

**Identity Workshop  
Portland State University  
Students**

Topic 1: defining strengths

1. Good at permitting/accepting of new, creative, experimental ways of education/learning/research
2. Personally customized education
3. Freedom of expression, activism and self-reliance/initiative-takers key characteristics of student body
4. Healthy balance between traditional and non-traditional students
5. Location in Portland

Others: fast/easy to get degree; applicable knowledge; community college feel/perks at a university; good value;

Topic 2: visual images

- walls of paper/flyer postings
- park blocks
- sky bridges
- grunge look (people)
- banweb (central area where people register)
- Cheerful Tortoise (hangout near campus)
- Party in the park; bands in the park; student campus events
- City skyline
- Mt. Hood; city hills
- Street car
- Waterfront
- Dark green (Portland State green)
- Drinking fountains
- Protesting/active students
- University seal
- Hoffman Hall
- Urban plaza
- Images of Portland as pioneering/trailblazing/innovative city that thinks for itself and has independent bohemian spirit – university feeds off/reflects this
- Students crying at financial aid window!

Topic 3: brag facts

- Community gathering places on campus are appealing
- Flexible scheduling of classes/distance learning options
- Innovative/award-winning research institutes, programs, performing arts groups (Institute of Gerontology)
- Experimental/innovative student-led academic initiatives/research/programs\*
- Largest amount of non-profit orgs based on population (Portland)

- Portland voted #1 city in which to live
  - See all types of people walking around (transsexual professors and students)
  - Students initiate diversity initiatives (Native American Center, women's resource center, queer resource center, Black and Chicano studies/minor, student-funded childcare, student-run recycling program) ... react to things that are needed, responsible, care about PSU and community
  - Large cultural events that promote awareness
  - A lot of outside help, community involvement
  - Strong campus speakers/visitors from outside community
- \* they believe campus achievements/evidence of innovation/research are not widely known or celebrated on campus

Topic 4: competitive advantage/tag lines

Portland State is ... wonderful! The urban home of self-reliant students. A community-driven education for self-initiating students. An education for the student and by the student. An education customized for the creative experience. An experiment in higher education where responsible and self-motivated students take action to promote change and create their own community.

Portland State is ... the urban university powered by student involvement and ownership in the community.

Portland State is a young and growing university open to diversity fueled by community involvement and student activism ... fueled by its involved, active and diverse student population and environment ... integrated into an innovative urban environment, bent on social betterment and acceptance.

PSU thinks for itself.  
 Find yourself at PSU.  
 A place to be yourself.  
 PSU goes its own.  
 Portland State is you.