

INTERNSHIP FOR THE PUBLIC RELATIONS DEPARTMENT OF
DIXIE STATE UNIVERSITY

A Capstone Internship Portfolio
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the Faculty of the Communication Department
at Southern Utah University

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Master of Arts in Professional Communication

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Abstract

From May 6, 2013 to August 6, 2013, I worked as a public relations and marketing intern for the Public Relations Department of Dixie State University. The main purpose for this internship was to fulfill the capstone requirement for a Master's Degree in Professional Communication from Southern Utah University, and to learn the final aspect of my professional communication training. With an undergraduate degree and experience in broadcast TV journalism, radio news, and advertising, I felt I needed to learn more about the public relations field. This portfolio represents my work in the Public Relations Department at Dixie State University as it began a large-scale rebranding campaign while the institution transitioned from Dixie State College to Dixie State University.

This portfolio will not only give an account of my work at the University, but will demonstrate the importance of a successful rebranding campaign which is reported through an autoethnographic analysis. This investigation demonstrates the personal and professional lessons I learned as a graduate intern during a crucial moment in Dixie State University history.

Acknowledgements

I would like to thank my sweet husband Matt for being the most incredibly encouraging and supportive man I know. I am so fortunate to have you in my life. I still remember the night I told you that I wanted to get my Masters degree—we had just put our two-month-old son to bed and had moved to St. George just a few weeks earlier. You supported my decision 100% and helped me make my dream a reality.

I want to express my gratitude to Professor Barton who allowed me to take a heavy course load and experiment with electives outside of the communication department. You helped me accomplish my goal of finishing this degree in one calendar year. Without your support, encouragement, and splendid sense of humor I would not be where I am today.

I also want to thank my parents, James and Blithe Ottesen for always encouraging me to work hard so I can play hard. This mantra has guided me my entire life and has made me into the happy, hard-workin', self-sufficient woman that I am today. They are the hardest working, yet most enjoyable people I have ever met. I've learned that life doesn't have to be a drag if you're willing to surround yourself with people who care enough to make it wonderful.

And finally, I would like to dedicate this to my handsome son Rex and soon-to-be son Rhett. Thank you for keeping me on my toes and for giving me the greatest happiness a woman can experience through the gift of motherhood. With you, the sun shines a little brighter, the grass grows a little greener and the kitchen will always be a little messier. Mommy loves you.

TABLE OF CONTENTS

ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
1. INTRODUCTION	5
Purpose	
Background on “Utah’s Dixie”	
Method	
2. RESEARCH METHOD	7
Autoethnography Narrative and Identification	
Value of Autoethnography	
Women and Autoethnography	
Personal Application of Autoethnography	
3. THE INTERNSHIP	13
Duties as an Intern	
My Experience as an Intern	
Lessons Learned as an Intern	
4. CONCLUSION	33
5. REFERENCES	34
6. APPENDIX	35
Press Release	
Magazine Article	
Final Logo and Style Guide Samples	
Meeting Notes	
Post Log	

Introduction

My objectives for this internship with the Public Relations Department at Dixie State University were to: (1) fulfill the capstone requirements for the Master of Arts in Professional Communication degree, (2) learn what it takes to be a public relations officer in a professional capacity, and (3) help make history as the institution transitioned from Dixie State College to Dixie State University. At the end of my internship, I accomplished all of my objectives, plus accomplished many other tasks. This portfolio will not only demonstrate how I met these different objectives, but will do so by using the autoethnography style of qualitative writing. This method of writing not only demonstrates the importance of my research, but how autoethnography is an excellent and fun way to express studied opinions of the internship. This portfolio can also be used to demonstrate how this public relations internship prepared me for a career in professional communication by elaborating how difficult the decision-making process is when multiple people are involved.

I have included samples of projects that I completed on my own during this internship along with other projects in which I was a part of the decision-making process. This internship was a direct reflection of the knowledge, skills, and traits I acquired while being immersed in the academic teachings of Southern Utah University's Master of Arts in Professional Communication program. I have also included an autoethnographic personal investigation of my entire experience with the DSU, which highlights the importance of researching, planning, and carrying out

an effective rebranding campaign in my own words, from my personal, lived experience as a researcher and pseudo employee.

Autoethnography

Dixie State University identified a specific brand that it would like to be broadcasted to potential students, faculty, donors, and community members and it is “I Am Dixie State”. So far every agenda-setting effort the marketing department has put forth has been to contest the reputation that Dixie State is a party school, which has followed the institution for many years. Even as a child I set my sights high and worked extremely hard so I wouldn’t have to go somewhere “like Dixie”. When it was declared that Dixie State College would transition to a university, the PR director and other members of the public relations and marketing team saw it as an opportunity to start with a clean slate. But when it comes to making decisions for Dixie, they are not the decision-makers.

Background on Utah’s Dixie

For any St. George native, when you hear the term “Good ol’ boys”, you know exactly who is being referenced. I grew up in St. George and I grew up with these “Good ol’ boys”. These are the decision-makers in St. George, Santa Clara, Ivins, Washington, and Hurricane. Because their ancestors settled St. George, they were born in St. George, they grew up in St. George and they attended Dixie College years ago as evidenced in the black and white photographs that are sprinkled all over campus. We’ve had the same mayor, Mayor Dan McArthur since 1994 when I was in elementary school. So when the rumors began to circulate that Dixie was thinking of tossing the name “Dixie” out, it was what everyone was gossiping about in St.

George. “The outrage, the shame! You can’t take ‘Dixie’ out of ‘Dixie State’!”! Even my own grandmother called me to gab about it. A marketing committee was hired to conduct a citywide poll with name suggestions, allowing any willing participant to cast their vote on the name change. A large majority of the participants voted to keep the name Dixie and so the name “Dixie” stuck.

Of course, I didn’t know all of the drama until I began working in the PR office. By keeping the name “Dixie”, people who are unfamiliar with its location automatically pair the university with the “Old South”, racism, and slavery. Other Utahns who are more familiar with the institution, have identified Dixie State as a party school, I assume because of the warmer weather and easier admission requirements? By keeping the name “Dixie”, the PR department had to find a way to procure the attention of potential students, faculty, and donors. The university needed to start with the rebranding of the public’s opinion. By influencing and revamping the community’s public opinion of Dixie, we hoped by the beginning Fall 2013 that Dixie State University would debut as an exciting, credible, and enticing institution.

Method

Autoethnography is a unique qualitative method that gives a personalized account of the writer’s experience, and has the ability to not only clarify the research, but also give a never-before-heard perspective of the details provided. This form of qualitative research has been used to portray many studies that not only call for formal research, but also a detailed explanation with the use of human

emotion. This is the method I deemed most accurate and helpful to describe my capstone experience.

The best definition of autoethnography was given by Vone'che (2001, p. 226), which states, "A text that is always written from the retrospective viewpoint of a person interpreting his or her own past; its form and content largely depend upon the author's current preferences and opinions and part of its function is to preserve and remain faithful to the writer's personality"(p. 226). In an article written by Sarah Wall (2006), she states, "Autoethnography is not as commonly used as the traditional, core qualitative research methods because researchers who use even well established qualitative methods are continually asked to defend their research as valid science. Oftentimes, ways of inquiry that connect with real people, their lives, and their issues are seen as soft and fluffy and, although nice, not valuable in the scientific community"(p. 2).

This may seem like a hiccup in the operation. Why would anyone select a qualitative research method that will not be accepted or respected by the scientific community?

Wall (2006) continues her article by stating, "Several researchers have highlighted the presence of the researcher's rhetoric, prejudice, and experience in the interpretation of observations and numbers and the way in which they simply construct one interpretation from among many that could be consistent with their numerical data analysis. The goal of postmodernism is not to eliminate the traditional scientific method but to question its dominance and to demonstrate that it is possible to gain and share

knowledge in many ways” (p. 2). This opens the door for different, more unique ways of qualitative research reporting.

The definition of autoethnography has many similarities to its cousin and competing qualitative method: ethnography. Differentiating between the two methods can be tricky, so instead of trying to compare the two, a description of how they can be used synonymously seems more apt. Boyle and Parry (2007) state: “The ethnographic process has always been an essential way of studying culture, especially culture as it is practiced and understood within institutional and organizational settings”(p. 185). Carolyn Ellis and Arthur Bochner (2000) define autoethnography as “an autobiographical genre of writing and research that displays multiple layers of consciousness, connecting the personal to the cultural” (p. 157). Autoethnography takes ethnography one-step further by allowing the researcher to articulate the very personal thoughts and feelings they’ve collected and deducted about the research they’ve become so engrossed in.

Wall (2006) describes autoethnography as highly personalized accounts that draw upon the experience of the author/researcher for the purposes of extending sociological understanding, and being allowed to use oneself as a means to get to understand the culture. Essentially, autoethnography is a more personalized approach to the ethnographic method and has the ability to add outspoken depth to the project. It allows the researcher to get even closer and more immersed in the research by requesting a biographical response to the entire operation.

Women and Autoethnography

Autoethnography has been used in recent published pieces by different women researchers to give a more personalized account to their findings when formal words just couldn't do the research justice and found that they could give their research more of a voice using an autoethnographic approach. A recent autoethnographic article was published by Patricia Sealy (2011), a registered nurse who described how she coped with life-threatening breast cancer. After a routine mammogram and breast ultrasound resulted in normal results, it was soon discovered that an overlooked lump thought to be mastitis, was actually breast cancer. In this article, Sealy shared personal accounts of her own experiences that help to extend the understanding of a particular social issue and how it can possibly impact every individual in society. In this case, the purpose was to focus on the primary cultural implications of unresolved emotional issues from the past complicating current treatment and recovery for locally advanced breast cancer, and the use of reflective journaling and mediation to heal past wounds (p.39).

While Sealy used autoethnography as a way to calmly reflect and explain her emotions to breast cancer, Rachel Alicia Griffin (2012) used autoethnography to express her anger as an African American feminist who feels oppressed by society as a whole. She states, "For those who are angry right alongside me, I welcome your presence and can only hope that this article helps strengthen your determined embrace of autoethnographic writing as a means of resistance" (p. 139). By using her anger and passion, Griffin hopes to give female African American scholars more of a represented voice in society that has widely ignored them (p.140).

Amani Hamdan (2012) used autoethnography to explore the ways in which Arab Muslim women have been portrayed in Western society such as the media, popular culture, and academic writing (p. 586). Instead of using autoethnography to give additional attention to her culture, Hamdan (2012) uses this qualitative method to reflect on how she sees herself as a scholar and a contributor to society (p. 587). More than giving the writer an opportunity for emotional and personal reflection, autoethnography has the ability to create “sense” out of extremely difficult, painful and damaging organizational circumstances (Boyle & Parry, 2007). An example of this type of reflection is being a witness to a situation where many people are involved, like “office politics” where it is difficult to determine an exact cause and effect of the problem with so much taking place.

Boyle and Parry (2007) state: “The use of sense-making framework enables the author to ‘step behind’ his narrative, which enables him to see more lucid reflections of his own organizational identity” (p. 187). According to Boyle and Parry (2007), this sense-making can take place when the author uses the traditional ethnographic data collection methods through the reference of ‘field notes’ throughout the paper, illustrates how traditional ‘data’ can be used in conjunction with the more formless ‘data’ emerging from retrospection and memory” (p. 187).

When writing an autoethnography, it is important to balance both opinion and truth. Margaret H. Vickers wrote one of the most widely referenced and recognized autoethnographic papers, which gives a detailed account of her life as a bullied employee. Her name has been referenced in numerous scholarly articles I have read as an example of a positive way to write about a negative situation.

Vickers (2007) states: "I want to evoke feelings and thoughts in readers that enable them to think about my life in relation to theirs; to experience an aspect of my experience as if it might have been happening to them" (p. 225). By giving the audience a viewpoint through her eyes, she allows them to feel the raw emotion that she experienced that merely reading about may not give the situation the punch she is looking for. By feeling what she felt, it gives her writing credibility and entices her audience to side with her viewpoint.

In Vickers' article she describes numerous examples of how she was bullied at work and demonstrates her interpretation of the events, the actions of the bully, and ties it together by shedding light on the culture that is found within the working environment (Vickers, 2007). Before Vickers (2007) begins with her diary entries, she states: "I chose incidents that I felt portrayed the essence of the ugliness I experienced via discrepant cues they demonstrate. However, bullying events are notoriously complex, difficult to describe and seemingly trivial, making this a considerable challenge. I have done my best"(p. 226).

Autoethnography and Me

This sentence helps to distinguish autoethnography from any other qualitative method being used by researchers because I believe it demonstrates what it means to be vulnerable. Every researcher wants his or her hard work to be well received, appreciated, and counted as scientific discovery. By giving an extremely personally account of the different events experienced throughout the research process, it gives the scientific community a chance to peek into your soul. I believe society emphasizes how important it is to be strong, confident, opinionated,

and most of all “normal”. By demonstrating how I personally interpret different individuals and situations in a work environment, I believe I am doing just that. I am not afraid to share what I think, even if my thoughts and feelings aren’t exactly flattering of those I was surrounded by. I acknowledge that I am very quick to judge, but aren’t we all? By letting down my guard and giving insight into my thoughts, I hope to help others feel comfortable expressing their true opinions instead of what people expect to hear—flattery and forgery.

This is the reason I believe that using autoethnography to write my capstone is the best fit for this paper. To any outsider, what I did day-to-day at Dixie State University may seem unimportant, but to me, I was helping make history. During that process I came across some very unique individuals that I was not expecting to encounter. I witnessed numerous highly emotional events that would distinguish Dixie State University for years to come. Instead of slowly letting the minutes tick by at my desk, I took notes and I reflected on what was happening around me. I analyzed and reanalyzed the conversations I had with the different individuals I encountered. I put myself in the shoes of others and tried to rationale how they responded to high-pressure situations during our meetings. I stopped talking, and I started listening. This is the value of autoethnography—to shed light on some aspect of humanity as it has been reflected in the everyday life of the author, in particular, and the reader more generally (Holbrook, 2005, p.45). I think that my words and feelings are important, and with autoethnography, I get to use my own form of sense making to share my personal experience.

The Internship

There is a moment in every young academic's life when he or she transitions from “student” to “professional”. When I began my internship at Dixie State University I thought I had crossed that very threshold. I thought I would finally have a chance to prove that all of my hard work, studies, research, and communication skills, would set me apart as a young professional. However, beginning an internship in a small PR office during the brink of change is like personally experiencing an episode of *The Walking Dead*. Everything seems eerily calm until out of nowhere everything is utter chaos. We have a deadline. Dixie State College needs a facelift and we only have 12 weeks until fall semester begins and Dixie State University officially opens its doors. I finally would have to chance to use my talents and help make Dixie State University history in the process.

The first day of my internship I was “dressed to the nine’s” in my new dress slacks and my favorite Banana Republic blouse. I had full make-up on and I smelled fabulous. I felt so professional and grown up. When I knocked on my new supervisor, the PR director’s door, and entered he said, “Wow, you’re sure dressed up.” And in that moment I knew this internship wasn’t going to be anything like I had pictured. Adjacent to his office was the Marketing Coordinator’s office. The M.C. popped his head into my supervisor’s office and said, “There won’t be any camera crews here today Kelli. You’re allowed to wear jeans.” That professional moment I had envisioned, that moment I had dreamt about, completely evaporated in just a few moments, and wow did I feel like an idiot.

Duties

Weekly meetings, press releases, and talking “shop”

“Old” duties. All of my duties as a graduate intern working for the Public Relations office revolved around the newly selected theme “I Am Dixie State” and its purpose to encourage all current and future students that choosing to attend the university will not only help shape their futures, but will also allow them to leave a mark on Dixie State University’s history.

When I began this internship, I had three objectives: (1) Help the public relations department advertise this new theme by using my broadcast experience to write targeted radio and television ads; (2) Help the recruitment office strategize to campaign and publicize an andragogy-focused degree in General Integrated Studies; and, (3) Conduct interviews and write feature articles for the August 2013 edition of the Dixie State Alumni magazine. But there were a few roadblocks that prevented me from starting on any of these objectives at the beginning of my internship.

The first roadblock happened to be a problem for all institutions in Utah. In October 2012, the Church of Jesus Christ of Latter-day Saints made a change in their policy regarding the age of young men and young women who would like to serve missions. Previously, young men had to be 19 and young women had to be 21. Now, young men are eligible to serve at age 18 and young women at age 19. To anyone outside of Utah, this may not seem like a big deal. But according to the US Census 2012, 62.2 percent of Utah is LDS and so statewide enrollment decreased significantly with individuals bypassing their first year of college and leaving immediately on their missions.

Dixie State's enrollment fell just below six percent but was projected to be down anywhere from 5-10 percent beginning Fall 2013. Although 5-10 percent may not seem like much to the average Joe, that amount translates into millions of dollars not being poured into the university. It is impossible to execute a successful marketing plan if you don't have the budget to place a single advertisement. It was during my internship that the PR department tried to determine the best way to rebrand the institution with limited funds and with not a lot of time until the Fall 2013 semester began. Towards the end of my internship, the final enrollment projection was given, and President Nadauld gave us \$100K for the fall semester, promising another \$100K in January for the spring recruitment push. However, I spent a majority of the time helping plan a successful marketing campaign without any money.

My second objective was quickly postponed by more than just a roadblock, but was essentially demolished by the Board of Regents. Apparently, it is prudent that a program actually exist before you start promoting it. When my supervisor sat me down on our first day he told me we had an afternoon meeting with the recruitment office to discuss marketing strategies for a new adult-centered education program that would hopefully encourage adults to enroll at Dixie State University. Adults are a very tricky population to tap into because they are already trying to meet the grown-up expectations of life. But this new "General Integrated Studies" program would allow old transcripts and current work experience to translate into current college credits making it easier for these working adults to obtain their college degree.

Does it sound too good to be true? Well it should, because it was too good to be true. After spending two weeks drafting advertisements and marketing ideas, the next step was to talk budget and begin placing the advertisements and announcing them on our local radio stations. Strategic meetings with the recruitment office consisted mostly of shooting a basketball into a mini hoop, walking together to get a Dr. Pepper, and talking baseball. These men were completely off-task and were quickly distracted by baseball scores and lunch breaks before anything could truly be accomplished. Fortunately, I only spent two weeks drafting ideas with these men before I decided to take things into my own hands.

Brenda Sabey is the Dean of the College of Education at Dixie State and conveniently, my neighbor and friend from church. This new program was to fall under her jurisdiction and I was surprised that none of our planning meetings included the department that was going to be running this program. When the advertisements being drafted to pitch the program sounded just too easy to be true, I decided I should approach Brenda to clarify this new program we were about to advertise to the public. She was appalled, shocked and pretty upset. We were about to advertise a program that had not even been approved yet, and wouldn't be approved for at least another year! A few quick phone calls and that objective on my "Internship To-Do List" was quickly wiped out before we got the university into some serious trouble.

"New" duties. Every week I took notes with different meetings that oftentimes included President Nadauld, the alumni committee, the graphic design team, a few representatives from the faculty, and our PR office. This meeting was to

review and discuss the proposed new logo sketches developed by a graphic design company called Torch Creative. These meetings typically ended in an abrupt fashion with slammed doors, angry views, and threats of “job quitting to go work at Costco”. This may seem like a theatrical stunt to some, but this is what I had the opportunity to witness weekly, sometimes daily. Fortunately I was never caught throwing a fit, I simply was allowed to sit in on the meetings and do the note taking.

On several occasions I was asked to draft a press release for the college website. These requests were always last minute and I rarely had enough information to truly do them justice. They included a press release on an art show opening and an emergency, active shooter training exercise. To write an effective press release on the active shooter drill, my supervisor decided I should participate in it and practice what being a public information officer, or P.I.O., during an emergency feels like. That was a very eye-opening couple of hours for me and I was even asked to participate in one of the practice drills where I took a foam bat to a would-be assailant.

Most days consisted of what I call “talking shop”. The PR director, the marketing director, and I would grab a soda in the morning and make our way over to the administration offices to talk rebranding politics with all of the decision-makers. This included the numerous logo revisions, advertisements, font selections, website graphics, budget distributions, alumni relations, and many other tedious things that make a university function.

With so much time invested in all the rebranding decision-making processes, I only had time to conduct one interview and write one article for the Dixie State

Alumni magazine. This article was a part of the feature's section, which highlights one student, faculty, and alumni called The Dixie Spotlight. I interviewed Brock Bybee, a faculty member who had undergone extensive brain surgery and recovered in time to compete in the Half Ironman that took place in St. George in May 2013 (Appendix B).

My Experience

I feel dressed for success and ready to rock. My son, Rex, is still asleep and I kiss my husband goodbye as I drive just five minutes away to Dixie's campus. Typically when I take 100 south, it's to drive to Target, but today I pull into a spot marked 'guest' near the administration building so I don't get a ticket from campus police. It's ironic that I will be spending the next three months on this campus because as a high school student you couldn't have paid me to even visit the Dixie State campus. Back then; you couldn't pay me to attend school here. In fact, they offered me a tennis scholarship and I still refused to attend. Growing up, my friends and I referred to Dixie State College as "Dixie State High School" because all of the popular cliquish idiots from the local high schools would stay living at home with their parents, and go to Dixie because we assumed they couldn't get into anywhere else. But I'm realizing that I need to set aside my childish notions if I'm going to be able to make a difference at this internship. Notions set aside; I walk inside the front doors of the public relations office to find my new supervisor.

Immediately I feel pretty overdressed and too dolled up for this place. Even dressing in business-casual would make me stick out. Seriously, Jared Madsen works here? His parents live down the street from mine and I grew up with his

younger brothers. They loved tormenting me, teasing me, and challenging me to tennis matches. His stepsisters weren't exactly my best pals either. Now the dark and moody "older brother" is my coworker. He, too, comments on my overdressiness. Is it time for lunch yet?

My supervisor isn't much of a talker at first. He shows me to my temporary desk and then throws down a big, fat packet of papers and says, "Read this and tell me what your educated mind thinks." Is he mocking my education or does he really want my opinion? Perhaps a little of both. So I delve into what we call the Sorenson report, the marketing campaign and research suggested by the Sorenson marketing agency, which proposes different ideas to rebrand Dixie State. Also attached to this proposal were a few pages of logo sketches that would help distinguish the university, or so Sorenson thought.

It doesn't take much of an educated mind to notice the lack of punctuation, spelling and formatting errors. But thanks to my recently statistically enlightened brain, thanks to Dr. Husselbee, I notice some significant statistical errors. The columns don't add up correctly, and they ran inaccurate statistical tests without the right data. I don't know how else to put it other than it was complete crap. After I spent the next two hours reading (and highlighting the errors with my marker), I returned to my supervisor's office. I couldn't believe the first thing he said, "Pretty awesome right?" "Awesome" is not exactly the word I had in mind. I boldly asked him how much we paid Sorenson to do this research, draft this proposal and the logo sketches and it was just over \$27,000 dollars. After day one I knew this internship was going to be an interesting ride.

After getting settled into the internship over the next few weeks I met so many new people that it was very difficult to keep track of everyone. Rather than getting to know them by name, I decided to keep a mental tally of their “decision-making status and influence” when it came to anything that would largely affect Dixie State University. Basically, I remembered the people that were going to help our department accomplish its goals. You may view this caste system of mine odd, but with only a short amount of time to jumpstart the marketing plan, I wanted to quickly learn the ins and outs of the way the university handled its business and who would help make the magic happen.

Very quickly I became associated with Brad Last, the Senior Development Officer, a man whose job I definitely envied. Every day he had a tee-time at a local golf course and a lunch reservation somewhere nearby to sweet-talk potential donors into donating money to the university. Now, I acknowledge that every institution has some sort of philanthropy program in place to receive funds, but not every program has Brad Last. Brad has been a member of the Utah House of Representatives since 2003 and he sits on the House Education Committee among many others. And when I say that he is by far the coolest, nicest, most interesting man I met while working at Dixie, I am not lying. While everyone else was throwing a hissy fit at our weekly meetings, he decided to ask me about my future goals, my family, BYU football, and my hobbies. Without ruffling feathers or getting far too emotionally involved, Brad Last was able to state his opinion, weigh in on current projects, and help see things through. The university needs more Brads.

On one afternoon, early in my internship, my supervisor emailed me and invited me to attend a logo meeting with he, the marketing director, and President Nadauld. I always found it fascinating when my supervisor emailed me because his desk was around the corner from mine. But instead of walking over to me or simply hollering, he would email me so he wouldn't have to turn off the major league baseball game he was listening to on satellite radio. Instead of emailing him back, I wrote on a blank sheet of paper "Yes I will go", then folded it into a paper airplane, and tossed it into his office. Because he and the marketing director teased me about the way I dressed all of the time, I thought my paper airplane note would force him to scoot his chair out, stand up, walk over, and pick up the note. Instead, he ignored it.

That afternoon when we walked over to the conference room in the administration office, I could tell that both my supervisor and the marketing director were nervous. Instead of talking sports like usual, they were quiet. Because I was still a newbie, I didn't quite know what this logo meeting would entail. I soon learned after the meeting commenced that the PR department had paid a small fortune to Torch Creative to sketch some possible new logos for the school. Only President Nadauld had the power to say 'yay' or 'nay' so we could move forward in the logo designing process.

This was one of those meetings that can be deemed "awkwardly silent". I mean crickets were chirping in the background—the whole nine yards. After spending about ten minutes looking at the sketches, President Nadauld didn't look amused, in fact he was specifically furrowing his brow. I thought my Grandpa

Ottesen was the only person who could furrow his brow like that but alas, President Nadauld was furrowing and he was not happy. He didn't like a single sketch and specifically said, "Back to the drawing board guys."

What happened after the meeting was most insightful for a young intern such as myself. Back in the safety of our little PR office, my supervisor threw a ginormous fit! I mean, he was yelling, swearing, slamming things down and told me that I could have his job because he was going to quit and take a job at Costco. What happened next I will never forget—my supervisor decided to proceed with the sketches without President Nadauld's knowledge or his approval. He decided that enough money, time and energy had already been spent developing our current sketches and that President Nadauld would just have to get on board if everyone else picked a sketch they liked.

The following day, what I like to call a "secret meeting" was called that involved many of the decision-makers apart from President Nadauld. Three of the sketches were selected as possibilities and I took notes on the requested "tweaks" that would be sent back to Torch Creative for the next revision. The entire time I was sitting there, feeling like a traitor, knowing full well that we were moving forward without the president's knowledge. My supervisor did not disclose to the rest of the logo committee that the president did not like any of the sketches. Instead, he made it sound like we, as a committee would do all of the work, then "surprise" President Nadauld when the final renditions were complete.

For the next two months of my internship, every spare moment was spent working on the logo design. It took Torch Creative about 3-4 days to tweak any

suggestions we would make and then we would sit down to look over the changes. I do not recall how many revisions we went through because so much of those memories are clouded by all the drama and hissy fits I had to witness as a member of the logo committee. But there was a pivotal moment for me and that moment took place when I became a decision-maker.

I guess there is something intimidating about a grad student who doesn't say much, but is constantly typing on her laptop. That's what I would like to think anyway. Realistically, when everyone had weighed in with their personal opinions countless times and were beginning to feel very put out, sometimes the only thing to salvage the situation is introduce a tiebreaker to deflate the overall gassy situation. And I was that antacid, that tiebreaker that soon they all needed.

Towards the end of July, we were finally getting somewhere with the sketches and were narrowing it down to a final choice. But then one of the committee members, a man on the alumni board with oodles of money showed up to our meeting with a sketch of his own that he paid a graphic designer out of his own pocket to draw because "he couldn't bare to see the university be bogged down by our current choices". As you can imagine, that sent the room into an uproar. What a disaster! All I could do was sit there and watch these so-called sophisticated; well-educated adults flip out at each other.

It was at this moment that I became a decision-maker. My supervisor in a very loud voice asked my opinion and not only that, he reiterated the fact that I was finishing up my Masters in Professional Communication and that I have extensive knowledge on the implications of selecting a logo. Although that may have been a

stretch, it was the first time my supervisor had complimented me and that really meant a lot. But honestly, it was about time I got a little recognition for even being in the room. He always told me I dressed like I was going to a Relief Society function (a group of LDS women who sit together, complete different crafts together, eat delicious treats, and gossip) and would comment on how young I was—it was about time I got some respect. So I finally was asked for my opinion, I expressed it, and wow it was profuse.

I didn't realize how much emotion I had been personally bottling up inside all of these weeks I had been attending these meetings. I reminded everyone that we were on a strict deadline and that we needed to make a decision quickly. The new logo would still need to undergo its final rendition, have time to go to the printers, web designers, and university graphic designers before the fall semester began. I thought we should stick with the majority favorite because I felt it would be well received not only by the students and faculty, but by the public as well. It was a few moments after I expressed myself that President Nadauld joined our meeting. I was dreading this moment because I knew our committee had spent the last two months making decisions without the president's knowledge or approval. But something very surprising happened. The president looked at our final sketch and said how much he liked it. He didn't seem phased at all by all of the work our committee had done; he just jumped on the bandwagon and agreed that we should move forward with the majority-favored sketch. Either that man had a secret informant or the world's best poker face. I couldn't believe that President Nadauld did not show one hint of disappointment or disapproval.

The entire time that was spent meeting with the different committees and graphic designers we had to keep asking ourselves what would the old-timers in St. George want out of a logo. That is the truth—we had to please the donors and the people who were the most invested in Dixie's future. That put a lot of pressure on everyone, especially my supervisor, who was still receiving heat from the mascot change a few years back.

Designing banners and writing radio advertisements was a thrill and a breath of fresh air after dealing with all of the logo drama. As soon as we got the logo squared away and off to the printers, we began drafting advertisement ideas. We began with the light pole banners because they would be widely seen by the community, they are highly decorative, and would also need to be sent to the printers and hung before the new semester began. We decided that using these to showcase the new "I Am Dixie State" motto would be a great marketing idea. The tricky part was finding who we should put on these banners and which catch phrase should go along with them.

When you are marketing to a large audience, you have to make sure you appeal to all races and genders. That is simple common sense, which is why Mattel makes African American, Hispanic, Indian, and Caucasian Barbie's and Ken dolls, so they appeal to all children. So although I do not know how we found our models, I do know that we used males and females from different nationalities and received no objections from any of the committees when we showed them the final renditions of these banners. I think at this point, people were just sick of arguing.



I had never thought twice about a college alumni magazine until I started working with Joan Smith, the magazine editor and hearing about all of the grief she goes through just to publish one bi-yearly issue. When we started chatting about the Fall 2013 issue, I admit I was not the most well-informed individual on what should be placed in there and what shouldn't. The only alumni magazines I have even looked at are the BYU and USC alumni magazines. When we had nailed down most of the issue in mid-July, Joan decided it was a good idea to call a meeting with the alumni board. We decided to meet the following day for lunch to discuss some possible revisions for the magazine.

I learned early on in my internship that the alumni committee is a very fickle, opinionated group of adults. They are all well-off, well-liked individuals, but they

only care about pleasing Dixie alumni and nobody else. Now you may think, “Well obviously, they are the alumni committee”, but let me further explain.

When we met with this committee to discuss the current magazine issue at hand, they had brought with them the spring edition of the magazine. So before we got to the business at hand, they wanted to go through every single red mark they had meticulously placed shredding previous magazine issues. After forty minutes going over every missed comma and font that looked “too big”, they got to the real issue they were having a tough time swallowing. “We think that there are too many stories and pictures with students in them”.

Even though I have been referring to the Dixie State University magazine as the ‘Dixie Alumni’ magazine, nowhere on the cover does it say ‘Alumni’. It is just a campus magazine geared toward all Dixie’s public, which includes: students, faculty, donors, and alumni. So you can imagine when we heard that there were “Too many *college students* in the last issue of the *college magazine* it was a little shocking”.

The most enjoyable aspect of the meeting came when my supervisor allowed the members of the alumni committee to clarify themselves and they once again repeated, “Yes, you put too many students in the magazine and not enough focus was on the alumni. This magazine should be appealing to the past generations of Dixie State alum, not the current students.” By that time, lunch had run just about two hours and we had to get back for another meeting. We all agreed that we would “try” to focus more on Dixie alumni and “less” on the students in this next issue. The committee was very happy with our response, we suppressed our laughter for later

when we could be in the safety of our own offices, shook their hands, and left the meeting. Can you imagine—a university magazine that features no stories, photos, or information about university students? The alumni committee certainly can.

I was thrilled when Joan asked me to write an article featuring a faculty member named Brock Bybee. Brock is a close buddy of my supervisor and had recently completed the half Ironman triathlon in St. George. After interviewing him I learned that he had undergone two extensive, experimental brain surgeries to correct the seizures that had plagued him his entire life since he sustained a head injury playing middle school football. This article would be located in the ‘Dixie Spotlight’ section of the Dixie State University magazine where a different student, faculty member, and volunteer is highlighted each issue. The article turned out well and I enjoyed the opportunity to play journalist once more so much so that my supervisor had me write a press release about an upcoming art exhibit located on campus (Appendix A). After I wrote it and turned it into him, he told me my article was too colorful to be a press release and changed it. I would expect nothing less from my supervisor and yes, I tend to be a little colorful when I write.

Lessons

Leave your “Scrap-booky” Eyes at Home

There are different types of feminists in the world, but using the word “feminist” publicly is not widely received or accepted. I’m okay with that; because I am technically a low-key feminist, which means I tend to notice when the world is being derogatory towards women, but I never view anything “harsh enough” to do

anything about it. Although I am technically considered a young, married, Mormon mom, I also want to be viewed as an educated woman. Meaning, I didn't go to Brigham Young University "just to find a husband" like my cohorts constantly reiterated anytime BYU sports was mentioned in our office. That being said, I learned very quickly to keep all things "personal" at home, and come to work ready to talk "shop", and "only shop".

Whenever I was approached to give my personal opinion of something related to the marketing campaign, if I didn't share the same opinion as supervisor or the marketing director, they blamed it on the fact that I had "scrap-booky eyes". This term was a new one for me, but after hearing it for months I can only assume it meant I needed to avoid favoring all things that appeared "too cute". When selecting the general font that would be paired with the new logo, I thought the matching font should also have serifs so it appeared similar to the logo. Woah, wrong answer! Apparently, the logo and the font that runs under the logo should not match! Matchy-matchy is bad!



So sue me for thinking that having both fonts with serifs is a good idea. Well, my supervisor and the marketing director didn't let me forget my suggestion for days and days. I was not the only person they ridiculed. Joan Smith, the Dixie Alumni Magazine editor, who also has a desk in our office oftentimes sided with me when it came to selecting our favorite. But of course all of our ideas, were just far too girly. They would make comments like, "You girls should go work at Hobby Lobby", and "Yeah, because our football team wants a logo that makes them look like a bunch of pansies". These comments all were the result of demonstrating a differing opinion than that of my supervisor and the marketing director.

This is where my low-key feminism comes into play. At the time, it was annoying that I couldn't express my opinion without being ridiculed for being a girl. Looking back, I do not believe they were making those comments to truly insult me, but I do believe my supervisor and the marketing director were threatened that "the women" did not agree with him and that others would agree with us. Not once did I suggest that we draw a bunch of daisies or paisley motifs on the logo designs, or do anything that would suggest that I am extremely "girly". But like my dad taught me in grade school years ago, although it may hurt being teased in the moment, remember the most insecure person is the one doing the name-calling.

Let's Do Lunch

In the professional world, lunch is perhaps the time when most of the day's work is completed. I never quite understood the term "butter someone up" until I realized that most of our department's wins or accomplishments were extrapolated during lunch with whomever we were trying to win over, on a full belly. Getting the

alumni committee to agree on changing the layout of the alumni magazine—accomplished during lunch at George’s On The Corner; Voting on adding plateaus to the logo—accomplished during catered Jimmy John’s sandwiches; and selecting the new campus colors—mission accomplished while sharing Five Guys Burgers and Fries along with Costco chocolate cake with the faculty senate.

This taught me an extremely valuable lesson—don’t be afraid to remove yourself from the environment you’re trying to work in and go somewhere else to handle business. While working with the different departments and administration staff on campus, these people seemed to act almost trapped in their surroundings. Meetings in the administration office, which boasted a large carved Dixie State table and historic pictures of the campus, rarely offered us any progress on our projects. But when we removed these tough-to-please groups from campus, we fed them, and reiterated things we had previously discussed they were much more agreeable. Next time I have some serious business to handle, I’m doing it over lunch.

You Don’t Have To Do What You Say You’ll Do, You Just Have To Say You’ll Do It

Being the oldest of five children, my parents sat me down at a young age and told me that if I wanted to go to college, I would have to work hard to save money to pay for it. Lucky for me, any amount I would save, they would also match and add that amount to my savings account. At the early age of thirteen, I began working for a man with a large home business by mowing his lawns and cleaning his pool. Mowing the lawns, cleaning the pool, and trimming hedges took exactly five days. So needless to say I spent a majority of my summer breaks working hard, getting extremely tan, and saving money. I continued working for this man, along with

working as a restaurant server, until I left for college. Miraculously I learned how to juggle school, work, and athletics because I was very good at managing my time and honoring my commitments. Because of these skills I graduated from college debt-free, never having to take out a student loan.

In the professional realm, I would assume that time management and honoring commitments would play a significant role in keeping your job. But sometimes, I think people try very hard to get away with putting forth the bare minimum. There were so many occasions during my internship that I witnessed people agreeing to do things or get things done for each other, and then never doing it. Sometimes my supervisor and the marketing director would agree to do things, then back in the safety of their office they would say out loud, "Yeah there is no way I'm doing that."

However, when somebody in a different department would agree to do something for my supervisor or the marketing director, if it didn't happen, they would get so angry and blow up, once again in the safety of our office. I just don't understand why so many people are comfortable making agreements and then not keeping them. I believe that people should be more concerned with keeping their agreements. It makes me wonder if perhaps it is me who is flawed? Are my standards and expectations too high?

I decided from watching this happen over and over again that I will continue to set high standards not only for myself, but for others. If people see that I am willing to work hard to keep my word perhaps they will pay me the same courtesy.

Hard workers will always stand apart from disappointing ones, and I hope to never disappoint.

Conclusion

Working at Dixie State University during a rare transition in its history was such a unique learning opportunity for me. I never understood how much work goes into a rebranding campaign, especially when the community is so emotionally involved with the final product. I was just a tiny component in the execution of the marketing plan, but I am proud of the work I was able to accomplish. It is amazing that a logo, something that seemed so insignificant at first, has so much meaning and represents so much. Being a part of the rebranding campaign and logo design means so much to me because now whenever I see that logo or an “I Am Dixie State” billboard, I am proud to say that I was a part of its creation. I am so happy that I was able to accomplish all of the objectives set by my supervisor; I was able to complete the capstone requirements, and look forward to my future in the communication industry.

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DSU Sears Art Museum Gallery Presents "Santa Paula Portrait Project" Summer Exhibit



Wednesday, July 3rd, 2013

The Sears Art Museum Gallery at the Dixie State University Dolores Dore' Eccles Fine Arts Center has unveiled a new summer ensemble exhibit entitled "Santa Paula Portrait Project," featuring the latest artistic adventures of Gail Pidduck and John Nichols. The exhibit is free to the public to view Monday-through-Friday through August 23, 2013, from 9 a.m.-5 p.m.



A special artist reception, which is free and open to the public to attend, will be held on Friday evening, July 19, from 7-9 p.m.

"Santa Paula Portrait Project" illustrates both the extraordinary and the ordinary facets of everyday life in the small town of Santa Paula, Calif., which both Pidduck and Nichols call home. Based on a similar project in the small town of Maquoketa, Iowa, the "Santa Paula Portrait Project" encouraged both artists to open their hearts to their neighbors and even strangers on the streets of that California community. Rather than exact likenesses, both artists set out to capture portraits of humanity, portraits of people's character, and a portrait of the community in which they live.



"The goal is to reveal as much of myself, the artist, in the portrait as I reveal of the sitter," Nichols said.

Also as part of the summer exhibit, local artists Anna Oakden, Nathon Watkyns, McGarren Flack and Thad Tuin will lend their collective works to complement the "Santa Paula" exhibit. Entitled "Beyond the Cover," the local artists, in collaboration with the works of both Pidduck and Nichols, will help tell the stories and reveal the faces in our own communities in southern Utah through film and canvas.

Meanwhile in the Eccles Fine Arts Center Grand Foyer, local ceramic artist Brady Richardson will feature several of his mugs, glasses, goblets, bowls and other functional pieces. The Foyer will also host the work of the late Debbie Lewis Martin, which features her passion she experienced through her life that she captured through her art.

For more information on the all the DSU summer exhibits, contact Sears Art Museum Gallery curator Kathy Cieslewicz at 435-652-7909 or at cieslewicz@dixie.edu.

Appendix B

A few years ago, Brock Bybee was about as unlikely a candidate to enter the Ironman competition as they come. At that time, there were days when he could last just a few hours before the next epileptic seizure would hit.

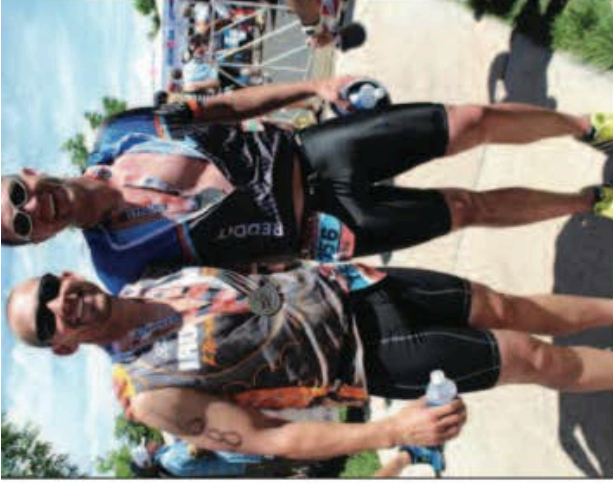
DSU Staff member Brock Bybee '09, is one young man that Dixie can truly call her own. His life has been changed forever through his experiences, friendships and opportunities at DSU.

Growing up, Brock was sandwiched in the middle of eleven sisters, six older and five younger. He was a student leader at Roy (Utah) High School, and following graduation he decided to venture out and find his own life away from home and family.

"Dixie just seemed to be the best fit for me" he explained. "I was offered a leadership scholarship, got a job in the PR office, and was set to go."

After earning his associate degree, and returning from an LDS mission, Brock involved himself in student government, becoming the student body president his senior year. Throughout all his amazing accomplishments to this point, Brock suffered from epileptic seizures, a condition he had struggled with throughout his life.

"When I was younger, medication seemed to handle them but as I got older



Brock was challenged by DSU co-worker and coach, CJ Ferguson, to finish the half Ironman. Top right: The scare that changed his life. Above right: Friend and mentor Jonathan Morrell watched Brock receive his Master's degree last year.

the meds didn't work and they seemed to be something I couldn't control, especially following my mission," he recalled. "It was hard all my life because the seizures took a lot of things away from me. For example, I couldn't play sports, which I loved to do. After 'walking on' to the basketball team at Dixie my sophomore year I had to sit the season out because of my seizures. Really, they limited my life in so many ways."

The faculty, staff and students

Continued on page 21

were very supportive during this difficult time. In class if Brock had a seizure the professor would stop until he was able to continue. During intramurals if he had a seizure during a game, the referees would stop the game until he recovered. He even had a seizure on stage right in the middle of Commencement exercises when he was student body president.

"Everyone knew what was going on with my life, and they worked with me to handle my disability," Brock said. "It was incredible how many people loved and cared for me throughout my college years." This support, love and dedication from everyone at Dixie were the reasons he pushed through to finish his education. "I felt accepted and supported and knew I wasn't being judged because of my dysfunctional brain."

During his senior year Brock became aware of a new type of brain surgery that could potentially end his seizures. The cost would exceed \$80,000.

"As a student with no insurance I thought I would be in debt for a very long time," explained Brock. "I was so humbled when the students, staff and faculty offered to raise money to help. They raised over \$18,000 for me—enough to cover the surgery. You can't script anything better than that I tell ya, not in any Hallmark or Lifetime movie out there."

Since his life-changing surgery this amazing young man

has continued his education, graduating with his Master's in Professional Communication from SUU in 2012. He works for DSU as a recruiter and also finds joy in being an adjunct instructor for the communication department.

Since seizures are no longer an issue, Brock has adopted the new label of triathlete. "I really got into it when my co-worker CJ Ferguson dared me to try competing—almost like a big brother would do," he said. "Once I started training, I was hooked!"

In the spring of 2012 he completed his first sprint triathlon in the Utah Summer Games and continued to increase his distance every month after that. This past spring he completed the official half Ironman in St. George and is currently training for the full Ironman next fall.

"There is something about putting in so many hours and the reward you get from crossing the finish line," he said. "The camaraderie that CJ and I, and other athletes feel, cannot be described in words."

His life is different now but Brock Bybee is the same; driven and motivated to achieve his goals and to pay forward the gifts, blessings and love he found at Dixie—a place he will always belong and call home.

The Final Logo Designs:

D

DSU

DSU

DSU

DIXIE STATE UNIVERSITY
ST. GEORGE, UTAH

DSU DIXIE STATE UNIVERSITY



DIXIE STATE
UNIVERSITY

ST. GEORGE, UTAH

DSU DIXIE STATE

DSU DIXIE STATE
UNIVERSITY

DSU DIXIE STATE
UNIVERSITY

The Non-Serif Font Chosen for the Style Guide:

DIXIE STATE UNIVERSITY
ST. GEORGE, UTAH

DSU
DIXIE STATE
UNIVERSITY
ST. GEORGE, UTAH

DSU DIXIE STATE UNIVERSITY

The Final Light Pole Banner:



New Website with different logo, motto and color scheme:



Notes Taken During A Meeting w/Administration & Alumni Committee Chairs:

Rebranding Meeting Notes:

"We want a proprietary D that will make Dixie stand out and unique"

~~Sorenson didn't cut it. Torch Creative had better ideas.~~

Avoiding using shields in the logo because Weber uses a shield (President ~~Nadauld~~ doesn't like shields)

Is the D really necessary or can we just demonstrate the geography

The PR office's favorite "D" no one else seems to "get"

Next step—

Committee Discussion:

Instead of Dixie being Red and Blue—make it Red and Tan into the academics and make the athletics institution the Red and Blue

Butte, D and a Butte coming out of the back

~~*have~~ the bluff apart of the logo

~~*location~~ is everything

****Any kind of bluff in the 'D' will resonate with the alumni and future students****

The "D" needs to be contemporary but not take away from the buttes

1. Shield throws everyone off; looks like a machine gun
2. DSU: very modern, older alumni may not like it, but for recruitment will like it. It will look really great on a sign or business card.
3. (a) They like the pencil sketch best
4. Looks too much like Polk State but who cares? Everyone likes this one. Its modern and it really stands apart. The negative space makes it cool.
5. The serif is unique and they all like it. It's distinctive and an optical illusion.
6. Don't like it.
7. The older alumni would be confused, but the younger generations would like it. The idea is good, but it would be cooler if the bluff ~~was~~ cut out of the bottom.
8. They like it, but less lines and more prominent buttes. Take the serif off the bottom.
9. Make more bluff cutouts.

Different Logo Meeting Notes (After Numerous Revisions from Torch

Creative):

|Logo Meeting #2:

01c—the plateau is straight

01B—don't get that it's a plateau

02a—the serifs aren't matching (but better bluffs)

02B—you can tell it's a plateau, people like it but maybe make plateau bigger

03C—plain S, people don't like it

Votes and Notes:

01c: like the mirrored image, may lose plateau if shrunk down, lines may be too small

02C: fatter lines will print better on cards, signs, prints. Perhaps connect the S and the U making it a continuous plateau? So far it is a good mirror image, but it is not exact. Perhaps accentuate the lines so they don't look like "printer errors"? President N doesn't think you can tell it's a plateau however it really does have a southwest feel to it.

03C: Too plain.

04C: The "Star Wars" one. It's dated and it's not strong.

The graphic artists prefer #2

They will get together once they have the Adobe Illustrator copies and tweak the images by the end of the week.

|Logo Meeting June 17th, 2013:

*People like the double serifs because it adds more definition to the bluffs. They also like the spacing between the letters and the single line more than the double line. The stand alone 'D' is more distinguished.

*People prefer the 'thicker D' over the 'thinner D'.

*Cardinal Red (200 C) is the main color, but finding a secondary color is up for debate. Suggestions included incorporating a darker red with more brown in it; or even looking at red rock, sandstone colors.

*White line is straight on the top, but variation on the bottom. Instead of mirroring the "D" and the "U", have variations. Make the bluffs look "strong".

*The "S" needs to be fixed—not too squashed or little. It needs more variation. The bluffs need to be seen more.

Notes from one of the meetings with student graphic designers/interns:

|Creative Meeting:

The intern rate is \$10 per hour plus program credit.

Go to different institutions and pick different “favorite” style guides to help pick Dixie’s new style guide.

The logos are still being locked down—will email them when logos are ready.

Keeping the integrity of the logo—so people can’t take and manipulate them for their own personal uses. If people have any questions or requests for the logos, forward those requests to Jared.

Once we get the style guide, then the colors will be set in place. Looking for the best color representation with the color pallets.

There will be an electronic and printed PDF. It will be locked so it won’t be copied or exported.

Please bring feedback on different style guide ideas.

An example of one the many emails the logo design committee would receive from my supervisor after a *heated* and *stressful* logo meeting:

Hello Everyone,

I want to thank all who attended and contributed feedback at today's meeting.

I would like to get everyone back together for what will be the final University Re-Branding Meeting this Monday (June 17), at 2 p.m., in the South Admin Conference Room. The room was not available today.

As per the conversation and recommendation from President Nadauld, we will look at design modifications made by our talented graphic design experts and come up with a final design to submit back to Torch Creative.

Torch Creative will then complete their work, which will include the finalization of all graphical enhancements and font/typography work.

Time is of the essence now, so we need to make a final decision and quickly get moving on this to ensure everything set prior to the start of the 2013 Fall Semester in August.

Hopefully you all can make it.

Thanks

sbj

My Brock Bybee Story Notes:

Brock Bybee Spotlight:

Faculty member Brock Bybee

Brock Bybee has always had big plans for Dixie State University. He had an incredible life experience after graduating from the University in 2009 that will help him make his plans a reality.

Months before July 31, 2009, Brock held two titles on campus: Student Body President, and "Seizure Boy." From the time he was a kid Brock suffered from frequent and intense seizures related to a head injury. These sometimes life-threatening seizures finally came to an end the summer of 2009 after Brock received his BS in Communications. Dixie State University raised \$18 thousand to help Brock pay for a successful two-part surgery that ended the seizures.

After a month Brock was on his feet and shortly thereafter began working as a faculty member at the University. More impressive than that, Brock has also recently completed a St. George Half-Ironman.

"Knowing that I could complete the Ironman without a seizure made all the difference," Brock said of the elite sports event.

Brock loves teaching public speaking classes at the University. He plans to obtain his PhD so he can continue teaching classes as a Professor. Brock currently works for the University as an Enrollment Mentor for New Student Programs.

Post Log—January 6, 2014:

It has been five months since I concluded my internship for the Dixie State University public relations department. After my departure, President Nadauld approved a 100k budget to run three separate “mini-campaigns” for the Fall 2013 semester, Winter 2014 semester, and to begin student recruitment in Spring 2014. The PR department in collaboration with other departments developed, filmed, and launched 5 commercials that began airing in October 2013. These commercials could be found on KUTV (Channel 2), KSL (Channel 5), and a Spanish station called Telemundo Salt Lake City, which airs on different local channels. These commercials are also available to view on Dixie State’s YouTube channel.

Five billboard ads with the logo concept and advertisements I helped to design have been placed in Mesquite, Nevada; North Las Vegas, Nevada; Scipio, Utah; Kanab, Utah; and Leeds, Utah. Advertisements with Pandora Radio Station will begin airing in late February.

My former supervisor has informed me that the response to the new logo, and the marketing and advertisement campaign has been extremely positive and well received by local residents, students, and overall he believes has reshaped the public’s opinion of Dixie State University. Although I am very proud of the work I contributed and all that I was able to accomplish with this internship, I will never take a job in the public relations industry.