

WELCOME TO THE OPEN FORUM ON ONE UNIVERSITY: BRAND AND IDENTITY

- **What is the Tech brand and identity?**
- **How can we better market the Tech brand and identity on our campus and in the state of Arkansas, the nation and to other countries?**
- **What challenges face Arkansas Tech as we try to develop our brand?**
- **What is Tech's special niche in the state, region and nation?**
- **How do we improve shared governance in support of transparency?**
- **How does Arkansas Tech improve diversity for faculty and student populations?**

Tech Identity

What is the Tech identity?

What is Tech's special niche in the state, region and nation?

- Challenges

- What is the State's view of ATU?
- Midsize university playing Div II against small colleges
- Wonderboys, Golden Suns, and Jerry

- Big Ideas

- Tech Days on campus &/or in surrounding towns
- Tech traditions program
- Tech identity campaign in state

Tech Brand

How can we better market the Tech brand and identity on our campus and in the state of Arkansas, the nation and to other countries?

What challenges face Arkansas Tech as we try to develop our brand?

- Challenges

- Weak demand for Tech Gear
- Cost of ATU gear
- Lack of stores in surrounding towns selling Tech Gear
 - Licensure fee
- Authorization process to use Tech Logo

- Big Ideas

- Online Nike Store selling Tech gear
- Rebranding of Tech logo(s)
- Reducing Tech logos or having specific logos for athletics, departments, etc.
- Go Division I in athletics

ONE UNIVERSITY

How do we improve shared governance in support of transparency?

How does Arkansas Tech improve diversity for faculty and student population?

- Challenges
 - Some policies dictated by State government
 - 3 campuses (Russellville, Ozark and ATCC)
 - Facility needs across all stakeholders
 - Salary increases needed across all stakeholders
 - Need for more faculty and staff
 - Rural, predominantly Caucasian regional school
 - Arkansas are 92% of ATU's student body