

Minutes

President's Task Force for Integrated Marketing
December 7, 2006
323 SMSU

Attendees:

Nate Angell, Joan Barnes, Justin Bernstine, Tanja Dill, Walt Fosque, Scott Herrin, Agnes Hoffman,
Cassie McVeety, Maureen O'Connor, Julie Smith, Cate Whitcomb

Not in attendance:

Cindy Bernert-Coppola, Jennifer Cardenas, Duncan Carter, Cynthia Lou Coleman, Michael Cummings, Lindsay Desrochers, Kathi Ketcheson, Robyn Pierce, Bill Prows, David Santen, Shayna Smith, Pat Squire, Jean Tuomi

Goal: The goal for today's meeting is for each sub-group to give their final report to the group, and for Task Force members to voice final reflections.

Agenda:

1. Sub-group chairs report outcomes and recommendations
2. Review and discuss task force status report
3. Next steps

1. Sub-group chairs report outcomes and recommendations

Cassie began the discussion by mentioning that she would like the sub-group chairs to make a report for President Bernstine and the campus community.

Internal sub-group status report:

Julie Smith reported on behalf of the sub-group.

- > She emphasized that the sub-group did an excellent job at marketing the new identity. She has received a great deal of positive feedback about identity tools and launch.
- > Scott Herrin mentioned that Athletics still needs help engaging more students for Athletic events. He would like President Bernstine or someone from University Relations to make a recommendation to establish a Marketing Task Force focusing on engaging students in Viking events.
- > Cassie asked if the "injured voice" is healing. There was some agreement and discussion that the mood at the latest Faculty Senate was "noticeably lighter and more optimistic." People thought the Governor's proposed budget increase might help the process. It was recommended that we conduct baseline research to track changes.
- > Cassie would like the sub-group to follow up on the recommendation that PSU employees have an additional campus-wide event other than the annual holiday celebration. The new employee communications task force will address this topic.

Agnes mentioned the possibility of scheduling occasional “coffee get-togethers” at the Ondine or another central PSU location.

Sub-group on sub-brands:

Maureen O’Connor reported on behalf of the group.

- > She asked whether everyone present felt as though PSU staff is following the new identity guidelines and the consensus was yes, although it was mentioned that it would be difficult to know whether all PSU offices/staff are.
- > Athletics is pleased with the new identity. Everyone would like to have the new PSU identity incorporated into the Vikings equipment and identity but understand that it is not financially feasible now.
- > Recommendation—follow up with the Foundation about its sub-group identity.
- > Websites for campus units was discussed. It was decided that the minimum requirement for all pdx.edu sites is the PSU header and footer. Student groups: if they don’t use a web-site or any marketing material that is fine, but if they do use the PSU identity they must use the logo/identity correctly.
- > It was noted that there have been a few complaints about letter-head formatting.

Admissions and enrollment sub-group:

Agnes Hoffman reported on behalf of the group.

- > She noted that there is no effort to make connection to graduate students. Recommendation will be made in report.
- > Self-support programs need to have collaborations with core programs in the University through common data and systems that will bring them together.
- > She will provide a report for committee before the end of December.
- > Discussion about how new student visits and Orientation can get students more engaged in Athletics from the beginning—start Viking spirit early on. Cassie noted that it is fascinating how every program/department recruits differently and it is informative for the divergent areas to share their recruiting tactics with each other—“knitting divergent areas together.”
- > *Cassie emphasized that recommendations from sub-committees will be critical for continuing work.

2. Review and discuss task force status report

- > *It was recommended that we noted that the Task Force took feedback in the summary of the final report.
- > The need for evaluations—internal and external assessments—was discussed.
- > All new employees could get new logo pin and card/identity packet.
- > Important that the new identity continues to be emphasized with new employees.
- > Discussion about how PSU now has a “story” but that the story hasn’t been completely finished—final chapters will be added.
- > Recommendation that President Bernstine could somehow publicly summarize what work has been done as well as what work is left to be done. Address which challenges remain.
- > *Suggestion that President could narrate or participate in video and show all the different versions of the logo and then ultimately show final logo. Perhaps show how many different PSU logos used to exist.
- > *Unanimous consensus: PSU new identity story needs to be told.

3. Next steps:

- > Finalize status report and explore best method for distribution to President and campus community.
- > Address recommendations identified in final and sub-group reports.