OUR BRAND POSITIONING
POSITIONING

The OSU Extension sub-brand strengthens the essence of the overall OSU brand positioning. The OSU positioning statement captures what we as a university do, how we do it, and why it matters. Specifically, OSU Extension contributes to this position by providing community access to the resources, knowledge, and expertise of the university. Our community outreach and engagement work grounds the mission of the university in a very real and relevant way.

Our sub-brand will work in all ways to reinforce and strengthen this positioning.

Essence of OSU Positioning

FROM OREGON, FOR THE WORLD

OSU Positioning Statement

With steadfast determination, people from Oregon and around the globe gather to explore frontiers and solve today's most pressing issues. Together, we innovate to deliver far-reaching solutions that guarantee the prosperity of our state and world, enriching the lives of all people. We transform learners into leaders. We are unwavering and accountable, because the world can count on us for a healthier, more sustainable future.

Note
Like From Oregon, For the World, this statement should never be used externally. It's a further internal expression that guides everything we say and do.
OSU EXTENSION MESSAGING

To articulate the OSU Extension story and support the university positioning, we must define and prioritize our messages. These messages are organized into a hierarchy through attribute and benefit mapping.

CORE MESSAGE
The most concise articulation of our role in the world.

ATTRIBUTES: What we offer
An attribute is what we offer to our audiences. Attributes include the products, services, knowledge and unique offers that we bring to the table.

BENEFITS: What they get
A benefit is what our audiences get. It’s the value of the attributes that we offer, the answer to the question “so what?” or “why should they care?”
OSU EXTENSION MESSAGING

As an extension of the university’s messaging and the four pillars of the master brand story, our message map organizes OSU Extension’s strengths and unique characteristics to illustrate the specific ways that we contribute to advancing the university’s mission.

Attributes (what we offer)

- driving conversation and action toward a refined definition of OSU Extension
- protecting and sustaining the vital factors of a quality life
- convening partners to solve real-world challenges
- deep roots in and commitment to the communities we serve

Benefits (what they get)

- a powerful network of diverse researchers, specialists and educators who work collaboratively with communities in Oregon
- an unmatched positive effect throughout the state
- empowerment that fosters real, sustainable change
- multidimensional discovery, learning and engagement
- healthier families, thriving ecosystems and growing economies
- a dependable source of inspiration and innovation for the future
# OSU Extension Messaging

## Attributes (what we offer)
- World-leading research expertise and academic teaching
- Connection to a nationwide network of land grant universities
- An earned reputation locally and nationally
- Driving conversation and action toward a refined definition of OSU Extension

## Benefits (what they get)
- An unmatched positive effect throughout the state
- Empowerment that fosters real, sustainable change
- Multidimensional discovery, learning and engagement
- Healthier families, thriving ecosystems and growing economies
- A dependable source of inspiration and innovation for the future

## Core Message
da powerful network of diverse researchers, specialists and educators who work collaboratively with communities in Oregon

## Leadership
- Extending university resources and knowledge to the state of Oregon
- An impartial resource for clients
- Active listening that detects true areas of need

## Role
- Community based education and development for every stage of life
- A catalyst for shared achievement and progress
- Deep roots in and commitment to the communities we serve

## Collaboration
- Convening partners to solve real-world challenges
- Multidimensional discovery, learning and engagement
- Healthier families, thriving ecosystems and growing economies
- A dependable source of inspiration and innovation for the future

## Attitude
- An impartial resource for clients
- A catalyst for shared achievement and progress
- Sensitivity to the cultures, ethics and values of all people

## Brand Positioning
- Protecting and sustaining the vital factors of a quality life
- Convening partners to solve real-world challenges
- Deep roots in and commitment to the communities we serve
OSU EXTENSION MESSAGING

OSU Extension offers...

Attributes (what we offer)

- driving conversation and action toward a refined definition of OSU Extension
- protecting and sustaining the vital factors of a quality life
- convening partners to solve real-world challenges
- deep roots in and commitment to the communities we serve

a powerful network of diverse researchers, specialists and educators who work collaboratively with communities in Oregon

Benefits (what they get)

- an unmatched positive effect throughout the state
- empowerment that fosters real, sustainable change
- multi dimensional discovery, learning and engagement
- healthier families, thriving ecosystems and growing economies
- a dependable source of inspiration and innovation for the future

science-based information that propels ideas forward
- an engaged group of learners, advocates and supporters
- transparent and honest partnerships
- information that is made usable and actionable

a broader view of the nation and the challenges that exist
- lifelong relationships that are mutually beneficial
- success through the collective efforts of many
- respect for and inclusion of different backgrounds and voices

leadership that people look to and depend on
- greater relevance and forward-looking solutions
- maximizing resources for greater outreach
- place-based knowledge for making a meaningful difference
MESSAGING PILLARS

OSU Extension shares the same messaging pillars as the master brand — leadership, role, collaboration and attitude — but delivers on them in a unique way. These statements articulate specifically how OSU Extension thinks about and delivers on these pillars.

The statements should be used as a frame of reference for crafting specific messages. Periodically revisiting these statements will help ensure that our writing communicates these important traits of OSU Extension while staying connected to the university brand.

**LEADERSHIP**

We're on the leading edge of the most critical issues facing Oregonians, a conduit for getting world-class research and knowledge from the university to the communities we serve. As part of a nationwide network, we're driving conversation and action toward the next generation of OSU Extension. Our partners look to us as a source of inspiration and innovation, knowing that we'll deliver every time.

**ROLE**

As a land, sea, sun, and space grant institution, we have certain defining responsibilities. We proudly work every day to uphold our promise of serving the state. In doing so, we enhance the lives of all Oregonians, our businesses, and the environments and systems they operate within, empowering them all to thrive.

**COLLABORATION**

The crucial issues facing Oregonians are complex and multidimensional. One person alone cannot create as much impact as many who work together. This is why we collaborate and engage with Oregon communities, inviting them to share in honest, transparent partnerships that achieve mutual success.

**ATTITUDE**

We believe that the best way to make a difference is to get straight to the heart of the matter. We start with an accessible and relatable approach and build on it with surefire passion. We listen to our clients, respect their need, and amplify their voices to create solutions together that empower real, sustainable change. It’s what we’ve done for more than 100 years, and we’re committed to doing it for the next 100 years as well.
AUDIENCE SEGMENTS

Segmenting audiences is important to communicating in a more targeted, thoughtful way. These audience segments bridge OSU Extension’s flexible programming around commodity-, place- or interest-based communities, with more meaningful communications.

At times, individual target audiences may shift among segments, depending on the role they are fulfilling. Our communication decisions should be informed by what OSU Extension is looking to achieve with the specific audience target.
AUDIENCE SEGMENTS

PRODUCERS

OSU Extension’s greatest value to this group is accessible knowledge and service.

Producers look to OSU Extension as a trusted partner and source of science-based knowledge and research. They need to know that we’re here to help them, whether it’s through the production of commodities or through providing other goods and services, such as health care and education. They trust us for our credibility and our ability to provide impartial information. They value our long-standing commitment to being accessible.

When communicating with this group, emphasize these personality traits: Helpful, Welcoming, Progressive.

Example groups might include, but are not limited to:
• Small farm owners, foresters, fisheries, commercial and industrial agriculture producers
AUDIENCE SEGMENTS

STEWARDS

OSU Extension's greatest value to this group is partnership with shared values and purpose.

Stewards have an interest in ensuring safe, responsible, sustainable and ethical practices. Often they are regulatory or governing organizations that monitor the production and distribution of commodities, goods or services. They need to know that OSU Extension is upholding its promise to make the state a safe, sustainable and prosperous place to live, grow and do business. It's important that they recognize our role in protecting and sustaining the vital factors of a quality life, as well as our willingness to collaborate with them to accomplish shared success.

When communicating with this group, emphasize these personality traits: 
Conscientious, Collaborative, Progressive

Example groups might include, but are not limited to:
• Land owners, conservationists, ecologists, coastal organizations, business owners, food processors and distributors, regulatory agencies, Oregon tourism organizations, boaters, loggers, public health groups, school systems (K–12), Master Gardeners, community colleges
AUDIENCE SEGMENTS

ADVOCATES

OSU Extension’s greatest value to this group is the positive effect we can create together.

Advocates are our fans and supporters—the ones who act in our favor in a variety of ways. They can be organizations, businesses, individuals or government entities. Together with this group, we can enhance the positive effect we have throughout the state by way of funding, shared goals and the opportunity to implement new programs. It’s important to communicate our leadership and our approach to collaboration.

When communicating with this group, emphasize these personality traits: Visionary, Collaborative, Adventurous

Example groups might include, but are not limited to:
• Extension volunteers, non-governmental organizations, local and state government, and federal government, legislators, partner organizations, funders, sponsors, community leaders, OSU administration and alumni
AUDIENCE SEGMENTS

LEARNERS

OSU Extension's greatest value to this group is breadth and expertise of our diverse network.

Learners are those who benefit, directly or indirectly, from our programs and partners. Many in this group have direct connections to Extension through a program they currently participate in. It’s important that they understand the breadth of programming that we provide, and that the programs are a part of both OSU Extension and Oregon State University. Learners have a wealth of knowledge from which OSU Extension and the university can benefit. This needs to be respected and acknowledged, resulting in an exchange of information that benefits everyone.

When communicating with this group, emphasize these personality traits: Helpful, Welcoming, Progressive

Example groups might include, but are not limited to:
• Urban residents, gardeners, youth, families, seniors, non traditional and place-bound learners, outdoor recreationalists, tourists, English learners, prospective students
AUDIENCE SEGMENTS

INTERNAL

OSU Extension's greatest value to this group is the direct connection to Oregon communities.

Internal audience groups fuel the work and services that we provide. They include employees within OSU Extension and also within the university. This group is responsible for knowing and understanding the true scope of work we perform. They need to be able to articulate our entire story consistently and compellingly. It’s important that they stay informed about the activity occurring with OSU Extension, because awareness of these efforts will lead to new opportunities for us and a greater appreciation for our work.

When communicating with this group, emphasize these personality traits: Helpful, Collaborative, Visionary

Example groups might include, but are not limited to:
• Extension staff and faculty, OSU academic units and leadership, researchers, specialists
PERSONALITY

OSU Extension’s personality sets the tone for how we communicate. These traits drive the voice and image for all Extension communications. We share some of our personality traits with the university master brand, but additional traits apply specifically to OSU Extension. Depending on the intention and audience for a given communication piece, we can lead with a collection of traits that best represent the tone and voice we want to convey.

COLLABORATIVE
We’re better together

CONSCIENTIOUS
Aware, with integrity and conviction

VISIONARY
Creatively leading the way, taking on issues

WELCOMING
Friendly, open to all and enriched by difference

PROGRESSIVE
Pursuing innovative practices that lead to proven methods of thinking and doing

HELPFUL
Focused on service that meets the needs of our communities

ADVENTUROUS
Having the courage to seek out new solutions