

President's Task Force Meeting

July 19, 2005

ATTENDEES:

Cindy Bernert-Coppola, Michael Cummings, Mike Driscoll, Cathy Dyck, Walt Fosque, Agnes Hoffman, Kathi Ketcheson, Cassie McVeety, Fritz Mesenbrink, Robyn Pierce, Jeanie-Marie Price, Bill Prows, Tony Rasmussen, Amy Sallin, Julie Smith, Pat Squire, Doug Swanson, Sandra Van De Bilt

Not in attendance: Tom Burman, Maureen O'Connor, Ron Roley, Jean Tuomi, Jennifer Williamson

- Cassie McVeety opened with a discussion of the message-on-a-page (MOP) process and the committee's experience in various groups.
 - Cassie: The deans group was very interesting. They tended to be interested primarily in their own areas. They didn't really think about PSU as a whole. There was much discussion about faculty excellence, but not as much about the students, while students were a big part of other group's discussions.
 - Walt: Felt the process was long, but very good. Interesting process.
- The notes from all the MOP sessions were circulated to the committee.
- Distillation of key concepts:
 - Green and sustainability came up in every group
 - Diversity
 - Connecting to community broader than just Portland
 - Connectedness through tagline and graphics was a common theme in all sessions
 - New logo should be created to reflect common themes
 - Common PSU element to be applied to all communications
 - Reinforce presence in park blocks—PSU green was widely supported in all groups, reflecting broader context of institution
 - Should be using "Portland State University" or "Portland State" rather than "PSU"
- Jeanie-Marie talked about the next steps for research.
 - Need to take MOP ideas and test with more people in a larger, yet less expensive way so all stakeholders can add and comment on ideas and plans.
 - At the same time, external research is needed.

- After research is completed, open campus conversations should be held to judge campus readiness. The campus community must be set for long term change.
- The creative firm chosen should have all the research, internal and external, so they can put together comprehensive work.
- Discussion
 - Bill: Don't see statewide research listed, although Dan (Bernstine) talked about being seen not just as Portland, but as a statewide institution. Shouldn't we try and obtain research from people around state?
 - Tony: We could do a Web-based survey. We (student government) used different tactics for a recent survey, taking survey results from approximately 1,000 to 2,600 responses. Added the survey into web registration so students viewed survey before registering.
 - Mike D.: What does "potential students" mean for PSU?
 - Agnes: Could mean teens, does include teens.
 - Mike D.: What's our biggest growth market for the next 10 years? Professionals? Traditional freshmen? Don't see parents of teens listed. Would like to see demographics. Continuing education is part of a distinct group.
 - Agnes: Transfer students are still the biggest piece of class. Graduate students as well.
 - Agnes: We have a higher rate of growth outside the state than inside the state. We need research to validate this. In the last three years we have been very intentional about out of state recruitment.
 - Agnes: Capstones rivet people from outside. Engagement, connection... connection is sort of passive, but engagement is strong.
 - Cassie: We need to connect PSU with Portland and make it inviting.
 - Michael C.: Works in a lot in rural areas, and sometimes the big city is daunting to those in rural areas. We get the best resonance on personal relationships. To the rest of the state, "urban" doesn't make a connection, doesn't resonate.
 - Cathy: "Largest university"... there is a lot of connectedness with professors, not a 500 seat lecture hall being taught by grad student. Students here are not just a number.
 - Cassie: This should be included in messages—brag point.
 - Jeanie-Marie: We're large, but we don't feel it. For a while, large worked. But now it's time to define why we've had growth.
 - Agnes: Regarding rural: In May she was in central Oregon. Asked counselors (from Bend and Madras areas) what students wanted and how they perceived public universities. The counselors asked Agnes about what is happening at PSU. It's the new hot place. In rural areas,

there had been former perception of who PSU had been, no focus, commuter students. It's now morphed into something more with rural audience.

- Cassie: Need to fine-tune preliminary MOP research.
- Tony: What would be the process for developing a survey?
- Kathi: Faculty members don't tend to respond to web surveys.
- Cassie: What do you think about throwing out some taglines and images for this process as an early test of what resonates? Larry Lauer felt strongly that it was an appropriate time, although OMC and PUBS are unsure about early timing.
- Doug: As long as people understand that this is not an invitation to create their own logo. Opens up for disappointment later. Should use a creative team to come up with some ideas that people can identify with.
- Final handout: Creative firms around Portland and nationwide for RFP process
- Tony: Would like to stress that the group should be local, preferably from Portland and not from out-of-state.
- Cassie: We would like to have a sub-group of this committee to involved in the RFP selection process. Will be more time consuming than this group.
- Tony: Would like to lay some groundwork, perhaps in Vanguard, to raise initial awareness for survey.