

OSU Board of Trustees

Oct. 20, 2017

TAB W

OSU150: 150 YEARS OF TRANSFORMATION; A FUTURE OF EXCELLENCE AND IMPACT



Oregon State
University

OSU150 goals

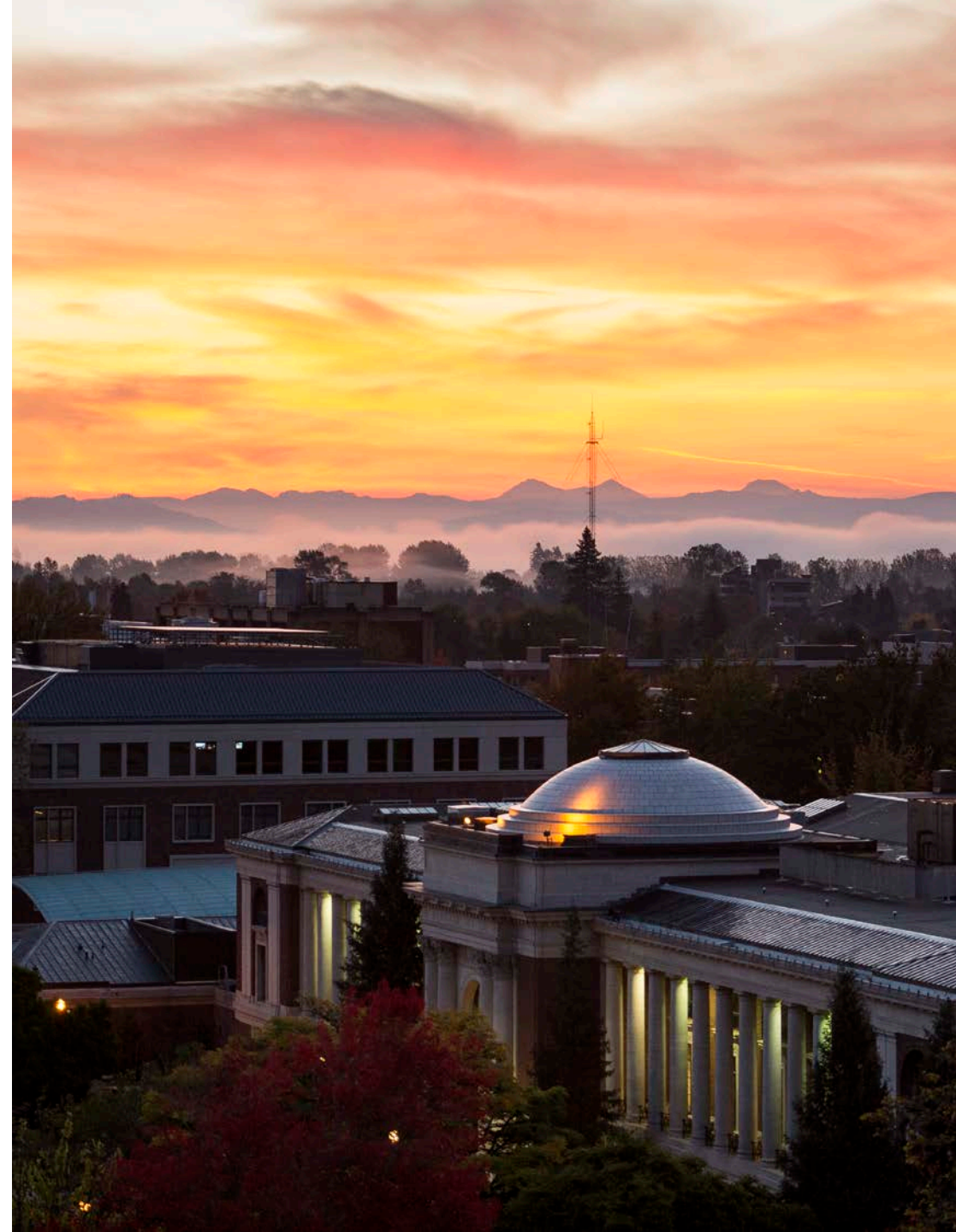
- **Celebrate:** Commemorate OSU's heritage as Oregon's statewide university and highlight the university's accomplishments.
- **Engage:** Inform, inspire and engage diverse partners, reaching many generations of people.
- **Distinguish:** Demonstrate how OSU is unique in serving Oregon, the nation and the world as a 21st century land grant university.



OSU150 outcomes

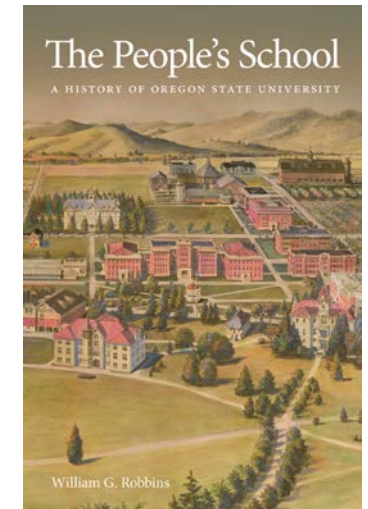
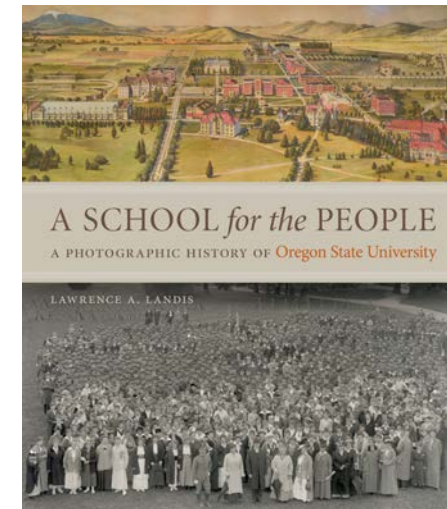
Achieving these goals will measurably:

- Support the university's strategic plan and its initiatives.
- Raise awareness and engagement within OSU.
- Support the success and strategies of OSU's colleges,
- divisions, the OSU Foundation, Alumni Association and athletics.



Signature OSU150 activities and events

- Space Grant Festival: A Total Eclipse Experience: Aug. 19-21
- Homecoming Academic Showcase: Oct. 13-14
- Two book releases and signings: October
- Co-branded President's Dinner: Nov. 16
- Student Winter Formal Dance: Jan. 27, 2018
- State of the University Addresses in Portland and Bend



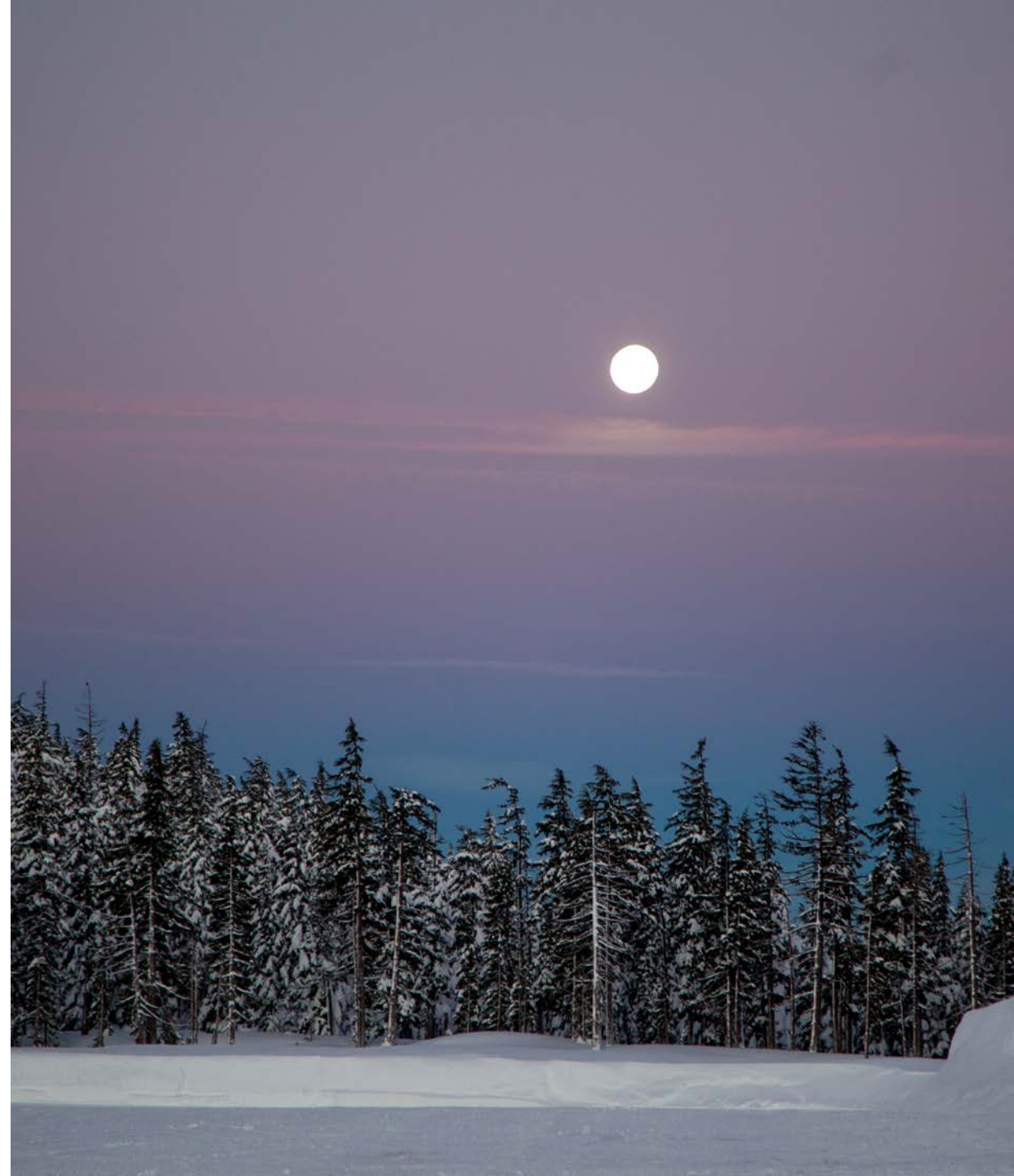
Signature OSU150 activities and events

- OSU150 History Exhibit: February through September 2018
 - Two dozen OSU-related events at Orego Historical Society exhibit
- Sea Grant Festival: February 2018
- Sun Grant Festival: April 2018
- Madison Avenue Gateway Opening: May 2018
- Statewide OSU History Roadshow: Summer 2018



Signature OSU150 activities and events

- Land Grant Festival: October 2018
- Futures Focus Symposium: October 2018
- Commemorative Pendleton Woolen Mills OSU150 blanket
- Permanent history exhibits on OSU campuses



OSU150 Space Grant Festival: a global success

- Estimated 7,000 guests on three OSU campuses.
- Visitors from six countries and 24 states.
- Nearly 2,000 guests in OSU residence halls.
- Showcase of OSU's NASA connections and outstanding researchers.
- Portrayal of the intersection of the arts and sciences at OSU.



Oregon State @OregonState · Aug 21
Totality #Eclipse2017



21 1.1K 3.5K

OSU150 Space Grant Festival: a global success

- More than \$550,000 in broadcast and online media value.
- Admissions benefits.



OSU150 Sea, Sun and Land Grant Festivals

- Sea Grant Festival: Feb. 12-23, 2018
 - Multiple events and tours along the coast.
 - 'Saving Atlantis' movie premier at OMSI.
 - Hands-on activities in Corvallis.
- Sun Grant Festival: April 9-20, 2018
- Land Grant Festival: October 2018



OSU150 marketing and communications

- Differentiate and promote OSU's transformative impact and quality.
- Drive attendance to OSU150 events.
- Co-branded OSU and OSU150 purchased media strategies
- Media relations in Oregon and with targeted national media
- Oregon Public Broadcasting sponsorship
- National university campaign celebrating 150th anniversaries
- Digital strategy: Leverage new and existing OSU digital media platforms
 - OSU home page
 - OSU150 web page
 - Social media channels
- OPB: 'Oregon Experience' episode planned

Budget, sponsorships and engagement

- Driven by university support, sponsorships, philanthropy and event revenue.
- Two presenting sponsors.
- Friends and families sponsorship opportunities.
- Measurable engagement is a foundational principal of OSU150.



Last thoughts: Join the celebration

- Participate and celebrate with us.
- Attend events and visit the OSU150 exhibit at the Oregon Historical Society.
- Give time as a volunteer.
- Contribute as a sponsor.
- Spread the word about OSU150.
- Learn more: **Visit OSU150.org**

Questions and suggestions

