

President's Task Force for Integrated Marketing

Thursday, March 2, 2006

Smith Memorial Student Union 296

Attendees:

Nate Angell, Justin Bernstine, Jennifer Cardenas, Andy Fraser, Scott Herrin, Agnes Hoffman, Debbie Kirkland (for Lindsay Derochers), Cassie McVeety, Pete Metz, Maureen O'Conner, Bill Prows, Julie Smith, Shayna Smith, Pat Squire, Jean Tuomi, Leslie Watkins, Cate Whitcomb

Not in attendance:

Cindy Bernert-Coppola, Duncan Carter, Cynthia Lou Coleman, Michael Cummings, Mike Driscoll, Walt Fosque, Kathi Ketcheson, Robyn Pierce, David Santen, Doug Swanson, Jennifer Williamson

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. Message-on-a-page update
3. Timeline
4. Stakeholder questions

- Introductions
- Cassie: Thank you and congratulations to Sockeye (Pete & Andy), thanks to the selection committee, we're very thrilled! Thank you to new student Shayna.
- Cassie: Revisited message-on-a-page with the Deans. Marvin Kaiser was concerned that the "distinctive advantage" didn't say "research" or "urban research." PSU's research is what makes us distinct; didn't emerge as strongly though from the Web survey. Deans feel it's very important to add "urban research." Also discussed the word "access," what does it mean? Felt it had a community college connotation and doesn't really capture us. Some felt strongly that it is an "access" place. "Reflect" was thought of as too passive for an engaged community model. The Dean's would like us to consider these issues, it was a great conversation to have, they're excited to see what's going on. Task Force members agreed to update the message-on-a-page to reflect the Dean's concerns.
 - Andy: Noted that the discovery process and creative brief will yield language that will refine the message-on-a-page.
 - Cassie: We need to remember this is not about a tagline, it's a brand; a promise.
 - Pete: It's interesting that everyone wants to "solve the puzzle."
 - Agnes: Education experience offers many paths; location, choice, diversity and quality of those choices.
 - Jennifer C.: Not just who we are now, but where we are going. No problem with "urban research."
 - Nate: Research applies to a new area and extends our distinctive advantage.

- Agnes: Firm believer in access. “It’s all about access.”
- Scott: Access components as well.
- Cassie: Quality argument, keep open enrollment because we’re all about access. People don’t understand the word “research.” It means different things to different people; the Deans liked “creating knowledge” and “discovery.”
- Bill: Not funded research but providing research in the community.
- Cassie: Learning includes research. We want the brand promise to be true, it will continue to be refined.
- Andy: (talking about the timeline handout) three groups of deliverables:
 1. creative brief
 2. visual identity
 3. application and implementation
- Andy: Design doesn’t start until the creative brief is created and approved; the hardest one. The one-on-one groups, small group discussions, etc. are to get to the creative brief; for people to talk about what they like and don’t like. It helps talking to everyone and seeing what they think is important. After the meetings, Sockeyes’ goal is to report to one group (the work group). If there’s feedback, it comes back through the work group; everything should flow through the work group to be most efficient.
- Julie: The work group will communicate with the Task Force and solicit feedback; Sockeye will also be at all the Task Force meetings.
- Pete: The creative brief is for the logo mark.
- Julie: We’d like the logo finalized by June 1 — before faculty, staff, and students leave so they can give feedback.
- Jean: Ideally, work would roll out in fall.
- Scott: We have a loosely-based agreement to use “PSU” from my counterpart at Penn State, as long as it’s not on anything blue. Legally, Penn State has the rights to “PSU.” (Scott personally dislikes the Viking logo that has “PSU” written underneath.)
- Julie: “PSU” is trademarked for merchandise by Penn State; Penn State no longer uses it in their logo. Penn State sued Plymouth State University for using “PSU” without permission.
- Julie: Rough logos will be available to the Task Force to see/give feedback (when discussing the process).
- Maureen: Unfortunately, you’re forced to expose to a large group (when talking about logo development process).
- Pete: The strong voices fall out; average comments start to be what most people will agree with (a concern for creative design – we don’t want average).

- Maureen: As architect Frank Gehry asked “what are you looking for in a building?” People told him exactly what they already had – there was “no boundary pushing.”
- Bill: The work group will work to discover the “true voices.”
- Justin: It would be nice to have something web-based to give feedback, because there’s no perfect access time; that’s the problem.
- Julie: We could have some kind of open presentation and have it be available for a few days for students/faculty/etc. to go to on their time.
- Cassie: The web surveys were the most successful way to get students involved. There was less attendance to meetings that were advertised, even with free food.
- Julie: We could send an email to all students.
- Justin: They need to get the background to be able to think about it and see why it’s a certain way. What about recording the presentation?
- Maureen: Like a slideshow on the thought process; like a pictorial with a few words telling a story. So they learn the process.
- Pete: It gets relevance that way.
- Agnes: We need to get impressions from students.
- Pat: “It’s not a popularity contest.”
- Andy: Week 10 will be discussing the implementation and integration; approved June 1.
- Agnes: June runs close to tight deadlines for admissions materials, etc. It’s better to get it earlier rather than later to get into the publications.
- Andy: We would need to know now if an earlier deadline needs to be set. Designers will design until the very last deadline, sometime the last possible second. The initial stakeholders meetings not getting done would be the most likely thing to screw up the calendar.
- The group decided to stick with June 1 as a deadline for the final logo. They also agreed that the best way for the campus community to learn about the logo options would be through some type of presentation that could be viewed at their convenience.
- Cassie: (talking about the questions handout) We need to start with the audience; who do you want to talk to? Students – current, future, alumni – and donors are the key audiences.
 - Nate: Need clarification on “students” — Oregon, national, international?
 - Maureen: Employers.
 - Julie: The core audience is students, others are resonated.

- Andy: The logo is for every audience – the end result is invisible. There are many different ways to look at it.
- Cassie: It's not a marketing campaign, it's a brand; common themes to different groups.
- Pat: Do we need opinions about our current logo?
- Andy: Yes, it's needed in the process.
- Pete: It gives context.
- Scott: Portland State merchandising was about \$10/student last year; we need to do something to get more gear.
- Andy: Portland Beavers (designed by Sockeye) have the highest grossing sport apparel sales in their league.
- Debbie: We want "PSU gear" to be cool and worn everywhere because it's so cool.
- Julie: I don't like "PSU" because it doesn't say "Portland."
- Pete: "PSU" has an impact (visually) but "Portland State University" is so huge (visually).
- Agnes: There can be a bad connotation with "PSU."
- Pete: I get a strength and urban feel with a (visually) large "PSU" rather than "Portland" big and "State University" small (visually).
- Nate: The mark doesn't necessarily have to have letters or words in it.
- Andy: The good elevator question (cocktail question preferred by Pete) is, "what are six words to describe Portland State University?"
- Julie: We need to add the Task Force meetings to the timeline.
- Pete: We will need more than one week to redesign.
- Andy: Thom will be asking the questions in the meetings; he's a great listener.
- Andy: We're not asking permission from anyone (our external audiences); if you want to stand out you don't ask someone else what to wear.
- Pete: You really have to take a chance to stand out, like the Frank Gehry quote.
- Jean: We need you to give us something different – not something that's just safe.
- Andy: What's our flexibility if something isn't working?
- Cassie: That's why we got additional faculty feedback. This is not a democracy, it's a shared community. We have a deadline but it has to be the right thing for the institution. If we don't have it, we won't just do it to make the deadline.

- Jean: The logo will be a phase-in, everything won't have to be changed at once.
- Andy: We're very happy with the contract!
- The group decided to add a question about the audience and the usage of PSU vs. Portland State University.