

OSU150:

Celebrating Oregon State University's
150-year legacy of transformation



Anniversary Final Report

OSU150: a look back

The celebration of Oregon State University's 150th anniversary embraced the institution's land grant mission of promoting economic, social, cultural and environmental progress for the people of Oregon, the nation and the world. From the anniversary's opening in August 2017 to its closing in October 2018, OSU150 initiatives, events, displays and messaging sought to embody, promote and distinguish the university's mission.

OSU150 was designed to achieve three primary goals: **celebrate and commemorate** OSU and its unique land grant mission; **inform, inspire and engage** diverse audiences; and distinguish what makes OSU unique now and in the future.



The anniversary was celebrated statewide for 15 months in all of Oregon's 36 counties and throughout the university at campuses in Corvallis and Bend, at major OSU centers in Portland and Newport, at experiment stations and Extension offices across Oregon and during major community events such as the Pendleton Round-Up.

OSU150 highlights:

» Four grant festivals touting OSU as one of only two universities in the nation with land, sea, space and sun grant designations. The first — the Space Grant Festival — incorporated OSU150 and the total eclipse of the sun on Aug. 21, 2017. Space Grant Festival events took place at OSU campuses in Corvallis and Bend. The Land Grant festival also included events in Corvallis and Discovery Day at OSU-Cascades.

- » A 60-minute documentary that aired on Oregon Public Broadcasting showcased Oregon State's history and its evolution into a 21st-century, internationally recognized university.
- » A seven-month exhibit at the Oregon Historical Society in Portland informed and entertained 40,000 visitors.
- » A limited run of 250 specially designed Pendleton Woolen Mills commemorative OSU150 blankets were available for purchase.
- » A free, daylong symposium, "The Promise and the Peril of Artificial Intelligence and Robotics," drew more than 1,000 people to imagine the future.



STATE

More than 6,000 guests viewed the solar eclipse on the OSU Corvallis campus during the OSU150 Space Grant Festival. University residence halls provided accommodations to 1,900 attendees, who visited OSU's Corvallis campus from six countries and 23 states for this event. An additional 1,000 people attended the Orange & Black Eclipse Festival hosted by OSU-Cascades in Culver, Oregon.

Hundreds of faculty and staff contributed to OSU150 by giving more than 150 presentations. The OSU Foundation — OSU150’s presenting sponsor — along with the OSU Alumni Association, OSU Athletics, colleges and divisions, participated in and benefited from OSU150 by increasing engagement with current and new stakeholders.

Throughout the 15-month run of the celebration, the university had approximately 150,500 engagements through OSU150 events and other activities.

Primary Audiences

- » General public in Oregon and beyond
- » Alumni
- » OSU Foundation donors
- » Prospective students and parents
- » Targeted business and community leaders
- » Oregon thought leaders

- » OSU leadership, faculty, staff and students
 - » State and federal lawmakers
 - » Media
- Secondary Audiences**
- » Key agencies, funders and institutes
 - » Peer universities throughout the world

Engaging students was a key objective of OSU150. They played a lead role in identifying events for their peers. For example, a Winter Wonderland Formal dance drew sellout attendance. As well, coastal bus tours as part of the Sea Grant Festival emerged from student focus groups. Students also served as ambassadors at grant-festival events throughout the celebration.

The Space Grant Festival, which kicked off OSU150 from Aug. 19-22, 2017, reached national TV, radio, digital (online) and print audiences, garnering media coverage valued at more than **\$550,000**.



A sellout crowd of 750 students attended the OSU150 Winter Wonderland Formal, reviving a past tradition of dancing in the Memorial Union Ballroom.

The university realized a value of **\$137,548 in social media activity and website visits related to OSU150 efforts.**

- » The Oregon Public Broadcasting documentary, “Oregon State University,” was shown to audiences in four major regions of the state: Portland, Corvallis, Bend and Ontario. More than 1,300 people attended these screening events.

When the documentary aired during the month of June, the estimated total audience was 126,390 with a publicity value of \$22,180. The cover of OPB’s June 2018 programming guide — sent to 145,000 households — featured the OSU documentary.

How OSU150 met the celebration's goals and objectives

OSU150 Goals

- » Celebrate and highlight OSU's heritage and accomplishments as a land grant university.

A seven-month exhibit, showcasing 150 ways Oregon State has transformed the state, the nation and the world, was on display at the Oregon Historical Society museum. The exhibit built pride among supporters and enabled others to gain a deeper understanding of OSU. More than 40,000 people visited this 3,000-square-foot exhibit. Three traveling exhibits were displayed at events and regional museums in Oregon, resulting in 20,000 more viewers. A majority of the exhibit panels are now on display at the CH2M HILL Alumni Center on OSU's Corvallis campus.

- » Inform, inspire and engage diverse partners, reaching many generations of people.

The four grant festivals met this objective. OSU leveraged the solar eclipse to launch the Space Grant Festival. Subsequent sea and sun

grant festivals involved educational tours and lectures. The Land Grant Festival lasted 17 days and featured events that shared the university's global impact. Each of these events attracted participants ranging from families with young children to retirees. In all, more than 20,000 people attended more than 170 unique OSU150 land, sea, space and sun grant festival events.

- » Distinguish Oregon State's 21st-century land grant mission in Oregon and globally.

Oregon Public Broadcasting produced a 60-minute documentary offering a reflective look at the university's history and its evolution. The documentary included segments about the university's global research enterprise. Screenings were held in four Oregon cities and included panel discussions involving audiences. The documentary aired in summer 2018 on public television; DVDs are available, and it can be watched online. More than 70,500 viewers had watched the documentary at last count.



During its seven-month run, more than 40,000 people visited the OSU150 exhibit, "A Legacy of Transformation," at the Oregon Historical Society museum in Portland. The exhibit's 150 stories included displays showcasing the impact of OSU research and athletics memorabilia such as a reproduction of the original Benny Beaver mascot costume.

Objectives

- » Support the university’s strategic plan and its initiatives.

OSU150 provided a transformative educational experience for all learners by offering opportunities for student involvement, hosting faculty presentations on world-class research and sharing OSU academic discovery with audiences around the state and world through digital and video content. This included a feature-length documentary called “Saving Atlantis,” which focused on faculty efforts to save the world’s coral reefs. Other examples include a symposium on artificial intelligence and robotics, which more than 1,000 people attended.

The OSU150 exhibit at the Oregon Historical Society displayed the university’s commitment to diversity by highlighting OSU’s seven cultural centers that provide support and engagement for underrepresented students. The exhibit also featured displays that depicted OSU’s commitment to diversity throughout its history.

The Land Grant Festival showcased OSU’s international reach and impact. Faculty — including several international scholars — joined the university’s chief diversity officer to share presentations about how their research impacts the world. The event ended with a cultural food fair featuring a number of student groups sharing food from their home countries with the OSU community.

- » Raise awareness and engagement within OSU.

Throughout OSU150, a quarter of event attendants were coded in the OSU Foundation database, media coverage of events reached worldwide audiences, and showings of “Saving Atlantis” reached thousands nationally and globally.

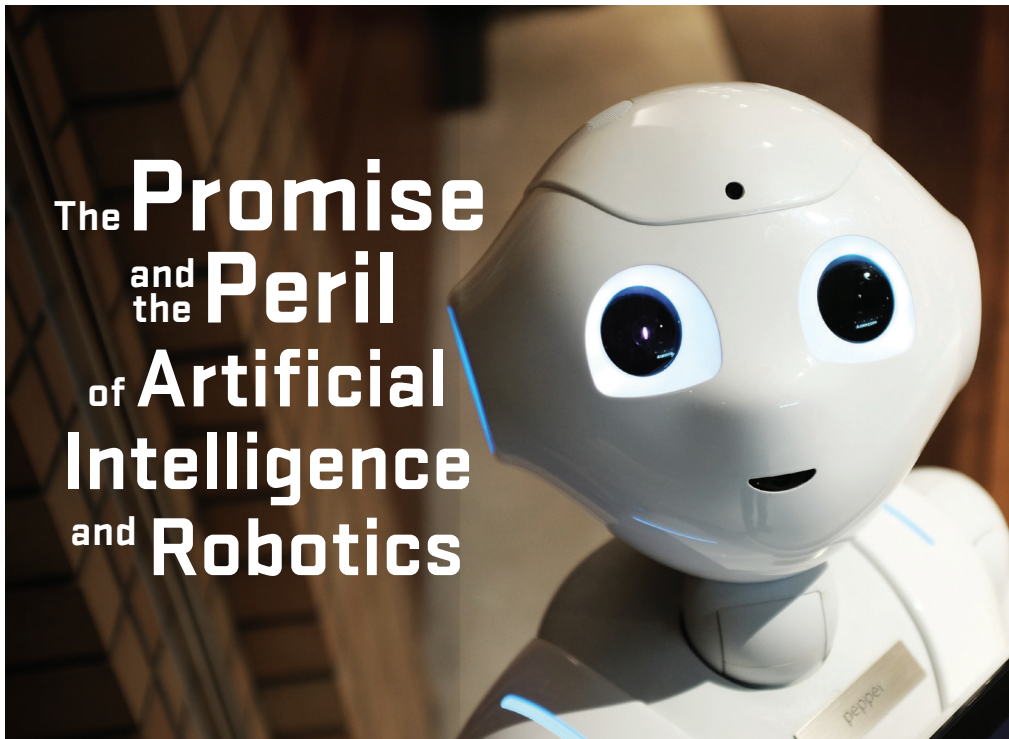
- » Support the success of OSU’s colleges, divisions, the OSU Foundation, alumni association and athletics.

Each of these held OSU150 events.

OSU150 exceeded its primary objectives, delighted audiences, showcased the university and launched Oregon State successfully into its next 150 years.



A limited-run of 250 specially designed Pendleton Woolen Mills commemorative OSU150 blankets were available for members of Beaver Nation to purchase.



“Saving Atlantis,” an OSU-produced, feature-length documentary about efforts to save the world’s coral reefs, was shown to more than 1,800 people at four OSU150 screenings in Corvallis, Newport, Portland and Port Orford. An additional 1,200 people viewed the movie at the Newport Beach Film Festival, the Guam International Film Festival, the American Documentary Film Festival in Palm Springs and other events, including five screenings throughout the country of Columbia.

“The Promise and the Peril of Artificial Intelligence and Robotics” symposium closed the 15-month OSU150 celebration by addressing the future of these emerging technologies. The free, daylong event drew more than 1,000 attendees and showcased Oregon State’s leadership. OSU faculty and national experts participated in panel discussions addressing the potential benefits, risks, ethics and uncertainties of artificial intelligence and robotics. An Innovation Fair featured more than 60 exhibits, demonstrations and posters highlighting the research of OSU faculty and students.



Oregon State University: A Legacy of Transformation

Think you know OSU?

150 stories reveal how Oregon State University has transformed your community, Oregon, the nation and the world—in ways that may surprise you.

Discover all 150 stories as you move through the exhibit—there is no one way to begin or end your journey. *Ready, set, explore!*



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Corvallis, Oregon 97331-2155
541-737-4875
steve.clark@oregonstate.edu

OSU150.org



OSU150 Presenting Sponsor:
OSU Foundation



The OSU150 logo was created as part of the university's rebranding effort that was unveiled shortly before the launch of the anniversary.



150 Years of Creativity. 150 Years of Science. 150 Years of Transformation.

Marking Oregon State's 150th milestone anniversary.

In 1868, Corvallis College became the first grant institution. Since then, we have graduated our first graduating class of three to nearly 100,000.

150 years, OSU's name has changed, our campus has multiplied and our facilities have grown. Our mission to conduct world-leading research and provide the highest quality education for Oregon and beyond remains steadfast. Our reach extends across Oregon and around the world. We are OUT THERE, solving the world's most complex challenges.

celebrate with us. Look back at our history, done together and look to the future to go.

OSU150 will showcase Oregon State's past, present and future contributions to Oregon, the nation and the world.

Celebrate: We are gathering together many generations of Beavers to commemorate Oregon's statewide university and its unique mission.

Demonstrate: Oregon State is a forward-thinking, global and transformative institution, and we are proud to share our history with the world.

Distinguish: We love to talk about what makes us unique.

- Oregon State is one of only two universities in the U.S. that have been honored with land, sea, space and sun grant designations.
- \$441 million in 2017 research funding. More than all other Oregon's public universities combined.
- A presence in all 36 Oregon counties and on all seven continents. We research, teach, serve and study everywhere.

JOIN THE CELEBRATION.

- **Participate.** Celebrate with us at the grant festivals and other great anniversary events!
- **Attend.** Visit the OSU150 Exhibit at the Oregon Historical Society during its seven-month run through Sept. 9, 1200 SW Park Ave., Portland.
- **Serve.** Give time as a volunteer. To become involved, call 541-737-0724.
- **Contribute.** Make an OSU150 commemorative gift at osfoundation.org/OSU150/sponsor.
- **Spread the word.** Bring friends and family along and share your experiences on social media.
- **Watch.** View the one-hour *Oregon Experience* episode on Oregon State University at bit.ly/2jxYS6n
- **Learn more.** Visit the OSU150.org website to learn more about Oregon State's history and this significant milestone.


Several runs of the anniversary brochure were printed throughout the duration of the 15-month celebration. This allowed for updates to the calendar of events.



Events

- Events
- Calendar 1
- 150th Anniversary Celebration**
- Birthdays
- Discover
- Hosting 1

[+ Create Event](#)



OCT 27 150th Anniversary Celebration

Public · Hosted by Events at Oregon State University and 2 others · 1 co-host pending [?]

[★ Interested](#) [✓ Going](#) [Share](#) [...](#)

[Saturday, October 27, 2018 at 9 AM – 12 PM](#)
Next Week

[Corvallis Farmers' Market](#)
1st & Jackson, Corvallis, Oregon 97330 [Show Map](#)

[Hosted by Events at Oregon State University](#)
Typically replies within a day [Message Host](#)

[Tickets](#)
oregonstate.qualtrics.com [Find Tickets](#)

[About](#) [Discussion](#)

INSIGHTS

[See More](#)

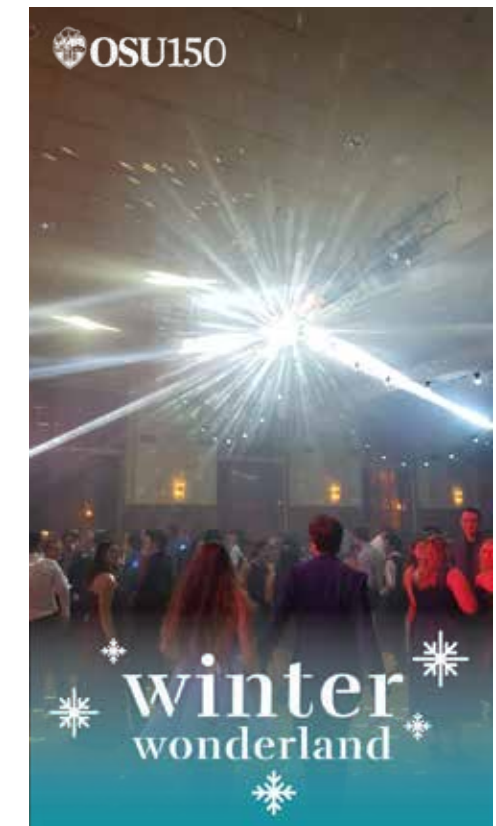
- 16K** People Reached
+4.3K last 7 days
- 799** Responses
+149 last 7 days
- 50** Ticket Clicks
+4 last 7 days
- Audience
Women 25-34
22% of total responses

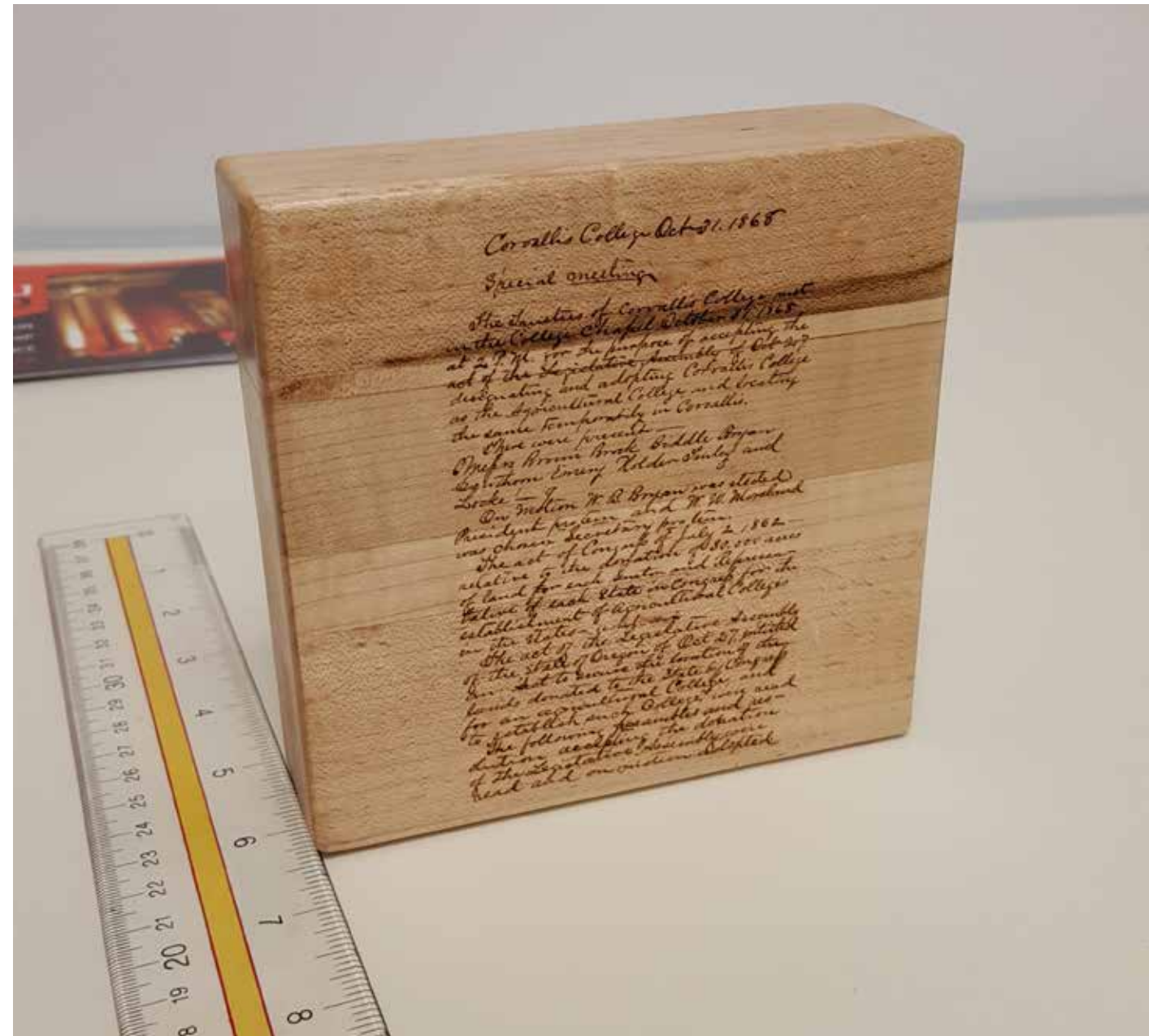
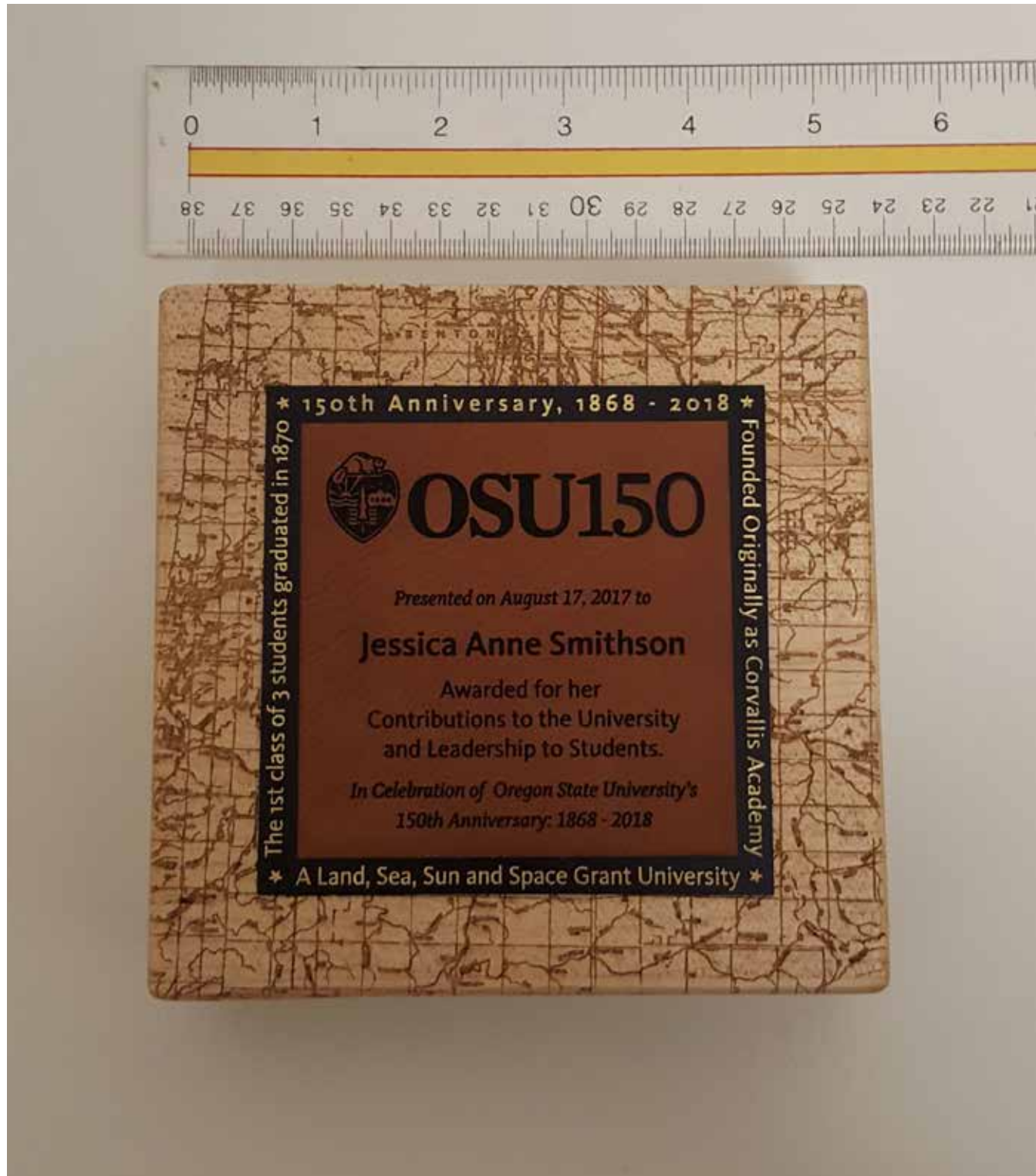
Sell More Tickets
Boost your event to sell more tickets.
[Boost Event](#)

[Visit Ads Manager](#)

RECOMMENDED ACTIONS

- Reach More People, Share Your Event**
Help people find out about your event by sharing it in News Feed.
[Share Event](#)
- Create a Post**
Create a post in the event t...





Many items carried the OSU150 logo during the anniversary. This is an award created by a local sign shop that was used by several colleges. It is made from maple wood, and the back features the original text granting the college land-grant status. The front is etched with a section of a map of Oregon depicting the actual tracts of land granted to the state to fund the land grant college.

OSU150
PENDLETON WOOLEN MILLS BLANKET

Celebrate OSU's 150th anniversary with a limited-edition, commemorative blanket from Pendleton Woolen Mills. The first 150 blankets are individually numbered with a custom inlaid leather patch. Don't wait to place your order.

Shop now at oregonstate.edu/pendleton



Pendleton Woolen Mills designed and manufactured a custom OSU150 anniversary blanket. Pendleton worked closely with the university's licensing team to create this limited-run signature anniversary piece. All 250 pieces sold quickly.

Fosbury Flops to Glory



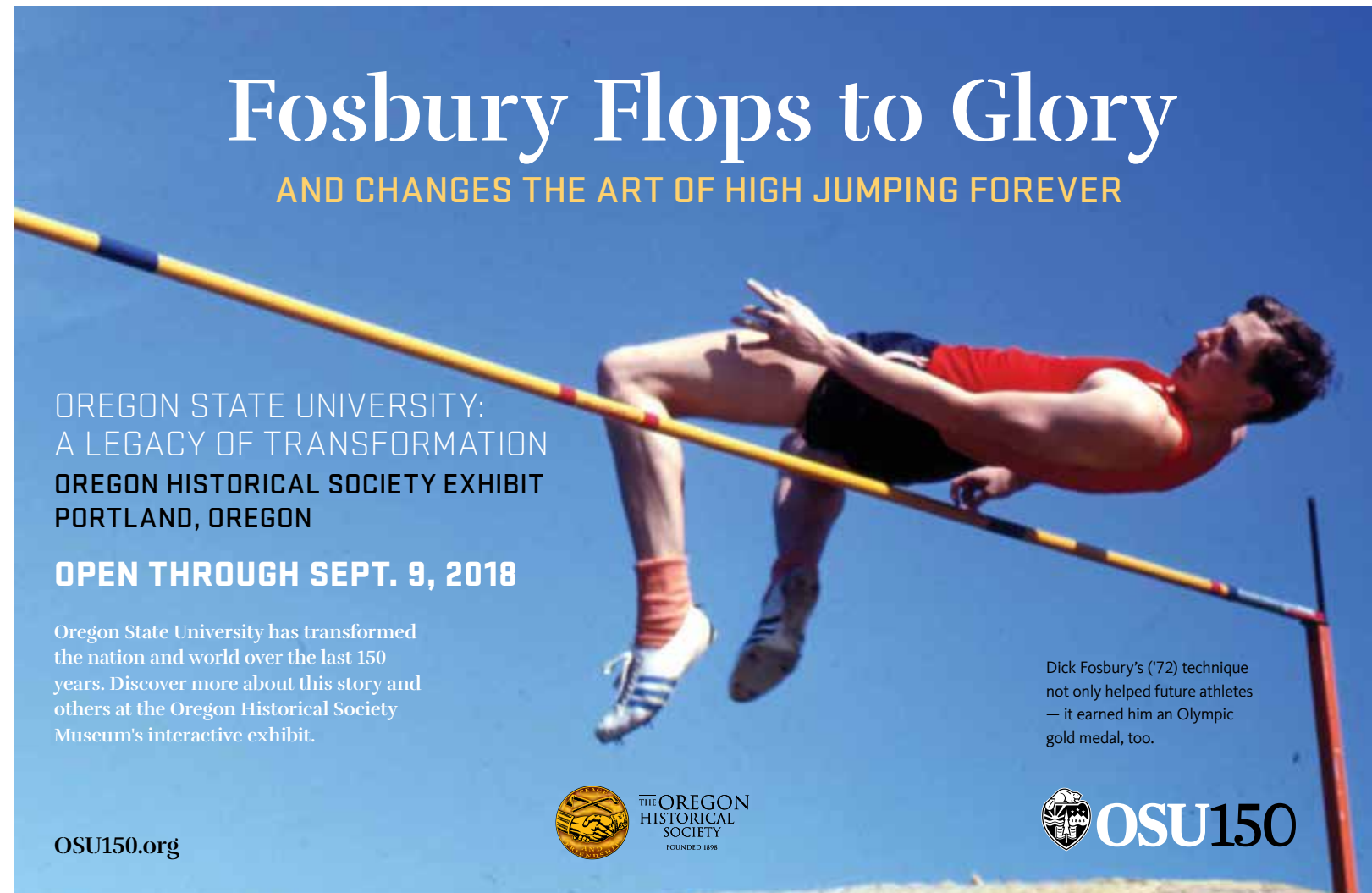
AND CHANGES THE ART OF HIGH JUMPING FOREVER

OREGON STATE UNIVERSITY:
A LEGACY OF TRANSFORMATION
OREGON HISTORICAL SOCIETY EXHIBIT
PORTLAND, OREGON

OPEN THROUGH SEPT. 9, 2018

Oregon State University has transformed the nation and world over the last 150 years. Discover more about this story and others at the Oregon Historical Society Museum's interactive exhibit.

Dick Fosbury's ('72) technique not only helped future athletes — it earned him an Olympic gold medal, too.



OSU150.org

The exhibit at the Oregon Historical Society entitled “Oregon State University: A Legacy of Transformation” was on display in Portland for seven months. This poster was one of five in the series to promote attendance and awareness of the exhibit.





Mighty Mouse

A TINY INVENTION REVOLUTIONIZES THE WAY WE USE COMPUTERS

OREGON STATE UNIVERSITY:
A LEGACY OF TRANSFORMATION
OREGON HISTORICAL SOCIETY EXHIBIT
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OSU150.org

Thanks to Douglas Engelbart (48) and Bill English — who developed the first mouse — we can navigate with ease.




Photo: Michael Hicks

A successful future for every student

HELPING LATINO YOUTH PURSUE THEIR DREAMS



OREGON STATE UNIVERSITY:
A LEGACY OF TRANSFORMATION
OREGON HISTORICAL SOCIETY EXHIBIT
PORTLAND, OREGON

OPEN THROUGH SEPT. 9, 2018

Oregon State University has transformed the nation and world over the last 150 years. Discover more about this story and others at the Oregon Historical Society Museum's interactive exhibit.

OSU150.org

The Juntos program gives high school students the support they need to excel, and guides them toward a college degree.




A Pigment of the Imagination

CREATING A NEW COLOR BY ACCIDENT



OREGON STATE UNIVERSITY:
A LEGACY OF TRANSFORMATION
OREGON HISTORICAL SOCIETY EXHIBIT
PORTLAND, OREGON

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OSU150.org

After mixing different chemicals in their lab, OSU researcher Mas Subramanian and his team discovered a hue no one else had.




Photo courtesy Crayola

Saving the nation's hazelnut industry

BREEDING DISEASE-RESISTANT PLANTS TO HELP CROPS THRIVE



OREGON STATE UNIVERSITY:
A LEGACY OF TRANSFORMATION
OREGON HISTORICAL SOCIETY EXHIBIT
PORTLAND, OREGON

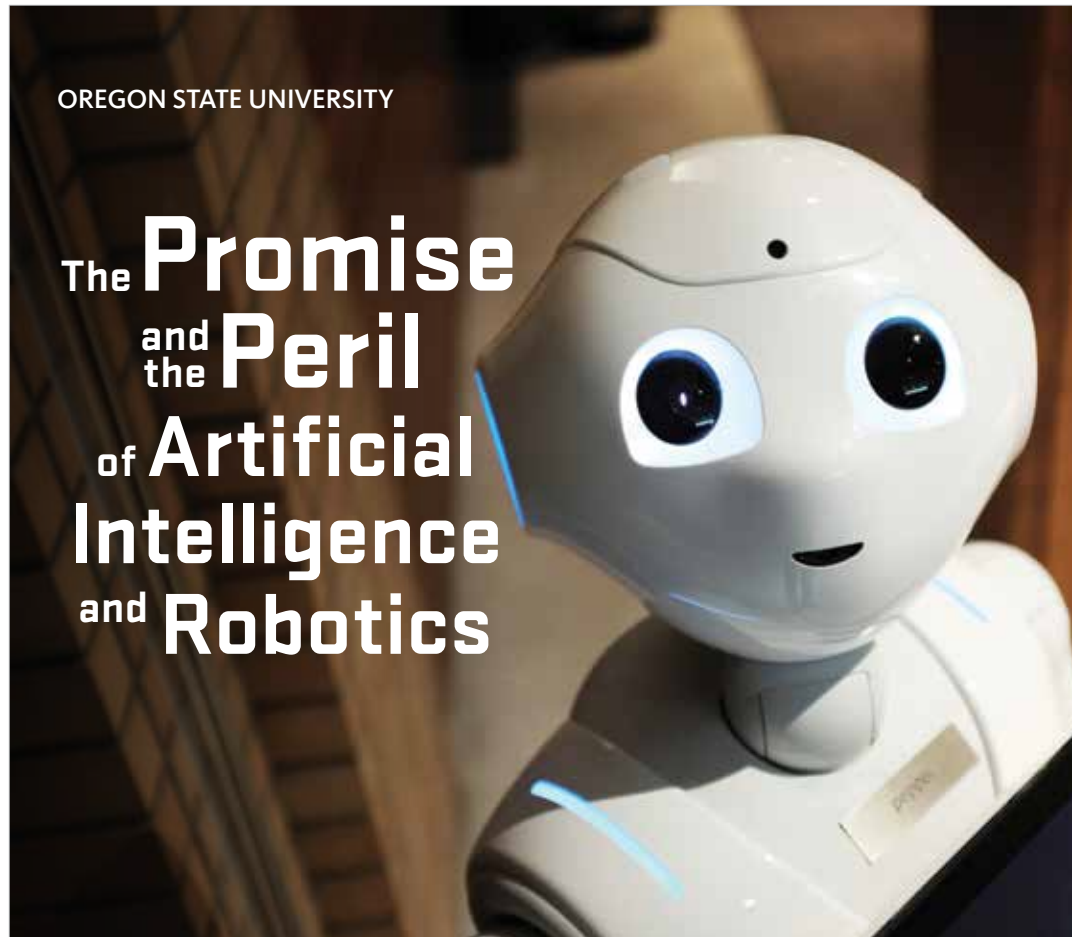
OPEN THROUGH SEPT. 9, 2018

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OSU150.org

When Eastern filbert blight threatened the livelihood of hazelnut trees, Ron Cameron created the Gasaway, stopping the disease in its tracks.



OREGON STATE UNIVERSITY

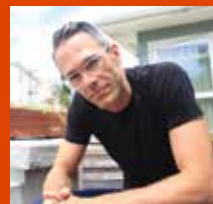
The Promise and the Peril of Artificial Intelligence and Robotics

Tuesday, Oct. 23, 2018
10 a.m. to 7:30 p.m.
The LaSells Stewart Center
OSU – Corvallis
FREE and open to the public

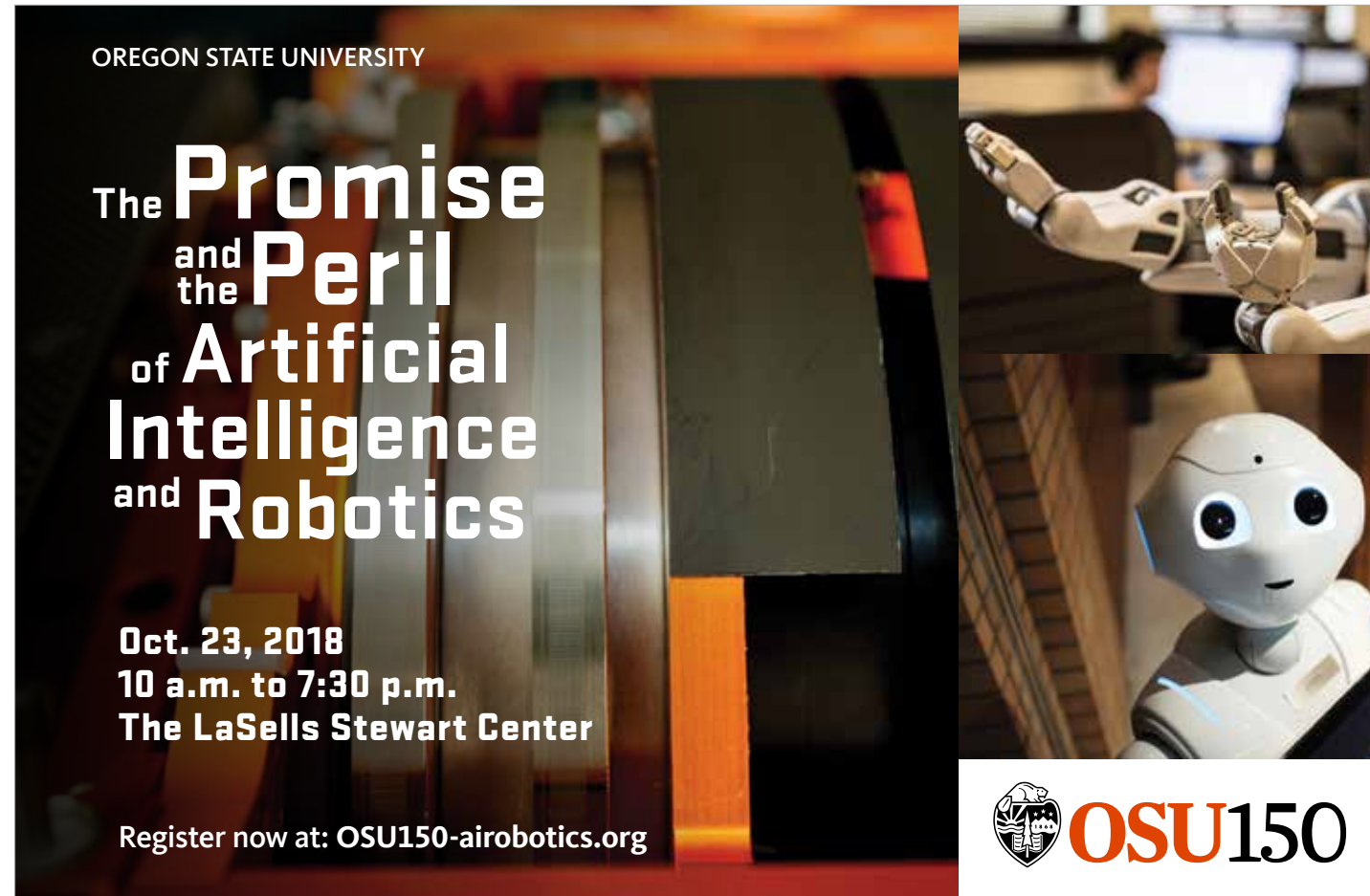
Registration required, learn more
 at OSU150-airobotics.org.

Accommodation requests related to a disability should be made 7 days in advance of any scheduled event to conferences@oregonstate.edu.

ROBOTS AND AI ARE ALREADY CHANGING HOW WE LIVE — in many ways for the better. But what about the risks? Explore the benefits and uncertainties of these emerging technologies with leading experts at this one-day symposium.



Keynote Speaker — 5 p.m.
Jacob Ward
 Science and Technology
 Correspondent,
 CNN and Al Jazeera



OREGON STATE UNIVERSITY

The Promise and the Peril of Artificial Intelligence and Robotics

Oct. 23, 2018
10 a.m. to 7:30 p.m.
The LaSells Stewart Center

Register now at: OSU150-airobotics.org



“The Promise and the Peril of Artificial Intelligence and Robotics” addressed the future of these emerging technologies. The free, daylong event drew more than 1,000 attendees and showcased Oregon State’s leadership. OSU faculty and national experts participated in panel discussions addressing the potential benefits, risks, ethics and uncertainties of artificial intelligence and robotics. An Innovation Fair featured more than 60 exhibits, demonstrations and posters highlighting the research of OSU faculty and students.

Presented by OSU Conference Services





OREGON STATE UNIVERSITY PRESENTS

OSU150 SPACE GRANT FESTIVAL

A TOTAL ECLIPSE EXPERIENCE

AUG. 19-21, 2017

**A FUN, INFORMATIVE, FAMILY-FRIENDLY EVENT
AT OREGON STATE UNIVERSITY IN CORVALLIS**

- See rockets, robots, meteorites and more
- Enjoy music, art and an outdoor movie
- Hear from OSU astronomy experts
- Get free solar eclipse glasses

Accommodations for disabilities may be made by contacting 541-737-0724 or Eclipse2017@oregonstate.edu.

Find out more at OSU150.org



PHOTO BY KANSASPHOTO

Four grant festivals portrayed OSU as one of only two U.S. universities with land, sea, space and sun grant designations.

OSU leveraged the solar eclipse in August 2017 as an opportunity to launch OSU150 with the Space Grant Festival. This included three days of free educational events, music, movies, art, lectures and an eclipse viewing party.

OREGON STATE UNIVERSITY PRESENTS

OSU150 SEA GRANT FESTIVAL

LET'S DIVE IN

FEB. 12 - 24, 2018

MEMBERS OF BEAVER NATION ARE OUT THERE WORKING WITH COMMUNITIES TO SOLVE PRESSING PROBLEMS FACING THE WORLD'S OCEANS.

LEARN MORE ABOUT THEIR LATEST DISCOVERIES.

- Attend presentations, tour O.H. Hinsdale Wave Research Laboratory and Ocean Observing Center in Corvallis.
- Explore festival locations along the Oregon coast, including the OSU Seafood Lab in Astoria, Hatfield Marine Science Center in Newport and the Port Orford Field Station.
- View a sneak preview of "Saving Atlantis," a feature film about communities and OSU researchers and other scientists fighting to save the world's coral reefs. Film will be shown in Portland, Corvallis and Newport.

Accommodations for disabilities may be made by contacting 541-737-0724 or shelly.signs@oregonstate.edu.

To sign up for Sea Grant Festival tours and learn more about OSU's 150th anniversary, visit OSU150.org



PHOTO BY PAT KIGHT

The Sea Grant Festival spanned two weeks and included tours of OSU locations from Astoria to Port Orford, along Oregon's 281-mile coastline. This festival was designed to take OSU to the people where they lived and worked as opposed to holding events on campus. This festival debuted 'Saving Atlantis,' a feature-length documentary, created by OSU Productions, that portrays faculty and students' efforts to save the world's declining coral reefs.



- Feb. 12**
11 a.m. to 2 p.m. OSU150 Sea Grant Festival Kickoff Day
- Feb. 13**
Noon to 1 p.m. Renewable Energy for Oregon: Building Resilient Communities
- 6 p.m. Should I Stay or Should I Go? Tsunami Evacuation Modeling Along the Oregon Coast
- Feb. 15 and 23**
3:30 to 5 p.m. Tour the O.H. Hinsdale Wave Research Laboratory
- Feb. 15**
7 p.m. *Saving Atlantis* Portland Screening, OMSI
- Feb. 16**
6 p.m. Taste for Yourself: Consumer Perceptions and Preferences for Fresh vs. Frozen Seafood
- Feb. 17**
All day Multiple Events in Astoria, Warrenton, Newport, Coos Bay, Charleston and Port Orford
- Feb. 19**
6 p.m. Ocean Forecasting: Connecting Data Providers and End Users
- Feb. 20**
5 p.m. Hope for People and the Ocean with the Honorable Dr. Jane Lubchenco
- 7 p.m. *Saving Atlantis* Corvallis Screening, The LaSells Stewart Center
- Feb. 21**
4 to 6 p.m. Tour the Ocean Observing Center
- 5:30 p.m. *Saving Atlantis* Newport Screening and Hatfield Film Festival, Newport Performing Arts Center
- Feb. 22**
7 p.m. Phi Beta Kappa Lecture with James Zachos Greenhouse Warming and Intensification of the Hydrologic Cycle in Deep Time
- Feb. 24**
10 a.m. to Noon Stories from 60 Years of Ocean Science

Check out the OSU150 app or festival schedule at OSU150.org for more details and register for selected events.



OREGON STATE UNIVERSITY PRESENTS

OSU150 SUN GRANT FESTIVAL

ENERGY TO POWER THE FUTURE

APRIL 9 - 20, 2018

DISCOVER OREGON STATE'S RESEARCH INTO ALTERNATIVE ENERGY THAT CAN REDUCE DEPENDENCE ON FOSSIL FUELS.

- Learn about advances in mapping to determine the best places to grow biomass crops for sustainable fuel.
- Tour Stahlbush Island Farms to see a biogas facility in action.
- Hear from the executive director of the Sun Grant Initiative and from grant recipients throughout the western U.S.
- Explore how OSU is taking steps to reduce its carbon footprint.

Accommodations for disabilities may be made by contacting 541-737-0724 or shelly.signs@oregonstate.edu.

To sign up for Sun Grant Festival tours and learn more about OSU's 150th anniversary, visit OSU150.org.



The Sun Grant Festival focused on research into the uses of alternative energy. This festival brought experts from across the county to discuss progress towards achieving sustainable energy production.

OREGON STATE UNIVERSITY PRESENTS

OSU150 LAND GRANT FESTIVAL

THE MISSION CONTINUES

OCT. 1 – 17, 2018

LEARNING, DISCOVERY AND SERVICE TO ALL PEOPLE WILL ALWAYS DRIVE US TO MAKE OUR WORLD BETTER.

- Tour our unique teaching and research environments, including fermentation labs, a veterinary hospital, a wave simulation lab, ocean observatory and a college forest.
- Celebrate the global impacts of past and present Beavers.
- Learn about energy innovations with renowned OSU nuclear engineer Jose Reyes.
- Discover Extension, 4-H and other outreach programs that serve OSU's land grant mission.

Accommodations for disabilities may be made by contacting 541-737-0724 or shelly.signs@oregonstate.edu.

To sign up for Land Grant Festival tours and learn more about OSU's 150th anniversary, visit OSU150.org.

The Land Grant Festival lasted 17 days and included talks, tours and programming showcasing all 11 OSU colleges. A series of five posters was created to publicize this festival, which communicated that the land grant mission is about more than just agriculture.

OREGON STATE UNIVERSITY PRESENTS

OSU150 LAND GRANT FESTIVAL

THE MISSION CONTINUES

OCT. 1 – 17, 2018

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Jujama Inc. implemented and hosted the OSU150 phone app, which included custom programming to navigate Oregon State's Corvallis campus, view historic photos and read stories about more than 100 campus buildings. For various events, such as the four grant festivals, updated information, including maps, schedules and programming, was included in the app to promote attendee engagement.

Games were also an engagement feature of the app. They lead users on scavenger hunts and enabled competitors to earn points for prizes by checking in at different events.

