• Capstone was what got PSU into USN and WR
  o Let knowledge serve the city
• Business community
  o Reputation for being collaborative

FUTURE
• Perceived by Portlanders as having an impact here – seen by “John Q. Public”
• Critical to city’s continued development and growth
  o Commuter access
  o Breadth of programs
  o How to bolster reputation?
• Resources to actualize its potential
  o Lots of opportunity held back by lack of resources
• How could we deliver at a lower cost?
• Become an advocate (vs. observer)
  o Be thought of as such
  o Take a point of view into the world

REPUTATION
• Masters Planning Workshop
  o Highly regarded
  o Loved by clients
  o Significant impact
• Graduate programs often form the reputation of the school

REPUTATION: BUSINESS COMMUNITY
• Doesn’t know much about PSU commuter students – dilutes brand
• In NE Portland
  o Seen as a good university to attend
  o Could afford to attend
  o Useful programs for the community
• Seen in a different light than Oregon State or U of O
• High (added) awareness of the brand
• Neutral, esp. if not directly touched by PSU
• Sense that it’s rising – well-kept secret
• PSU’s major degree programs tend to be “obscure” compared to other professional degrees
• Founded for Veterans, continues to serve “non-traditional”
• 70% transfer
  o Average age is high
  o Many students are more serious
  o Uneven student preparation
• Also plays into teaching load
  • For faculty
    o How can we capitalize on the scholarship that is coming out of the classroom?

COMPAREATIVE ADVANTAGE
  • Part of State with more jobs
    o Jobs with future
  • Place is a laboratory
    o Urban planning
    o Aging
    o School of social work
  • Sustainability – has been unique
    o Institution + city + state
    o Bottle bill, etc.
    o Will become less unique
  • 4 B’s: Bottle, beach, billboard, bicycle
  • Portland’s “cachet”
  • Community integration
    o Not just laboratory, but part of practice
    o Non-profits, equity