In this report is described results transcribed during the May 1, 2015 Spring Roundtable. Participants included eight members each of executive administrators, the general faculty, and faculty senators. The objective addressed in spring roundtable was to envision what is, and what should be the brand image for Mississippi State University and identify ways for strengthening and enhancing the most desirable and effective brand image(s). Provided in this report is the general agenda, participants in maroon or white groups, questions addressed in structured brainstorming sessions, and ranked participant group lists.
Roundtable Agenda
May 1, 2015

- Welcome
  President Mark Keenum

- Keynote Presentation
  Sid Salter

- Overview of Process and Freshman Convocation Coin Toss
  C.P. Coyne

- Team Brainstorming Session #1

- Break-I: Discussion of Results and Joint Report

- Team Brainstorming Session #2

- Break-II: Discussion Results and Joint Report

- Impressions/Summary
  President Mark Keenum

Process Overview
President Keenum welcomed all attendees, and briefly explained the context for the Spring Roundtable. The keynote speaker, Sid Salter, was then introduced and delivered a presentation that described the initiation of a multifaceted program designed to further develop and better communicate the image of Mississippi State University and its academic and research capabilities as an institution of higher education. Senate Vice President Cody Coyne handed out the discussion question for the first session and briefly explained how the structured “brainstorming” process would be implemented. The administrators, faculty and faculty senators were divided into two smaller groups for discussion of two questions for the day. The freshman convocation coin was used to assign each moderator to one of the two small discussion groups. In each small group, the moderator facilitated the “brainstorming” process and recorded ideas and perspectives. Each small group then reviewed the potential for consolidating individual recorded answers to the stated question. Group participants were allocated a total of five votes (colored dots) and a maximum of up to three votes could be placed beside any individual topic or statement transcribed on the paper display tablet. The votes were then tallied followed by group discussion of the results. At the end of each of the two separate brainstorming sessions, a group member other than the moderator reported their high-vote-receiving question responses to the entire group.
Roundtable Course of Action for Brainstorming

Session Questions for Discussion (condensed versions)

1. What is and what should be the brand image for Mississippi State University?

2. What would be effective ways for strengthening and expanding the brand image for Mississippi State University?

   **Note:** establishing a brand image involves identifying icons, or perceptions that will foster a strong personal association with Mississippi State University.

Brainstorming Process

1. Participants identify candidate answers to each of two questions and responses are recorded.

2. Duplicates and overlaps are identified and consolidated

3. Participants single- or multi-vote on answers or responses

4. Results are then analyzed and discussed

Brainstorming Rules and Guidelines

1. Bad ideas do not exist

2. A single idea is offered one at a time

3. Participants do not have to offer an idea when it is their turn

4. Ideas are not judged during brainstorming period

5. Las Vegas Rules are in effect with regard to all group sessions
# Spring Roundtable Discussion Teams

## Maroon Group
- **Jerry Gilbert**: Provost and Executive Vice President  
- **Amy Tuck**: Vice President for Campus Services  
- **Allison Pearson**: Interim Co-Dean for Meridian Campus  
- **Scott Wetherbee**: Senior Associate Athletic Director  

## Faculty
- **Meghan Millea**: Professor - Business  
- **Robert West**: Associate Professor - English  
- **Lisa Wallace**: Associate Professor - Biology  
- **John Rodgers**: Associate Professor - Geoscience  

## Faculty Senators
- **Hank Flick**: Professor - Communications  
- **Robert Wolverton**: Professor - Foreign Languages and Literature  
- **Missy Hopper**: Associate Professor - Curriculum/Instruction/Special Ed.  
- **John Michael Riley**: Associate Professor - Extension Services: Agriculture Economics  
- **C.P. Coyne**: Faculty Senate Vice President - Basic Sciences: Pharmacology (CVM)  

## White Group
- **David Shaw**: Vice President for Research and Economic Development  
- **Greg Bohach**: Vice President for Agriculture, Forestry and Veterinary Medicine  
- **John Rush**: Vice President for Development and Alumni  
- **Karyn Brown**: Communications Director - College of Arts and Sciences  

## Faculty
- **Ted Dobson**: Professor - Mathematics  
- **Jacqueline Edwards-Henry**: Professor - Music  
- **Emily B. Schultz**: Professor - Forest Resources  
- **Michael J. Highfield**: Associate Professor - Business - Department Chair  

## Faculty Senators
- **Anastasia Elder**: Professor - Counseling & Edu. Psych.  
- **Stan Bullington**: Professor - Industrial and Systems Engineering  
- **Bonnie O’Neill**: Associate Professor - Arts and Sciences – English  
- **Vikki (Natasha) Randle**: Associate Professor - Business (Meridian)  
- **Randy Follett**: Faculty Senate President - Electrical and Computer Engineering  

* - Session Moderator
Roundtable Results from Structure Brainstorming Sessions

MSU Brand Development: Desired Imagery and Perceptions

<table>
<thead>
<tr>
<th>The Peoples University</th>
<th>Real World Research Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changing People’s Lives</td>
<td>Authentic Maroon @ 39762</td>
</tr>
<tr>
<td>Impactful</td>
<td>Learning from the Past / Looking to the Future</td>
</tr>
<tr>
<td>Overcoming Stereotypes</td>
<td>Student Engagement</td>
</tr>
<tr>
<td>Inclusivity</td>
<td>Student Centered Research</td>
</tr>
<tr>
<td>Global</td>
<td>Integrity and Character</td>
</tr>
<tr>
<td>Excellence</td>
<td>Competitive</td>
</tr>
<tr>
<td>Tenacity</td>
<td>Amazing</td>
</tr>
<tr>
<td>Shifting Stereotypes Through Innovative Technologies</td>
<td>(Extraordinary if there is an institution conflict)</td>
</tr>
<tr>
<td></td>
<td>Progressive Past and Progressive Future</td>
</tr>
</tbody>
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MSU Brand Image Delivery and Presentation

<table>
<thead>
<tr>
<th>Expanding Horizons</th>
<th>Team Approach to World Class Research</th>
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<tbody>
<tr>
<td>Alumni / Student Successes and Stories</td>
<td>World Class Leadership</td>
</tr>
<tr>
<td>Life Stories</td>
<td>Diversity of Life/Career Stories</td>
</tr>
<tr>
<td>“Ted Talks” Delivered by Students (idea)</td>
<td>Students / Staff / Faculty</td>
</tr>
<tr>
<td>Real World Research Applications</td>
<td>MSU Connections/Collaboration with K-12</td>
</tr>
<tr>
<td>Atypical/Unexpected Images of Diversity</td>
<td>Audio-Visual Brief/Rapid Communications</td>
</tr>
<tr>
<td>Dr. Keenum Elevator Pitches of Accomplishments</td>
<td>#7 in AG Research</td>
</tr>
<tr>
<td>Satellite Zoom Image to 39762 on MSU Campus</td>
<td>#1 in Engineering</td>
</tr>
<tr>
<td>- Find Your Identity and MSU 39762</td>
<td>Impressive Images for Unfamiliar Viewers</td>
</tr>
<tr>
<td>- Images of Different Colleges and Students</td>
<td>Example: African American Rhodes Scholar</td>
</tr>
<tr>
<td>Team Approach to World Class Accomplishments</td>
<td>Richard Holmes</td>
</tr>
</tbody>
</table>

MSU Axioms

<table>
<thead>
<tr>
<th>We Ring True @ 39762</th>
<th>Mississippi State University: Freedom to Find Your Identity</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSU: Rings True</td>
<td>Progressive Past &amp; Progressive Future</td>
</tr>
<tr>
<td>MSU: Amazing</td>
<td>Authentic Maroon @ 39762</td>
</tr>
<tr>
<td>MSU: Extraordinary</td>
<td>Learning from the Past / Looking to the Future</td>
</tr>
<tr>
<td>Mississippi State University: Where Magnolias Breed Greatness</td>
<td>The People’s University</td>
</tr>
<tr>
<td>Mississippi State University: Find and Identify Without Isolation</td>
<td>Changing People’s Lives</td>
</tr>
</tbody>
</table>