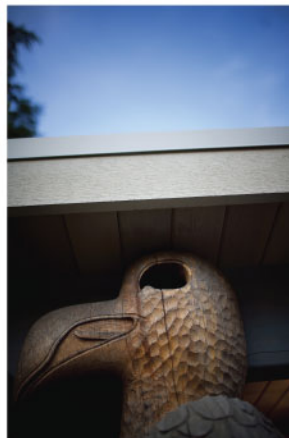




OSU's 150th Anniversary

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

Faculty Senate – March 9, 2017



Oregon State University's 150th Anniversary goals:

ACKNOWLEDGE THE PAST:

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

DIFFERENTIATE THE PRESENT:

- Differentiate OSU's excellence, innovation and leadership.
- Demonstrate the university's modern-day global contributions.
- Recognize Oregon State's transformative engagement.
- Promote OSU as the "people's university."

Oregon State University's anniversary goals:

TRANSFORM THE FUTURE:

- Distinguish OSU as **THE** land grant university for the 21st Century.
- Emphasize how Oregon State's local and global partnerships are changing the world.
- Portray experiential learning that transforms students.
- Indelibly differentiate Oregon State's reputation for addressing major social, health, economic and environmental issues.

OSU150 is all about people:

- Who we are throughout Oregon State University.
- What we have achieved as a University.
- What we are yet to do.
- **OSU150:** It's about who Oregon State serves.
- And about why Oregon State's work matters.

A snapshot of OSU150

- **OSU150 timeline:** August 2017 running through October 2018
- State of the University Address: February 1, 2018
- OSU150 exhibit at the Oregon History Museum: February through September 2018
- Opening of the Madison Avenue Gateway in Corvallis: May 2018
- Global “future focus” symposium: fall 2018

OSU150 aligns with major university initiatives, including:

- OSU's Strategic Plan
- Student Success Initiative
- Marine Studies Initiative, STEM education initiatives
- Outreach and engagement efforts throughout Oregon
- OSUF and OSUAA fundraising and engagement strategic initiatives

Signature OSU150 Activities and Events

- Space Grant Festival
- Student-led winter formal dance
- OSU150 History Exhibit opening
- Sea Grant Festival
- Sun Grant Festival
- Madison Avenue Gateway grand opening
- Summer roadshow
- Land Grant Festival
- Futures Focus Symposium

Co-Branded Activities and Events

- University Day in 2017 & 2018
- Emeriti faculty annual event
- Bill Robbins book release; promotion of Larry Landis' photographic history book and the oral history project
- Welcome Week activities
- Homecoming
- President's Dinner 2017
- State of the University addresses in Portland and Bend
- Family Weekend activities
- Commencement 2018

Ongoing work and next steps

- Grow awareness and engagement in **OSU150** among:
 - Students
 - Faculty and staff
 - Alumni and donors
 - Stakeholders in Corvallis and other communities
- Embody **OSU150** in university's brand enhancement strategies

How can you engage in OSU150?

- Are these the right goals for our anniversary?
 - Acknowledge the past
 - Differentiate the present
 - Transform the future
- How do you want to be involved?
 - How can you personally participate?
 - How can faculty in general participate?
 - How can the Faculty Senate be involved?
 - How might we best engage students?
- Review 150 Things
 - Are these the most inspiring facts about OSU? What is missing?
 - Send feedback by March 23