WELCOME
UND Nickname and Logo Recommendation Task Force
2-Day Flow & Objectives

Day One
- Preliminary Report Outline
- Process Quantitative & Qualitative Data

Day Two
- Consensus Decision Making on Report, Assignments & Timeline
What are your Overall Impressions of the Process So far?

12-8-14
Best Thinking...

"What are the MAJOR ELEMENTS your report should cover?"

- Writing Exercise
- Mixer - 3 Pairs
- Group Harvest

12-8-2014
OVERALL IMPRESSIONS

Very well organized... We've done our BEST
Can't make everyone happy
Impressed & Scared

what more could we have done?
Looking for Patterns - THEY ARE THERE!

Ethics, Principles, Data - a Solid Base!
Loyalty & Passion for UNO as a whole
So much Group Consensus!

12/8/2014
MAJOR ELEMENTS

- Overview of info & gathering methods ... what it tells us
  
- Timeline

- Recommended next step
  Something Everyone will take the time to read -
  
- Executive Summary

- Values of the Nickname

- Introduction

- Summary of Meetings of Survey & TH Data

- Recommendations proceed or not...
Major Elements

Ensure people know the task

- Force made these choices on process
  - well-intentioned, hard work
  - this was not a decree, but grew from the Charter, independently

- # of People Involved
  - the Charter: "this is all we were given"

- Representative democracy for choosing next committee
  - set out criteria & strategy for election
  - Not Appointed: Elected!

12/8/2014  #6
"The Task Force will participate in the development of a process for the potential adoption of a new nickname and logo."

"...The group will participate in a facilitated process designed to map out and gather input for the potential selection of a new nickname and logo for UND."
TASK FORCE CHARTER

THE TEAM ANTICIPATES SUBMITTING ITS RECOMMENDATIONS TO UND PRESIDENT ROBERT KELLEY BY THE END OF 2014

WHILE THE TASK FORCE IS NOT CHARGED WITH MAKING A FINAL NICKNAME AND LOGO SELECTION, PRESIDENT KELLEY WELCOMES ALL FINAL OUTCOMES AND RECOMMENDATIONS FROM THE TASK FORCE'S WORK."
STAKEHOLDERS:
Students invested in UND by choosing to enroll here; their voice as the dominant stakeholder, whether current, former, or involved in activities or not, must be a driving force in the process.

Timing
In the best interest of UND, based on the assessment of the data collected through in-person, town hall & survey sources, the task force recommends that the process of selecting a new nickname/logo should begin promptly & proceed to completion within 12-18 months.

Key Takeaways - One sentence on each:
- Majority wants what's best
- Process
- Stakeholders
- Timeline

PROCESS: Calls for formation of a new committee of stakeholders, chosen via representative democracy, whose duty shall be to present to the public a broad array of potential nicknames (embodying the values & attributes determined by the survey data) and then conduct a winnowing process, leading to the selection of a widely popular new nickname.
ACTION ITEMS

1. CATEGORIZE RESPONSES THEN QUANTIFY
   - Help people understand
   - Make people feel heard

2. DECIDE WHETHER TO MOVE FORWARD

3. Outline the Report & Responsibility Matrix

4. Brief History - Context

5. Review Email from Susan with Comment Buckets

#10 12-8-14
POSSIBLE SMALL GROUP TOPICS

* VALUES & ATTRIBUTES

* TIMELINE
  including
  • Whether to have a nickname at all?

* STAKEHOLDERS
  (who chooses?)

* PROCESS
  Next Steps
  • FIRST IMPRESSIONS
  • CLARITY about WEDNESDAY
  • WHAT TO DO BETWEEN NOW & THEN

#11
12-8-14
Consider: do the Stakeholders say we should move forward? < Start here in next phase…

Since it wasn’t a direct question

KELLY:

“Survey was approved as adequate tool”

“Have confidence in it.”

“The data can shed light on the answer without asking it directly
- Study the data.”

The question, without education on what it would mean, is too hard to answer
- Not informed

A majority felt the survey was valuable

We are being asked to LEAD!”
Next Decision Making Group...

13-15 members

- 5/6 - Alumni (2 Former Lemon-Wine and 3 academic)
  - Students (Male+Female)
  - Faculty
  - Staff
  - Student Athlete (Male+Female Ath)
  - Donor/Booster (ATHLETIC/CHAMPION Club)
  - Community/Friend of UND

1-2 Task Force member be advisory position

- 2 Athletic Dept. Rep (1 Coach?)

* SPECIAL EMPHASIS on Cultural Diversity