Institutional Identity Working Group
November 2, 2010
Minutes
Submitted by: Beth Speer

The working group: Tammy Gieselman (co-chair), Mark Valenzuela (co-chair), Lora Becker, Bob Boxell, Alissa Fricke, Lucy Himstedt, Beth Hochgesang, Scott Lank, Kim McDonald, Mark Shifflet, Beth Speer, Chuck Watson, Dan Miller, Joe Ellsworth

1. Introductions. All members were present, except Joe Ellsworth and Lora Becker. Dan Miller attended via conference call.

2. Mark and Tammy provided a report from the Strategic Plan Steering Committee
   - Athletics play a vital role in our identity and perception from the community, region, state, etc.
   - Our committee will serve as the lead and tipping point for many of our peer working groups
   - Definitely crossover between the II working group and the Education working group
   - Dr. Kazee cautions against working groups using the terms “unique” “best” “only” unless the claim can be backed up by measurable fact. Distinctive is a term that could be used much more freely when describing UE and its characteristics.

3. A question was raised: “Are we researching the hire of an outside company to review and form a branding concept for UE?” If so, Three-Sixty Group led by UE former student, Scott Willy would be wonderful. As would our own UE alum and member of the II working group, Joe Ellsworth of Fire & Rain.

4. It was pointed out that time, money and resources were put into developing our current concepts and those should not be swept aside without careful consideration.

5. Is it our directive to come up with goals, ideas, etc. then hand those off to a consultant to manipulate into the “big brand concept?”

6. A question was raised, who is our audience? The difficulties in having a broad audience definition were raised.

7. We can be unique geographically, but do we limit ourselves regionally? Why?

8. Outside branding assistance will be needed down the road, but right now we need to decide who/what we are. What is the product?
9. We still need to focus on rankings and merit as self-promotion. The best publicity we can get is the free kind.

10. We need working definitions of the following: identity, mission, values.

11. Tammy provided a handout referencing examples of each. It was decided those definitions would be adapted for use by the II working group. They are:
   **Identity** = the fundamental issues involved in developing an institutional or corporate identity are strategic, rather than simply marketing- or design-based. No successful identity program for a nonprofit can be developed without a clear understanding of mission, values, and strategy, on the one hand and communications through actions, concepts, words, design and architecture on the other. Identity is who you are; brand is how you are perceived. Fundamentally, institutional identity development involves:
   - Articulating clearly the mission, values and uniqueness of the institution
   - Developing a framework of standards, guidelines, and even templates for systematizing the expression of the institution’s identity
   - Imbedding the identity message in all of the means through which the institution represents itself to the public

   **Vision** = defines the defined or intended future state of an organization or enterprise in terms of its fundamental objective and/or strategic direction. Vision is a long term view, sometimes describing how the organization would like the world in which it operates to be.

   **Mission** = Defines the fundamental purpose of an organization or an enterprise, succinctly describing why it exists and what it does to achieve its Vision. It is sometimes used to set out a ‘picture’ of the organization in the future. A mission statement provides details of what is done and answers the question: “What do we do?”

12. Other ideas:
   - Town-hall type meetings to gather words, phrases, etc. that are meaningful to students, faculty, donors, alumni, etc.
   - Create an online survey with 3-4 questions
   - Use the inaugural theme. Dr. Kazee has given us his thoughts for the future. We should use them.

13. Lucy volunteered to author 3-4 questions to be used as a survey of our constituents. They should be open-ended and the same questions will be used for all groups.

14. For the next meeting,
   a. Read the inaugural address by Dr. Kazee for discussion.
   b. Bring your ideas, phrases, words to be used for brainstorming on the mission, vision and values.

15. **NEXT MEETING:** Thursday, November 11 at 3:30 p.m. Room TBA.