

Stacel, Lori

From: LAD <ladfulford@gmail.com>
Sent: Friday, March 26, 2021 7:37 PM
To: Roger Crum
Cc: Kristi Hale;Healy Jackson;Klopsch, Norbert S.;Judy Cook;Kyle Ramey;Daniel H Turben;Samuel Dorf;Madeline Iseli;Joshua D. Green;Jeremy Newport
Subject: Re: OIC: possible tag lines

I don't want to hold up the process and I should be able to find internet at least once daily.
Eager to see what we come up with and I appreciate all the ideas for the panelists. Very helpful!!!
:)

Leigh Ann Fulford

*There is always light,
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If only we're brave enough to be it.
—Amanda Gorman*

On Mar 26, 2021, at 7:14 PM, Roger Crum <rcrum1@u Dayton.edu> wrote:

ciao leigh ann

thanks for your note; i too didn't immediately register the clinton connection with "stronger together." robin actually pointed out to me this afternoon that that was the clinton tagline of 2016. your right: this is hard! let me put the notion of "togetherness" into the mix and see where it shakes out with the others. i was hoping may try to get a group read on this yet this weekend, but we won't make a decision without you leigh ann. thanks. yours, roger

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Gah! Had no idea about that! I have a feeling a lot of the ideas for tag lines may be used in other places ... but avoiding a Clinton Q-Anon association would be a good idea.

Perhaps "building together" "working together" "learning together" "growing together"....
I like the connotation of the word "together."

I also like the idea of action verbs but we need to keep this short... and I am having a hard time finding succinct verb phrases. Ideally, the image in the logo will get our main message across and the tag line

is the extra stuff. Oakwood Inclusion Coalition is certainly very clear in its meaning. I see the tag line as a way to pull folks in... that's why I like the "we're all in this together" approach.

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My best,
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it too" (have our tagline and other words that we like!).

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Let me read through and digest all of these ideas/thoughts and I will get back with you.

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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
<rcrum1@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> 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>
Sent: Thursday, March 25, 2021 10:08 AM
To: Roger Crum <rcrum1@udayton.edu>
Cc: Kristi Hale <hale@wrightlibrary.org>; Judy
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<ramey.kyle@oakwoodschoools.org>;
d.turben@icloud.com; Samuel Dorf
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<joshua@the-green-family.org>; Jeremy Newport
<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> 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> 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> 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>
Cc: Kristi Hale <hale@wrightlibrary.org>; Judy Cook <judygcook@woh.rr.com>; Norbert Klopsch <Klopsch@oakwood.oh.us>; Kyle Ramey <ramey.kyle@oakwoodschoools.org>; d.turben@icloud.com; Samuel Dorf <samuel.dorf@gmail.com>; Madeline Iseli <Madeline.Iseli@sinclair.edu>; Joshua D. Green <joshua@the-green-family.org>; Jeremy Newport <newporjd@yahoo.com>
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I'm not clear. Is
the tag line for
the City of
Oakwood or the
OIC? -

~~1. Connected. En
gaged. Accepted~~

~~2. Accept. Engag
e. 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. Pro
mote. 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

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Your observations are spot on Roger . . . good catch.

Dan

Sent from my iPhone

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From: Healy Jackson
<healyjackson@gmail.com>
Sent: Thursday, March 25, 2021
10:08 AM
To: Roger Crum
<rcrum1@udayton.edu>
Cc: Kristi Hale
<hale@wrightlibrary.org>; Judy
Cook <judygcook@woh.rr.com>;
Klopsch, Norbert S.
<Klopsch@oakwood.oh.us>; Kyle
Ramey
<ramey.kyle@oakwoodschoools.org>;
<d.turben@icloud.com>; Samuel
Dorf <samuel.dorf@gmail.com>;
Madeline Iseli
<Madeline.Iseli@sinclair.edu>;
Joshua D. Green <joshua@the-green-family.org>; Jeremy

Newport <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> wrote:

dear
colleagues:

i think that
healy
raises a
very good
question: i
s 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
Communit
y 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
Communit
y" 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

Communit
y."

i think
healy is
moving in
the right
direction
here, but
maybe
mentioning
"citizens"
might be
misunderst
ood 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> wrote:

I have another
for you to
consider:

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

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