

Identity Workshop
Portland State University
External Relations Staff

Composite themes

1. Accessible to all motivated to make a difference
2. Community-connected with expertise in all matters urban
3. Environmentally oriented
4. Truly diverse student body... in age, nationalities, and race
5. Attracts uncommon creativity in both faculty and students
6. Portland is a gateway to the world

Identity themes

Accessible; convenient
Community engagement' partnerships; connections
Portland location
Grads stay in the region
PSU reflects and shapes the region
Choices
Large
Real world involvement
Professor availability to students
Not an ivory tower
A resource to____
Sustainability and environmental
Flagship programs, i.e. pub administration; social work; opera; etc.
Diverse
Multi-disciplinary
International
Urban
Economic driver
Nimble
Scrappy
Innovative; creative
When Portland needs answers it comes to us
Transforming
A changed and changing place
Serves the city
Opportunity

Brag facts

First generation student stories
Capstone stories
Business accelerator
Growth in research
Leads conversations about sustainability

Diverse student body
Intelligence transportation systems lab
Cyber-security technology
Urban planning influence
Wireless campus
Institute of nonprofit management
Small business outreach program
International partnerships
Electron microscopy
Award winning opera
100,000 alums; 75,000 in tri-county area
Star faculty
Award winning buildings
Award winning UG curriculum
“Colleges with a Conscience”
Continuing education
Most teacher pre in Oregon
Medical school acceptance rate
Food industry center
Center for real estate
Only MSW in state
Helen Gordon early childhood center
Native American center
Integrated circuit lab
Award winning student advertising team
Award winning student newspaper
Vanport survival story
PSU student designed the “swoosh”
David Boone and the transformation of Biology
Fariborz Maseeh and the story of his giving back
National faculty awards
Leading many sports in Big Sky conference
Other national awards
Quality of arts... opera, jazz, choir
NW Science expo
US News designation “best of category”
Grads at Intel
23 languages taught
International student body
Volunteer hours in community... 105,000 hours
Ken Ruoff... Japan’s equivalent of Pulitzer
Population and census center
Eco roofs’
Bio informatics
Ooligan Press publishing
Land use experts

High rate of older students
Vinnegar Jazz Institute
Creative Studies Institute
Institute of Portland Metro Studies
NASA research
Smithsonian partner
Programs in Asia and China

Visual images

Park Blocks
The color green
The Viking
Benson House
Bricks and glass
Eco roofs
Streetcar
The tortoise
Bicycles
Cityscape with Mt Hood
Bridges; sky bridges
Old Main - Lincoln Hall
Shattuck
Freeway
River
Library steps
Elm trees; leafy
Hoffman Hall
Urban Plaza
Congregational bell tower
Cooper beech tree with library
Arch; umbrella
Mountains

Sentences; tag lines

We connect with the city and the region in a way that we are internationally recognized for, and that results in smarter students, smarter communities, and a smarter world.

Portland State is a community of diverse students and faculty partnering to (create opportunities that) transform lives and shape our future.

Shaping our future
Your bridge to knowledge
The bridge to the world
The beginning of the journey
A place where people are transformed

Your world of opportunity
Portland State University. Smart
Portland's smart university
Globally engaged
A global vision
Vitaly engaged
An urban destination without borders
Community engagement with a global perspective
An investment in transformation
Find your voice
International exhibit: always open
Explore
Portland International University