

**Identity Workshop
Portland State University
Staff**

Topic 1: defining strengths

Repeated:

- Diversity of breadth in experience of university population -- age, experience, origin, beliefs, politics (a comfortable place for different types of people)
- Community connection – networking, community-based learning/lots of opportunities for experiences, internships, community college partnerships, international partnerships; strong sense of internal community (involvement and collaboration)
- Location/Portland/downtown hub/Pacific Northwest; City for life – learn, live, connect
- Accessibility (if you want an education, you can get it here; all types find a place)

Others:

Comprehensive experience

Students as change agents, independent

University is growing and evolving ('large' sparked recognition at time, but not as relevant now?)

Curriculum (nationally recognized)

Faculty-student relations ... faculty treat them as adults

Faculty are amazing people doing amazing things .. they are researchers who teach

Traditional education, nontraditional hours

Sustainability/green initiatives

Topic 2: visual images

Park blocks

Streetcar

NASCC

Broadway

Urban center

New engineering building

Simon Benson House

Epler hall

Coffee shops

Modern building ... lots of people

Skybridge w/motto

Community field

Urban culture

City – campus connected physically

Portland's urban neighborhoods

Natural beauty of region

Willamette river and bridges

Mt. Hood – trees water raindrops
Waterfront
World affairs council news/speakers
People closely affiliated with university? Mark Hatfield, Vera Katz?
Green!
Light rail
Library w/copper beech tree
City skyline
View from Washington Park
Miller library
Nature center
Summer commencement
Photo collage
Party in the park
ASPSU windows on Broadway
Music in the park blocks
Sustainable ‘stuff’
Teaching labs/research
Viking – yes and no
Seal
Wordmark – needs updating?
Another graphic image?? Would like one ... is there something related to the Viking since there is already investment in it? Is there too much baggage associated with the Viking as an athletic-only symbol?

Topic 3: brag facts

Foreign languages offered & international initiatives
“global village”
Student initiatives – native center, WRC, QRC, community garden, dental clinic, ASPSU childcare, Food for Thought
Major supplier of employees to INTEL and students to OHSU
Capstone programs – Rock n’ Roll Camp for Girls, engineering w/200, Estacada revitalization, nonprofit marketing, gay homeless youth
The famous flushing toilets!
Transportation lab
Center for Lakes & Reservoirs
LEED certified buildings
Commitment to mass transit – busiest transit stop, MAX expansion
Library built around tree
Growth numbers – FTE, acreage/buildings
Service students of all ages (lifelong)/demographics
University as nexus/hub – farmers market, park blocks events
Recreation destinations – 90 mins. To beach, mountains
Faculty achievements
Sustainability, visible elements/practices – research opps for faculty & students (Ecoroof - Spolec, Sailor; Epler Hall rainwater reclamation)

Growing percentage of ethnic diversity – all 50 states, 93 countries
Food Industry Leadership Center, liaison w/industry
US News rankings/Princeton Review
Portland accolades – biking, walking, livable, “hip”
Access stories of success – first gen, retired women, etc.
Yahoo – Click Ass – student advertising competition
Community connections – capstones, internships (Ywca HISTORY PROJECT, Albina neighborhood history, mechanical arm for open heart surgery/OHSU, every school/college has connections, faculty have regional/natl. connections
Accessibility – community college initiative: get PSU degree at local community college campuses
Faculty examples:
Weislogal – experiments in space/NASA – designed ‘drop tower’
Lisa Zurk – MIT Navy sonar explorer
Extreme environment people – Rsystemback, Sherry Cady
Executive Leadership Institute (CUPA), work in Asia
Jason Padrobsky – fish lab
David Peyton – malaria treatment
Andrew Fountain – glacier
Business Outreach Program – assist small mom n’ pop businesses with marketing and business plans

Topic 4: competitive advantage/tag lines

The urban setting of Portland State University provides a multitude of community partnerships for learning and research led by dynamic, nationally recognized faculty. Live, learn, connect.

Located in the beautiful Pacific Northwest, Portland State is a vibrant university in the heart of Portland with a mission centered on community engagement. A great place to live, learn and connect.

Learning for Life.
Make a difference in the middle of it all.
Green and loving it.
Live. Learn. Lead.
Serious (insert adj.) school for serious (insert adj.) students.
Get your freak on at PSU.
PSU: as unique as you.
One big step in your journey.
Growing world leaders.
PSU: where you can make a difference.
Define yourself.
Let knowledge serve the world.
Changing the world one student at a time.