



Celebrating Oregon State's 150th Anniversary

Capturing the momentum of the past and present to support a greater future



Anniversary: A milestone opportunity

ACKNOWLEDGE THE PAST:

- Celebrate OSU's unique mission as a land grant university.
- Highlight OSU's role as Oregon's statewide university.
- Portray university's unprecedented accomplishments.
- Showcase history of faculty and alumni impact.

DIFFERENTIATE THE PRESENT:

- Brand OSU's excellence, innovation and leadership.
- Distinguish university's modern-day global contributions.
- Recognize transformative engagement and partnerships.

Anniversary: A milestone opportunity

TRANSFORM THE FUTURE:

- Distinguish OSU as **THE** 21st Century land grant university.
- Emphasize Oregon State's local and global partnerships.
- Define how OSU's excellence matters to others.
- Portray experiential learning that transforms students and the world.
- Inspire further engagement in support of OSU goals.
- Hold "future focus" symposium to address essential issues:
 - Climate change
 - Public health
 - Global citizenship and leadership
 - Food security and supply
 - Marine ecology
 - Water supply

Where are we now?

- Work began on anniversary planning in 2013.
- Volunteer leadership structure has been designed.
- Volunteer leaders will be appointed this month.
- Staffing structure has been designed.
- Budget has been created.
- Partial funding identified.
- Anniversary name has been created.
- Logo and design system is being vetted.

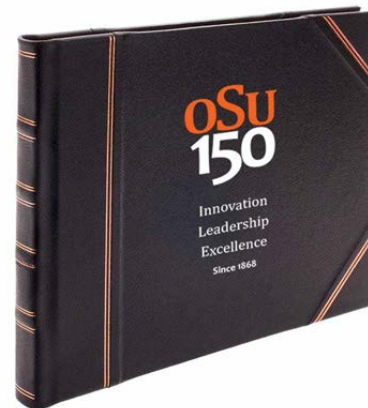
Logo and design system

OSU
150

Logo and design system



Event poster - direction #1



Commemorative books



Brochure or booklet cover design.
Foil stamped bronze on black

Logo and design system



Lapel pins



Pen - Example of use of horizontal version of the logo

Where are we now?

- Oral history project is being completed.
- Coffee-table pictorial history of OSU to be published this fall.
- History book is being authored.
- Oregon Historical Society Museum exhibit scheduled.
- Road tour displaying OSU history being planned.
- OSU ambassador program launched with county fairs.
- Discussions underway with Oregon Public Broadcasting.
- Campus gateway project to be completed by 2018.
- Mobile app of OSU campus and building history underway.

Next steps

- Complete volunteer leadership assignments:
 - Honorary Steering Committee
 - Executive Committee
 - Leadership Committee
 - Five to six workgroups
- Unveil planning for **OSU150** to Board of Trustees; Foundation Trustees; Alumni Association Board and university community.
- Plan and fund inaugural and closing **OSU150** events.
- Design, curate and fund OHS exhibit.
- Plan, fund and create OSU history exhibit on campus.

Next steps

- Embody current brand enhancement work within **OSU150**.
- Link to OSU Foundation and Alumni Association strategies.
- Plan “future focus” symposium.
- Design **OSU150** licensed merchandise and apparel.
- Continue to observe, learn from others’ best practices.
- Close budget gap.
- Grow **OSU150** knowledge, excitement, energy and engagement.
- Focus. Don’t try to be everything to everyone.

Questions and suggestions

- Reactions regarding this strategy?
 - What are we missing?
 - Any course corrections required to date?
 - Any pitfalls identified?
- Who else should we engage with?
- How shall we best keep the board informed and engaged?