

ADVANCING Equity, Inclusion and Social Justice in Marketing, Messaging and Branding

UNIVERSITY RELATIONS AND MARKETING
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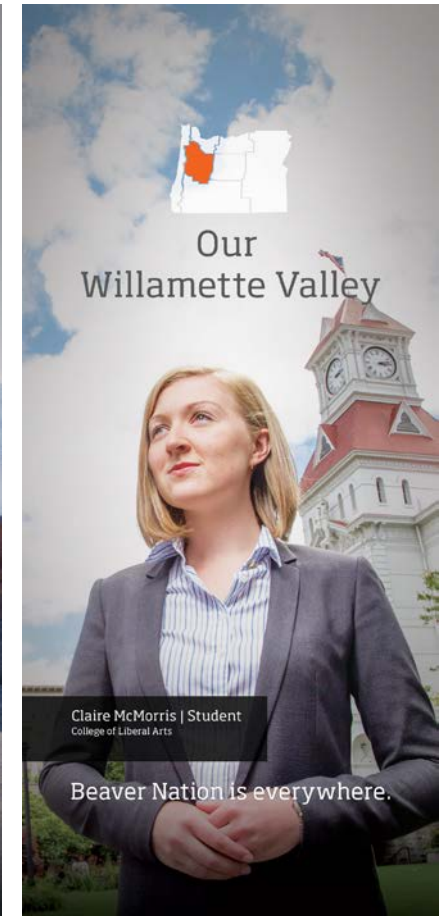
Oregon State
University

WHAT WE WILL DISCUSS TODAY

- URM's journey
- Foundational pillars
- The creative process
- Objects vs Subjects exercise
- Materials review

URM'S JOURNEY

- Started with a creative campaign and campus banners
- ADVANCE 2016 training:
 - URM directors
 - URM VP
- URM director assignment
- Development of URM foundational pillars
- Work with CDO's office
- University-wide training
- URM five-year business plan



PILLAR 1

Integrated/branded marketing, communications and public affairs

- Advance Oregon State's reputation for access and excellence in Oregon and beyond.
- Build greater awareness and appreciation of our impact.
- Position the university as a leader and trusted partner.

PILLAR 2

Socially just and inclusive marketing, communications and public affairs

- Support increased success for all Oregon State students.
- Foster public perception that recognizes Oregon State as a diverse and inclusive community.
- Support efforts to attract and retain a diverse student body, faculty and staff population.

PILLAR 3

Exceptional client services and account management

- Ensure client goals are served at the highest level possible.
- Guide clients in use of the brand in order to achieve their goals.
- Improve the customer experience by engaging internal audiences more effectively.



Oregon State
University

POSITIONING STATEMENT

With steadfast determination, people from Oregon and around the globe gather to **explore** frontiers and to **solve** today's most pressing issues. Together, we **innovate** to deliver far-reaching solutions that guarantee the prosperity of our state and world, **enriching** the lives of all people. We **transform** students into leaders. We are unwavering and **accountable** because the world can **count on us** for a healthier, more sustainable future.

PERSONALITY

Gritty

Hardworking, always taking action

Determined

Steadfast, with the perseverance to accomplish great things

Confident

Positive and unshakable, open to every possibility

Collaborative

We're better together

Visionary

Creatively leading the way, taking on issues

Conscientious

Aware, with integrity and conviction

Welcoming

Inclusive, open to all and enriched by difference

URM'S JOURNEY CONTINUED

- Building a strong internal culture
 - Ongoing training and discussion
- Sharing best practices
 - Annual brand symposium

THE CREATIVE PROCESS

- Sourcing stories
- Finding “balance”
- Aspiration vs reality

OBJECTS VS SUBJECTS

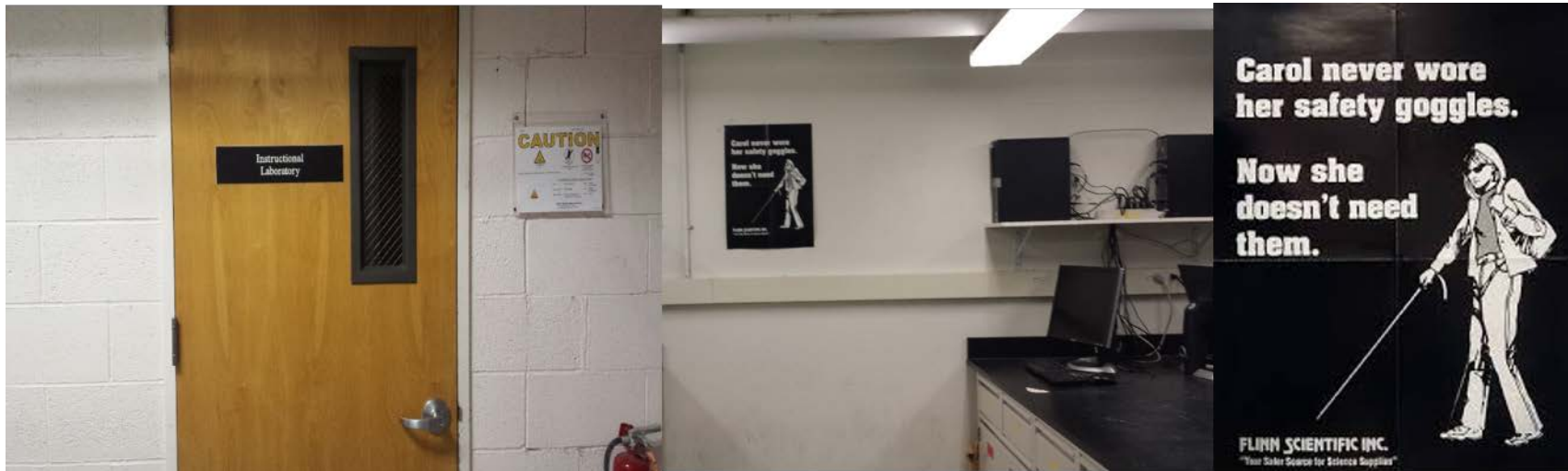
- Symbolic dimension of oppression
 - Widespread ideologies, images, identities
- What are we perpetuating?
- How are we changing the narrative?



OBJECTS VS SUBJECTS



OBJECTS VS SUBJECTS



MATERIALS REVIEW AND DISCUSSION

THANK YOU