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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: Roger Crum <rcrum1@udayton.edu>
Sent: Monday, March 29, 2021 1:20 PM
To: Joshua D. Green
Cc: Daniel H Turben;LAD;Kristi Hale;Healy Jackson;Klopsch, Norbert S.;Judy Cook;Kyle Ramey;Samuel Dorf;Madeline Iseli;Jeremy Newport
Subject: Re: OIC: possible tag lines

ciao josh

thanks. very clever, but i think we should stay clear of anything remotely political---however latinized---in the tagline. now here's a question: you've written that the USMC motto is "always faithful" but that what the marines write and say is "semper fi." my understanding is that the motto is, technically, semper fidelis, and sometimes the second word is abbreviated to "fi." however, my sense is that the motto isn't "always faithful" but rather than is how the actual, latin motto is translated into english (the english not being, in other words, the motto but the translation of the motto).

mottos often get confused. these days, one often hears that the university of dayton motto is "learn, lead, and serve." properly speaking, that is not it; rather the UD motto is "pro deo et patria," for god and country, certainly a more charged motto, and a more dated one politically and in terms of the "alliance" of politics and the church than what would be "acceptable" these days.

thanks. yours, roger

yours, roger

On Mon, Mar 29, 2021 at 11:29 AM Joshua D. Green <joshua@the-green-family.org> wrote:
Hi all!

If you like "Stronger Together", like I do, but want to stay away from the political connection, then try doing what the US Marine Corps (USMC) does.

The motto of the USMC is "Always Faithful." But they NEVER say that. Instead, they say "Semper Fi," or the motto in Latin. It's a lot cooler ;-)

Now it's been 3.5 decades since I did a Latin translation, so I punted, used the Google, and got this:

Fortior Una

Which translates... somewhat (Latin's tricky that way)... to "Stronger Together."

Just my two cents...

-Joshua Green

On Fri, Mar 26, 2021, 8:43 PM Daniel H Turben <d.turben@icloud.com> wrote:

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

Dan

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/2016/08/08/489138602/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@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

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 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
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
colleague
s:

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
Communi
ty Where
All
Belong"),
again
healy's
reminder
is that the
OIC is not
a
communi
ty but a
communi
ty-based
group
with a
growing
identity
and
agenda
for
studying,
fostering,
and
celebratin
g

diversity
and
inclusion.

healy's
suggestio
n,
therefore,
of
"Citizens
Enriching
Communi
ty" begins
to work
for me as
we truly
are NOT
the
communi
ty and
city of
oakwood
itself but,
as healy's
suggestio
n goes,
"Citizens
Enriching
Communi
ty."

i think
healy is
moving in
the right
direction
here, but
maybe
mentioni
ng
"citizens"
might be
misunder
stood as
implying
only
oakwood
citizens. s
o how
about
simply
dropping
"citizens"
and
thinking
about:

Enriching
Communi
ty for All

Building
Communi
ty for All

Expandin
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through
Engagem
ent

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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