UND Nickname & Logo Recommendation Process Task Force - October 16-17, 2014 UND Wellness Center

- **Purpose:** Life-Affirming
  - Feel Inspired
  - Uniquely UND
  - Strong
  - Passionate
  - Recognizable
  - Confidence
  - PRIDE
  - Embracing the Past & Moving Forward
  - Cheers & Waves that develop the new identity each sport incorporating it

- **People Must Understand:** there will be a new nickname!

- **Quality & Values:**
  - Stakeholders: Students, Alumni, Coaches, Staff, Faculty, Parents, Fans, Friends, Media, and Public
  - Administration: Name, American Indian and Tribal Communities, Friends of the University

- **Patterns:**
  - Distinction: Come up with a Process for Recommendations
  - New Ideas Clarified
  - Commonalities

- **Fun!**
  - Lot of Information in a Short Time

- **Process & Timeline:**
  - Recommendations will be made
  - Process Stages:
    - Step 1: Input & Make Recommendations
    - Step 2: Narrowed List
    - Step 3: Final Decision

- **Recommendations:**
  - Name: "Rockies" & "Sons"
  - Use Students as Resources
  - Boosters, Friends & Fans Involved

- **Stakeholders:**
  - Students, Alumni, Coaches, Staff, Faculty, Parents, Friends, Media, Public

- **Specific recommendations:**
  - "Rockies" & "Sons"
  - Use student input

- **Final Decision:**
  - The decision is obvious at the end!
STAKEHOLDER VISIONING
Marie Miyoshiro  Elocity.com

Recap
Important things
People are 696 Visual
Create a Visual Record
Google Docs
Virtual Meeting
Work in PAIRS
30% Intrawork

Voices Heard is different from having a vote
Stakeholder Group Discussions
World Cafe
Synchronous Meetings
2 Ways of Gathering Input
Generate & Build on Ideas
Asynchronous Meetings
Great way to reach & gather Volume & vet ideas

Brand Personality
How does it FEEL?
Assume a Great Leap...

BRANDING BEST PRACTICES
Kelly O’Keefe  Padilla.CRT.com

Organizational Branding - the highest aspirations of the institution

Voice
It’s not about my opinion

2. Inclusivity
Get multiple perspectives

3. Be Realistic
Brand Identity
Work when Lately developments

Key Questions:
Who are we Branding?
What does the Organization stand for?
Who is the Audience?
What do we know?
What do we need to know?

Tap into Existing Structures
November Events

Virtual Meetings
On-line Bulletins

Secondary Information
On-line Surveys
Non-Exclusive lots of input

Invitations
November Events
Washn All Attendee list appropriately

Responnsiveness
Inspirin
Adaptable

Easy to Read
Easy to Say

Flexible
Historical, important info

Innovative
Types:
LITERAL, ASSOCIATIVE, ABSTRACT,
UNCONNECTED, THE NORS-THINGS,
Remember Trademarks & URLs
Outreach Plan

- Online Surveys
  - in field
  - Nov. 11-17

- SAAC Input Session
  - Near Nov. 15

- Online Town Hall
  - In October

- In-Person Meetings in G.F.
  - In-Person meeting outside G.F.
  - Nov. 6 & 7

- Outcomes Statement

- Mechanism to capture
  - Unsolicited, agreed-upon
  - Comments

- Engaged, Authorized, Not Low-Public