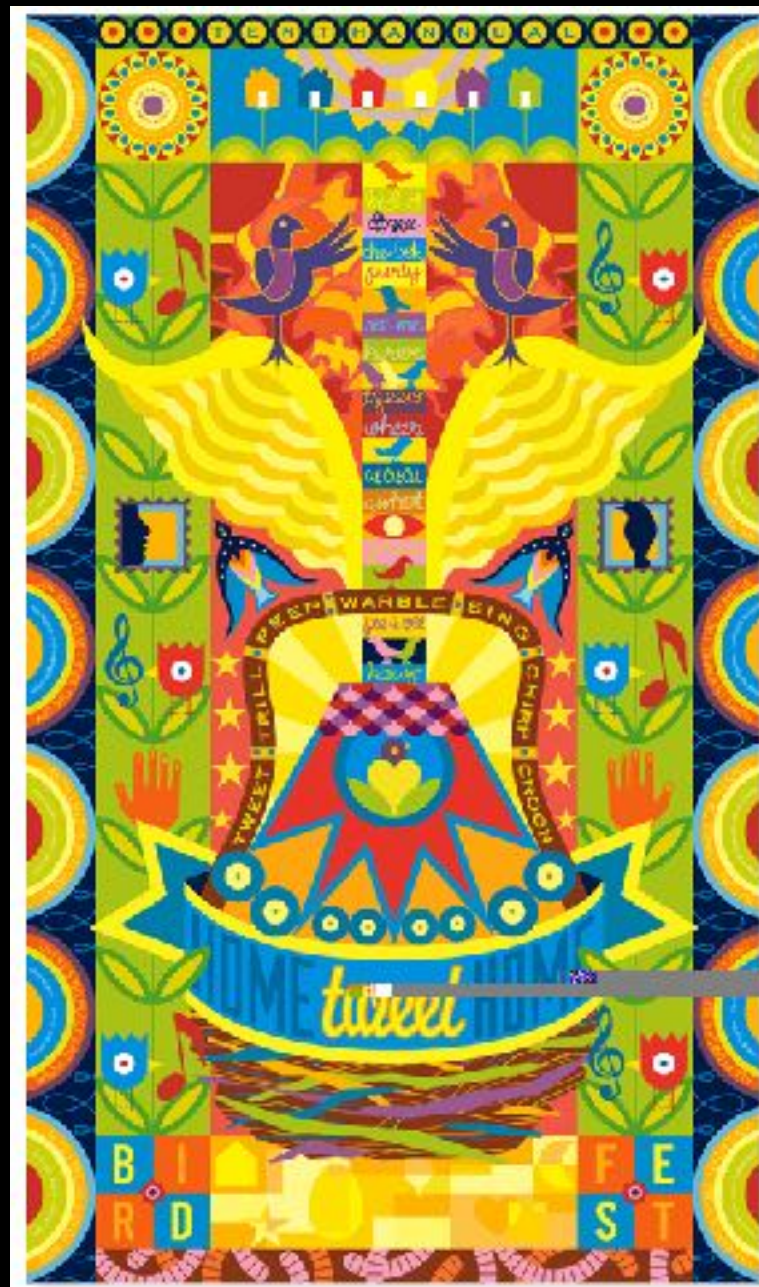
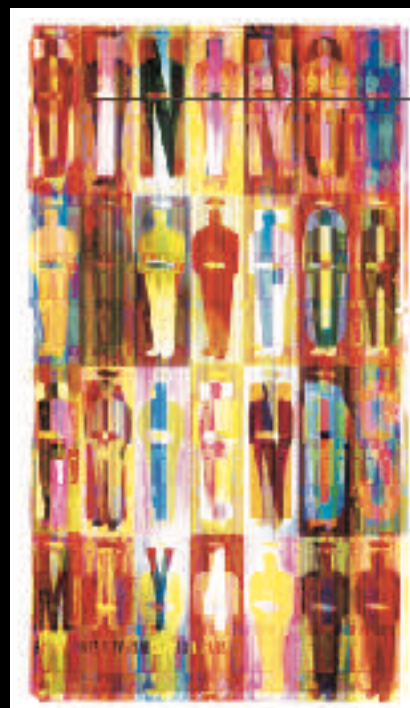


THE SELFISH ACT OF
COLLABORATION

HEALTHY ONE-UPMANSHIP







THE MORE CREATIVE POTENTIAL THE
PROJECT HAD, THE MORE BACK-N-
FORTH THERE SEEMED TO BE.



2003 2004

SECRET

WALL FOREST UNIVERSITY

ARTISTS

SERIES

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COLUMBIA, PA
THURSDAY
SEPTEMBER 19

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Happier when you're with us.

NOT-SO-SECRET SAUCE

WE COME TOGETHER OVER
A PROJECT, CUT UP, SMALL TALK,
AND EVENTUALLY GET THROUGH THE
DETAILS OF THE PROJECT.

OUR BIG IDEAS
RARELY COME FROM THESE
BIG GROUPS.

WE GO AWAY AND WORK
INDIVIDUALLY OR IN SMALL TEAMS.

ONCE WE SELECT A DIRECTION,
PUSH-AND-PULL ENSUES.

THE TEAM MEMBER
THAT CAME UP WITH THE ORIGINAL
IDEA STILL FEELS AUTHORSHIP.

WE END UP CREATING
SOMETHING THAT NONE OF THE
INDIVIDUALS COULD HAVE CREATED
BY THEMSELVES.

FOSTERING CREATIVE
EXCHANGE IS THE MOST IMPORTANT
THING I DO.

GOING TO WAKE FOREST

A SILOED COMMUNICATIONS
STRUCTURE AND UNDERSERVED
CAMPUS PARTNERS

CHALLENGE 1: KEEPING THE
CREATIVE DECISIONMAKING FLAT IN
AN ORG CHART-DRIVEN ENVIRONMENT

CHALLENGE 2: COAXING
THE SAME COLLABORATION OUT OF
OTHER DISCIPLINES THAT OUR
DESIGNERS HAD

CHALLENGE 3: INVITING CAMPUS
PARTNERS AS FAR INTO THE
CREATIVE PROCESS AS POSSIBLE

CHALLENGE 4 : CREATIVE
TEAM MEMBERS TRUSTING OTHER
DISCIPLINES TO THINK IN
THEIR SPACE

COLLABORATION = TRUST

THE MORE WE'VE PULLED CAMPUS
PARTNERS INTO THE PROCESS THE
BETTER IT'S BEEN FOR
OUR PRODUCT.

THEY BECOME
CO-IDEATORS AND BEGIN TO
APPRECIATE WHAT IT TAKES TO
MAKE SOMETHING.





ONE

Year



YEAR TWO



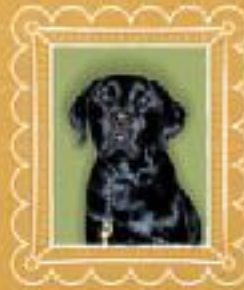
• THE PROFESSOR •



• THE STUDENT •



• THE ADMINISTRATOR •



• THE DOG •

SHIFTING GEARS

MAKE YOURSELF A PARTNER.
OWN YOUR SPACE.

YOU'RE THE RESIDENT EXPERT.
YOU'RE NO MORE 'IN-HOUSE'
THAN A PROFESSOR IS
IN-HOUSE FACULTY.

THINK BEYOND COMMUNICATIONS.
USE YOUR CREATIVE POSITION TO
IMAGINE NEW THINGS FOR
YOUR SCHOOL.

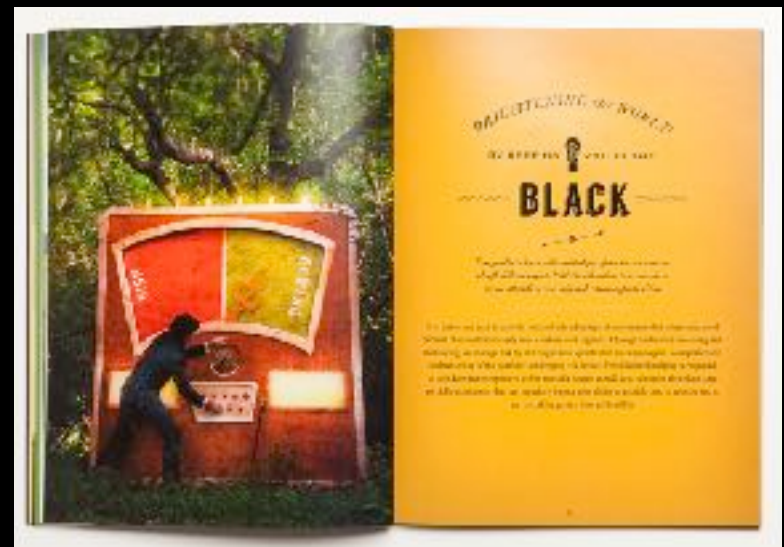
HELP PROCESS-DRIVEN
PEOPLE UNDERSTAND GETTING TO
GREAT WORK IS MESSY.

WE'VE GOT ISSUES

SELF-INFLICTED WORKLOADS







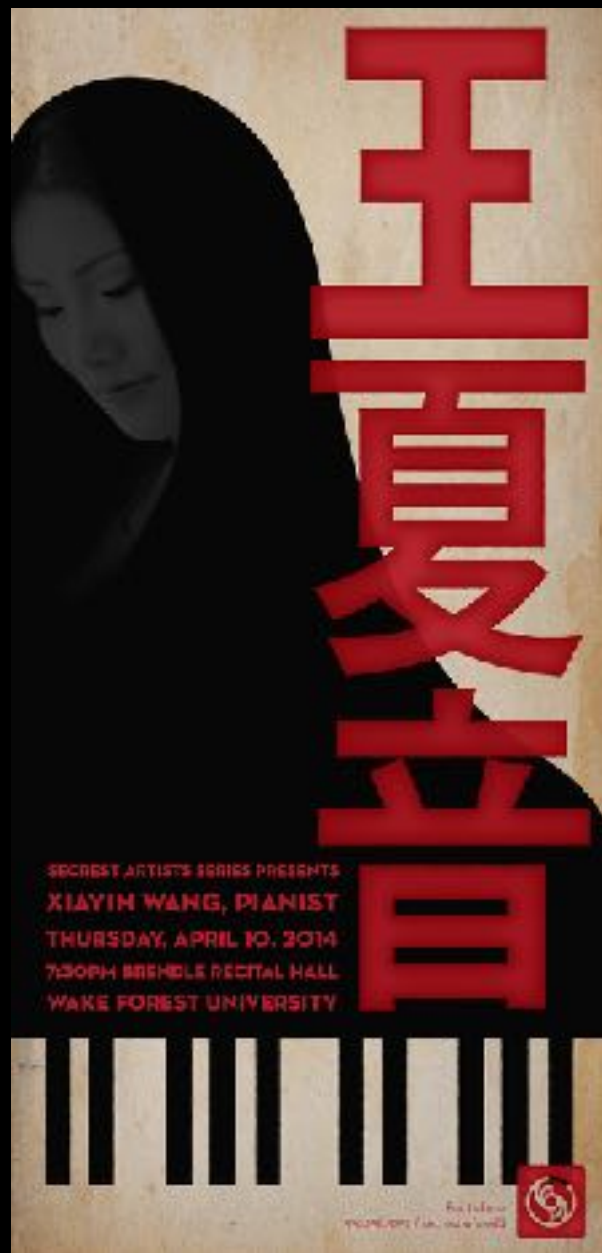
VOICES OF OUR TIME PRESENTS
TA-NEHISI COATES
RACE IN AMERICA
WAKE FOREST UNIVERSITY
TUESDAY NOV 17 7 PM WAIT CHAPEL
TICKETS MUST BE PURCHASED IN ADVANCE GO.WFU.EDU/VOT



PEGGY NOONAN



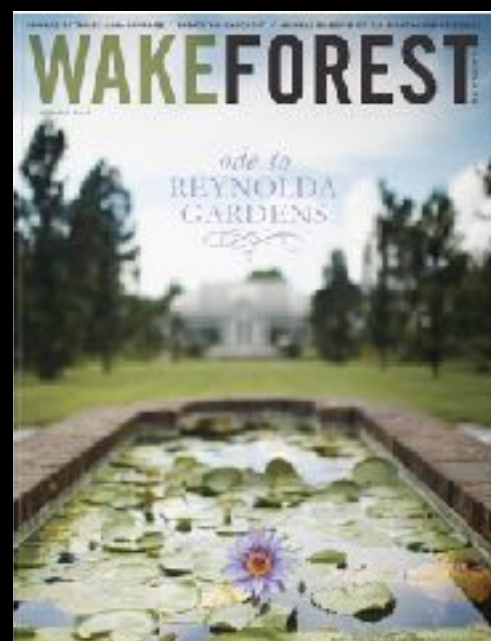
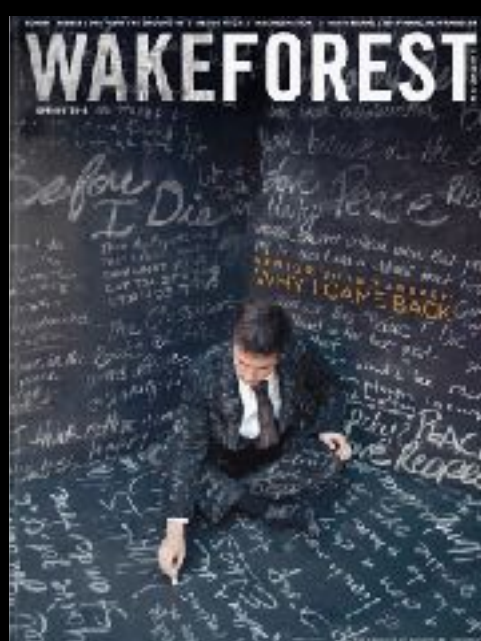
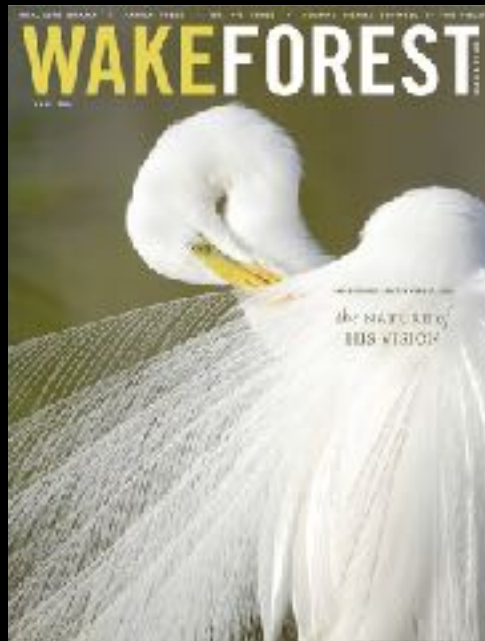
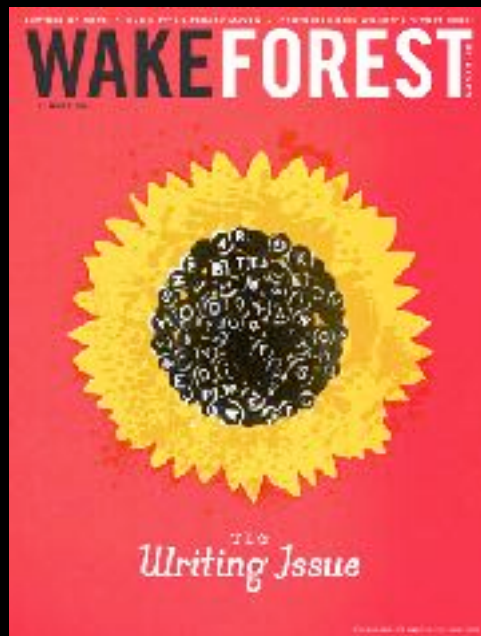
VOICES OF OUR TIME PRESENTS AN EVENING OF PERSPECTIVE WITH PEGGY NOONAN
6 PM THURSDAY SEPT: MERRIN BRENDLE PEG TALL WALL SCALDS THE ARTS CENTER
WAKE FOREST UNIVERSITY GO.WFU.EDU/VOT



WE'LL OFTEN PUSH TIMING
TO THE WIRE AND CHANGE WORK UP
UNTIL THE LAST MINUTE.

WE PRODUCE A VOLUME OF
WORK BEYOND OUR CAPACITY
KNOWING THAT A CERTAIN AMOUNT
WE'LL JUST PUSH THROUGH THE PIPE.
IN THE END THOUGH, WE HOPE TO
PRODUCE MORE, BETTER.

A VOLUME IDEA THAT
ELEVATES THE QUALITY
OF CONTENT





WAKE FOREST NEWS



Former President Bill Clinton visits WFU

Hundreds of students across the political spectrum packed into the Wake Forest University School of Law to hear former President Bill Clinton speak on March 18.

[READ MORE](#)



Lessons from #BlackLivesMatter founder

"Organizing is fundamentally about two things: building relationships and open listening," said Alicia...



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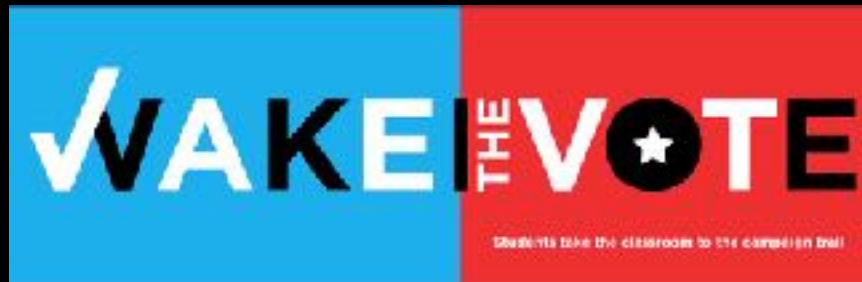
[Academics](#)

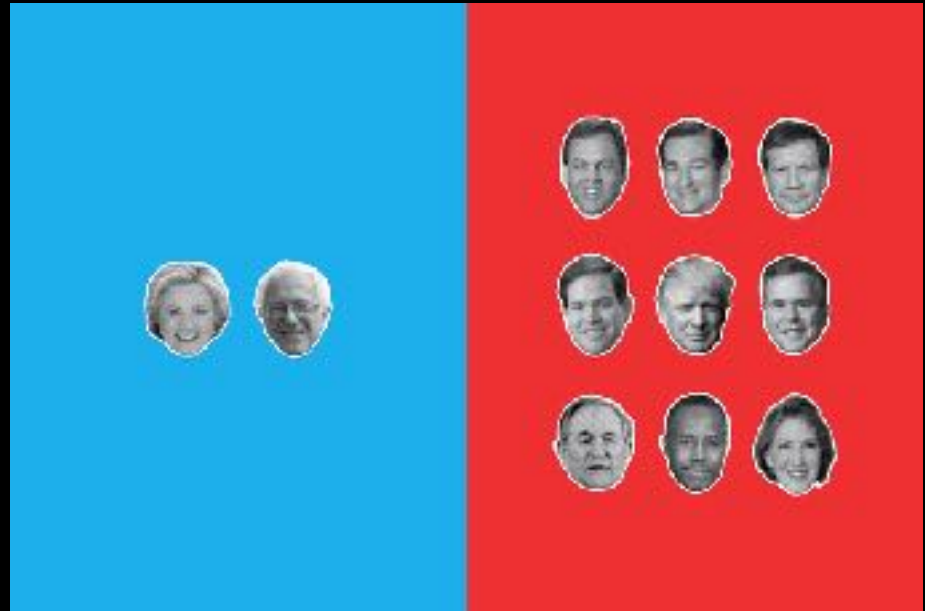
DOUBLE UP

Wake Wandering

Universal perspective through a global campus

EXPLORE







REPURPOSE THOSE ASSETS

OUR GOAL IS TO IMAGINE
HOW WE CREATE CONTENT PRIMARILY
IN THIS SPACE AND THEN APPLY IT
TO OUR ARRAY OF COLLATERAL.

BY DOING SO, WE ALSO GET
TO LOOK AT OUR 'SACRED COW'
COMMUNICATIONS (SORT OF) AND
ADDRESS IT'S EFFECTIVENESS AND
WHETHER WE CAN REIMAGINE A
BETTER SOLUTION.

- 1) Wake Downtown
- 2) Zach Gorcon
- 3) Wake the Vote
- 4) Sustainability
- 5) Research
- 6) Kathryn Weisser
- 7) Laptop Stickers
- 8) Campus Kitchen
- 9)
- 10) Faculty "ellove
- 11)
- 12) Debate Team
- 13)
- 14) Hasbees/Tailgate Culture
- 15)
- 16) Internships
- 17) Art Buying Trip
- 18) First year seminars
- 19)
- 20)
- 21) Amazon/Niles Salinan
- 22) Lovefeast
- 23)
- 24)
- 25) Regen/WSSU WDT
- 26)
- 27)
- 28) Food and Faith



SHIFTING THE HOMEPAGE TO A
PRIMARY CONTENT HUB HAS HELPED
CREATE MORE TRULY INTEGRATED
DISCIPLINE TEAMS.

WHEN IMAGINING NEW CONTENT,
WE'RE BEGINNING TO REFLEXIVELY
THINK ACROSS MULTIPLE
STORYTELLING PLATFORMS, NOT
JUST THROUGH THE LENS OF OUR
SPECIFIC DISCIPLINES.

QUESTIONS?