

President's Task Force on Integrated Marketing
February 23, 2005

ATTENDEES:

Chair, Cassie McVeety

Staffed by Amy Sallin

Cindy Bernert-Coppola (MCECS), Michael Cummings (Fac. Sen.), Cathy Dyck (FADM), Walt Fosque (FPA), Agnes Hoffman (ADM), Mike Irish (FAC), Fritz Mesenbrink (Graphic Design Student), Maureen O'Conner (SBA), Jeanie-Marie Price (OMC), Bill Prows (ES), Julie Smith (OMC), Pat Squire (UR), Tony Rasmussen (ASPSU), Ron Roley (ASPSU), Doug Swanson (PUBS), Jean Tuomi (PUBS), Sandra Van de Bilt (MBA Student)

Not in attendance: Tom Burman (ATH), Mike Driscoll (OAA), Kathi Ketcheson (OIRP), Jennifer Williamson (PO)

DISCUSSION:

- Introductions
- Discussion of why committee was created
 - Task Force, appointed by President Bernstine.
 - Collective sense of how we want to portray PSU to constituents.
 - Lots of work to do before working on visual identity specifically.
 - Not here to rewrite mission statement.
 - Not defining institution—communicating key messages about institution.
 - Task Force's role is information gathering, listening, collect consensus feeling about institution and pull together what we want to say this institution is and what it is doing externally—find agreement.
 - Not going to start with a logo design; more about messages—logo may pop out in the end.
- Question: What did this committee think about Larry Lauer's¹ message?
 - Pat: Past time to be doing this. Too many messages out there and we're all the same institution. Need an overarching message.
 - Cassie: Larry talked about how ready campus was to be doing this right now.
 - Walt: Found it interesting that he talked about not creating a logo, but creating an image. That's what it's about: perception.
 - Bill: Regarding branding... While taking continuing ed classes through Extended Studies during his career, he told people that he was at PSU, not continuing education. The overarching message was PSU.
 - Tony: UCSB has good institutions; overarching university message, with each dept within having their own message. Larry called it the agency approach.
 - Jeanie-Marie: A brand is a promise. How do we keep that promise?

¹ Larry Lauer visited campus on 2/11/05 to meet with CADS ExCom Plus, the Task Force, and external relations professionals to discuss integrated marketing communication.

- Cassie: We say we're the largest university. Does this say who we are? Especially in terms of relationships. If we said more students choose PSU than any other, that says more.
- Fritz: Portland is a big part of students' choice, which Larry talked about.
- Cassie: Yes, we need to communicate messages.
- Michael: When doing doctorate at PSU the image was Oregon, not Portland. Dynamics have changed, and now it's Portland which is positive, as opposed to the baggage being connected to Oregon. Let Knowledge Serve the City was good, but with international approach, need to rethink this message.
- Sandra: She's not from Oregon but has noticed a lot of students are from Oregon. She needs to be careful to not alienate students (80% according to Agnes).
- Agnes: Yes, we have placebound students, but sister institutions see about 60% of their students from Portland, as does PSU. Larry's presentation was really good, and a good reminder. A brand is a promise really rings true. We are young, so our brand is about what we are becoming, and aspirations for future, but grounded in truth, not to dismiss the importance of what we used to be. Branding around anticipation of where we are going. Some worry about what we are becoming.
- Cassie: Growth is our double-edged sword, where we are headed, and aspirational goals, and fiscal challenge
- Agnes: I love this place because the people who are here are here because we're on that edge and we're going places and we get to play around in how we get there. Excitement and challenge and why we love it and unique and valuable
- Cassie: Big spirit of community here. Trailblazing, community, distinctive to PSU.
- Jean: These are the ideas that make us distinctive, reinforce it more inside of Oregon. We can claim our youth and similarity to city.
- Cassie: Larry's approach to integrated marketing is recognized nationally. PSU identity and family identity rather than a one-size-fits-all model that might work for a smaller college. We'll allow folks to have their own identity within the PSU identity. Does this identity resonate as the right one?
- Michael: Alumni are very oriented to a department. Must maintain that root in order to not damage institution.
- General discussion about strength of departments vs. institution. Some departments are stronger and work harder to maintain contact than others.
- Sandra: Each department will keep its own identity. Each building is different and has its own feel that people do identify with. The place itself makes it inevitable that we keep some identity within depts.
- Fritz: Good point. I spend all my time within two buildings.
- Cassie: Good point. Especially for those in night classes. Different experience.
- Julie: And communication is different for all of these.
- Sandra: Yet reinforcing the whole is also important. Many might go through their whole experience without knowing that PSU is the largest university unless they read it somewhere.

- Cassie: Need to define who we are. Is being the largest what's important?
- Fritz: Does feel like the largest, huge overwhelming place.
- Walt: Also part of the city rather than being independent of area like OSU or UO.
- Agnes: Messaging about out size is important to various groups at various times. Important when we needed to buy buildings and expanding programs. I think that one of the ways to think about us is that PSU is a good investment; in ourselves, as students, to city. We have to be sure that our students and community we serve that the cost pays off. We nurture our students and care about them. Return on investment.
- Cassie: Investment within community.
- Jeanie-Marie: Hard costs vs soft costs. Gather all that to find the “sweet spot.” Find the positive message that makes people want to work here, go here, come here.
- Cathy: Largest was important for a while to get notice in community. We're a different place than what people thought
- Ron: Speakers he worked with didn't want to come speak at PSU because of perception of PSU vs. UO perception issue.
- Cassie: We must define our own messages without worrying about what UO is doing. Perception is important.
- Walt: perception: Men's basketball is now being talked about. PSU on streetcar— PSU is destination, not just a place. Becoming a hub within the city.
- Fritz: Walt is right. People are coming here. Michael Moore came to speak. Now you have to come to PSU to hear people talk. Jean Michel Cousteau, President Clinton.
- Cassie and Jeanie-Marie discussed the process for the committee:
 - Need to keep academic leadership apprised and involved.
 - Before we do messaging on a page, we recommend doing an audit. Current messages, messages in community, priorities and how they're communicated; publications, to alumni and students; “snapshot” of what we are doing for community.
 - Everyone here is representative of others, not just themselves. Not a sneaky operation, be open and up-front. We need to hear what all feel—faculty and students.
 - Talking to community about who we are; not redefining, just articulating.
 - After audit, series of focus groups; this communication will help define groups; led by Larry Lauer, hopefully students at a session, faculty; be thinking about how do we get people here for these groups? Perhaps a group of people who don't even know who we are? Prospective students? High school and community college students?
 - Then we'll boil down the message.
 - Then visual identity, tag line, and perhaps a logo. Find a way for collaboration.
 - Timeframe? President Bernstine would like to have something by June, but that doesn't seem likely. Should focus on messages and focus groups.

ACTION ITEMS:

- Look for PSU messages within office/department; whatever can be gathered. Pull together and bring to next meeting.
- When you walk into a dean's office, get an idea what's there for people to see, and what gets sent to students.

NEXT MEETING:

Tuesday, March 29, 2005

4 p.m. – 5 p.m.

Urban Center 710