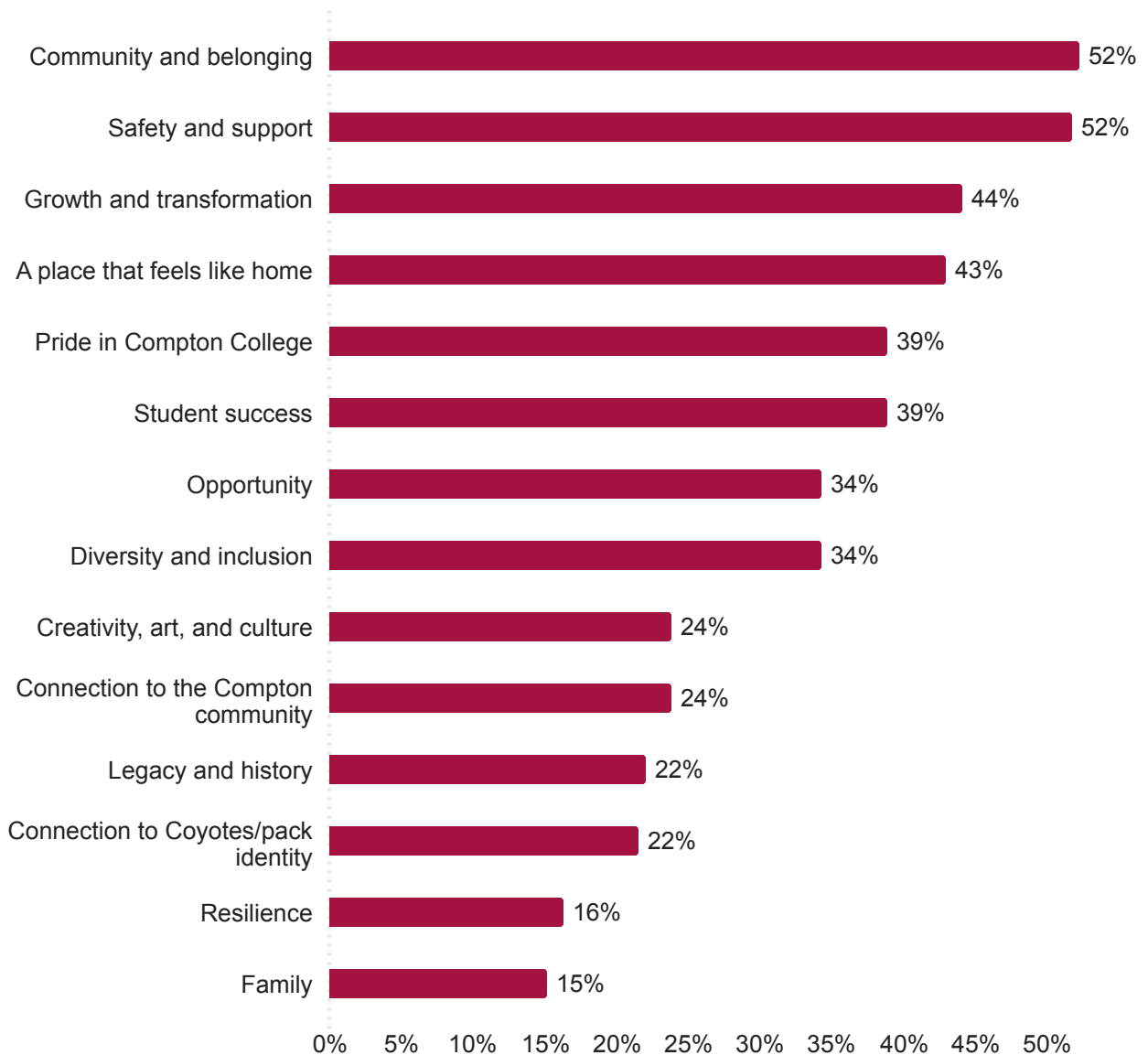
Findings from Qualities for Student Housing Name/Brand to Communicate

When asked to select up to five options of qualities the student housing name and brand should communicate, the three chosen most were "community and belonging," "safety and support," and "growth and transformation." While these three choices appeared in the top five for both groups, their relative priority differed significantly.

For example, "growth and transformation" was the second-most popular choice among students at 52%, compared to just 39% among non-students. Conversely, "pride in Compton College" was a priority for nearly half (48%) of non-students, but only a quarter (25%) of students.

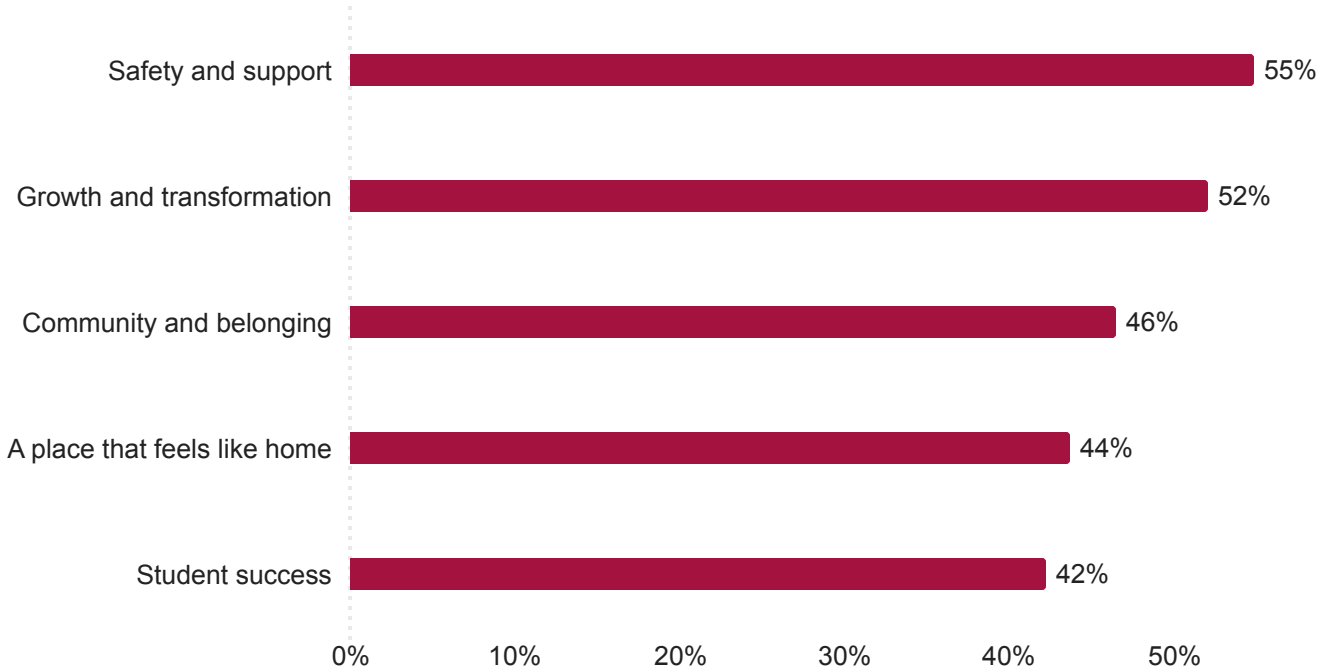
Qualities for Student Housing Name/Brand to Communicate

172 Responses



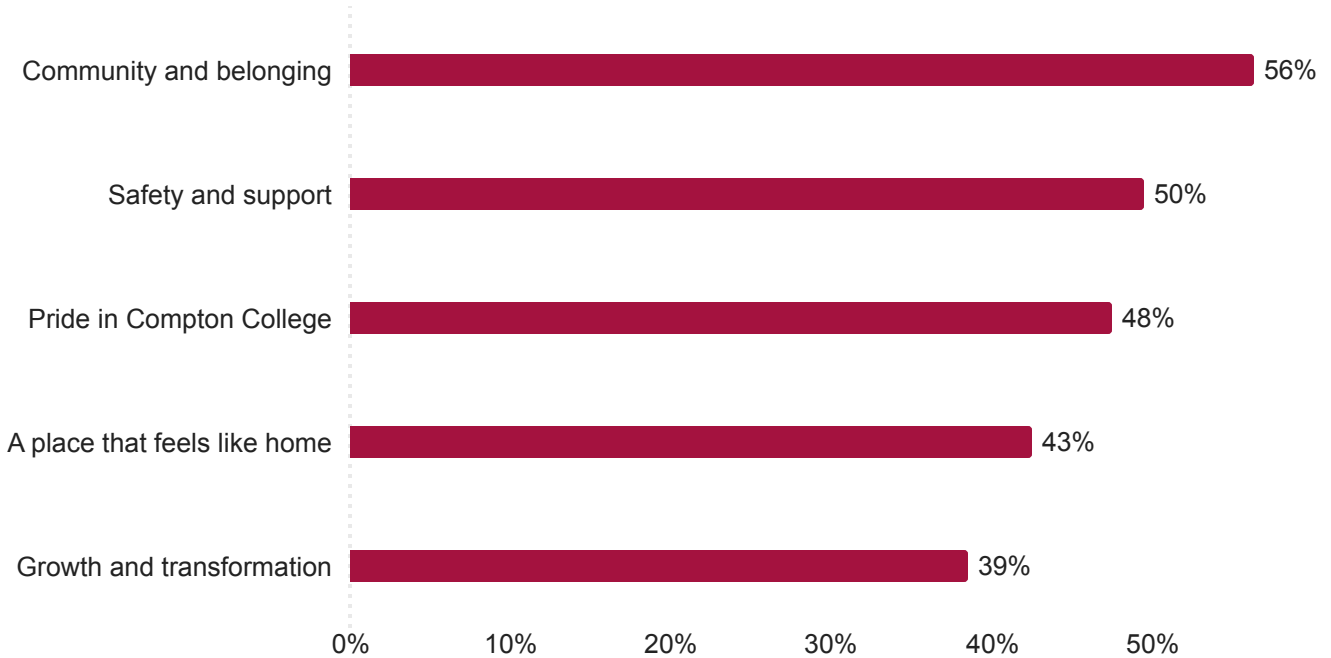
Top Five Qualities for Student Housing Name/Brand to Communicate According to Students

71 Responses



Top Five Qualities for Student Housing Name/Brand to Communicate According to Non-Students

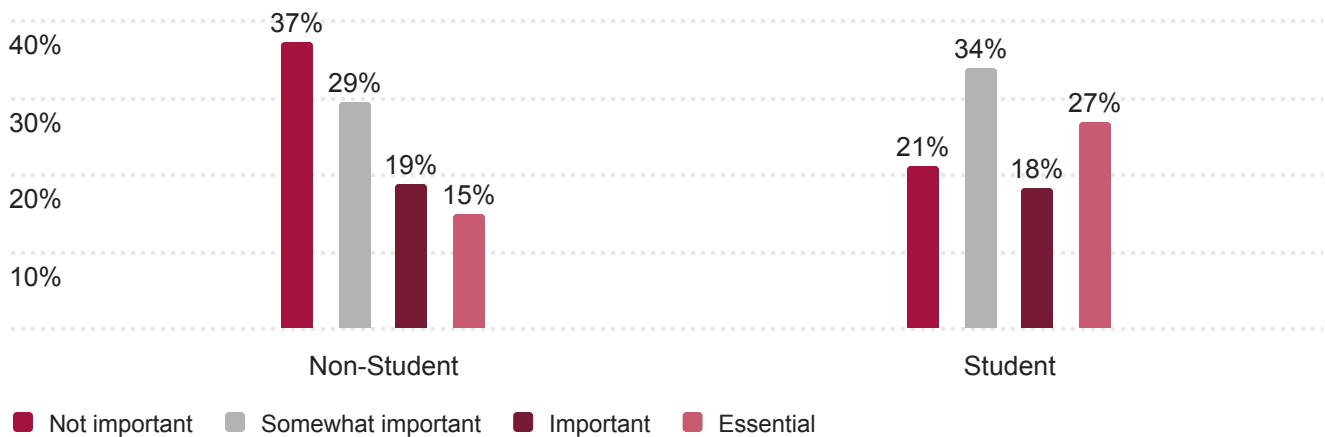
101 Responses



The importance of connecting the student housing building's name to the mascot differed substantially between students and non-students. While nearly half (45%) of students considered connecting the mascot to the housing name important or essential, only a third (34%) of faculty, staff, and administrators did. On the other hand, only 1 in 5 (21%) students felt this connection was not important; more than a third of non-students did (37%).

Importance of Connecting Housing Name to Mascot

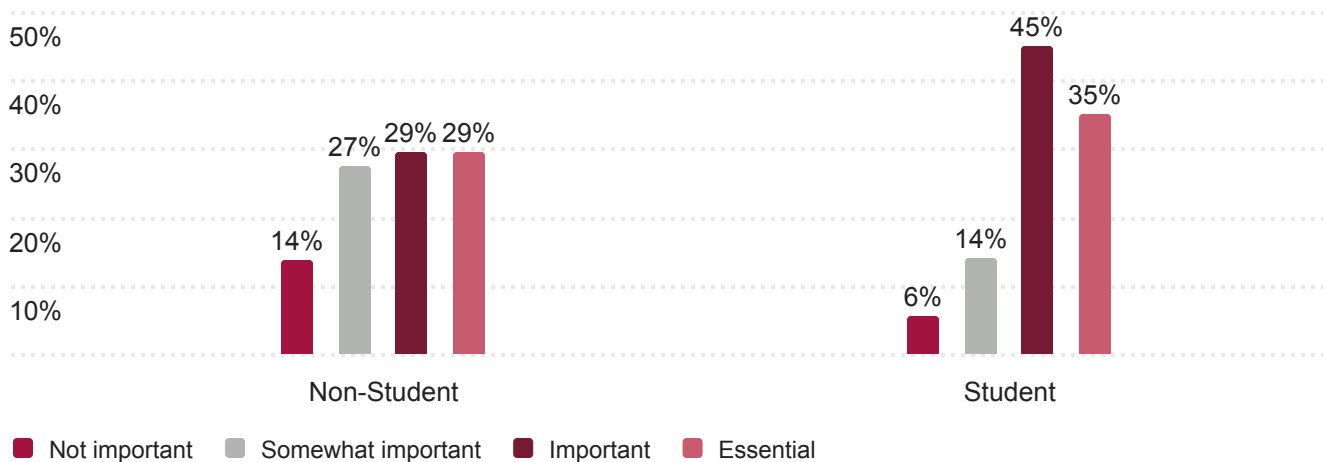
173 Responses



Whether connecting the student housing name to the Compton community, history, geography, or culture was important differed slightly between students and non-students. Four-fifths (80%) of students considered this connection to be important or essential, while 58% of faculty, staff, and administrators did.

Importance of Connecting Student Housing Name to Compton Community, History, Geography, or Culture

173 Responses



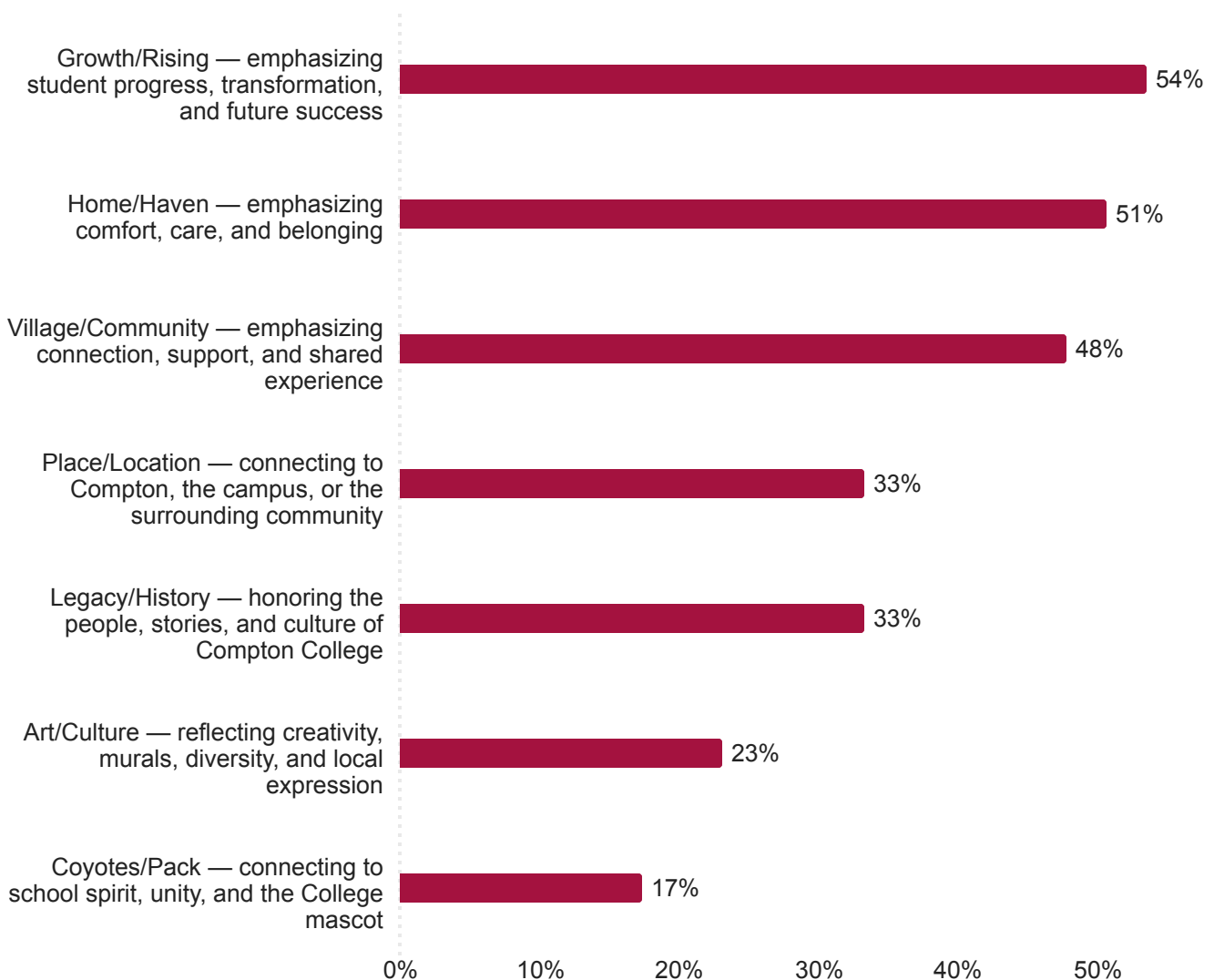
Findings from Strongest Naming Themes for Student Housing

Respondents identified several clear preferences when selecting up to three top naming themes for Compton College student housing. "Growth/rising" emerged as a top-three choice for roughly half of both populations, selected by 54% of students and 51% of non-students. Similarly, "village/community" ranked highly for both groups, favored by 51% of non-students and 48% of students.

Some themes had deep differences between the groups. For example, about half (51%) of students had "home/haven" in their top three, while about a third (36%) of non-students did. A full breakdown of these diverging priorities is illustrated in the two charts that follow.

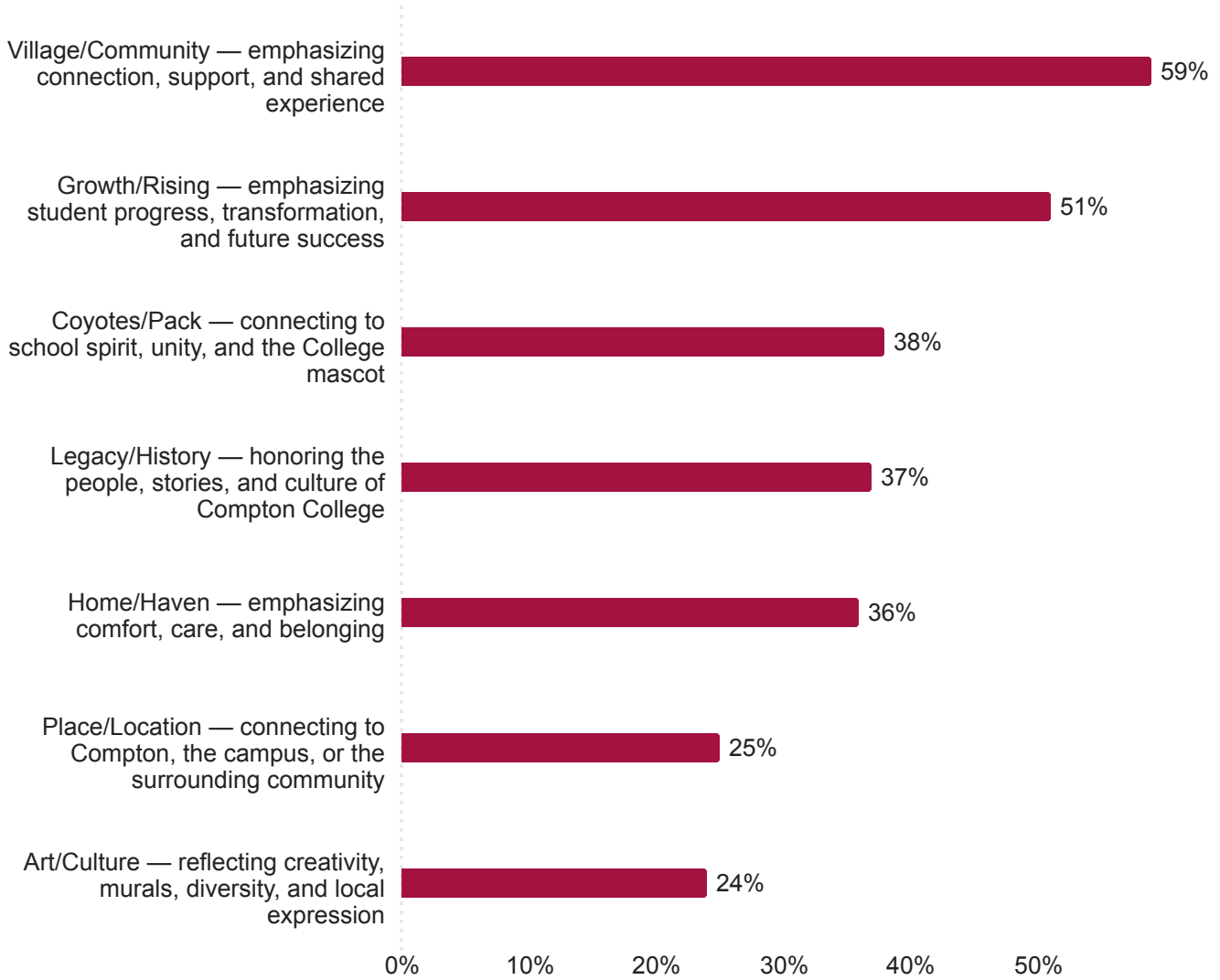
Strongest Naming Themes for Student Housing for Students

69 Responses



Strongest Naming Themes for Student Housing for Non-Students

100 Responses



Findings from Student Housing Name Ideas and Reasons

Respondents were given the opportunity to share naming suggestions and indicated why. The three most commonly proposed name ideas for Student Housing were "The Den" / "Coyote Den," "Coyote Village," and "Coyote Commons" / "Compton Commons."

"The Den" (or similar names) was by far the most frequently suggested by students and faculty/staff/administrators alike. Some noted it ties to the coyote mascot and provides a sense of home, safety, and belonging.

"Coyote Village," the second most popular suggestion, was noted to evoke the idea of a connected, supportive community. Those names containing "Commons" were similarly provided because they emphasize community, collaboration, and belonging.

Findings from Consideration of Compton-Specific Places, Stories, Landmarks, Values, or Cultural References for Naming

When asked whether there were any Compton-specific places, stories, landmarks, values, or cultural references to consider in the naming of Student Housing, a couple of ideas were mentioned multiple times.

"Hub City" was by far the most consistently mentioned item to consider, mentioned by seven separate survey participants. Some folks emphasized Compton's literal central location and transit connections within Los Angeles County, while others saw it as a matter of civic pride and historical identity. It was clearly the single most recognized Compton-specific concept.

In addition, Compton College's own history came up repeatedly as worth honoring. Several highlighted the college's journey — including its loss and recovery of accreditation — as a story of resilience that should be woven into the Student Housing's identity.

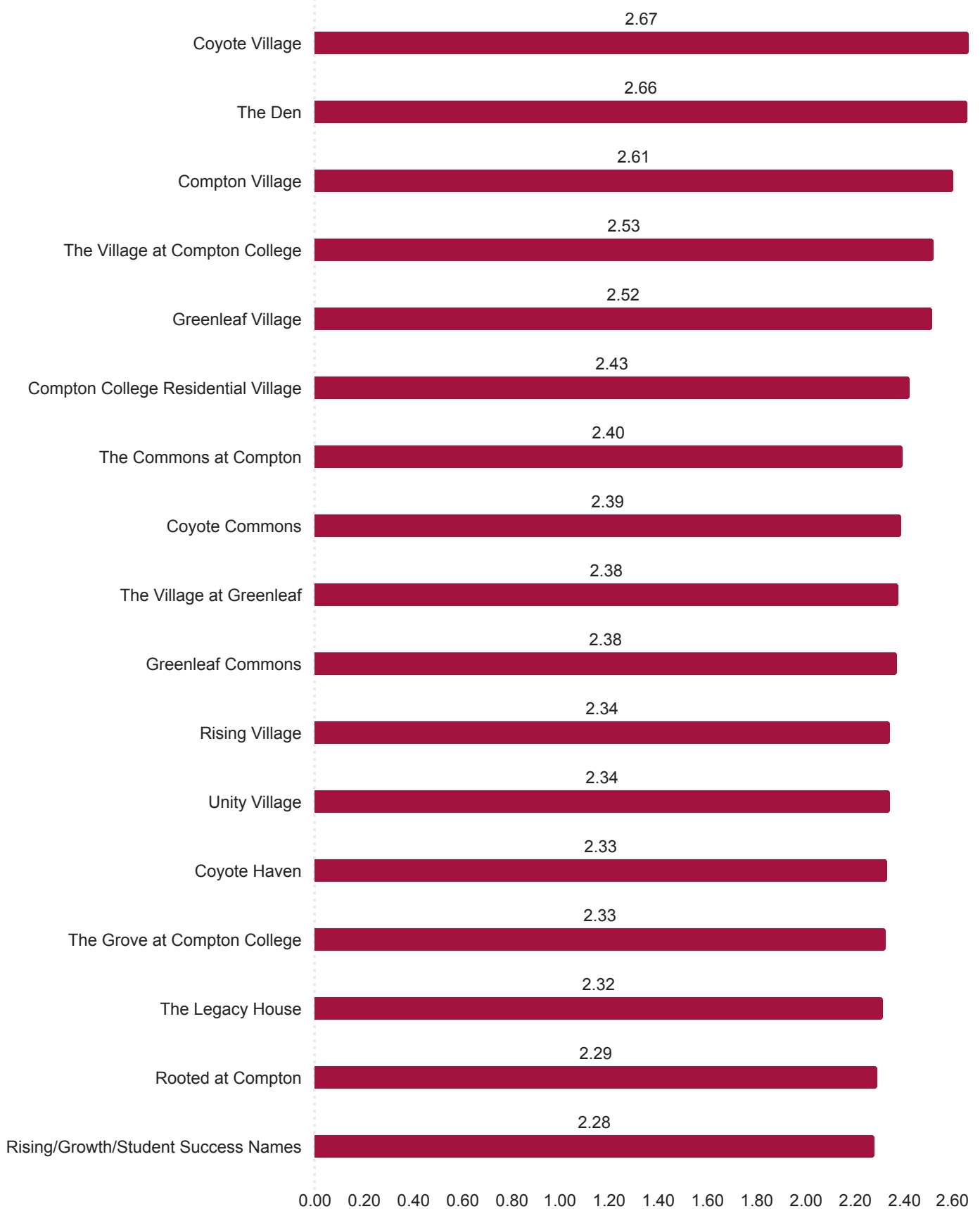
Findings from Student Housing Name Ratings

All respondents were asked whether they "strongly disliked," "disliked," "liked," or "strongly liked" a series of 35 names (grouped into relevant categories). Those responses were then coded 1, 2, 3, and 4, respectively. The three following charts show a) the ratings of all 35 names sorted from highest to lowest, b) the top five names as rated by students, and c) the top five by non-students.

When taking into consideration all respondents, regardless of role, the names with the highest ratings were "Coyote Village," "The Den," and "Compton Village." When looking at just the top five for both students and non-students, use of the word "village" is highly rated, including both "Coyote Village" and "Compton Village." Interestingly, "The Den," which had the second-highest rating among all respondents, was nowhere in the top five for students.

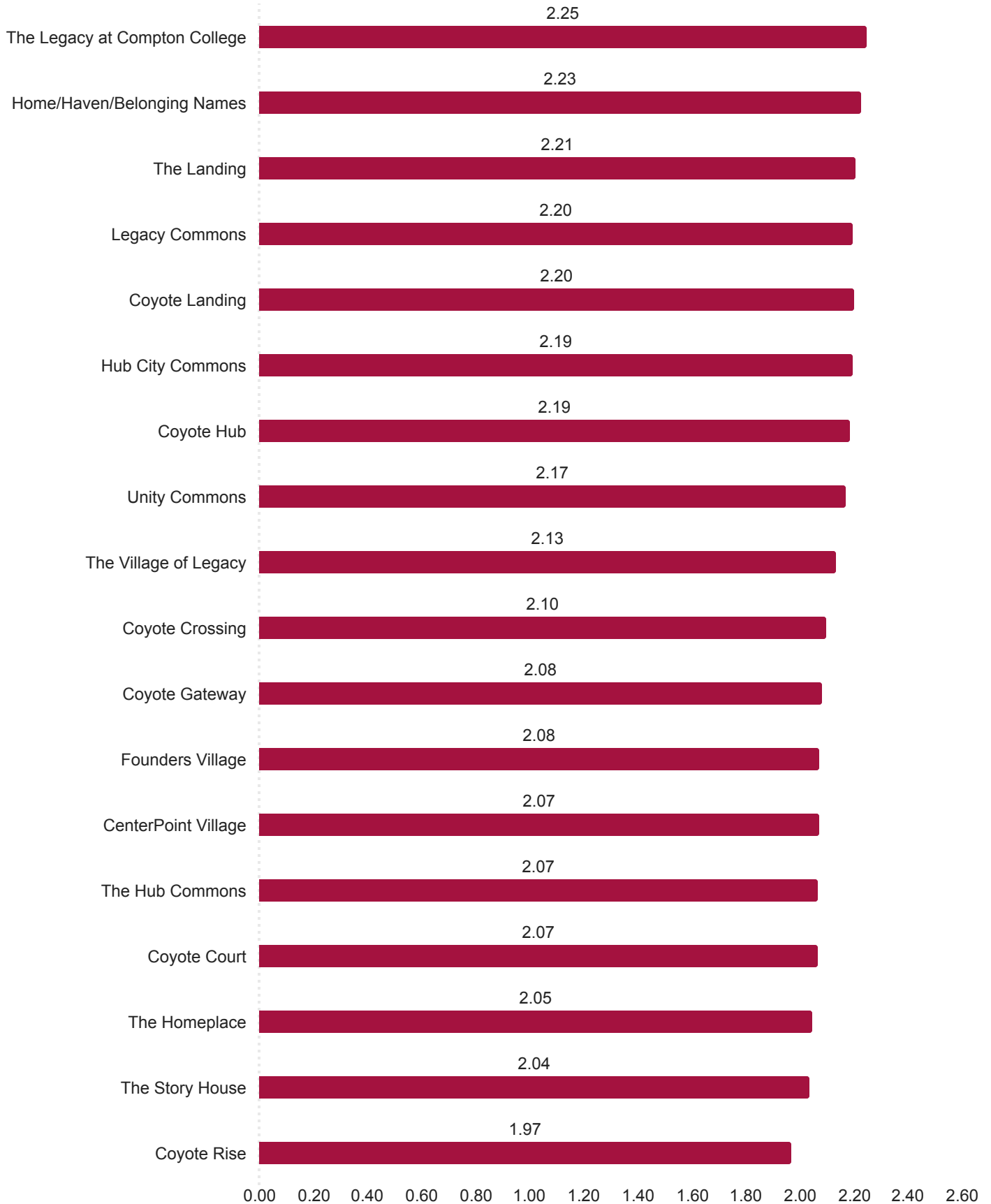
Student Housing Name Ratings Overall (Top Half)

155 Responses



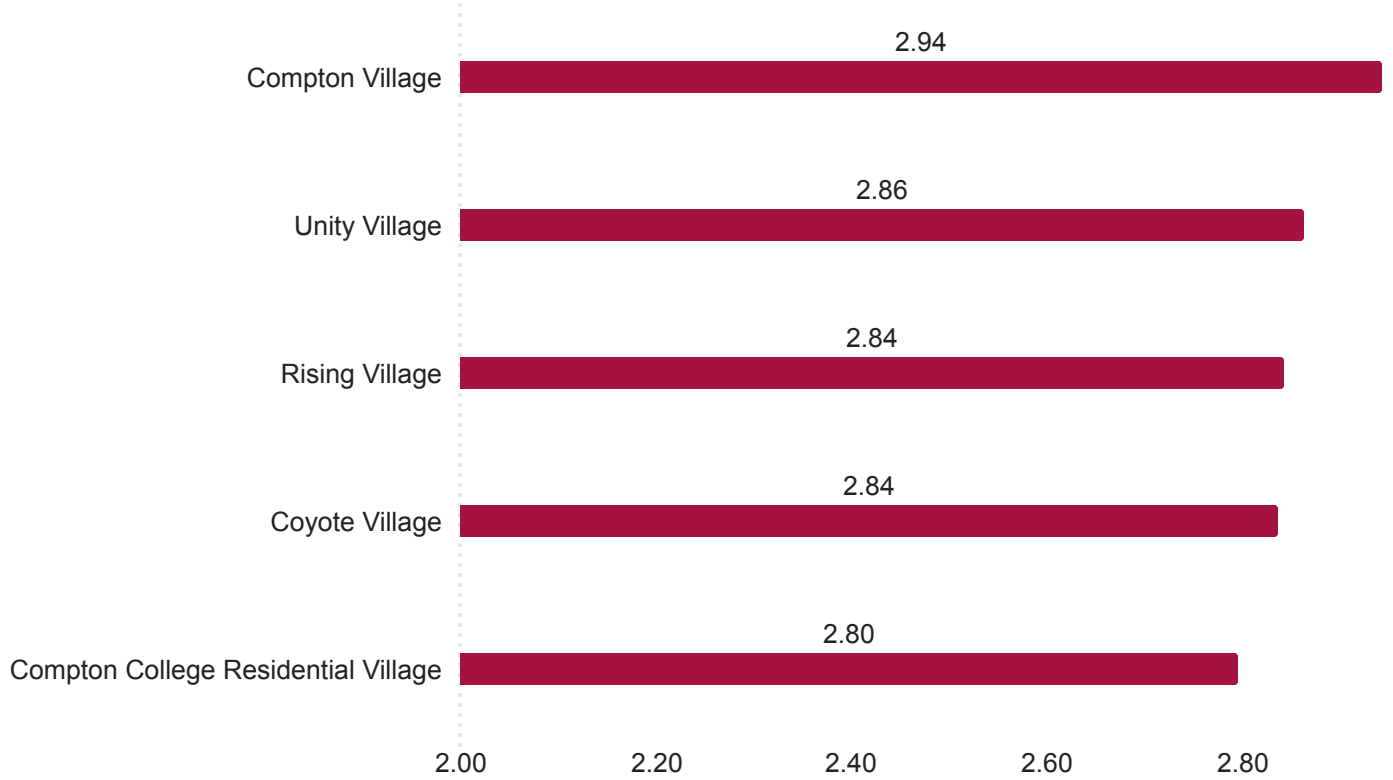
Student Housing Name Ratings Overall (Bottom Half)

151 Responses



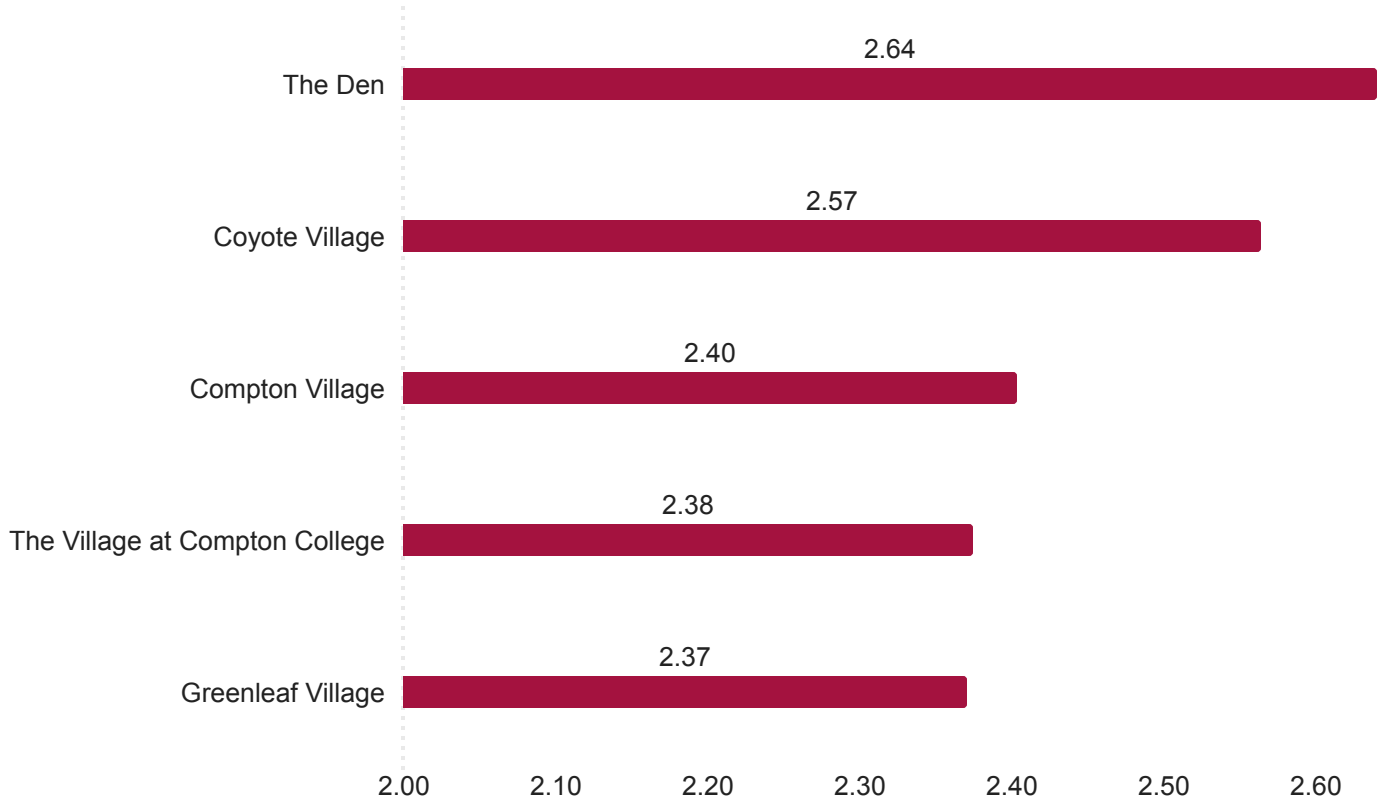
Student Housing Name Ratings by Students (Top Five)

57 Responses



Student Housing Name Ratings by Non-Students (Top Five)

95 Responses

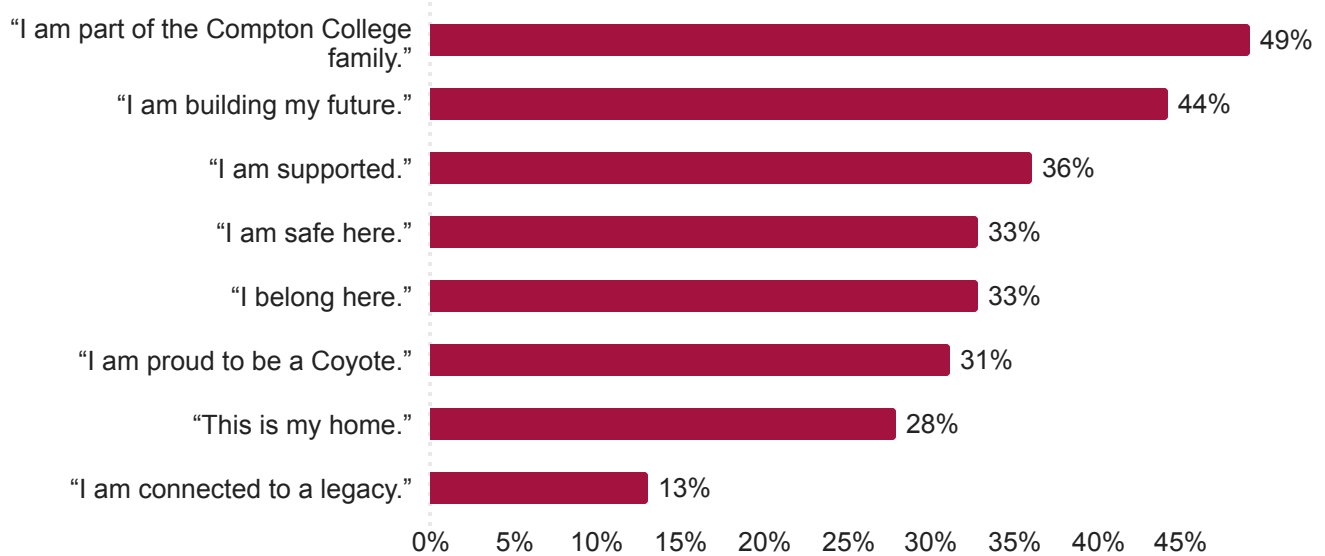


Findings from Desired Feelings Conveyed by Housing Name

Solicited to select up to three statements that the housing community should help students feel, students and non-students made fairly similar choices. As shown below, "I am part of the Compton College family" and "I am building my future" were the top two, regardless of whether the respondent was a student or not.

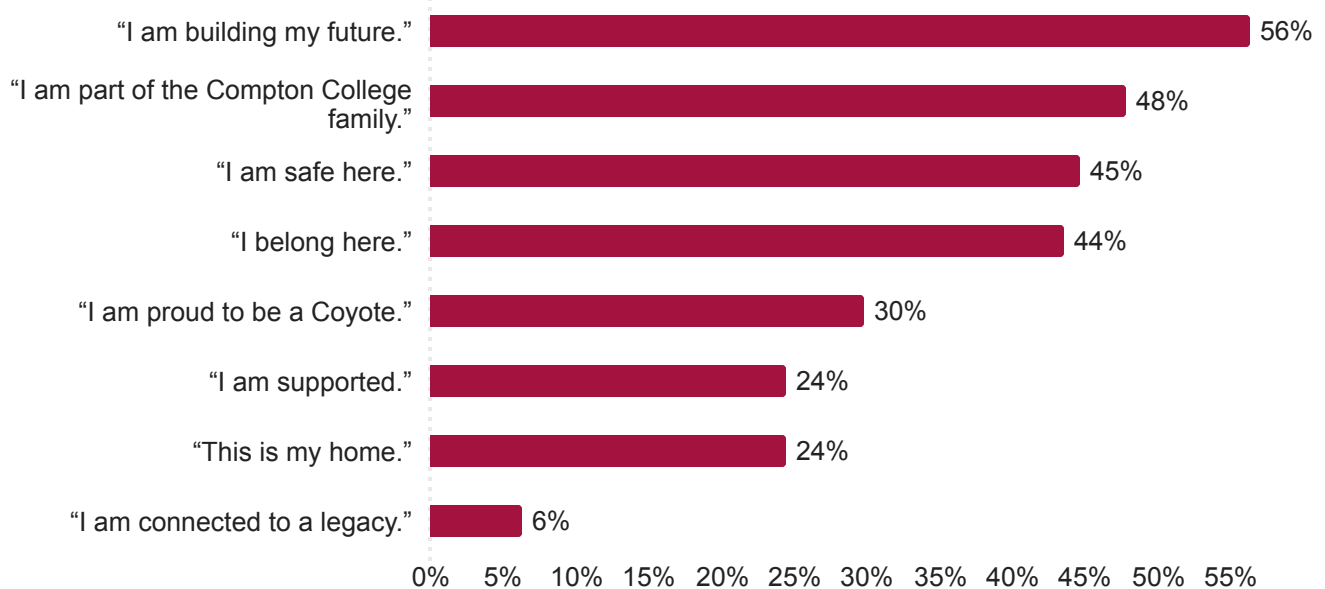
Desired Feelings Conveyed by Housing Name for Students

61 Responses



Desired Feelings Conveyed by Housing Name for Non-Students

94 Responses

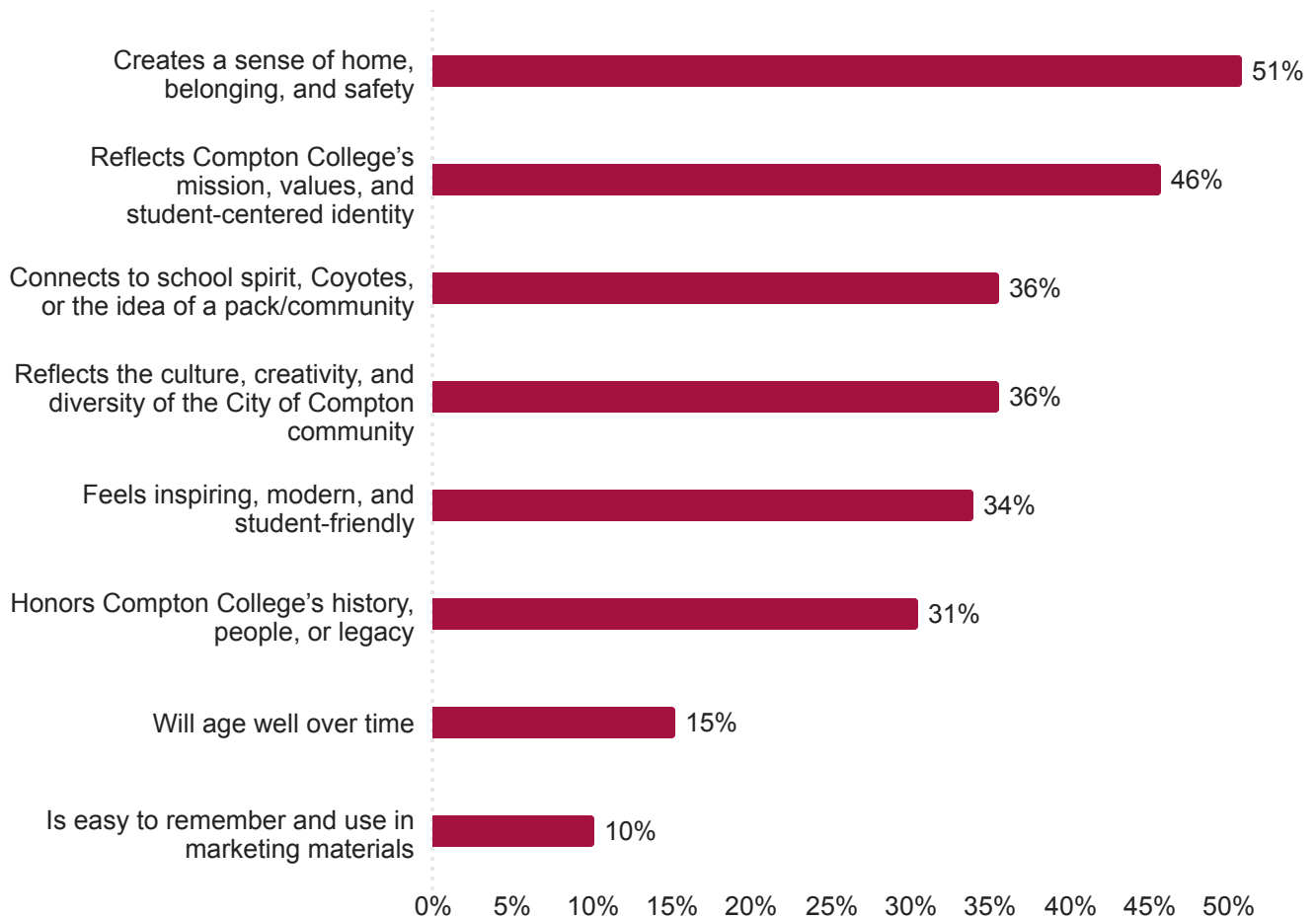


Findings from Most Important Criteria for Name Selection

When asked to choose up to three criteria they considered most important when selecting a name for housing, considerable differences were found between students and non-students with one key exception. For both groups, that the name "creates a sense of home, belonging, and safety" was considered most important by more than half. Aside from that commonality, differences can be found in the two charts below.

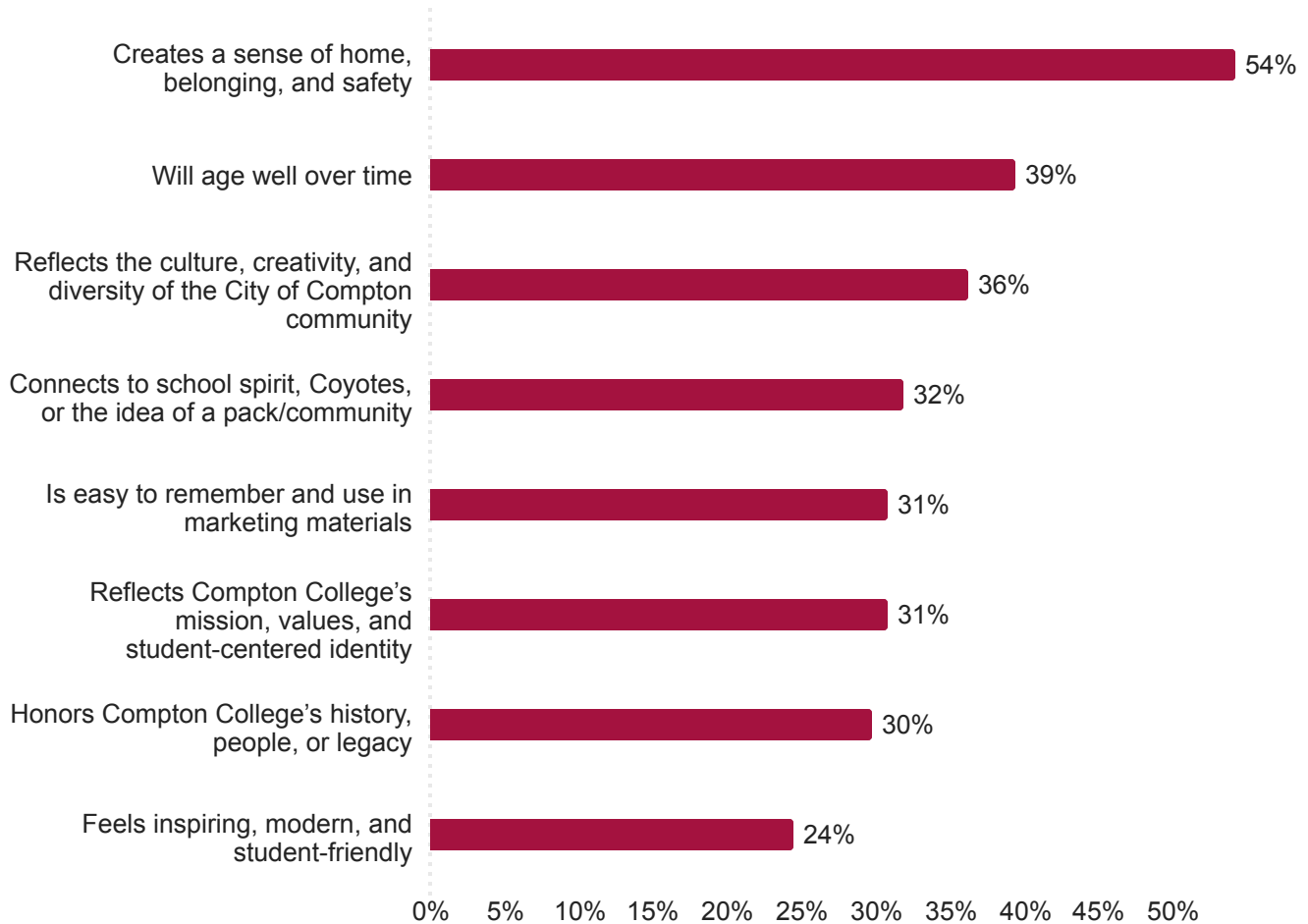
Most Important Criteria for Name Selection for Students

59 Responses



Most Important Criteria for Name Selection for Non-Students

94 Responses



Findings from Visual/Branding Elements Reflected in Identity

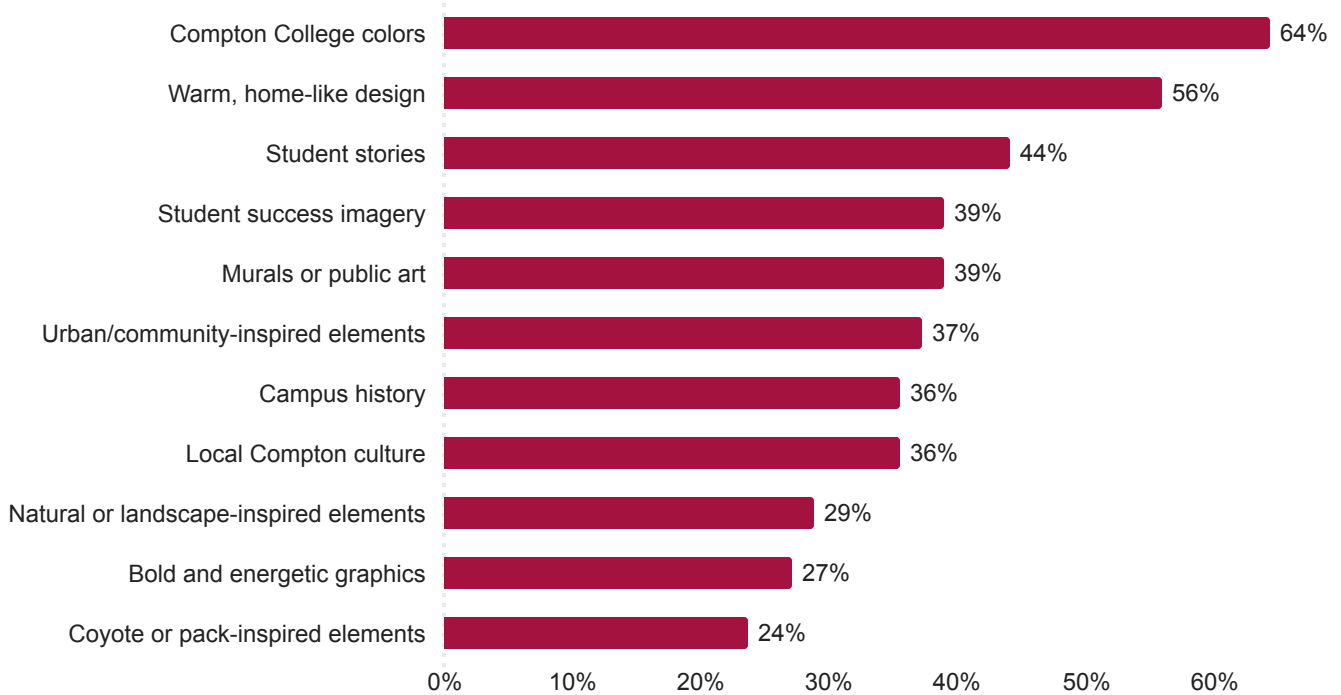
Provided with a list of visual or branding elements they would like to see reflected in the student housing identity, respondents could select as many as they wished to. As might be expected, there were some differences in the elements that should be used based on the respondent's role at the college. However, there were also elements that were selected evenly by students and non-students.

Nearly the same proportion (56 and 57 percent) of both groups indicated they would like there to be a warm, home-like design. Very similar percentages (37 and 39 percent) wanted to see urban or community-inspired elements.

Aside from those, preferred visual and branding elements varied. For example, about two-thirds (64%) of students wanted Compton College colors reflected, whereas only half (49%) of non-students did. On the other end, only 39% of students found murals or public art to be a necessary element. For non-students, this was selected as an important element more than any other option (65%)

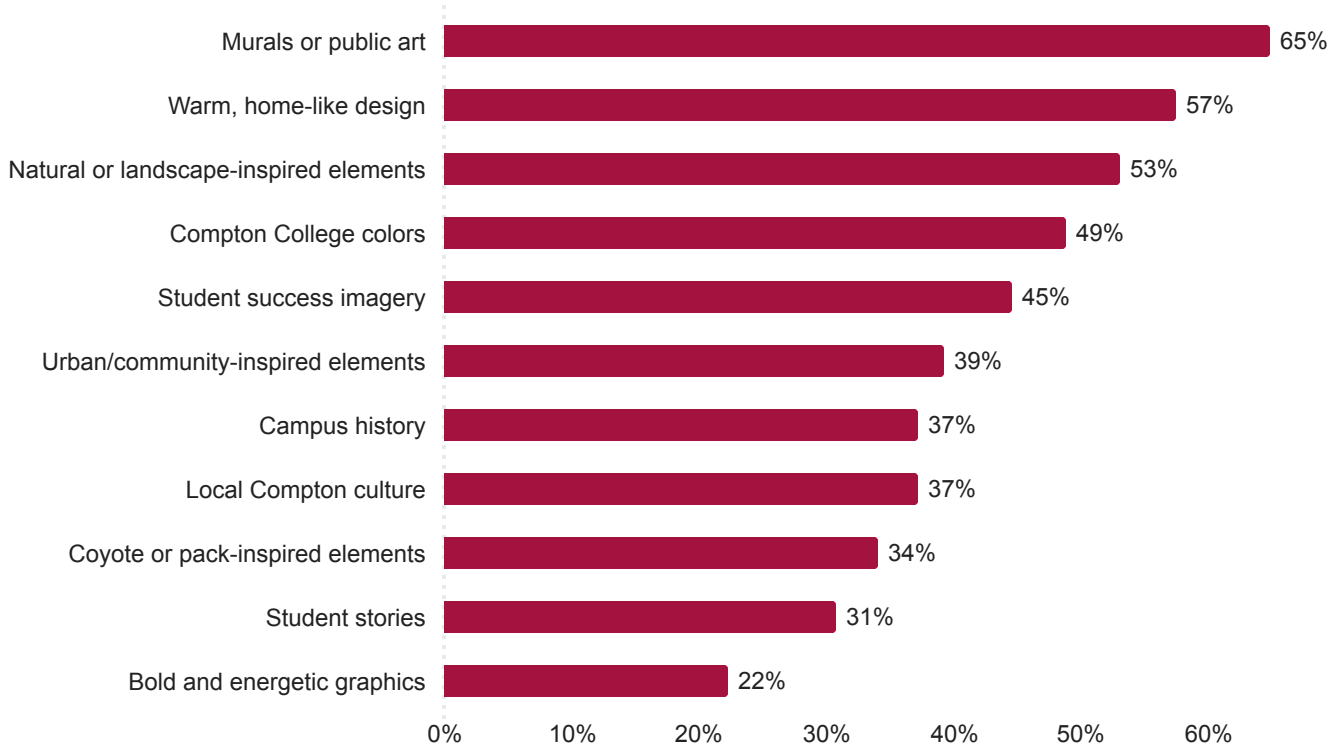
Visual/Branding Elements Reflected in Identity for Students

59 Responses



Visual/Branding Elements Reflected in Identity for Non-Students

94 Responses

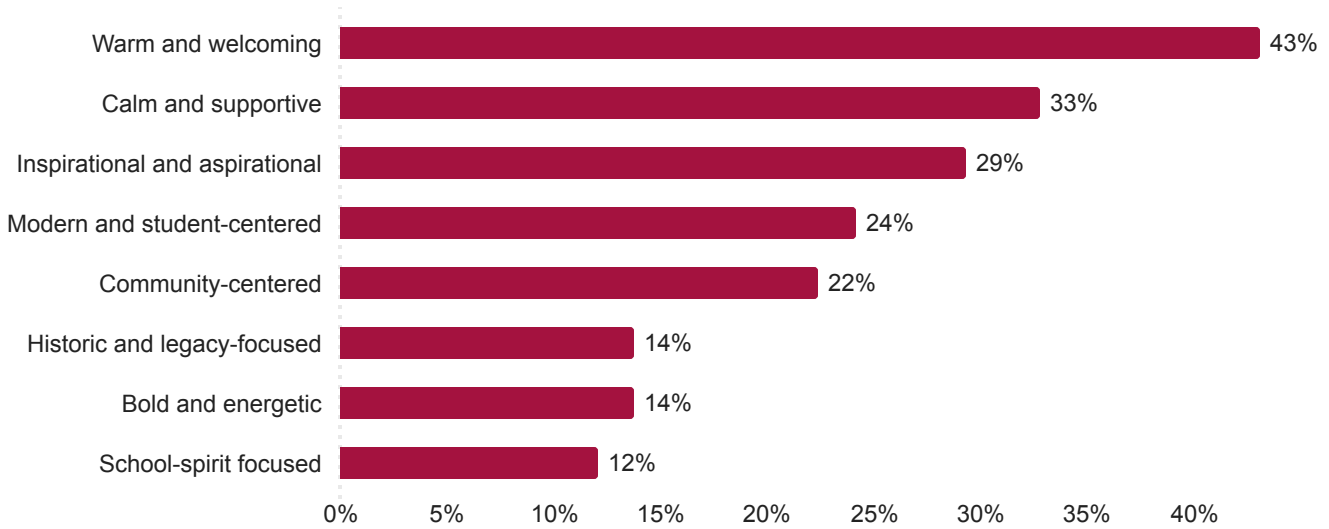


Findings from Appropriate Branding Tone for Student Housing Community

Provided a list of eight branding tone types, respondents could select up to two. For both students and non-students, the most important tone by far was that the housing community was "warm and welcoming." Other potential branding tones were similar between the groups. One clear exception was that twice as many (25%) non-students as students (12%) thought it should be school-spirit focused.

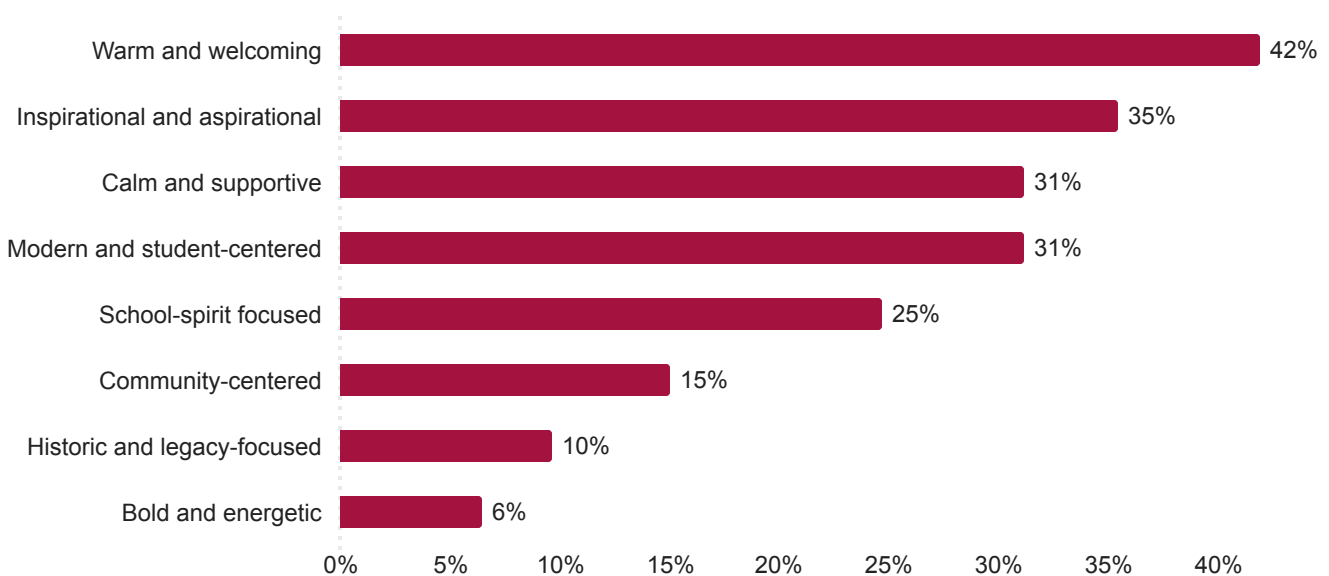
Appropriate Branding Tone for Housing for Students

58 Responses



Appropriate Branding Tone for Housing for Non-Students

93 Responses



Findings from Words, Themes, Images, or Naming Directions to Avoid

When prompted to identify words, themes, images, or naming directions that should be avoided, respondents provided answers that fit into a few broad categories.

The most prominent concern was that certain names might be linked to negative associations of the City of Compton. Respondents urged that anything that portrays media stereotypes, references violence or gangs, invokes "project housing" imagery, or frames students as having to overcome a troubled community should be excluded from naming options. This concern was *particularly* apparent among students, with nearly every student who answered touching on this in some form.

Many respondents also stressed that the housing complex should *not* be named after people. Interestingly, some folks pushed back against naming it the "Hub" because of the word's vagueness. This concern was consistent with respondents' ratings of names proposed in the survey, with those containing "Hub" falling at the bottom of the list of rankings. Using institutional or generic language was also consistently discouraged, with a preference for something warm, collegiate, and community-rooted.

Findings from Reason for Preferred Naming Direction/Theme

Belonging, safety, and home were the most dominant themes across responses about why folks selected a naming direction or theme. Respondent after respondent framed student housing as a place where students need to feel genuinely safe, welcomed, and at home — not just housed. To many, the name should communicate warmth and stability above all else.

Aspiration and growth ran closely alongside that. Many wanted the name to signal forward movement — not just where students are, but where they're going. Words like "transformation," "hope," "legacy," and "opportunity" appeared repeatedly, often tied to Compton College's longer history and the community's resilience.

A tension around the coyote mascot also appeared. On the one hand, several respondents supported coyote-themed naming to build school pride. On the other hand, a few pushed back — arguing the housing should feel like a personal refuge, distinct from the institutional identity students already encounter across the rest of campus.

Findings from Additional Considerations for Name/Brand Development

When asked whether they had additional comments to take into consideration for the naming/branding development, the overwhelming focus was on student voice. That is, respondents emphasized that students should have a meaningful input in the final name. For example, one recommended explicitly testing finalist names with current and prospective students to see what feels welcoming and authentic.

Another strongly conveyed point was that the name should be one that would stand the test of time and not just be named based on a current trend. Put more simply, the development committee should prioritize names that remain stable and positive regardless of future branding or personnel changes.