

President's Task Force for Integrated Marketing

Tuesday, November 15, 2005

Smith Memorial Student Union 298

ATTENDEES:

Task Force: Tom Burman, Cindy Bernert-Coppola, Justin Bernstine, Jennifer Cardenas, Duncan Carter, Cynthia Lou Coleman, Michael Cummings, Mike Driscoll, Debbie Kirkland, Walt Fosque, Agnes Hoffman, Cassie McVeety, Maureen O'Conner, Robyn Pierce, Bill Prows, Julie Smith, David Santen, Doug Swanson, Jean Tuomi, Jennifer Williamson

Marketing Professionals: Damon Dukakis, Nancy Eichsteadt, Danielle Larson, Carol Martin, Robin Paynter, Katrina Ratzlaff, Amy Sallin, Trish Turchiarolo-Vanoni, Kimberly Wilson, Kari Wolfe, Dan Wasil

Other Attendees: Margaret Marriott, Purchasing

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. Welcome
2. Review process
3. Request for proposal
4. Discuss Kelli Horst's site visit summary
5. Message-on-a-page completion

- Introductions
- Cassie: Here's a quick review of where we are to date in the process. The IMTF website has the timeline and current information if needed. The recent information sessions with Kelli uncovered anxiety around campus that we are rewriting the mission of the institution. The purpose is to take a snapshot of where we are and gain an authentic sense of who we are as an institution—to define our own "O" (University of Oregon's graphic identity). To define our graphic identity and key themes and messages to show who we are. The process has shown that our sense of self is very strong. This process is not meant to rewrite the mission of the institution; it is meant to be a way to give to the firms bidding an idea of what PSU is and give them information about us.
- Cassie: The committee has received the Site Visit Summary from Kelli Horst's visit, copies of the RFP and copies of the survey results. In the Site Visit Summary, Kelli reports that the process so far has had 3,700 number of participants. The "Portland" factor, the connection the institution has to the community, is the differentiating factor in how we view ourselves. At the bottom of page 2, "urban location and ...community of people..."—We didn't uncover any surprises here: urban, livable cities, green, community-centered... by far the most salient findings thus far. Any thoughts? Surprises?
- Cassie: Kelli has also suggested revision to MOP. Again, this might have been confusing, particularly from the community, the notion that we were taking these themes as new mission or tagline. Not the purpose of the MOP...it was meant to inform the firm that gets the RFP of what PSU is.

- Julie: There are distinctive advantages to revising the MOP. Some in University Relations didn't think it was articulated well enough, so we reworked this to better reflect PSU. Another change is under "defining message themes": Listening to some of the feedback, Kelli changed it to economic development and quality of life.
- Cassie: Any changes before we give this to the firms? Does this represent the graphic identity we want for the institution? A question to discuss: Do we go for one look for the university as a whole, or a separate look for athletics, sub-brands, and brand extensions? One look for entire institution, or perhaps maintain athletics' look?
- Tom: It would be ideal to find one look that would represent the entire institution. Maybe it's not doable, but it would be ideal. UO is one example in particular, but even OSU has both the Beaver head and a more institutional look for a more academic/professional feel. Hard to find the "O" when you look around at other institutions. When going through this at U of Wyoming, they ended up with a family of marks... an institutional mark, the "bucking horse" logo, and something more classical than just bucking horse/rider to represent academics.
- Cassie: At WSU, they took the Cougar head and incorporated it into an institutional mark, but the Viking head probably doesn't have the same recognition. Alumni and Foundation have sub-brands that will need to have PSU mark incorporated into it.
- Dave: The term "Vikings" doesn't seem to be incorporated very much into the work we have here. Do we use "Vikings" as a representation of PSU? We use Portland State University as a first use, Portland State as second...when does Vikings become a reference?
- Jenny: Right now Vikings really represents athletics, but no one makes the connection to PSU other than athletics.
- Agnes: It would be nice if we addressed the visual identity first for the institution, and if it could spill over and be incorporated by athletics, great. Our first priority should be the institution first.
- Tom: Many institutions have a family of marks. Alabama, for example. They have one look for sweatshirts, but it's completely different for academics. It's not a negative if it can't be incorporated. Not sure if it's possible, but we could have a mark that incorporates some sort of "peel-able" mark for athletics logo incorporated into institutional logo.
- Michael: It's inclusiveness that we're after as an institution, not sure if Vikings as a logo translates into a good logo for many of the people we work with. For example, African-American students and Hispanic students...even though Swedes are important, not sure if that's a good representation.
- Julie: Kelli mentions on page 8 that in talks with students that they don't relate to Vikings, or don't wear merchandise because of it.
- Cassie: We want to make sure everyone is on the same page before we get into the RFP process.
- Duncan: A good portion of our students work 40 hrs week, have kids, and are over 28, so it's not surprising that they don't focus on athletics. It occurred to me that that's something distinctive about our school...it's a place for grownups. I don't know how that fits, but it's a distinctive part of us.
- Cassie: Kelli talks about access, which doesn't make it obvious, but says that PSU
- Kimberly: I don't have a problem having the athletics part of the program remaining Vikings and building bridges to academics. But where did Vikings come from as logo?

- Damon: From Vanport College, the double V.
- Cassie: We're not talking about getting rid of the Vikings, just separating it more from academic logo.
- Tom: Some people had some concerns about Vikings being appropriate, but with 18–23 year old audience love the logo. Even if they're not sure what it is, they love it. It was created specifically for athletics without any involvement from the rest of campus, which created problems around campus. We've used four different logos, which is a problem with consistency, and even incorporated blue for a while.
- Walt: It would be nice to have an image that looks like UO. There's no reason we can't have a design firm approach it that way. The "O"...we've come to know it in Oregon; it's very distinctive. Very different from using a duck or beaver; it has more class. There was a great "V" that was used about 10 years ago that was very distinctive, classy. A design firm can furnish us with that kind of image, if that's what we want. I would be receptive to looking at name changes, or another color than white, which is a non-color...adding another color to the green would be good. At UO the "O" is used, but also the duck.
- Jean: Is athletics going to retain the Viking head regardless?
- Tom: We'll go with what the university decides....however, we'd like to keep the Viking head as it's expensive to replace.
- Jean: Just wondering if you had plans to revise it at all?
- We have a PSU/Viking logo, the newer "angry Viking" on hats and for the Horde...
- Michael: No problem with the Viking, that's not the issue. One of the attractive things about PSU is that it's not totally subsumed to an athletic logo. However, from an academic point of view, there are other faculty and students who are not involved in athletics. As an institution that is striving to solve problems, we need to have credibility, be responsible to its community.
- Robin Paynter: Shouldn't look like we're just imitating UO, or getting confused with Penn state, which we often are.
- Bill: Keeping a double view of athletics and university is best. It will take time for new image to be accepted. It took a while for the "O" to become accepted by alumni.
- Trish: In terms of alumni, they don't identify with "Vikings," they say Portland State alum, or "I went to PSU." There are different audiences.
- Carol: The direction we go needs to be inclusive of everyone... a Viking is not gender-neutral.
- Julie: Tom hit on a crucial element—for athletics to change their logo entirely it would cost a fortune. It could work if we ask the design firm to look at ways that a new visual identity can be incorporated with other existing units, like athletics, alumni, housing.
- Cassie: I think we'll end up with a family of brands...for example, Extended Studies would be an extension brand.
- Maureen: One of the challenges we face is creating cohesiveness. I think athletics has an important role to help launch this cohesiveness.
- Tom: I agree. I don't want to come across as being distant or separate. Right or wrong, the athletics mark is what makes it on TV or into the paper. I listened to what PSU is from Kelli's

research and what we talk about. PSU is a neat place, but athletics job is to recruit students and our logo is something they can relate to, but it is hard to come up with something that fits for both athletics and academics.

- Doug: It's not just a money issue, but an equity issue. Bill mentioned that it took a while for buy-in on the "O," but they had lots of Nike money to help. We have equity in the Viking that will take time to rebuild if we change it.
- Carol: On page 5, defining message themes: Should we include international component?
- Cassie: Yes, it's important to reflect on international connection.
- Walt: The "O" is not just a typographical "O"; it's representational of a lot of things, a very cerebral process, lots of meaning in that "O."
- Nancy: It does sound like we're talking about a family of marks, as my daily needs are different than the formal presidential needs, or aggressive athletics needs. I need more than just an "O," I still have to put Portland State University on material and right now the wordmark works well.
- Duncan: International work is part of the fabric of what our professors do on a daily basis...our CLAS departments all have international connections.
- Agnes: the international factor is a defining factor of PSU...we have more international students on our campus than any other Oregon school.
- Justin: I feel that all of our defining messages are externally focused. It doesn't make PSU feel like a place to me, more like an action.
- Maureen: The thing I'm missing is an attitude and tone. What is the tone? Classic? Alternative? What?
- Cassie: The firm will get all the research, not just the MOP, so they'll be able to get everything that might give a feel for tone.
- Jennifer: One of the important messages for legislators is Oregon's largest university. Many of them don't realize that, and it's important for funding.
- Cassie: The next step is the RFP. There is design subgroup to work further on the RFP process.
- Margaret: The RFP went out a couple of weeks ago...it was advertised on 10/26. I received a list of interested vendors, and published the notice in the DJC and the Skanner. We probably have 25-30 RFP holders at this point. Addenda have been issued and the deadline has been extended to 11/21. We're still bouncing around ideas with the subgroup on how to select the firm. Julie and the group came up with idea...the subgroup will rank all proposals and select the top 3-5 to be interviewed and give a presentation.
- Cassie: We want as much participation as possible, but we also have to be fair to the process. There is some concern that this process hasn't been spelled out in RFP, which needs to treat everyone the same.
- Margaret: We can issue an addendum about having a presentation as part of the selection process. Recommend only one presentation, and any comments can be directed to the subgroup. We'll need to distill the process and get it out to the RFP holders.
- Cassie: A presentation is a good idea, but just one. The entire task force, marketing professionals, administration and interested campus community can attend for feedback.

- Jean: The upcoming break could be a factor with classes ending then starting up again. We need to take this into consideration for timing.
- Bill: It sounds like the subgroup will be making the decision. But it's my understanding that the Task Force is charged with the identity and decision, so are we going to have to let the subgroup make the decision?
- Cassie: That was one idea; however, I don't think that it can happen that way.
- Julie: The subgroup will evaluate the proposals, rank them, and decide on 3–5 to bring back for interviews. The entire group will provide comments to subgroup. Those comments will then help re-rank the 3–5.
- Maureen: Who will be working with the firm when hired?
- Cassie: The entire Task Force, but for day to day, OMC.
- Maureen: It's not going to work with entire Task Force group.
- Julie: Our idea was that the subgroup would be the working group with the firm, but would then bring back the info to Task Force.
- Carol: Is the RFP criteria standard across all RFPs?
- Cassie: Price is only one factor...not going with lowest bid.
- Cassie: One final word...if you're not on the subgroup and would like a greater role in working on the RFP, let Julie or me know and we can amend the group.
- Julie: Timeline: We're running up to holiday vacation. Finals week is 12/5, but then the holidays...so we'll try to make the initial selection soon, and presentations in January.