

**Stacel, Lori**

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**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@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

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](mailto: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/t-rump-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](mailto: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](mailto: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](mailto: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

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**From:** Leigh Ann Fulford [<mailto:ladfulford@gmail.com>]  
**Sent:** Thursday, March 25, 2021 4:12 PM  
**To:** Healy Jackson <[healyjackson@gmail.com](mailto:healyjackson@gmail.com)>  
**Cc:** Roger Crum <[rcrum1@u Dayton.edu](mailto:rcrum1@u Dayton.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 <[newporid@yahoo.com](mailto:newporid@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.

LA

On Thu, Mar 25, 2021 at 2:34 PM Healy Jackson  
<[healyjackson@gmail.com](mailto: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](mailto: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](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

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**From:** Healy Jackson  
[mailto:[healyjackson@gmail.com](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)>  
**Subject:** Re: OIC: possible tag lines

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sender and know  
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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  
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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.

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

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ciao leigh ann

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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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:ladfulford@gmail.com)]  
**Sent:** Thursday, March 25, 2021 4:12 PM  
**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

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](mailto: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](mailto: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](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: 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  
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of the OIC  
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or elision,

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and work  
of the city  
of  
oakwood  
per se.

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some of us  
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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](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)

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