WELCOME!

UND NICKNAME & LOGO RECOMMENDATION PROCESS TASK FORCE

OCTOBER 16-17, 2014

CONVERSATIONS DESIGNED & FACILITATED BY: MARIE MIYASHIRO & KELLY O'KEEFE
ELUCITY.COM PADILLACRT.COM
PURPOSE: ORGANIZE TASK FORCE TOWARD A SHARED GOAL.

OUTCOMES:
- DIRECTION / BHAG
- TRAINING: BRANDING PROCESS & STAKEHOLDER VISIONING
- NEXT ACTION STEPS
- CONFIRM PROJECT SCHEDULE
"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."
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.
"BUILDING A CREATIVITY CULTURE"

META-ANALYSIS - 42 STUDIES ON RELATIONSHIP BETWEEN CREATIVITY & SITUATIONS

14 DIMENSIONS AS MAJOR PREDICTORS OF CREATIVITY

#1 POSITIVE INTERPERSONAL EXCHANGES

#14 AUTONOMY
What specifically is being presented to President Kelley?

Which stakeholder groups are to be engaged?

- At what levels?
- What is their role?
Gradients of Agreement

**Full Agreement**

(Against Minor Concerns)

1. \#B1
2. \#B2

**Agreement**

(Against Concerns)

3. \#B1
4. \#B2

**Neutral**

5. \#B1

**Disagreement**

(Against Concerns)

6. \#B1

**Disagreement**

(But... Can Live With It)

7. \#B1

**Disagreement - Can Not**

(Very Uncomfortable) Live With It

Concept by Sam Kaner, et.al
Task Force Participation
UNIVERSITY NICKNAME & LOGO
SELECTION PROCESS TASK FORCE MEETINGS

- **October 16-17** IN-PERSON WORK & TRAINING SESSIONS

- **October 17 - November 20** STAGE 1 DATA GATHERING

- **October 21** > VIRTUAL MEETINGS

- **October 29**

- **November 6 & 7** IN-PERSON STAKEHOLDER GROUP DISCUSSIONS

- **December 9 & 10** IN-PERSON STAKEHOLDER GROUP DISCUSSIONS
WHAT IS THE TASK FORCE'S "BIG HAIRY AUDACIOUS GOAL" BY DECEMBER 31, 2014?

REVISE LATER
The Nicknaming Process for the Nickname will produce an athletic department mark that is also relevant to UND as a whole.

Proposal A

The Process for the Nickname will produce an athletic department mark that is relevant to UND as a whole.
PROPOSAL "B": #2
- TASK FORCE GOAL

A detailed written document by 12-31-14 containing an Action Plan for final selection of a potential new nickname based on input from appropriate constituents & Task Force recommendations.
PROPOSAL B: TFGOAL

A detailed written document by Dec 31, 2014 containing ranked input/recommendations from appropriate constituents along with a process for final implementation selection along with a new nickname.
NAMING CRITERIA

1. INTENDED COMMUNICATION
   - WHAT MESSAGE OR MESSAGES
   - CHARACTERISTICS AND ATTRIBUTES

2. PERSONALITY
   - TONE/FEEL

3. FUNCTIONAL REQUIREMENTS
   - USAGE
   - TRADEMARK/LEGAL
   - WEB ADDRESS
   - REPRODUCTION METHODS
<table>
<thead>
<tr>
<th>LIKES</th>
<th>CHANGES</th>
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</thead>
<tbody>
<tr>
<td>Closer to being on Same Page</td>
<td>Heavy overuse of the &quot;P&quot; word</td>
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<tr>
<td>will help tomorrow</td>
<td></td>
</tr>
<tr>
<td>We all are passionate about doing right</td>
<td>Be more Active</td>
</tr>
<tr>
<td>thing</td>
<td></td>
</tr>
<tr>
<td>Constructive Disagreement</td>
<td>More Small Group Discussion</td>
</tr>
<tr>
<td>Diversity of Thought &amp; Opinion</td>
<td></td>
</tr>
<tr>
<td>Rich Decisions</td>
<td>Get up &amp; more around for snacks</td>
</tr>
<tr>
<td>Facilitating Helps us keep on Track</td>
<td></td>
</tr>
<tr>
<td>Gradients of Agreement form of Voting</td>
<td></td>
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</tbody>
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October 16, 2014
DAY #1
LIKES

CHANGES
In Person Meeting
Participation
RESOURCES
TO DO's

- Written Document
  - Outliners
  - Authors
  - Editors

- Subcommittees?
  - In Between Work?

- Action Plan Elements

- Input/Outreach Plan

  - Updates

  - Life-affirming Purposes

  - Input/Outreach Café

  - Action Steps

  - Confirm Proj. Schedule

DIn Y2
10/17/14
Factors include, not limited to: OUTREACH PLAN

- WHO will provide input
- WHAT KIND of input should be provided
- HOW suggestions would be ORGANIZED, CONSIDERED or NARROWED DOWN
- WHAT CRITERIA should be used
- HOW a Final DECISION should be made
Also, identify

- CHARACTERISTICS and
- ATTRIBUTES that should influence the selection of a Nickname.
Life-Affirming Purpose:

"When you look back from 5 years from now, what highest purposes have been served for the University and all Stakeholders?"

• Feelings • Needs • Outcomes
Who:
Stakeholder groups already identified
Beyond GF = entire State Alumni

Kind of input:
Who others think important stakeholders are and weighting of input
How do we ensure it is unique and has meaning to UND
Creation of logo needs to come from a stakeholder

Organized: by attributes or common categories
People need to be identified
Accessible on all social media avenues

Criteria: what & why for the potential names
Voice to all stakeholders

Decision: Polls - representative?
Time

Characteristics
Strong
Confident
Passionate

Attributes
Tradition
Meaning to UND

Identity

Outreach Plan
- town hall meetings
- virtual
- in person

- survey
- in person focus groups

- Internal methods
  - Senates
  - Mass media
- Social media
- Print / broadcast
- Media distribution

Tagline Needed
- PSA @ games
#1 Who (general input - not decisions)
- Students/S-A's
- faculty/staff/Admin
- Alumni
- donors/season ticket holders
- Everybody

1. All voices heard!
   - criteria (likeility)
   - how consultants

#2 What kind of attributes input
- the way (pride for example)
- attributes
- meaning
- what should it represent
- how articulated

2. Process itself
   - unordered

3. Identify your perceived little
   - student/alumni

#3 How
- online database - categorize input
  - anonymous or not
  - public posting (PSA) to direct people to site
  - use(#) - list all those who respond a certain way
- other qualitative research methods
- public poll/selective poll to narrow group
  \[ \Rightarrow \text{UNB constituents} \]
4. Criteria for selection
   - Meaning behind suggestion
   - Applicable to region
   - Unique
   - Meets the qualities/values identified
   - Recognizable
   - Honor
   - Tradition
provide input:

1) Alumni, Public (already named) different levels to be determined.

2) What kind:
   a. attributes of nickname
   b. process (?)
   c. rationale -> "why"
   d. "how does it make you feel"
   e. concrete input

3) How:
   a. based on status (i.e. student, faculty/staff)
   b. type of input (i.e. attributes, strength, etc.)
   c. organize by who provided rationale
   d. research method

4) What criteria should be used:
   a. criteria of what?? process, etc.
   b. quantity of response
   c. meets the attributes
   d. more focused review of ideas

5) How final decision made
   a. more final decision matters
   b. defined body is equal rep from all X alumni, students, staff, how are they picked, elected
1. Face to suggestions to avoid negative input
2. Who does the final decision making
3. Virtual meetings
   Comfortable avenues in a timely fashion
   Accessibility
   Polling stations city & state
   Phone polling
4. Who determines stakeholders?
   Non-biased
   Equaling out by number (ratios)
5. Alumni, students, faculty
Outreach Plan

- Online Survey
- Focus Groups
- Virtual Town Hall
<table>
<thead>
<tr>
<th>LIKES / CHANGES</th>
</tr>
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<tbody>
<tr>
<td>Small Groups</td>
</tr>
<tr>
<td>Good Discussion</td>
</tr>
<tr>
<td>Active</td>
</tr>
<tr>
<td>Lot done in groups</td>
</tr>
<tr>
<td>Challenging</td>
</tr>
<tr>
<td>More Cohesive</td>
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<table>
<thead>
<tr>
<th>CHANGES</th>
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<tbody>
<tr>
<td>More Time</td>
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<td>More Time</td>
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DAY #2
10/17/14
1) Develop Proposal of Outreach Plan - Due Date: 6 PM 10/1/14
   Champions: Sheri

2) Survey Creation & Process Plan - Due Date: Champions: Sue Swers

3) Synchronous MTG. Plan - Due Date: 10/27/14
   Champions: Jim, Sandra, Margaret, Chuck, RT