

President's Task Force Meeting

March 29, 2005

ATTENDEES:

Tom Burman, Cindy Bernert-Coppola, Mike Driscoll, Debbie Kirkland for Cathy Dyck, Walt Fosque, Mike Irish, Kathi Ketcheson, Cassie McVeety, Maureen O'Connor, Jeanie-Marie Price, Bill Prows, Tony Rasmussen, Ron Roley, Amy Sallin, Julie Smith, Pat Squire, Doug Swanson, Jean Tuomi.

Guest: President Dan Bernstine

Not in attendance: Michael Cummings, Cathy Dyck, Agnes Hoffman, Fritz Mesenbrink, Sandra Van De Bilt, Jennifer Williamson.

Discussion with President Dan Bernstine:

- President Bernstine: As the profile of Portland State grows, there must be consistent message. The president is aware of this, but has no expertise and is not sure what he wants. This is where the committee comes in. The committee will help send a strong message about PSU... "We're only as strong as our unified message." Disparate messages weaken the work being done here. There can be variations on theme, but there will be a single one.
- The president expressed his gratitude to the committee for taking the time to participate. He acknowledged the difficulty of the process when buy-in must happen across campus. It requires a high level of creativity, but thick skin and a political sense about what will work in the overall scheme of campus community...in the end, the campus community will be commenting on the work done by the committee. It will be a major step in the University as we move ahead.
- Pat: Met with a legislator recently. The legislator used the term "brand-name" about five times while referring to PSU. While there might now be a "brand name" we will be coming up with a brand that is representative.
- President Bernstine: The process will be dynamic...an integrated marketing plan. It should talk about the future of the university but can continue to evolve...flexibility. I can't tell you exactly what it is that we need to do, but the entire university will be able to give us validation when it's done.
- Cassie: This will let us define ourselves, but not against other institutions.
- Walt: Are there other institutions we can refer to that might possibly have what President Bernstine wants?
- President Bernstine: Look at Wisconsin. Everything there is Wisconsin. Everything is built around Wisconsin's identity. We're trying to build an identity while competing against other institutions. We must send the message about what's unique about PSU. The urban land-grant mission is an important part of what we are. Part of the community. At the same time, there are negative connotations with "urban" Some might feel urban means "not as good." Being in an urban environment makes us a university of the future. We need to figure out ways to get message out.

- Jeanie-Marie: She has reviewed some universities who have gone through this process (i.e., Maryland, Arizona State) and will email this work to the group Wednesday. Also, the work this task force does has a URL so the process is transparent to campus community.
- President Bernstine: Arizona State is probably a good model.
- Bill: Sees us growing beyond PSU's roots as an extension center. Perhaps a name change to something other than "Portland." Identification with the city could be detrimental to the goal of growth.
- President Bernstine: Not sure about a name change... it's hard to make a major change of that kind. We should really look at ourselves as Portland's State University. A University for Portland and the metropolitan region. In some ways, that's a message that we should communicate.
- Doug: There's not much hope in a change in status by a change in nomenclature.
- Tony: What are the consequences that we hope an integrated marketing strategy might help?
- President Bernstine: Any particular unit on campus will never be as strong as the university as a whole. I don't think we've maximized the tremendous progress of the last 20 years. When I talk to people out there who talk about the PSU of 15 years ago, and PSU now, I'm not sure that we're doing a good job of communicating that message. We've made dramatic changes, but haven't given up on our original mission: access. But that's not all we are any more; we're not just a commuter campus. Our research is nearing \$40 million, but we haven't given up on our access mission. We're utilizing our partnerships. We're the center with everything feeding into us and feeding back into the region. We're not just building a university, we're building a neighborhood. Our new buildings have retail, both to serve the students, but also the neighborhood. We brought the light rail to campus. This doesn't happen by accident—we're creating the university with intention. These are the messages that we want people to think about and understand when they think about PSU. There is no other university in Oregon that have these same characteristics and dynamic.
- Ron: What's your relationship with Tom Potter and PSU?
- President Bernstine: I have a good relationship with the mayor. He understands PSU and the life of the city, the life of the region. I think he'll pick up right where Mayor Katz left off. Same with the city council, which has several PSU alum... We're well regarded by city and county officials, so I don't think we're going to miss a step.
- Tony: Some schools really focus on research and programs, while others focus on students, student groups, alum... I've noticed these trends. What do you envision for PSU?
- President Bernstine: All of the above. Part of communicating comprehensive nature of mission. The kind of research we do really matters to region. University studies really reaches out and adds value to the community and the quality of life in the region. We serve nonprofit and for-profit corporations. Our website features faculty and what they're doing. The reason I say all of the above is to send the message that we're serving more than just people who are "stuck" in Portland. We're now becoming a school of choice for many people.

- Jeanie-Marie: Websites should reflect the university strategic planning and their target audiences. Every university's site should be different depending on their goals...student recruitment? Focus of faculty? That's what we're trying to do here.
- Tom: I've been through this at another institution. It could be enlightening. Learn how others view you. We're often so close to the institution we speak in our own knowledge. It's very enlightening to know how others who don't know us view us.

Discussion of Phase 1 Process and Timeline

- JMP: Process and framework to work from. Phase 1 and Phase 2. This is a document we want to share with ExComm and CADS.
 - Operations audit: talk to people across campus to find out how they perceive the operation.
 - Handout: Questions
 - Materials audit: Not a critical review or criticism, but a snapshot of what we're doing today. A lot of decentralized marketing, some centralized.
- Bill: If this committee doesn't represent every department, how will there be buy in?
- Cassie: That's why the first meeting was with Larry Lauer and deans, to discuss the process. It's President Bernstine's initiative but the deans are on board. We must keep them informed of the committee's work.

Part of the work of the committee is political. How will you figure out ways to get the buy in you need? We know enough from our experiences what needs to be done.

- Jeanie-Marie: The audit is designed to be done with marketing people (either doing it or funding it) across campus. Need help scheduling meetings with faculty leadership and student leadership. Tony and Ron to organize small group of students (about 7-10) to gain their perceptions about this. Walt, Mike and Kathi to recommend small group of faculty.

Audit will be performed by Kelli Horst, an associate of Larry Lauer, to gain the information about perceptions across campus.

Review Of Audit Materials

Discussion Of Audit Participants

Schedule Subsequent Meetings

- Jeanie-Marie will send out an email to set up audit meetings with each group. Also, a committee meeting will be set up for about 2 weeks after that. The audit should be done by then.