

## Stacel, Lori

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**From:** Leigh Ann Fulford <ladfulford@gmail.com>  
**Sent:** Thursday, March 25, 2021 2:20 PM  
**To:** Kristi Hale;Turben, D;Iseli, Madeline;Healy Jackson;Judy Cook;Kyle Ramey;Roger Crum;Samuel N Dorf;Klopsch, Norbert S.;Jeremy Newport;Joshua D. Green;Lad  
**Subject:** April 28th Meeting Program

Hi All

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I look forward to your feedback and appreciate your help. I am eager for our next meeting.

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Leigh Ann Fulford

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**Cc:** Kristi Hale; Judy Cook; Kyle Ramey; d.turben@icloud.com; Samuel Dorf; Madeline Iseli; Joshua D. Green; Jeremy Newport; Roger Crum  
**Subject:** Re: OIC: possible tag lines

Norb,

Good improvement. We're getting closer.....

Healy

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Samuel Dorf <[samuel.dorf@gmail.com](mailto:samuel.dorf@gmail.com)>; Madeline Iseli <[Madeline.Iseli@sinclair.edu](mailto:Madeline.Iseli@sinclair.edu)>; Joshua D. Green <[joshua@the-green-family.org](mailto:joshua@the-green-family.org)>; Jeremy Newport <[newporjd@yahoo.com](mailto:newporjd@yahoo.com)>

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3. ~~Unquestioned Acceptance~~
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5. **A Community Where All Belong (If the tagline is for the city)**
6. ~~Welcome and Celebrate Community~~
7. ~~Welcome. Promote. Celebrate~~

Other options:

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Oakwood: A Community Committed to Celebrating Diversity

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OIC tag lines

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**To:** Leigh Ann Fulford; Kristi Hale; Iseli, Madeline; Healy Jackson; Judy Cook; Kyle Ramey; Roger Crum; Samuel N Dorf; Klopsch, Norbert S.; Jeremy Newport; Joshua D. Green  
**Subject:** RE: April 28th Meeting Program

LA

Roger and I discussed and the following surfaced;

Glen Cebulash, Wright State  
Julius Amin, UD  
Andd . . . drum roll please; our own Madeline

Roger is familiar with Glen, Julius and I briefly mentioned to Madeline.

Dan

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Let's give Leigh Ann time to weigh in. ( I notice her name was missing from CC: list) She's a creative word wordsmith.

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ciao healy

thanks. while i'm not quite sure just what you are referencing in the matter of "informative" trumping "creativity," i think we are getting closer to the core essence of what a tagline needs to be. i hadn't noticed that leigh ann was not on the recent list (i think i may have been using a pre-existing list, and just didn't check the names, so my apologies leigh ann).

above all, i indeed think we need the tagline to be informative as well as immediately attracting as well as lasting in staying in people's minds. while i'm attracted to a tagline of action verbs, i can also see that people might comprehend more rapidly a tagline that is literally a sentence.

this is a challenge but a fun challenge: making the tagline specific to the OIC and not to the city of oakwood, staying positive and non critical of existing or past actions/trends, being informative, etc.

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CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I'm not clear. Is the tag line for the City of Oakwood or the OIC? -

- ~~1. Connected. Engaged. Accepted~~
- ~~2. Accept. Engage. Belong~~
- ~~3. Unquestioned Acceptance~~
4. A Community Where You Belong
- 5. A Community Where All Belong (If the tagline is for the city)**
- ~~6. Welcome and Celebrate Community~~
- ~~7. Welcome. Promote. Celebrate~~

Other options:

Oakwood: A Community Where Diversity is Celebrated

Oakwood: A Community that Celebrates Diversity

Oakwood: A Community Committed to Celebrating Diversity

Oakwood: A Community Embracing Diversity

OIC tag lines

Oakwood Inclusion Coalition: Celebrating Diversity

OIC: A Coalition Committed to Celebrating Diversity

On Mar 23, 2021, at 8:45 AM, Roger Crum  
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dear OIC colleagues:



here below are the possible taglines that the UD student design firms came up with for us to review. we can accept one of these, combine several, or propose one entirely of our own composition. again, these tag lines would be variously used in visual marketing, perhaps sometimes appearing with the logo, sometimes not.

of those here, i think #5 is the best (and this was the one that appealed most when we met with the students last week; it is actually a modification of #5 that was based on a suggestion that norb made).

i think #5 could work; i just wonder if we couldn't come up with something just a bit more innovative/interesting . . .

so let's have some email exchange on this and see where this goes. thanks. yours, roger

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## Stacel, Lori

---

**From:** Leigh Ann Fulford <ladfulford@gmail.com>  
**Sent:** Thursday, March 25, 2021 4:04 PM  
**To:** Turben, D  
**Cc:** Kristi Hale; Iseli, Madeline; Healy Jackson; Judy Cook; Kyle Ramey; Roger Crum; Samuel N Dorf; Klopsch, Norbert S.; Jeremy Newport; Joshua D. Green  
**Subject:** Re: April 28th Meeting Program

Love the drum roll addition!!!

I know Glen and I am not familiar with Julius. Can you provide a bit more info about their backgrounds--what departments they teach/work in?

Thank you so much for these ideas!

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On Thu, Mar 25, 2021 at 2:29 PM Turben, D <[dan.turben@parknationalbank.com](mailto:dan.turben@parknationalbank.com)> wrote:

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Roger and I discussed and the following surfaced;

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Julius Amin, UD

Andd . . . drum roll please; our own Madeline

Roger is familiar with Glen, Julius and I briefly mentioned to Madeline.

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**Sent:** Thursday, March 25, 2021 4:12 PM  
**To:** Healy Jackson  
**Cc:** Roger Crum;Klopsch, Norbert S.;Kristi Hale;Judy Cook;Kyle Ramey;d.turben@icloud.com;Samuel Dorf;Madeline Iseli;Joshua D. Green;Jeremy Newport  
**Subject:** Re: OIC: possible tag lines

OH WOW!

Thx for including me in this thread--I feel like I am arriving late to the party.  
Let me read through and digest all of these ideas/thoughts and I will get back with you.  
LA

On Thu, Mar 25, 2021 at 2:34 PM Healy Jackson <healyjackson@gmail.com> wrote:  
Roger, When it comes to logos/taglines/branding, I believe "informative" should trump "creativity". That said, I'll begin thinking VERBS. This group should be able to achieve a creative way to inform.

Let's give Leigh Ann time to weigh in. ( I notice her name was missing from CC: list) She's a creative word wordsmith.

Healy

On Mar 25, 2021, at 12:24 PM, Roger Crum <rccrum1@udayton.edu> wrote:

dear colleagues:

thanks norb for offering another possibility. i think "citizens building community for all" is promising. i was also thinking that we might like to consider the tagline being composed strictly of action verbs reflective of what the OIC does/will do. something like:

Exploring, Sharing, Uniting

or some other combination of action verbs.

just another thing to put into the mix.

yours, roger

On Thu, Mar 25, 2021 at 11:30 AM Klopsch, Norbert S. <[Klopsch@oakwood.oh.us](mailto:Klopsch@oakwood.oh.us)> wrote:

Healy,

I like your thinking.

The draft logos are most certainly, and appropriately, OIC focused.

The words "belong" and "enrich" bother me. To me, "belong" sounds somewhat prescriptive, and "enrich" could be taken as going in the direction of physical wealth or maybe even elitist... maybe???

How about: "Citizens Building Community for All"?

I also agree that making a final decision on the tag line is best done in conjunction with finalizing the logo.

Norb

Norbert S. Klopsch

Oakwood City Manager

(937) 298-0600

---

**From:** Healy Jackson <[healyjackson@gmail.com](mailto:healyjackson@gmail.com)>

**Sent:** Thursday, March 25, 2021 10:08 AM

**To:** Roger Crum <[rcrum1@udayton.edu](mailto:rcrum1@udayton.edu)>

**Cc:** Kristi Hale <[hale@wrightlibrary.org](mailto:hale@wrightlibrary.org)>; Judy Cook <[judygcook@woh.rr.com](mailto:judygcook@woh.rr.com)>; Klopsch, Norbert S. <[Klopsch@oakwood.oh.us](mailto:Klopsch@oakwood.oh.us)>; Kyle Ramey <[ramey.kyle@oakwoodschoools.org](mailto:ramey.kyle@oakwoodschoools.org)>; [d.turben@icloud.com](mailto:d.turben@icloud.com); Samuel Dorf <[samuel.dorf@gmail.com](mailto:samuel.dorf@gmail.com)>; Madeline Iseli <[Madeline.Iseli@sinclair.edu](mailto:Madeline.Iseli@sinclair.edu)>; Joshua D. Green <[joshua@the-green-family.org](mailto:joshua@the-green-family.org)>; Jeremy Newport <[newporjd@yahoo.com](mailto:newporjd@yahoo.com)>

**Subject:** Re: OIC: possible tag lines

More thoughts:

I suggested the words, "Citizens" to drive the point that we are a citizen-driven organization.

Ideally, shouldn't the logo/tagline compliment or at least interplay with one another? For example, with one possible logo that incorporates anything that looks like our often-used "O" or oak tree motif, the tagline: OIC: Growing Inclusion could work. In short, we may wait to make a final decision about the tagline until after we see the logo designs.

Roger, have you previewed the students' designs? Are they City of Oakwood or OIC focused?

On Mar 24, 2021, at 9:40 PM, Roger Crum <[rcrum1@udayton.edu](mailto:rcrum1@udayton.edu)> wrote:

dear colleagues:

i think that healy raises a very good question: is this tag line for the city of oakwood or for the OIC? quite clearly it needs to be for the OIC, but in that it needs to be---as healy well reminds us--- directly related to the identity and work of the OIC

and not, by confusion or elision, to the identity and work of the city of oakwood per se.

so while some of us have expressed support for #5 ("A Community Where All Belong"), again healy's reminder is that the OIC is not a community but a community-based group with a growing identity and agenda for studying, fostering, and celebrating diversity and inclusion.

healy's suggestion, therefore, of "Citizens Enriching Community" begins to work for me as we truly are NOT the community and city of oakwood itself but, as healy's suggestion goes, "Citizens Enriching Community."

i think healy is moving in the right direction here, but maybe mentioning "citizens" might be misunderstood as implying only oakwood citizens. so how about simply dropping "citizens" and thinking about:

Enriching Community for All

Building Community for All

Expanding Community through Engagement

Growing Community for All (depending on logo design) or Growing Inclusion (The word Inclusion wouldn't be used if it appeared in the logo design.)

thoughts? yours, roger

On Wed, Mar 24, 2021 at 10:00 AM Healy Jackson <[healyjackson@gmail.com](mailto:healyjackson@gmail.com)> wrote:

I have another for you to consider:

OIC: Citizens Enriching Community. (It speaks to who we are and our mission)

On Mar 24, 2021, at 9:40 AM, Kristi Hale <[hale@wrightlibrary.org](mailto:hale@wrightlibrary.org)> wrote:

I like #5 and also Healy's OIC: Celebrating Diversity

---

**From:** Healy Jackson [<mailto:healyjackson@gmail.com>]  
**Sent:** Tuesday, March 23, 2021 10:27 PM  
**To:** Roger Crum <[rcrum1@udayton.edu](mailto:rcrum1@udayton.edu)>  
**Cc:** Kristi Hale <[hale@wrightlibrary.org](mailto:hale@wrightlibrary.org)>; Judy Cook <[judygcook@woh.rr.com](mailto:judygcook@woh.rr.com)>; Norbert Klopsch <[Klopsch@oakwood.oh.us](mailto:Klopsch@oakwood.oh.us)>; Kyle Ramey <[ramey.kyle@oakwoodschoools.org](mailto:ramey.kyle@oakwoodschoools.org)>; d.turben@icloud.com; Samuel Dorf <[samuel.dorf@gmail.com](mailto:samuel.dorf@gmail.com)>; Madeline Iseli <[Madeline.Iseli@sinclair.edu](mailto:Madeline.Iseli@sinclair.edu)>; Joshua D. Green <[joshua@the-green-family.org](mailto:joshua@the-green-family.org)>; Jeremy Newport <[newporjd@yahoo.com](mailto:newporjd@yahoo.com)>  
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OIC tag lines

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**Sent:** Thursday, March 25, 2021 5:00 PM  
**To:** Turben, D  
**Cc:** Leigh Ann Fulford; Kristi Hale; Iseli, Madeline; Healy Jackson; Judy Cook; Kyle Ramey; Samuel N Dorf; Klopsch, Norbert S.; Jeremy Newport; Joshua D. Green  
**Subject:** Re: April 28th Meeting Program

ciao folks:

glen cebulash: [glen.cebulash@wright.edu](mailto:glen.cebulash@wright.edu)

julius amin: [jamin1@udayton.edu](mailto:jamin1@udayton.edu)

about glen: glen is a fine art painter and a chair of the art department at wright state university. he and his wife rachel (he jewish; she not, so a bit of diversity in that family) have lived in oakwood since the 1990s and have sent both of their kids through the oakwood schools. glen is a very smart, and very current sort of fellow: he is very smart, articulate, thoughtful, and he reads constantly and keeps up extensively with current affairs.

about julius: julius is from cameroon and continues to have family and family connections in cameroon. julius came to the states in the early 1970s to do a phd in history at the university of texas; he's been on the faculty of UD's history department since the early/mid 1980s. he is an expert and writes extensively on cameroon (i believe his first book was on the peace corps work in cameroon), but he is also regularly engaged with the history of the civil rights movement in america and has written a number of opinion pieces---i'm pretty sure for the dayton daily news, among other venues. he doesn't live in oakwood but rather, i believe, in huber heights, but he is certainly aware of the context/history of oakwood. he is presently the alumni chair of the humanities at the university of dayton, an endowed chair position (so he is considered a

person of considerable intellectual weight at UD). he is a thoughtful and a powerful speaker. he and i have worked together on MLK projects on campus.

hope this helps. yours, roger

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**Sent:** Thursday, March 25, 2021 8:06 PM  
**To:** Kristi Hale  
**Cc:** Leigh Ann Fulford;Healy Jackson;Klopsch, Norbert S.;Judy Cook;Kyle Ramey;d.turben@icloud.com;Samuel Dorf;Madeline Iseli;Joshua D. Green;Jeremy Newport  
**Subject:** Re: OIC: possible tag lines

dear all:

i just touched base with jayne whitaker, and she brought up an interesting possibility for us, namely that we should aim to have 1 tagline BUT that the student design firms could also work creativity---say for possible Far Hills banner proposals---with a set of key words that are important to the OIC.

so, i'd suggest that as we boil things down toward our tagline, we think also about maybe a dozen words that we could also furnish to the students? this might be a nice way for us "to have our cake and eat it too" (have our tagline and other words that we like!).

thanks! yours, roger

On Thu, Mar 25, 2021 at 4:41 PM Kristi Hale <[hale@wrightlibrary.org](mailto:hale@wrightlibrary.org)> wrote:

Leigh Ann,

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**To:** Healy Jackson <[healyjackson@gmail.com](mailto:healyjackson@gmail.com)>

**Cc:** Roger Crum <[rcrum1@udayton.edu](mailto:rcrum1@udayton.edu)>; Norbert Klopsch <[Klopsch@oakwood.oh.us](mailto:Klopsch@oakwood.oh.us)>; Kristi Hale <[hale@wrightlibrary.org](mailto:hale@wrightlibrary.org)>; Judy Cook <[judygcook@woh.rr.com](mailto:judygcook@woh.rr.com)>; Kyle Ramey <[ramey.kyle@oakwoodschoools.org](mailto:ramey.kyle@oakwoodschoools.org)>; d.turben@icloud.com; Samuel Dorf <[samuel.dorf@gmail.com](mailto:samuel.dorf@gmail.com)>; Madeline Iseli <[Madeline.Iseli@sinclair.edu](mailto:Madeline.Iseli@sinclair.edu)>; Joshua D. Green <[joshua@the-green-family.org](mailto:joshua@the-green-family.org)>; Jeremy Newport <[newporjd@yahoo.com](mailto:newporjd@yahoo.com)>

**Subject:** Re: OIC: possible tag lines

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Norbert S. Klopsch

Oakwood City Manager

(937) 298-0600

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as healy's suggestion goes, "Citizens Enriching Community."

i think healy is moving in the right direction here, but maybe mentioning "citizens" might be misunderstood as implying only oakwood citizens. so how about simply dropping "citizens" and thinking about:

Enriching Community for All

Building Community for All

Expanding Community through Engagement

Growing Community for All (depending on logo design) or Growing Inclusion (The word Inclusion wouldn't be used if it appeared in the logo design.)

thoughts? yours, roger

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I like #5 and also Healy's OIC: Celebrating Diversity

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- ~~6. Welcome and Celebrate Community~~
- ~~7. Welcome. Promote. Celebrate~~

Other options:

Oakwood: A Community Where Diversity is Celebrated

Oakwood: A Community that Celebrates Diversity

Oakwood: A Community Committed to Celebrating Diversity

Oakwood: A Community Embracing Diversity

OIC tag lines

Oakwood Inclusion Coalition: Celebrating Diversity

OIC: A Coalition Committed to Celebrating Diversity

On Mar 23, 2021, at 8:45 AM, Roger Crum  
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dear OIC colleagues:

here below are the possible taglines that the UD student design firms came up with for us to review. we can accept one of these, combine several, or propose one entirely of our own composition. again, these tag lines would be variously used in visual marketing, perhaps sometimes appearing with the logo, sometimes not.

of those here, i think #5 is the best (and this was the one that appealed most when we met with the students last week; it is actually a modification of #5 that was based on a suggestion that norb made).

i think #5 could work; i just wonder if we couldn't come up with something just a bit more innovative/interesting . . .

so let's have some email  
exchange on this and see  
where this  
goes. thanks. yours, roger

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*For there is always light,*

*if only we're brave enough to see it.  
If only we're brave enough to be it.*

*--Amanda Gorman, "The Hill We Climb"*



## Stacel, Lori

---

**From:** LAD <ladfulford@gmail.com>  
**Sent:** Thursday, March 25, 2021 8:38 PM  
**To:** Roger Crum  
**Cc:** Kristi Hale;Healy Jackson;Klopsch, Norbert S.;Judy Cook;Kyle Ramey;d.turben@icloud.com;Samuel Dorf;Madeline Iseli;Joshua D. Green;Jeremy Newport  
**Subject:** Re: OIC: possible tag lines

How about "OIC: Stronger Together"?

Leigh Ann Fulford

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—Amanda Gorman*

On Mar 25, 2021, at 8:05 PM, Roger Crum <rcrum1@udayton.edu> wrote:

dear all:

i just touched base with jayne whitaker, and she brought up an interesting possibility for us, namely that we should aim to have 1 tagline BUT that the student design firms could also work creativity---say for possible Far Hills banner proposals---with a set of key words that are important to the OIC.

so, i'd suggest that as we boil things down toward our tagline, we think also about maybe a dozen words that we could also furnish to the students? this might be a nice way for us "to have our cake and eat it too" (have our tagline and other words that we like!).

thanks! yours, roger

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