

**Identity Workshop
Portland State University
CADS PLUS EXCOM**

Topic 1: defining strengths

Top 4-6 from each group:

Excellent faculty

Vibrant metropolitan region

Engaged (community-based, service learning, real-world research)

Inclusive (welcoming, diverse/generational, demographic, intl., multiple constituencies, multiple expectations, research, teaching, community)

Economic driver (nimble, entrepreneurial, agile, innovative)

Makes a difference (changes lives)

Partnering with a vital urban community (local and global): diversity, accessibility, community-based learning, community engagement – future of city/region/PSU linked & interwoven

Providing a lifelong resource for learning

Being in Portland – immersion in city/region, use of resources, porous boundaries

A promise to be realized – expectations set, a sense of movement

Accessibility – expanded education opportunity, range of programs

Responsiveness – change, community needs, building partnerships, leading to program quality

Breadth of graduate education – serving career needs, discovery of knowledge

Others:

Large, comprehensive, fast-growing, urban, strength of permanent and adjunct faculty (and their commitment to teaching, learning and engagement), combine theory & practice, first-time opportunities for success for many kinds of students, sense of responsibility, flat/lean organization

Topic 2: visual images

City of Portland and Mt. Hood -- beach, city, mountains, recreation, culture, recreation, gorge, river, Oregon coast, outdoor activities

Summer commencement

Street car/urban plaza (full of people)

Change – how do we interpret this?

Diversity – students, faculty

Farmer's market

Lots of people!

Bridges

The president

Building

Climate

Green

Park Blocks

Transportation – all road lead through PSU! – Trimet, streetcar
Students/faculty engaged – coffee, park blocks
Our boundaries are porous – no walls (demonstrate integration with community)
Bikes
Dan’s t-bird!
Light rail
Simon Benson House
Urban Pioneer dinner
Stott field – a community space
Library and tree
Neighborhood – mixed-use Broadway building
Green and white
University seal
‘logo’ – what is it? Now, wordmark
Presidential medallion
Lack of: signage, coherence in design, distinct campus borders, cleanliness
Labs, researchers
West hills, parks
Skybridges (on campus)
Viking – not
Students with leaders
Let knowledge serve the city (the motto on the skybridge)
University district
Urban architecture
Sustainability/environmentally sensitive
NASCC (Native American Center)
Helen Gordon Center
Stages/changing sets
Spring in the Rose Garden
New and old rituals
The Cheerful Tortoise
Art museum/performing arts/historical society
Students in nature and community

Topic 3: brag facts

Categories of evidence: economic/social impact, CBL impacts, partnerships (CC, OHSU, community/schools, programs, awards (PEW, AACU, NASLGC, AACTE, faculty), national recognition (US News, Princeton Review, others), significant grants, intellectual contributions (journals, research, publications)

National rankings: capstones, learning communities, service learning
Number of degrees – esp. grad degrees in professions, social work, community health, urban studies/planning
Alumni success and presence
XXX student in the community (capstones, etc.)
XXX faculty in the community

Economic engine for state/incubator, public-private partnerships, etc.
Fulbrights and fellowships
World-class faculty in key areas (in face of limited resources)
Accelerating research expenditure
SYLFF/WASADA – international leadership
Enrollment size and diversity (most diverse higher ed. Population in state)
Character of student body
Send more students to OHSU than any other campus
We are downtown
Answer more reference questions than any other library in state
Breadth of partnerships is huge
Student performance on exams, such as actg., etc.
First-generation stories
Alumni satisfied (86%) and employed
Biggest TRIMET, Seattle's Best Coffee and Pizzicato customers
Sustainability recognized
22 languages taught and 94 spoken on campus
More alumni in Portland than any other campus (70-75K – students stay here)
Faculty focused on teaching excellence
Enrollment, construction, visibility and research funding all growing
ETM dept. in top 50 internationally
\$2,000,000 impact in CBL/capstones and XXX student participating
Training – local, regional, intl. groups
95% of products produce by LSI logic are tested with protocols developed at PSU
(components of the Playstation)
National & international awards for vocal excellence in opera and chorus
Student placement in Portland jobs (largest supplier of personnel to Intel)
3 PSU faculty/staff on Portland school board
XXX people attend events on campus each year
Resource to city/region
400+ community partnerships
6,000 students/year in community
30-35 MBA projects @ \$100,000 annually
More grad degrees awarded regionally
100,000+ hours in schools/year
1,100 International students' impact \$120,000,000/year
Largest (?) research, Portland Business Accelerator, Electron microscope
Energy efficiency
Multi-university partnerships
Community college agreements
Business leaders as mentors/speakers

Topic 4: competitive advantage/tag lines

Portland State University, where engagement, inclusion, responsiveness and results serve a world-class city.

Portland State is where your hopes are our profession.

PSU is the local place for global ideas.

PSU is where the local becomes global.

PSU is where your education is part of the community.

Portland and its university – a unique opportunity to learn, grow and excel.

The city and university growing together.

Tomorrow's university today.

Urban University. Global opportunities.

Partnerships, innovation and unlimited opportunities for learning.

Live, learn the urban experience.