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

—Amanda Gorman

On Mar 26, 2021, at 7:14 PM, Roger Crum <rcrum1@udayton.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

On Fri, Mar 26, 2021 at 5:48 PM LAD < ladfulford@gmail.com > wrote:

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.

I will have spotty access to email starting tomorrow... back next Friday. So if I don't reply quickly, you know I'm not disengaged... just unattached to WiFi.

My best, LA

Leigh Ann Fulford

There is always light, if only we're brave enough to see it. If only we're brave enough to be it.

—Amanda Gorman

On Mar 26, 2021, at 3:29 PM, Roger Crum < rcrum1@udayton.edu > wrote:

ciao leigh ann:

thanks. i'm confident that your suggestion of last night got through to all; i was just waiting to see if there were any responses. your suggestion of "stronger together" would, i think, be an excellent addition were it not for the fact that that same statement was hillary clinton's campaign slogan in 2016 (see this NPR story on that fact: https://www.npr.org/2016/08/08/489138602/trump-comment-gives-clinton-a-campaign-slogan-with-layered-meaning).

so i think we ought to steer clear of that one for the obvious political reasons, not to mention any copyright matters that this might touch up against. do you and others concur with this reservation?

my goal is to get out the possibilities today or tomorrow morning at the latest for a vote among the members of the leadership team, so please all send any other ideas in addition to the ones that we have.

thanks. yours, roger

On Thu, Mar 25, 2021 at 8:37 PM LAD < ladfulford@gmail.com wrote: How about "OIC: Stronger Together"?

Leigh Ann Fulford

There is always light, if only we're brave enough to see it. If only we're brave enough to be it.

—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

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

Leigh Ann,

So sorry you were inadvertently left off! Roger started the thread, and I know he intended it to go to the whole group. Glad you are having an opportunity to catch up.

Kristi

From: Leigh Ann Fulford [mailto:ladfulford@gmail.com]

Sent: Thursday, March 25, 2021 4:12 PM

To: Healy Jackson < healyjackson@gmail.com >

Cc: Roger Crum < rcrum1@udayton.edu >; Norbert Klopsch

< Klopsch@oakwood.oh.us>; Kristi Hale < hale@wrightlibrary.org>;

Judy Cook < judygcook@woh.rr.com >; Kyle Ramey

<ramey.kyle@oakwoodschools.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

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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.

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 wordsmither.

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. < <u>Klopsch@oakwood.oh.us</u>> 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
Cook < judygcook@woh.rr.com >; Klopsch, Norbert
S. < Klopsch@oakwood.oh.us >; Kyle Ramey
< ramey.kyle@oakwoodschools.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:

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 <<u>hale@wrightlibr</u> ary.org> wrote:

I like #5 and also Healy's OIC: Celebrating Diversity From: Healy Jackson [mailto:healyjack son@gmail.com] Sent: Tuesday, March 23, 2021 10:27 PM To: Roger Crum <rcrum1@udayto n.edu> Cc: Kristi Hale <hale@wrightlibr ary.org>; Judy Cook <judygcook@wo h.rr.com>; Norbert Klopsch < Klopsch@oakw ood.oh.us>; Kyle Ramey <ramey.kyle@oa kwoodschools.or g>; d.turben@icl oud.com; Samuel Dorf <samuel.dorf@g mail.com>; Madeline Iseli < Madeline. Iseli@ sinclair.edu>; Joshua D. Green <joshua@thegreenfamily.org>; Jeremy Newport <newporjd@yah oo.com> Subject: Re: OIC: possible tag lines

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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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Leigh Ann Fulford

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:

Daniel H Turben <d.turben@icloud.com>

Sent:

Friday, March 26, 2021 8:43 PM

To:

LAD

Cc:

Roger Crum; Kristi Hale; Healy Jackson; Klopsch, Norbert S.; Judy Cook; Kyle Ramey; Samuel

Dorf;Madeline Iseli;Joshua D. Green;Jeremy Newport

Subject:

Re: OIC: possible tag lines

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

Dar

Sent from my iPhone

On Mar 26, 2021, at 7:36 PM, LAD ladfulford@gmail.com wrote:

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

—Amanda Gorman

On Mar 26, 2021, at 7:14 PM, Roger Crum <rcrum1@udayton.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

On Fri, Mar 26, 2021 at 5:48 PM LAD < ladfulford@gmail.com wrote:

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.

I will have spotty access to email starting tomorrow... back next Friday. So if I don't reply quickly, you know I'm not disengaged... just unattached to WiFi.

My best, LA

Leigh Ann Fulford

There is always light, if only we're brave enough to see it. If only we're brave enough to be it.

—Amanda Gorman

On Mar 26, 2021, at 3:29 PM, Roger Crum < rcrum1@udayton.edu> wrote:

ciao leigh ann:

thanks. i'm confident that your suggestion of last night got through to all; i was just waiting to see if there were any responses. your suggestion of "stronger together" would, i think, be an excellent addition were it not for the fact that that same statement was hillary clinton's campaign slogan in 2016 (see this NPR

story on that

fact: https://www.npr.org/2016/08/08/48
9138602/trump-comment-gives-clinton-a-campaign-slogan-with-layered-meaning).

so i think we ought to steer clear of that one for the obvious political reasons, not to mention any copyright matters that this might touch up against. do you and others concur with this reservation?

my goal is to get out the possibilities today or tomorrow morning at the latest for a vote among the members of the leadership team, so please all send any other ideas in addition to the ones that we have.

thanks. yours, roger

On Thu, Mar 25, 2021 at 8:37 PM LAD < ladfulford@gmail.com wrote: How about "OIC: Stronger Together"?

Leigh Ann Fulford

There is always light, if only we're brave enough to see it. If only we're brave enough to be it.

—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

On Thu, Mar 25, 2021 at 4:41 PM Kristi Hale hale@wrightlibrary.org wrote:

Leigh Ann,

So sorry you were inadvertently left off! Roger started the thread, and I know he intended it to go to the whole group. Glad you are having an opportunity to catch up.

Kristi

From: Leigh Ann Fulford

[mailto:ladfulford@gmail.com]

Sent: Thursday, March 25, 2021 4:12 PM

To: Healy Jackson < healyjackson@gmail.com >
Cc: Roger Crum < rcrum1@udayton.edu >; Norbert
Klopsch < Klopsch@oakwood.oh.us >; Kristi Hale

<<u>hale@wrightlibrary.org</u>>; Judy Cook <<u>judygcook@woh.rr.com</u>>; Kyle Ramey <<u>ramey.kyle@oakwoodschools.org</u>>;

d.turben@icloud.com; Samuel Dorf
<samuel.dorf@gmail.com>; Madeline Iseli

<Madeline.Iseli@sinclair.edu>; Joshua D. Green

<ioshua@the-green-family.org>; Jeremy Newport

<newporjd@yahoo.com>

Subject: Re: OIC: possible tag lines

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.

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 wordsmither.

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. <<u>Klopsch@oakwood.oh.us</u>> 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

Cook < judygcook@woh.rr.com >;

Klopsch, Norbert S.

< Klopsch@oakwood.oh.us >; Kyle

Ramey

<ramey.kyle@oakwoodschools.or</pre>

g>; d.turben@icloud.com; Samuel

Dorf <samuel.dorf@gmail.com>;

Madeline Iseli

<Madeline.lseli@sinclair.edu>;

Joshua D. Green < joshua@the-

green-family.org>; Jeremy

Newport <<u>newporjd@yahoo.com</u>> **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@udayto n.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 Communit y for All

Building Communit y for All

Expanding Communit y through Engageme nt

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@g mail.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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Tuesday, March2

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RogerCrumvrcrum1@udayton:
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