UND Nickname Process: Conversation CAFE #1
November 5, 2014

FEELINGS & VALUES
- Fierce!
- Pride
- Community
- Excellence!
- Unity!
- Honor
- Beach, Recognizable, Unforgettable
- Work Ethic
- Everybody Should Love It
- Beautiful Our State

STRENGTHS
- Historical Nature
- Intimidation Factor
- Not Soft
- Takes a Statement
- Not Over-used
- Start a New Tradition
- Geographically Relevant
- Something that Kills Bison

UNIQUENESS
- No Discrimination
- Honoring Tradition
- Respect! Confident
- Too Soon for a logo
- Imagineable

EXPLORATIONS & ATTRIBUTES
- It will never be replaced by...
- Strong, Academic Presence
- Recognize the Importance of the Community
- A LOT of People who should be included... that complicates things!
- Unique
- Inspires Respect
- Easy to Cheer for
- Fits Us!
- Not the others

DOMINANT
- Connection - Grand Forks vs. N.D.
- Honor the TRADITION
- Keep the "fighting"
- Intimidation Factor
- Keep the colors!

SELFLESSNESS
- Selflessness: ability to do something BIGGER than yourself
- Honor the TRADITION
- Keep the "fighting"

STRENGTHENING FACTORS
- Superior" and "Current N.D. too"

ATHLETES
- Who wear the logo... different from others
- Athletic Alumni
- Champion important
- Say... they were part of it
- Biggest Supporters... they stick with us!

STAKEHOLDER GROUPS
- Friends of UND - Parents
- Student Athletes
- Community Members
- Student Athletes
- Families of Student Athletes
- Coaches
- Faculty
- Alumni

MANAGEMENT
- Have a weighted system to balance numbers
- All are important
- Involves everyone... then Naturally

© UND 2014
Facilitation: Marie Miyoshio elucity.com
Graphic Recording: Martha McGinnis Visual-Logic.net
UND Nickname Process
CONVERSATION CAFE #2
November 6, 2014

STAKEHOLDER GROUPS

- Alumni
- People here 24/7
do games, Pack the House
- Donors
- Students
- Faculty
- Administration
- Parents
- Community Members
- Stakeholders
- Student Athletes
- T-Shirt
- Traditions
- Marketing
- Media
- TV
- Social Media
- Graphics
- Websites
- Branding
- Marketing Plan
- Communications
- Media
- Legacy

Purposeful
Thoughtful
Clear Process
No Politician
Gets to Choose!

TIMELINE

- Final Choice by May 2015
- Logo competition
- Summer 2015
- Completely ready by T-Shirt Fall 2016

PROCEDURE

- Stakeholder Submission with narrowed criteria and qualities
- Committee
- Process
- Integrity
- Meaningful Survey -Science
- Transparency -Polling Stations
- Social Media
- Snail Mail Email

Facilitation: Marie Miyashiro - elcity.com
Graphic Record: Martha McElminnis - Visual-logic.net
UND Nickname Process
CONVERSATION CAFE #3
November 7, 2014

Stakeholders
- Former Athletes
- Parents
- Alumni
- Current Students
- Faculty & Staff
- Prospective Students
- Students
- Citizens of ND
- UND 2014

Timeline & Procedure
- Deadline: May 2016
- Soft Deadline: Don't Rush it
- Roll Out
- Open Gatherings
- CEOS: Give your top 2

Inclusive
- Take Suggestioins from Everybody
- Visual Identity
- Promotional Merchandise

Transparent
- Publish these 3 meetings
- Mass Email

Clairety
- Kind, open, accessible community
- Spirit
- Love needs import

Clarity
- A Date is a powerful thing
- No end date

STAKEHOLDERS
- Anybody who wants to be one
- Ensure diverse backgrounds

Student Athletes
- Carry the Image, Wear the Logo

Student Union
- The Past & the Future
- Lost the Previous Name

Alumni
- Deep Connections
- Lost the Previous Name

Inclusion
- The Nick is a powerful thing
- No end date

By Fall 2015
- Rodgers
- When school year starts
- Students will never have a nickname

by Fall 2015
- Rodgers
- When school year starts
- Students will never have a nickname

Sooner the Better... Plan, A Plan
- Stakesholder Benchmark for validity
- 135 year Anniversary launch in 2017
- Extended to 2018
- Negative idead by Committee
- Narrow ideas by Committee
- Take a Vote
- Guidance
- Consider the decade
- Values:
- Loyalty, tradition, diverse, inclusive

Value:
- Loyalty, tradition, diverse, inclusive
- Values:
- Loyalty, tradition, diverse, inclusive

Is this Important?
- More Forward, even though were still figuring out
- Not business, not government
- Next steps:
- Group like the Task Force
- Core Decades
- Alumni Functions already happening to get input
- Make it THEIR IDEA
- Extend the Task Force into the future

Facilitation: Marie Miyashiro clarity.com
Graphic Recording: Martha McGinnis Visual-logic.net