Key Insights & Interpretations

Values & Characteristics

Inspirational & Unforgettable
Honorability
Represent the State & Region

Move Ahead
- Not Cartoon
- Not Transfer from Old

Student Athletes need us to move forward
- Support for the Work of the Task Force

Role of President
- Role of UND Administration

Expression of Heartfelt Feeling about this
- "Gift of the name..."

Who should submit names?
- Everyone

Majority were students and said: let everyone choose

Build it to Earn Respect
- Ready to Put it to Rest
- "Gifting" of the name...

Composition of Next Decision-Making Group

Build in Continuity for Next Group
- Lay-Person Blog... a Voice of our own

Who & How: the Decision

Advisory Board (Attorneys, Branding Experts)
- Trademark & Copyright

UND Copyright

Process:
- Organize
- Decide
- Plan
- Gather

Narrow Ideas
- Vet Nicknames

Selection
- Narrow to 5

Roll Out Name
- Select Logo...

Composition of Committee

5 Alumni (inc. 2 Letter Winners)
2 Students
1 Faculty
1 Staff
2 Student Athletes (Male, Female)
1 Donor/Benefactor
1 Community Member
2 Athletic Dept (maybe Coach)

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12-10-2014
Facilitator: Marie Higashinoda, cuneyt.com
Graphic: Record: Martin-McGinnis, Visual-Legacy.net
Task Force Report, Assignments & Timeline

First Impressions
- Survey Results: Many want what's best for UND!
- Our Fans are GREAT & PASSIONATE!
- Many want what's best for UND
- Keep Negativity in Context
- Timing
- High Numbers of Alumni, Fewer Students
- Many felt they had Input!
- On Track: Understand the Numbers to Quarterly
- Talent: Report
- Put History After Charter
- Similarities between Alumni & Students: 60% Ready to Move
- Polar Opposites: No way to please both groups
- Negative people in Town Halls (left with expanded opinions, educational, not captured in survey)
- Many will be unhappy how to find the way forward

Executive Summary
- History
- Preamble
- Task Force Charge
- Methodology
- Results & Findings
- Discussion/Interpretation
- Conclusion/Recommendations

Dec 31: Final Delivery
Dec 21: Draft complete
Dec 17: Draft w/o Exec. Summary

Facilitation: Haime Miyahito elvisayaw.com
Graphic Recording: Martha McElhinney, red-shoe.net
- Understanding the numbers - needs to be explained
- Clear cut data - attributes/values
- Numbers of student, faculty, staff
- Alumni
- Good representation, patterns
- Consistency, level of agreement
- Opinions are values, good & 53% = woot!
- 51% open to the best solution for UCAD
- Including the history/education could move the 31%
- Including the history after the Task Force changed!
- People & negative comments - survey negative remarks
- People who took part, their views somewhat changed.
  (Can't capture that in survey)
DAY TWO FLOW 12/10/14

- Decision on Path Forward:
- Key Insights/Interpretation
- Report Outline, Assignments & Timeline
- Process Steps

12-8-14

- Everybody has the best interest of the university at heart
- Passion coming through
- What is the "best" for UND
  - For whom?
Continue to move forward in the exploration of a new nickname with the provision that current name "North Dakota" be included as an option.

12-10-14 DECISION on Path Forward
First Impressions - Timeline
The sooner the better
60% said let's move on
Strong similarity between stakeholder groups
Survey supports data from Cafe discussions (Alumni, Students, Athletes)

Need to articulate "what is best" in report
Strong opinions but open to what is best
Process

1. Develop charge for committee

2. Name Committee (Jan)

3. Gather ideas for nicknames
   - Organize (brand, consult/legal)
   - Plan - provide a template for legal protection
   - Decide how to move forward
     - use café model
   - Gather nickname suggestions
     - all can submit ideas that meet designated criteria

4. Narrow ideas
   - Committee & legal counsel/professionals
   - Public Vote to Narrow to top 5

5. Selection
   - Committee from narrowed choices

6. Roll Out Name

7. Start process for logo