Think Big

AND JOIN US.
To thrive in the future, we must offer something special to the world. It must be **bold and distinctive**.

Strong brands are

• Authentic to the University
• Desirable and compelling to stakeholders
• Difficult to find
### Design Process

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**OUTCOME**
- Lots of big ideas
- Honed our best ideas
- 2-3 refined big ideas
- Improved ideas, assess feasibility, relevance
- Developed implementation plan

**WE ARE HERE**
PHASE 1 RECAP
Town Halls

- November ‘18
- December ‘18
- January ‘19
- February ‘19
“Frankly, I entered into the session with a very cynical frame of mind. I walked out excited about the possibilities for the University I love.”
Design Constraints

- Must be future-oriented and distinctive
- Must be simple, believable, easy to share
- Must be inclusive—everyone matters
- Must be student-focused
- Must not be constrained by current practice

PHASE 1
THE BIG IDEA TITLE:

The Engaged Campus

DIFFERENTIATOR:

Western Michigan University is the only place that...

Emphasizes an intentional connection across its constituents through engagement experiences.

SUMMARY:

At WMU, we believe that student engagement and career readiness is critical to student success. Because of that belief, WMU creates intentional opportunities for strategic connections in the classroom, on campus & in the community throughout the college experience.

WHAT WE OFFER (FEATURES):

(Attributes that are evidence of the differentiator)

- Student engagement w/ the community
- Relevant and innovative programs
- Collaborative research opportunities
- Career connections

WHAT THEY GET (BENEFITS):

(Value stakeholders get from the differentiator)

- Students are better prepared for workforce.
- Relevant programs for the changing environment
- Creates a culture of recruitment
- Increase in donations to the university

STONG BRANDS ARE...

Real.
Relevant.
Rare.

- Strong brands are authentic to the university.
- Desirable and compelling to stakeholders.
- Difficult to find.

Big Idea

November 26, 2018
**THE BIG IDEA TITLE:**

**The EngAGED CAMPUS**

**DIFFERENTIATOR:**

**Differentiator**

*Western Michigan University is the only place that...*

Emphasizes an intentional connection across its constituents through engagement experiences.

**SUMMARY:**

At WMU, we believe that student engagement and career readiness are critical to student success. We provide intentional opportunities for connections in and beyond the classroom, on campus and throughout the WMU experience.

**FEATURES:**

- Close ties with the community
- Innovative programs and curricula
- Research opportunity
- Students connections

**BENEFITS:**

- Prepares students for the workforce
- Encourages reciprocity
- Access to the community
Synthesis: De-duplicate & Categorize

~30 Features
~100 Differentiators
~30 Benefits

Showing our work:
All available @ wmich.edu/thinkbig
PHASE 2 UPDATE
Design Sprint 1 & Shark Week

- 7 teams “shop” features, benefits, and big ideas
  - refine ideas
  - inspiration for new “bigger” idea
- Honed for Shark Week
  5-minute pitches, teams invest money in big idea

OUTCOME:
Top 2 to 3 ideas advance
Design Sprint 2

- New teams will refine 2 to 3 ideas
- Polish idea, create stories to support ideas and add detail

OUTCOME: Big idea to prototype and prepare for campuswide pitch in Phase 3
JOIN US

Open House
March 26
Noon-3
3027 Waldo

PHASE 2

PHASE 3

Design Workshop 1
April 11
5-7 p.m.

Design Workshop 2
April 12
5-7 p.m.

Design Workshop 3
April 17
9-11 a.m.

Design Workshop 4
April 19
9-11 a.m.

Share your voice, add your perspective.
DISTILL
• De-duplicate ideas.
• Break Big Ideas apart by benefits, features and differentiator.
• Organize into 10 teams.
• Teams “shop” for ideas that elicit energy.
  >>>OUTCOME<<<
• Teams are organized; direction for each is chosen.

SHARK TANK
• Each team will make a 5-minute pitch to the group on their idea. The full team will have dollars to invest.
  >>>OUTCOMES<<<
• Ideas to advance to Phase 3 are identified.
• Teams are reorganized.

FEDEX DAY
• Marketing and Strategic Communications delivers testing materials overnight.
  >>>OUTCOME<<<
• All ideas to advance are ready to test with physical prototypes.

Week of…. 3.11.19

DESIGN SPRINT 1
• Each team designs their Big Idea and prepares for SHARK WEEK.
  >>>OUTCOME<<<
• Big Idea is ready to pitch.

3.18.19

DESIGN SPRINT 2
• Reconfigured design teams refine their Big Idea into testable format.
  >>>OUTCOME<<<
• Polish, add detail and create a story.
  >>>OUTCOME<<<
• Big Idea is ready to pitch.

3.25.19

4.3.19

4.4-5.19

GO TO MARKET
• Ideas to present to campus are tested among students, faculty and employers.
  >>>OUTCOME<<<
• Refined ideas are ready to pitch to campus.
PREPARE PHASE 3

- Get organized and prepare materials for Phase 2 Town Halls.

>>>OUTCOME<<<

- Ideas are ready to pitch.

DESIGN WORKSHOP 1
April 11
5-7 p.m.
Location TBD

DESIGN WORKSHOP 2
April 12, 2019
5-7 p.m.
Location TBD

DESIGN WORKSHOP 3
April 17
9-11 a.m.
Location TBD

DESIGN WORKSHOP 4
April 19
9-11 a.m.
Location TBD