2.21.2014 Brand Champion Meeting Notes

REMINDEERS:

• 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 in 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