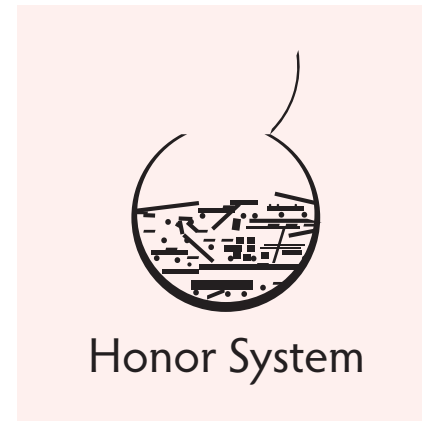# Challenge

How can we design a system of outreach that makes giving relatable to people and encourages systems of philanthropy that permeate the fabric of higher education?

Honor System

1 Research & Uncover

2 Analyze & Understand

3 Synthesize

4 Create & Innovate

tools
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INTENT STATEMENT	TEMPORAL IDENTITY	JOURNEY MAPPING	SYSTEM SORTING
PHASED DEVELOPMENT	SECONDARY RESEARCH	SERVICE BLUEPRINTING	SOLUTION ENACTMENT NARRATIVES
PRIMARY RESEARCH	NARRATIVE DEVELOPMENT	DESIGN PRINCIPLES GENERATION	CO-FACILITATIONS
QUALITATIVE ANALYSIS	PUBLICATIONS RESEARCH	ANALYSIS, IDEATION WORKSHOP	PROTOTYPING
QUANTITATIVE ANALYSIS	USER RESEARCH PLAN	PERSONA GENERATION	COGNITIVE ENCODING
RESOURCE PIVOTS	ETHNOGRAPHIC INTERVIEWS	PERSONA VISUALIZATION	SERVICE ARCHITECTURE
COGNITIVE ANALYSIS	INSIGHTS SORTING	DATA MODELING	STAKEHOLDER SEGMENTATION
COGNITIVE MODELING	INSIGHTS CLUSTERING MATRIX	CONCEPT GENERATION	THESIS STRANDS

1

Research & Uncover

Donors and donations in higher education have seen a drastic decrease in the past few years. For tuition-dependent universities this is an increasingly terminal acknowledgement.

Honor system sought out the answer to why donors and donations have decreased by exploring the past in order to inform the future through extensive mixed methods and collaborative analysis.

Objective
Provide a framework to rebuild affinity, belonging and shared identity to ensure a feasible network for philanthropy.

Identity Builds Over, In, and Around Time

Individual Identity

Individual Worldview

Affinity Identity

Affinity Worldview

Community Identity

Community Worldview

The Monolithic Identity

Their value to us

Low   High

$ Class of 2010-2020

$ $ Class of 2000-2010

$ $ $ Class of 1990-2000

$ $ $ $ Class of 1980-1990

$ $ $ $ $ Class of 1970-1980

$ $ $ $ $ $ Class of 1960-1970

$ $ $ $ $ $ $ Class of 1950-1960

Low   High

They love us because we're great

Low   High

Low   High
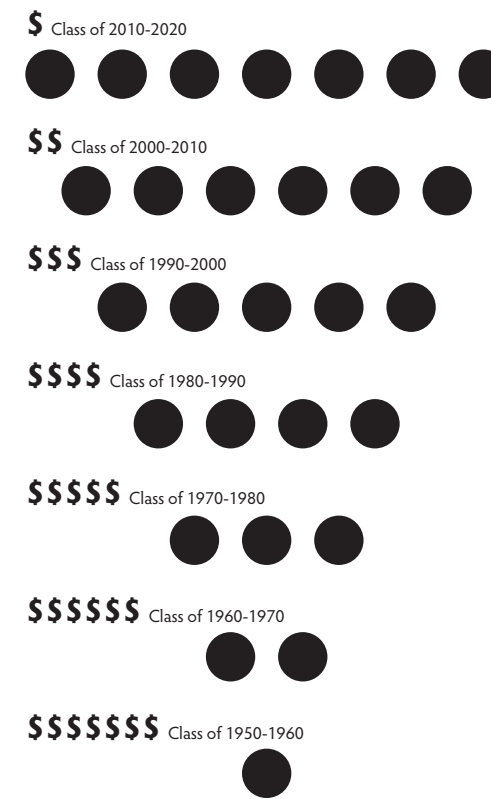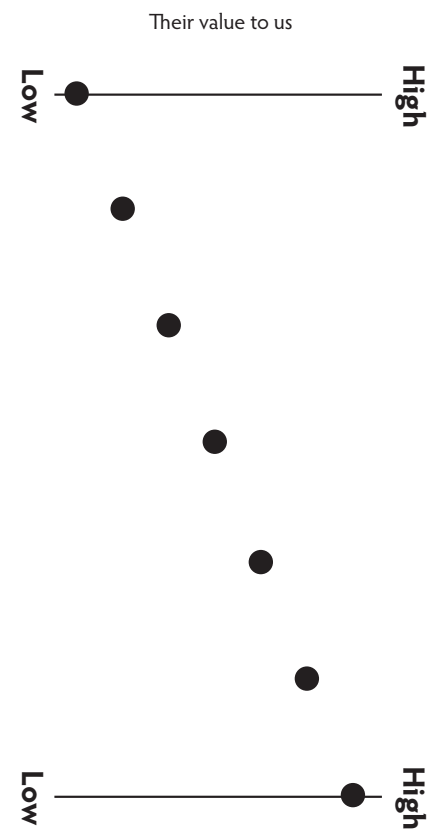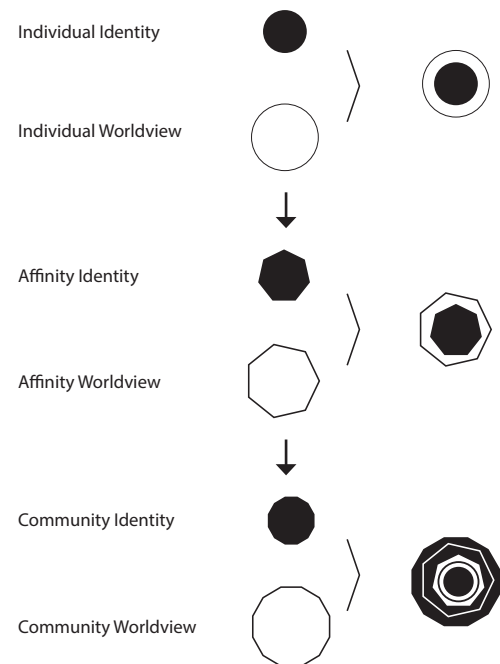
Analyze & Understand

By modeling the past of a problem space more viable and plausible futures arise. Cognition modeling and Temporal Incident Mapping (TIM) were innovated accordingly, leading to previously unreachable insights. Paired with donor interviews and temporal identities a comprehensive view of the problem space became clear. Donors need to belong and their perceptions, like the institution's are conflicted in time.

Personas on a Realistic Journey

When conflict arises between an organization's temporal identity, (who they are throughout time) and how they relay that identity (temporal incidents) donors are left with few options. Believe what was, believe what one is told or decide for oneself. In each of these limited but necessary options exists the concept of anxiety. It is a question of "what if"? That anxiety, the simple knowing that something may be different than an initial belief now flaps against the winds of a donor's own set of morals and ethics. It becomes a continual excersise of comparing/ contrasting what was thought to be valuable to maintain a sense of personal dignity.

Legend

((●)) Affinity

◉ Belonging

◗ Rupture

⦿ Repetition

Timeline (top)

1981 — Ottawa University returns to the KCAC Conference.

1983 — Wilbur Wheaton ('54) begins a nine-year stint as president.

The Braves Athletic Hall of Fame is established, and alumnus John Boyd Martin, son of former president Andrew Martin, is commissioned as its portrait artist.
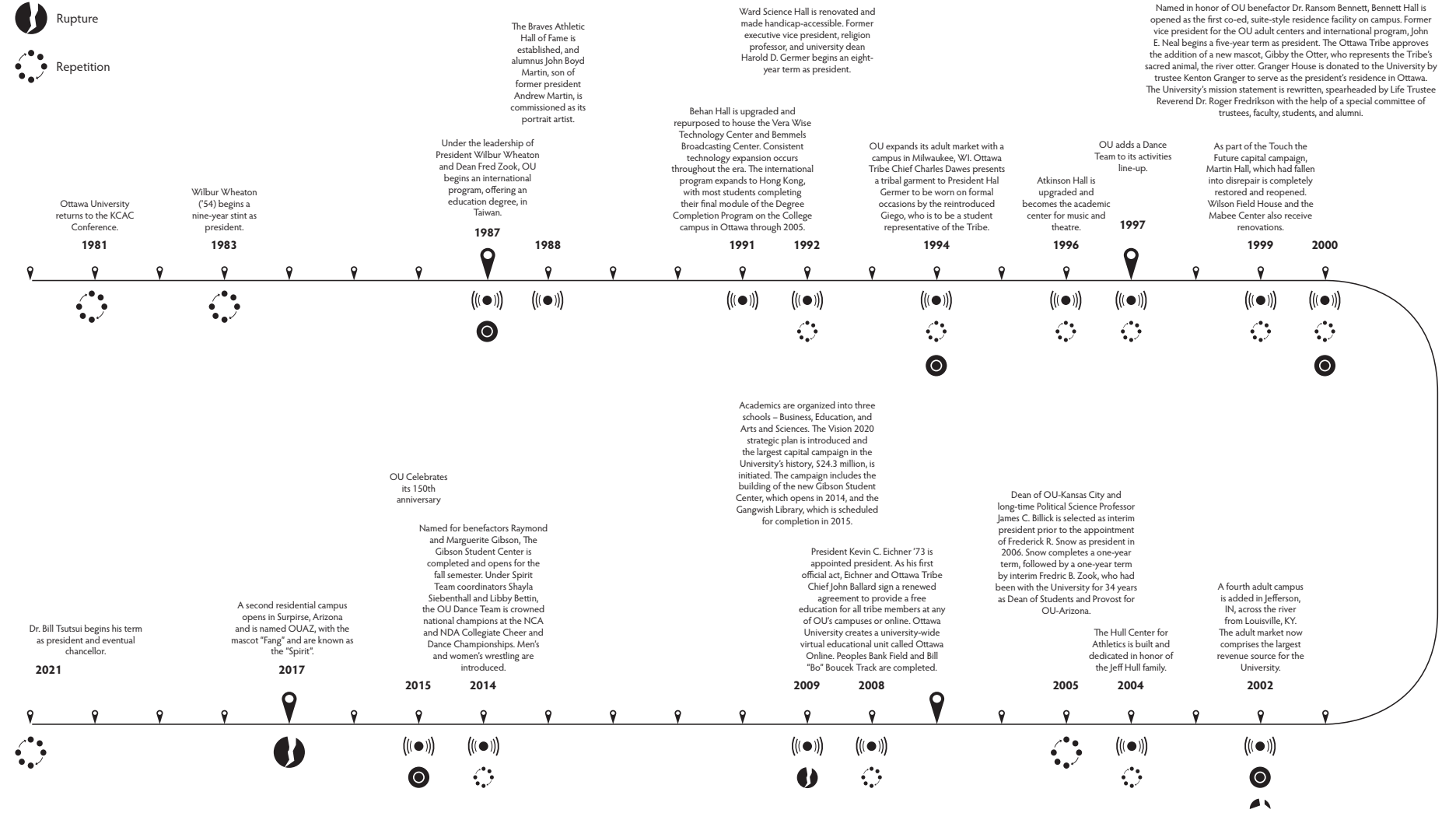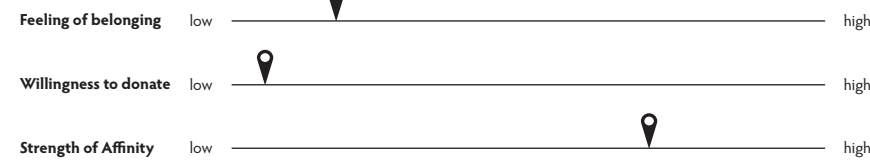
1987 — Under the leadership of President Wilbur Wheaton and Dean Fred Zook, OU begins an international program, offering an education degree, in Taiwan.

1988

Ward Science Hall is renovated and made handicap-accessible. Former executive vice president, religion professor, and university dean Harold D. Germer begins an eight-year term as president.

Behan Hall is upgraded and repurposed to house the Vera Wise Technology Center and Bemmels Broadcasting Center. Consistent technology expansion occurs throughout the era. The international program expands to Hong Kong, with most students completing their final module of the Degree Completion Program on the College campus in Ottawa through 2005.

1991

1992

1994 — OU expands its adult market with a campus in Milwaukee, WI. Ottawa Tribe Chief Charles Dawes presents a tribal garment to President Hal Germer to be worn on formal occasions by the reintroduced Giego, who is to be a student representative of the Tribe.

1996 — Atkinson Hall is upgraded and becomes the academic center for music and theatre.

OU adds a Dance Team to its activities line-up.

1997

Named in honor of OU benefactor Dr. Ransom Bennett, Bennett Hall is opened as the first co-ed, suite-style residence facility on campus. Former vice president for the OU adult centers and international program, John E. Neal begins a five-year term as president. The Ottawa Tribe approves the addition of a new mascot, Gibby the Otter, who represents the Tribe's sacred animal, the river otter. Granger House is donated to the University by trustee Kenton Granger to serve as the president's residence in Ottawa. The University's mission statement is rewritten, spearheaded by Life Trustee Reverend Dr. Roger Fredrikson with the help of a special committee of trustees, faculty, students, and alumni.

As part of the Touch the Future capital campaign, Martin Hall, which had fallen into disrepair is completely restored and reopened. Wilson Field House and the Mabee Center also receive renovations.

1999

2000

Timeline (bottom)

Dr. Bill Tsutsui begins his term as president and eventual chancellor.

2021

A second residential campus opens in Surprise, Arizona and is named OUAZ, with the mascot "Fang" and are known as the "Spirit".

2017

OU Celebrates its 150th anniversary

Named for benefactors Raymond and Marguerite Gibson, The Gibson Student Center is completed and opens for the fall semester. Under Spirit Team coordinators Shayla Siebenthall and Libby Bettin, the OU Dance Team is crowned national champions at the NCA and NDA Collegiate Cheer and Dance Championships. Men's and women's wrestling are introduced.

2015

2014

Academics are organized into three schools – Business, Education, and Arts and Sciences. The Vision 2020 strategic plan is introduced and the largest capital campaign in the University's history, 524.3 million, is initiated. The campaign includes the building of the new Gibson Student Center, which opens in 2014, and the Gangwish Library, which is scheduled for completion in 2015.

President Kevin C. Eichner '73 is appointed president. As his first official act, Eichner and Ottawa Tribe Chief John Ballard sign a renewed agreement to provide a free education for all tribe members at any of OU's campuses or online. Ottawa University creates a university-wide virtual educational unit called Ottawa Online. Peoples Bank Field and Bill "Bo" Boucek Track are completed.

2009

2008

Dean of OU-Kansas City and long-time Political Science Professor James C. Billick is selected as interim president prior to the appointment of Frederick R. Snow as president in 2006. Snow completes a one-year term, followed by a one-year term by interim Fredric B. Zook, who had been with the University for 34 years as Dean of Students and Provost for OU-Arizona.

The Hull Center for Athletics is built and dedicated in honor of the Jeff Hull family.

2005

2004

A fourth adult campus is added in Jefferson, IN, across the river from Louisville, KY. The adult market now comprises the largest revenue source for the University.

2002

Quaternary
Has never donated or made steps towards donating

	low	high
Feeling of belonging		
Willingness to donate		
Strength of Affinity		

Formative Affinities
◉ ◉ ◉ □ □

Values

	low	high
Utility		
Meaning		
Indivuality		
Community		

Personality

introvert	extrovert
guided by personal morals	guided by societal virtues
protector	defender
influenced	influencer

3

Synthesize

Personas were generated and aligned by synthesizing donor segmens and interviews with decision matrices rooted in industrial psychology. Journey maps were populated and further attribute matrices were created. Both detailed opportunities to align donor pasts and institution futures.

Age	45
Personality	Driven, Firm, Kind
Profession	Financial Planner
Family	Married, 4 kids
Residence	Ann Arbor, MI
Type	The Anonymous Benefactor

willingness to donate
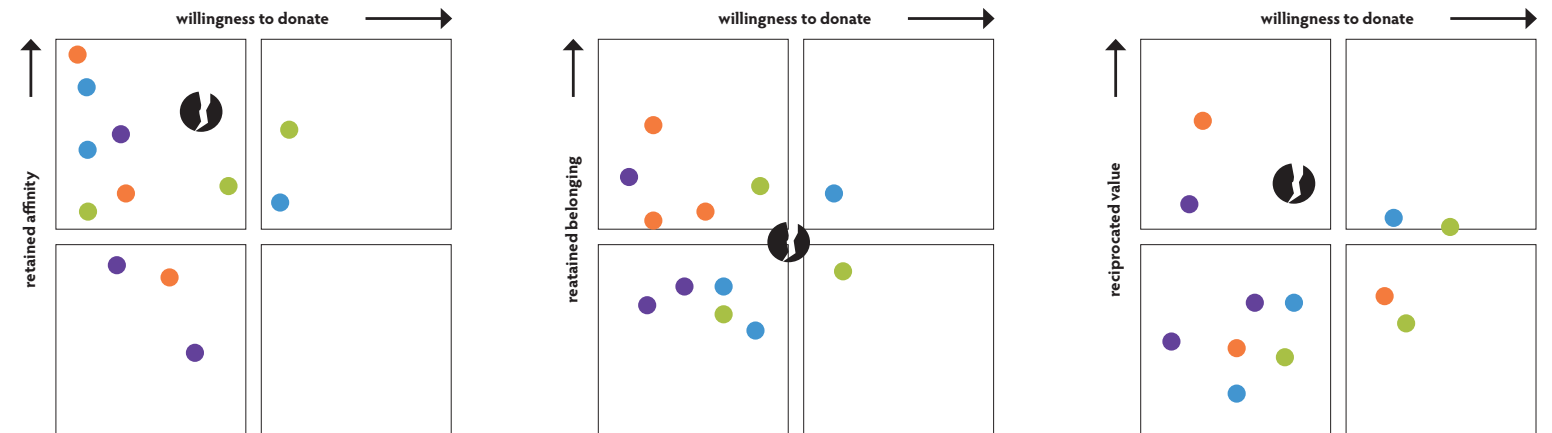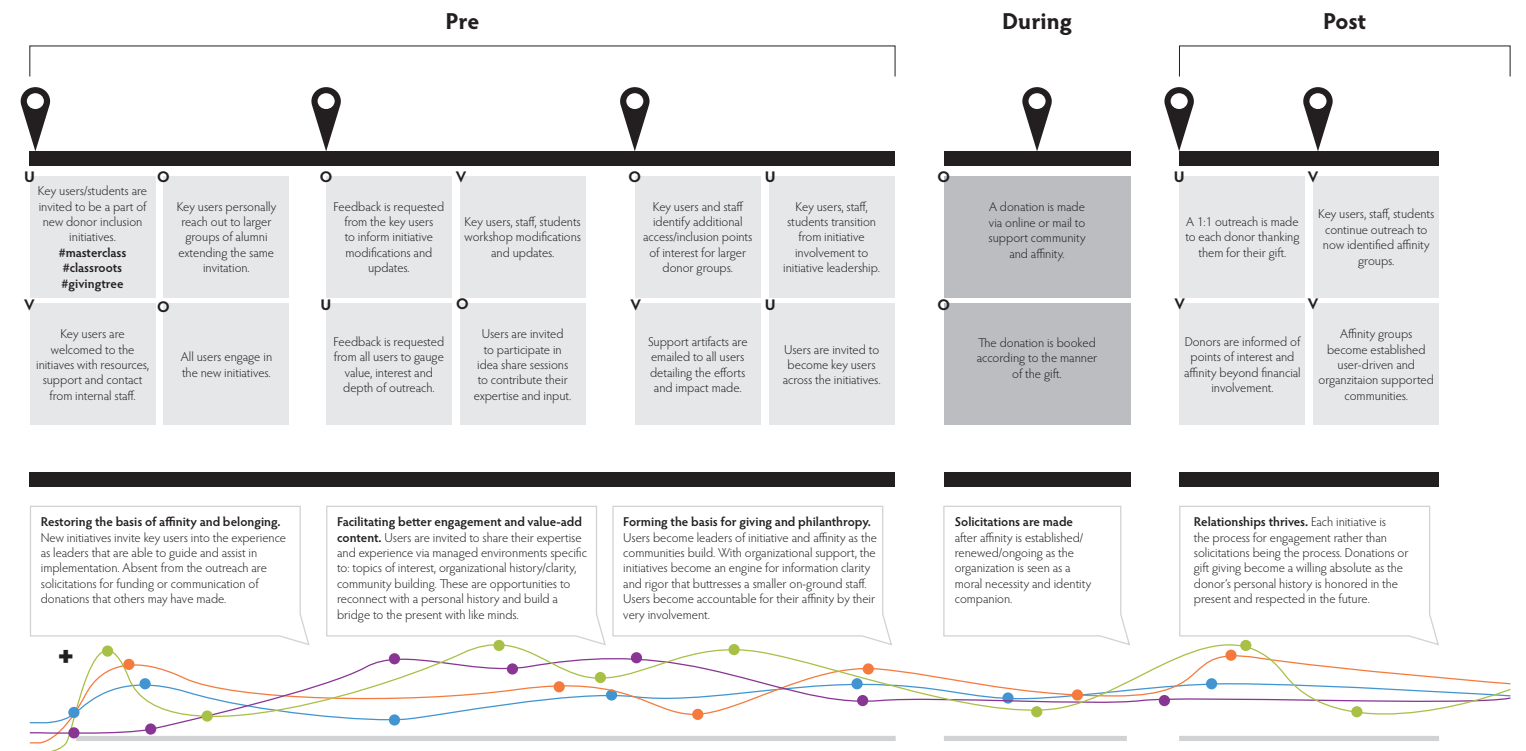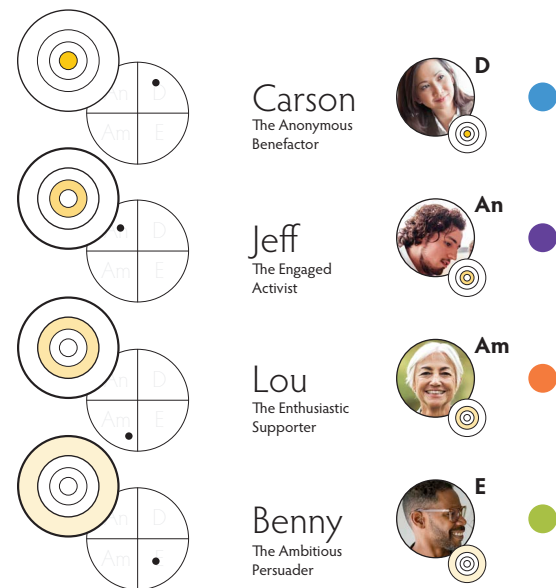
retained affinity

willingness to donate

reatained belonging

willingness to donate

reciprocated value

Personas on a Realistic Journey

A 2x2 prioritization matrix visualizes information clusters on a macro scale and aids in the discovery of resource gaps. Common to multiple fields of research and development, matrices may be used at many stages of the service and ux design process wherever a point of distillation is needed. Here the 2x2 encapsulates persona ranges based upon the primary and secondary research, each showing a different vertical characteristic as it relates to willingness to donate. Additionally, and just as important as the information clusters themselves are the spaces in between the clusters as they apply to a willing capacity to donate. They are spaces of the unknown and are the opportunity to bridge potential for growth, affinity and belonging.

Carson
The Anonymous Benefactor

D ●

Jeff
The Engaged Activist

An ●

Lou
The Enthusiastic Supporter

Am ●

Benny
The Ambitious Persuader

E ●

Pre

During

Post

U Key users/students are invited to be a part of new donor inclusion initiatives. #masterclass #classroots #givingtree

O Key users personally reach out to larger groups of alumni extending the same invitation.

O Feedback is requested from the key users to inform initiative modifications and updates.

V Key users, staff, students workshop modifications and updates.

O Key users and staff identify additional access/inclusion points of interest for larger donor groups.

U Key users, staff, students transition from initiative involvement to initiative leadership.

O A donation is made via online or mail to support community and affinity.

U A 1:1 outreach is made to each donor thanking them for their gift.

V Key users, staff, students continue outreach to now identified affinity groups.

V Key users are welcomed to the initiaves with resources, support and contact from internal staff.

O All users engage in the new initiatives.

O Feedback is requested from all users to gauge value, interest and depth of outreach.

U Users are invited to participate in idea share sessions to contribute their expertise and input.

U Support artifacts are emailed to all users detailing the efforts and impact made.

U Users are invited to become key users across the initiatives.

O The donation is booked according to the manner of the gift.

V Donors are informed of points of interest and affinity beyond financial involvement.

U Affinity groups become established user-driven and organiztaion supported communities.

Restoring the basis of affinity and belonging. New initiatives invite key users into the experience as leaders that are able to guide and assist in implementation. Absent from the outreach are solicitations for funding or communication of donations that others may have made.

Facilitating better engagement and value-add content. Users are invited to share their expertise and experience via managed environments specific to: topics of interest, organizational history/clarity, community building. These are opportunities to reconnect with a personal history and build a bridge to the present with like minds.

Forming the basis for giving and philanthropy. Users become leaders of initiative and affinity as the communities build. With organizational support, the initiatives become an engine for information clarity and rigor that buttresses a smaller on-ground staff. Users become accountable for their affinity by their very involvement.

Solicitations are made after affinity is established/ renewed/ongoing as the organization is seen as a moral necessity and identity companion.

Relationships thrives. Each initiative is the process for engagement rather than solicitations being the process. Donations or gift giving become a willing absolute as the donor's personal history is honored in the present and respected in the future.

+

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4

Innovate & Implement

All organizations hope for a singular future. To become a reality it requires and understanding of every past that interacts with it. Honor System bridge this gap of understanding and detailed comprehensive and co-facilitated blueprints able to be immediately implemented.

The future is now viable.

Service for All

Master Minds is a service initiative that pairs donor expertise with organizational community. Through the medium of a webinar series or series of masterclasses that invite alumni/donors to reengage with the university by sharing their knowledge affinity and belonging are established. By reengaging with alumni by offering affinity and belonging outside of the alumni/donor temporal time stamp (2-4 year involvement) the university provides the bridge between donor past and organizational future.

Thought Leaders external actors promoting the event/event series
Session Organizers external actors actively recruiting for as specific event
Session Leaders external actors leading a masterclass
Topics Initially front-loaded until user feedback further informs depth

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Time

	2 months	2 weeks	2 hours

Engage
to inspire

Relate
to walk alongside

Bridge
to achieve

actor/user

Actor/User Actions
how are actors involved (leaders, participants)

- Open sign-up link
- Select Interests
- Register for masterclass
- Connect with like community
- Share a similar experience
- Login to Masterclass
- Engage

interaction threshhold

adv/alumni staff

Front Stage
how is it relayed and experienced?

human to human

- signup link posted to SM channels
- email from **session organizer** sent
- session leader bio and photo included
- send session topic artifact introducing concepts
- masterclass email handshake from **session leader**
- invite to share experiences via SM communities
- login in to masterclass session
- moderator begins the session
- session leader runs with it
- ask a question
- get an answer

adv/alumni/HR staff

human to computer

- timed invite to connect to SM community **thought leaders**
- knowledge artifact sent from hosting organization
- knowledge artifact sent from hosting organization
- invite to connect to SM community **thought leaders**
- knowledge art... hosting organiz...
- Q&A posted t...

adv/alumni staff

human to time

- calendar invite sent
- reminder sent
- reminder sent

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adv/alumni/IT staff

Back Stage
how is it occurring?

Process

- set up webinar space
- set up admin and leader permissions
- set up moderators and staff participations
- set up linkedin/SM space
- set up SM permissions
- SM spaces populated with upcoming session information
- set up SM permissions
- similar experiences shared across internal and external spaces
- staff distributes similar experiences. modifications made to outreach

adv/alumni/HR staff

Resources

- determine reward systems for session leader
- build SM/email ad templates
- build artifact templates (pdfs) as leave-behind
- promo artifact made available

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adv/alumni/IT staff

Support Processes
these must occur in order to enable the service

- Online systems setup (hosting space, outreach, registrations)
- Boilerplate series info
- Session leader portal setup

adv/alumni/staff/partners

Measures, Metrics & Successes
these must occur as feedback for iteration

- 3 topic initial setup
- Thought leaders, organizers, session leaders identified. 3 per topic
- Shared experiences tallied and approach modified

adv/alumni/staff/partners

Artifacts & Evidences - Meal Kit
these must occur in order to maintain identity over time

- multi-channel artifact architecture
- artifact distrubution schedule