

Jeff West rebrand draws patron controversy

(KAIR)--An underway process of rebranding at Meriden's Jefferson West Unified School District has earned ire from patrons, with comments heard at the Board of Education's Monday meeting critical of the changes.

[KSNT-TV](#) reports the key to the frustration is the perception of the patrons that the move has been made without transparency. However, School Board President David Jensen told the TV station that while information was not physically sent to the public, the matter has been discussed at past, open sessions of the school board.

The rebrand includes more than the controversial change of the district's mascot, with the TV station reporting that it's part of a two to three year marketing campaign for the district.

[WIBW-TV](#), citing district officials, reports the push toward rebranding is due to a new state law, starting next year, which would bring open enrollment to all K-thru-12 schools.

A detailed look at the rebranding process can be found [here](#).

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