

Stacel, Lori

From: Iseli, Madeline <Madeline.Iseli@sinclair.edu>
Sent: Friday, March 26, 2021 1:59 PM
To: Roger Crum;Turben, D
Cc: Leigh Ann Fulford;Kristi Hale;Healy Jackson;Judy Cook;Kyle Ramey;Samuel N Dorf;Klopsch, Norbert S.;Jeremy Newport;Joshua D. Green
Subject: RE: April 28th Meeting Program

Sorry, All! I think I've been talking to people on Zoom all day today... I'm feeling "talked out!" 😊

So, just now catching up on emails...

I appreciate the "drum roll" part of the suggestion (thank you Dan and Roger!), but truly, the very humble part of me doesn't feel that I measure up at all with these very accomplished academicians and artists!! if you would like me to find someone, perhaps from Sinclair, who might have attained similar levels of expertise, I am happy to do so! Otherwise, I am honored to serve as a panelist, and happy to share my own perspective as an Oakwood resident from a diverse background.

—Madeline

Madeline J. Iseli | Senior Vice President | Advancement and Regional Strategy

madeline.iseli@sinclair.edu



From: Roger Crum <rccrum1@udayton.edu>
Sent: Thursday, March 25, 2021 5:00 PM
To: Turben, D <dan.turben@parknationalbank.com>
Cc: Leigh Ann Fulford <lfulford@gmail.com>; Kristi Hale <hale@wrightlibrary.org>; Iseli, Madeline <Madeline.Iseli@sinclair.edu>; Healy Jackson <healyjackson@gmail.com>; Judy Cook <judygcook@woh.rr.com>; Kyle Ramey <ramey.kyle@oakwoodschoools.org>; Samuel N Dorf <sdorf1@udayton.edu>; Norbert Klopsch <Klopsch@oakwood.oh.us>; Jeremy Newport <newporjd@yahoo.com>; Joshua D. Green <joshua@the-green-family.org>
Subject: Re: April 28th Meeting Program

ciao folks:

glen cebulash: glen.cebulash@wright.edu

julius amin: 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.

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To: Iseli, Madeline; Roger Crum
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Madeline , I have some contacts in the sociology dept at Sinclair maybe we can compare ideas? And I think you would ask be an awesome addition with or without drumrolls!

All, I am not getting emails about the tag lines... perhaps I've been inadvertently left off again? I sent one suggestion last night... maybe it didn't make it out? OIC: Stronger Together. I can keep thinking.

Leigh Ann Fulford

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Subject: Re: OIC: possible tag lines

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

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On Mar 25, 2021, at 8:05 PM, Roger Crum <rccrum1@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

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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.

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>
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

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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

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Other options:

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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
<rcrum1@udayton.edu> wrote:

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/interestin
g . . .

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

goes. than
ks. yours,
roger

1. Connect
ed. Engage
d. Accepte
d

2. Accept.
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elong

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ioned
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y Where
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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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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
<rcrum1@udayton.edu> wrote:

dear OIC
colleagues
:

here
below are
the
possible
taglines
that the
UD
student

design
firms
came up
with for us
to
review. w
e can
accept
one of
these,
combine
several, or
propose
one
entirely of
our own
compositi
on. again,
these tag
lines
would be
variously
used in
visual
marketing,
perhaps
sometime
s
appearing
with the
logo,

sometime
s 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
modificati
on 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
/interestin
g . . .

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

1. Connec
ted. Enga

ged. Acce
pted

2. Accept.
Engage.
Belong

3. Unques
tioned
Acceptanc
e

4. A
Communit
y Where
You
Belong

5. A
Communit
y Where
All Belong

6. Welco
me and
Celebrate
Communit
y

7. Welco
me. Prom
ote. Celeb
rate

--
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"