

# President's Task Force for Integrated Marketing

Thursday, April 4, 2006

Smith Memorial Student Union 294

## Attendees:

Nate Angell, Cindy Bernert-Coppola, Justin Bernstine, Jennifer Cardenas, Cynthia Lou Coleman, Walt Fosque, Andy Fraser, Cassie McVeety, Pete Metz, Maureen O'Conner, Bill Prows, David Santen, Julie Smith, Shayna Smith, Pat Squire, Doug Swanson, Jean Tuomi, Thom Walters, Leslie Watkins, Cate Whitcomb

## Not in attendance:

Duncan Carter, Michael Cummings, Lindsay Derochers, Mike Driscoll, Scott Herrin, Agnes Hoffman, Kathi Ketcheson, Robyn Pierce, Jennifer Williamson

**Goal:** To help guide and engage the campus community in an authentic and meaningful process to translate the University's mission, vision, and values into a set of key messages and a visual identity program.

## Agenda:

1. Update
2. Creative brief
3. Next step

- Introductions
- Cassie: Thanks and greetings (thanks to Julie, Laura, Leslie, and Sockeye for all the meetings). The sessions have been informative; intense amount of conversation and cumulative effort for a new identity. It's an exciting time! Thanks to Sockeye especially for doing a fabulous job listening and gathering everything. We need to spread the word across campus (with the creative brief). It's been tough on campus with budget cuts this week.
- Andy: Looking at a list of people we met with, we sat down to gather info. The listening process turned to dialogue. What is presented today is the result of all fact gathering, research, and revolutions. People in academia like to talk about words – people want to correct it. Keep in mind – words here are important and representative of a much bigger thing.
- Thom: Please raise questions as we go. Definition of a creative brief: road map acts as a guide on how to execute the creative (begins going through the creative brief). Design a visual platform to support the integrated marketing – very important step for the University (setting guidelines).
- Andy: You can create your outward story but until you have the inward belief, it rings hollow. It's not just a logo.
- Thom: If it doesn't work inside, it won't work outside (going through page 1 of the creative brief).
- Thom: Take a situation viewed through persecution; see something, put a positive spin on it – turn it into something positive. For example, what does it mean to be a commuter college? A person could think “trapped” or they could think “options.”
- Andy: Nate said that people's perception is a commuter school and their only option. Turn it into a positive.

- Thom: “I get to live and work here in Portland and go to a quality school.” Not an isolated option but made a quality option.
- Thom: See the injured voice as driving with your breaks on, it pulls you back, not easy to go forward.
- Pat: Confidence that’s real – not swager.
- Thom: Confidence is compelling, but be grounded in our humanity.
- Cynthia: Modernity and not afraid of the future – should be thinking “bring it on.”
- Pete: The University is fairly modern compared to other Universities, not as much tradition. Traditional and progressive: what we’re trying to do is show we’re experienced. Not stuck in the past. Gives us insight to look for the future. Glance to the past with regard with eye looking forward. Deep rich heritage, license it to be a University of excellence.
- Maureen: It’s a tough balance. Where are we planting our flag? Historic? In front of me? I do not worry – I am not afraid.
- Thom: Values come out of tradition, more progressive.
- Maureen: Heritage of innovation.
- Andy: It is a traditional 4-year University.
- Pete: When stepping too far off, you are subject to being categorized. Needs to stand the test of time.
- Thom: Service is a cause towards justice – to something greater. Let knowledge serve the greater good. PSU embraces, global community, has a statement: “let knowledge serve.” It’s greater than a tagline. Any questions or concerns so far?
- Pat: Traditional. Use “non-traditional” campus – not commuter. With “tradition” you think of marching bands – ‘50’s PSU tradition that says experience.
- Thom: These are words that would not be used; for example, a person would not say about themselves, “I’m humble” or “I’m exciting.”
- Maureen: Our genesis is post WW2 from U.S. economic history. The modern world view is considerable.
- Pete: The word “tradition” does carry weight. Qualities feel traditional (large trees and buildings). The park blocks speak of grandeur.
- Pat: Dr. Maseey’s vision of a freshman girl walking into the lobby and saying “anything is possible here.”
- Nate: To Maureen, it’s a baby-boomer University.
- Justin: PSU will never be considered as traditional of a University as Harvard or Yale are.
- David: “Interdependent” – the University’s relationship with the city. Word that captures that sentiment; symbiotic.

- Julie: “Let knowledge serve” – what does everyone think about that? It’s a confident statement with generosity and aspiration behind it.
- David: “Challenge” – a sense that everyone who pays taxes feels validated telling the University what it should be doing. The response is – you only give us 14% . . . etc.
- Thom: PSU does not have to take a defensive tone with the government. It’s definitely a reality.
- Pat: I’m sick of us being ‘the little engine that could’ according to the old president.
- Julie: Task force needs to go out and share with people. We’d like volunteers to share and deliver the creative brief in person.
- Thom: It will not be done justice without being discussed.
- Pete: It’s a way to get people connecting.
- Thom: People volunteering should hand-deliver the creative brief and share perspective and answer questions. Not be an authority but share what we learned in the meeting. It needs the human contact.
- Nate: As a University, most importantly needs to understand this message internally. As a Task Force, we need to make sure the University does this.
- Pat & Maureen: This is exciting and good, it helps to talk about this. The internal community has to believe this.
- Julie: Between now and the 1<sup>st</sup> presentation of logos we’d like to have the creative brief shared with the list.
- Nate: And there’s nothing wrong with multiple people talking.
- Julie: Share this with people you work with; people next to you. It would be nice to come back in 2 years and not here the injured voice.
- Pete: We’ve researched characteristics of urban; west coast schools, and many, many other things. The research shows patterns and what to stay away from. We got a sense of landscapes. Fun logos, landscape logos, letters, modern, non-traditional, monuments, marks, seals, crests, A LOT of research.
- Julie: College licensing will have to approve the logo. The next time we meet, 3 directions will be presented.
- Nate: We need to let them know the importance of these Task Force meetings going forward, making sure everyone can come.
- Andy: What we presented today is our guideline.