

2.21.2014 Brand Champion Meeting Notes

REMINDERS:

- You can find all information needed for the Brand Champion Meeting on the New Brand Champion Website:
<http://sc.colostate.edu/brand-champion.aspx>
- The new LSC graphics are available to review on the Brand Champion Website

NOTES:

Brand Demeanor Homework Outcome Examples - Communications

Definitions

Pragmatic- A problem solving, results oriented perspective

Ambitious- A strong desire that drives us toward success and excellence

Engaged- A friendly openness that leads to acceptance and collaboration

Innovative- A creative and inventive approach to achieving success

Global- An inclusive perspective that encompasses the world

Authentic- A genuine and inspired commitment to CSU's core principles

ASCSU

Pragmatic- Accurately portraying what ASCSU does for all students

Ambitious- Always be looking for new projects

Engaged- Focus on 'How to get involved'

Global- Be more intentional & accessible to international students

Authentic- Branding

Business Services

Pragmatic- We want to give staff training on how to make decisions on their own

Ambitious- Create a LSC staff meeting annually which relays goals from the top down

Engaged- How to greet in a proper way, create start to finish training

Innovative- Keep up to date internally with technology

Global- Be more culturally adept

Authentic- LSC CSU shirts – create a dress code. Common look. Example: how everyone can spot a staff member of the Athletics department

Campus Activities

Pragmatic- Problem solving for every different program or customer – seek to understand at a deeper level

Ambitious- Have a transformational impact on the life of every student

Engaged- Wide continuum of ways to engage with Campus Activities – programs, Flea Market, Art, iBox Service, etc. – be welcoming and helpful to people who interact with us

Innovative- Incorporating diversity into mainstream practices and art into campus life

Global- Open communication with diversity offices, organizations and clubs – be aware of what other departments are doing

Authentic- Learning environment, encourage creation of learning moments

Campus Life Cluster

Pragmatic- SLS makes every effort to refer students to other resources when SLS cannot help the student or make additional help by others will be useful to the student.

Ambitious- OCL- We regularly conduct over 150 presentations, events and programs each year with a staff of five students and four professional staff.

Engaged- SLS we encourage in open and continuous conversation with our student employees about their classes and aspirations, and we offer our assistance as they search for jobs and build their identities and lives.

Innovative- Career Center: our new space will have a room called the innovation hub – perhaps able to be reserved by student groups for brainstorming

Global- ALVS: Providing opportunities for learning about each other. Welcoming a broad population of students (veterans, parents, older students, grads etc.)

Authentic- Every person in the broad Ram community contributes every day to the creation of a new idea, new expression, new effort to improve the lives of others.

Colab

Pragmatic- Future Focus – meetings with supervisors every week

Ambitious- 360 evaluations- always looking for feedback from not only peers, but supervisors as well

Engaged- Kudos- any staff member can write a kudos card to another member of Colab for above and beyond work done within and outside of the office.

Innovative- We use Function Point to manage all systems, which gives not only staff internally, but clients access to how their project is going.

Global- Inspirations- during staff meetings we bring in pieces of inspiration and compile them in one book so if any staff member needs inspiration in their field, they can refer to this book for ideas.

Authentic- Branding/ Internal communication. Our branding and internal communication keeps everything authentic and universally similar. Keeping brand is always very important.

CSU Bookstore

Pragmatic-

Ambitious-

Engaged-

Innovative-

Global-

Authentic-

Dining Services

Pragmatic- Establish a consistent and mandatory training program for career and student staff that focuses on customer service, point of sale practices and food safety.

Ambitious- Enter food competitions and contests. LSC Catering once won the Grand Champion Award at NACUFS. Host our own competitions i.e. best chili or chocolate chip cookie. Invite chefs/food people from the community to serve as judges. Peer recognition is very important in the food industry.

Engaged- Encourage collaboration between dining services and other LSC departments.

Innovative- Identify and address current food trends. Be proactive in changing menus in retail areas. Experiment with new food items by offering limited time specials or free samples. Follow up with brief customer satisfaction surveys.

Global- Have welcome signs in different languages throughout the building. Advertise special events, especially cultural events in different

languages. Target the students in the Intensive English Program at Alder Hall with posters produced by LSC Marketing in their language. A template for posters could make it easy to change languages as the different groups of students come to campus.

Authentic- Kick up our efforts to 'Go Green'. Explore composting possibilities. Walk the Talk!

Executive Director's Office

Pragmatic- Ensure LSC rules and policies are flexible when needed, and in line with our mission, values, and guiding principles.

Ambitious- Every customer has a positive experience with every interaction during every visit

Engaged- We view ourselves as educators

Innovative- We anticipate that students' needs will change over time, driving our flexibility and open-mindedness

Global- We cannot be excellent without being inclusive in everything we do

Authentic- We embrace the land grant mission and direct available resources for student success.

Operations

Pragmatic- Measure and celebrate/challenge ourselves utilizing solicited customer feedback

Ambitious- Create 'stretch' goals – dreams are the seeds of great ideas

Engaged- Practice proactive engagement with the clientele. No more headphones.

Innovative- Create and utilize a message board to facilitate program solving and promote alternative methods to achieve similar/better results

Global- Conduct best practices for environmental sustainability

Authentic- Create an Ambassador Program

SLiCE

Pragmatic- Provide tools to students like 'RamLink' – Show more students how to get involved.

Ambitious- Continue to role model

Engaged- Remain active on campus

Innovative- Investing more in staff attending conferences, workshops, classes and other professional development opportunities that provide exposure to new ideas and new ways of thinking

Global- Think of all cultures. Reach out to authors from different cultures.

Authentic- Connect individually with students

SDPS Cluster

Pragmatic- Each office may have a different way of providing services and programs to the populations they serve but all offices are continuously evaluating programs and services to assist with student success, persistence and retention efforts.

Ambitious- All of the SDPS offices continue to strive for excellence for the student populations we serve by providing resources and education, while also building and developing community.

Engaged- Each office strives to create positive environments for students to feel welcomed and/or support while providing outreach efforts and working in collaboration with other departments.

Innovative- All seven offices are creative, resourceful and collaborative in providing programs and services for student success to engage in critical dialogues, attend events, participate in activities and work toward social change.

Global- The cluster works in intersections of identity and multiple perspectives and strives to enhance the lives of the students we work with. We work to balance the needs of the many with the needs of the few.

Authentic- At our core, we provide dedicated and equitable access for student's success to help with their personal discovery at CSU. We provide opportunities for students to grow, learn and develop into transformed individuals

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