



Recruiting Young Professionals to Stillwater, Oklahoma

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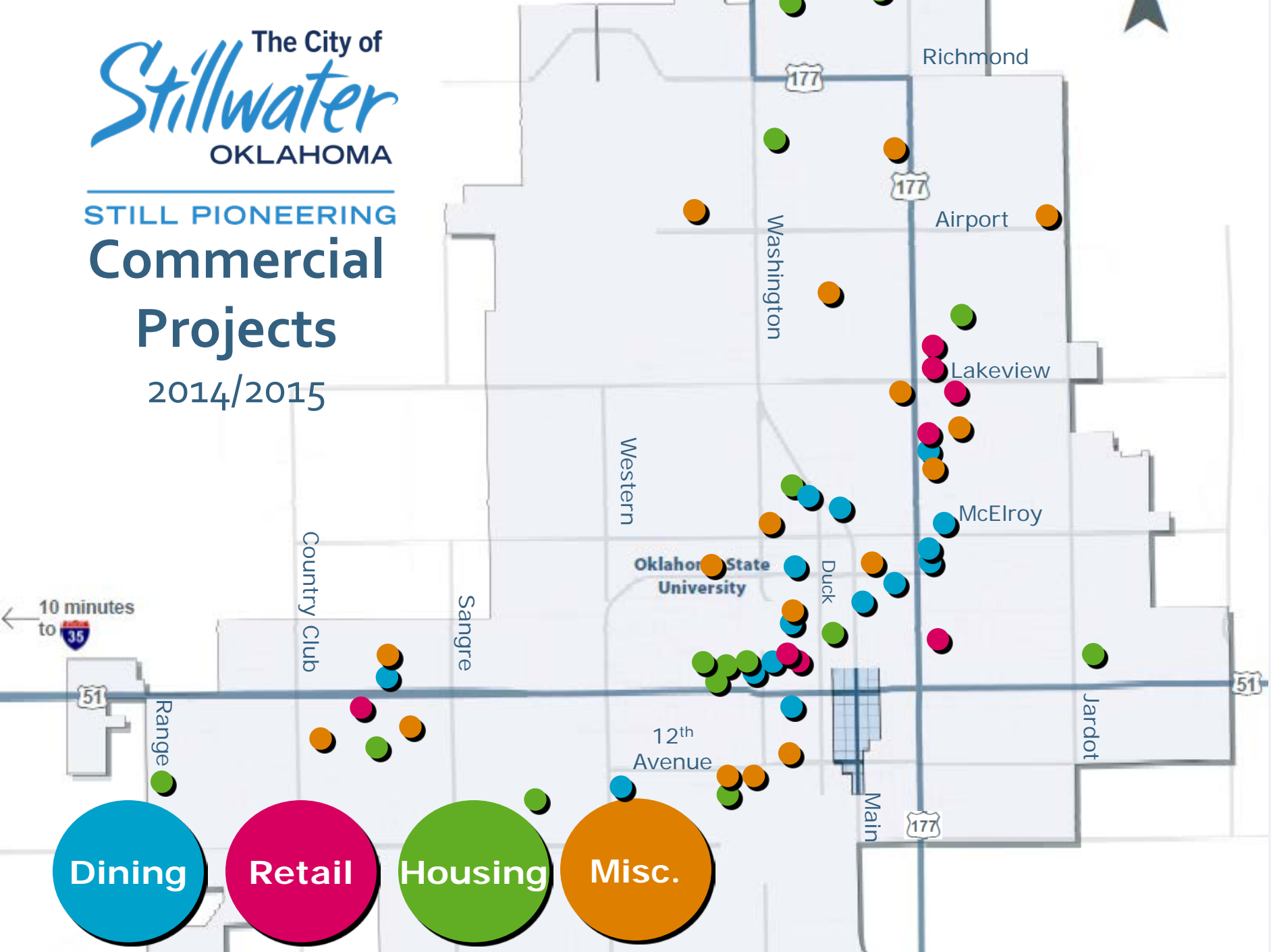


Our Partners

City of Stillwater
Stillwater Chamber of Commerce
Visit Stillwater
Oklahoma State University
NOC-Stillwater
Stillwater Medial Center
CareerTech
Meridian Technology

The City of
Stillwater
OKLAHOMA

STILL PIONEERING
**Commercial
Projects**
2014/2015





Nikki's Greek Restaurant





PHI GAMMA DELTA

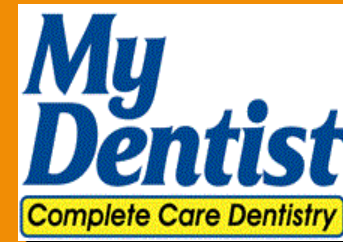
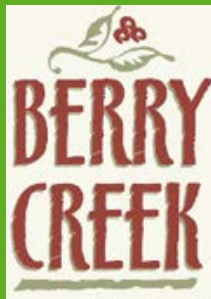
ΑΓΡ



ΠΚΑ
PI KAPPA ALPHA



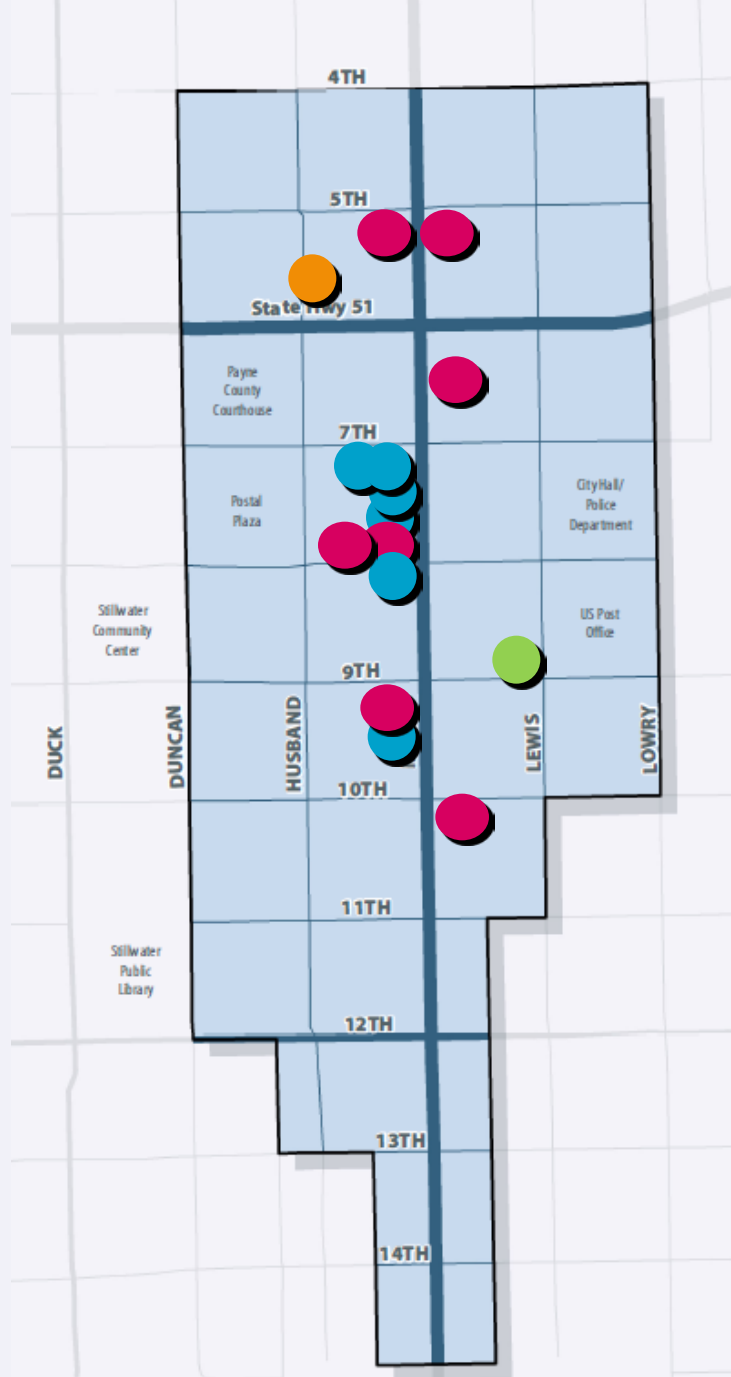
Holiday Inn





Draught Day Bar

Made in Oklahoma



Knights of Columbus Building



Embracing Our Legacy :: Building Our Future

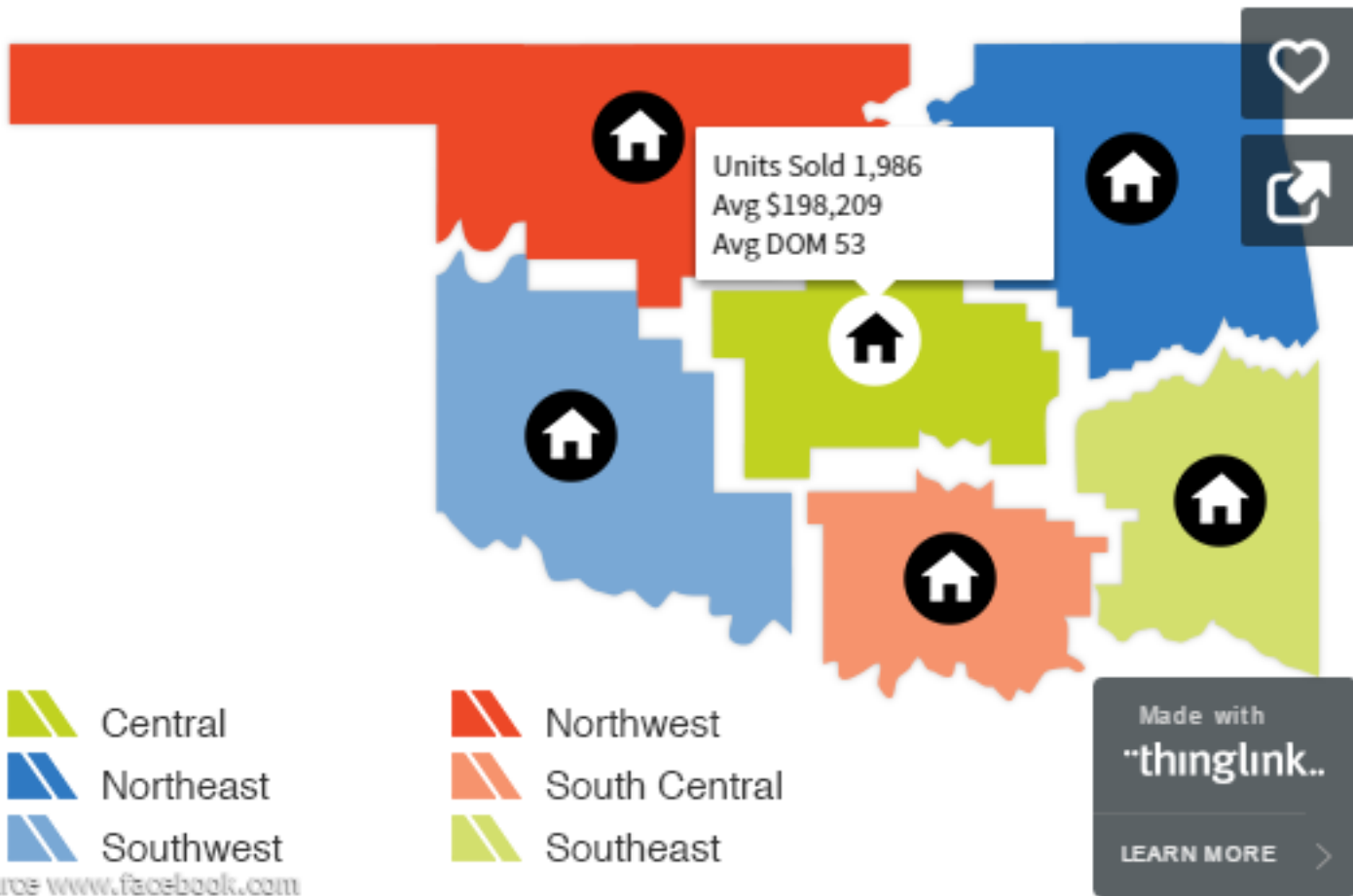


Commercial Projects

2014/2015

Oklahoma Housing Data

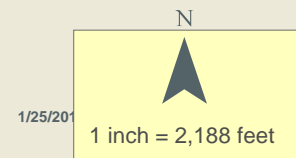
<http://okrealtors.com/housingdata/>



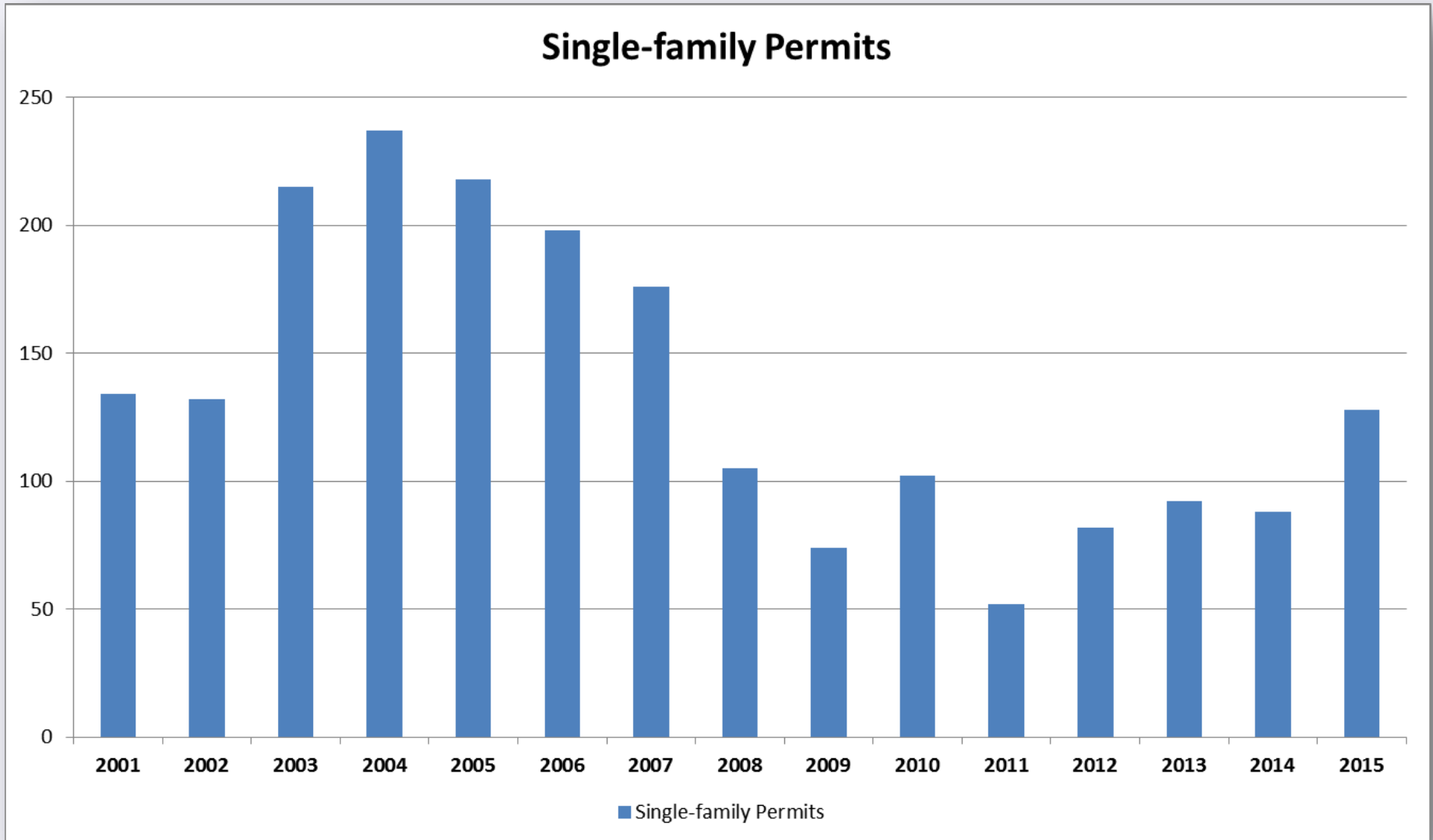
New House Construction

2014/2015

224 Total

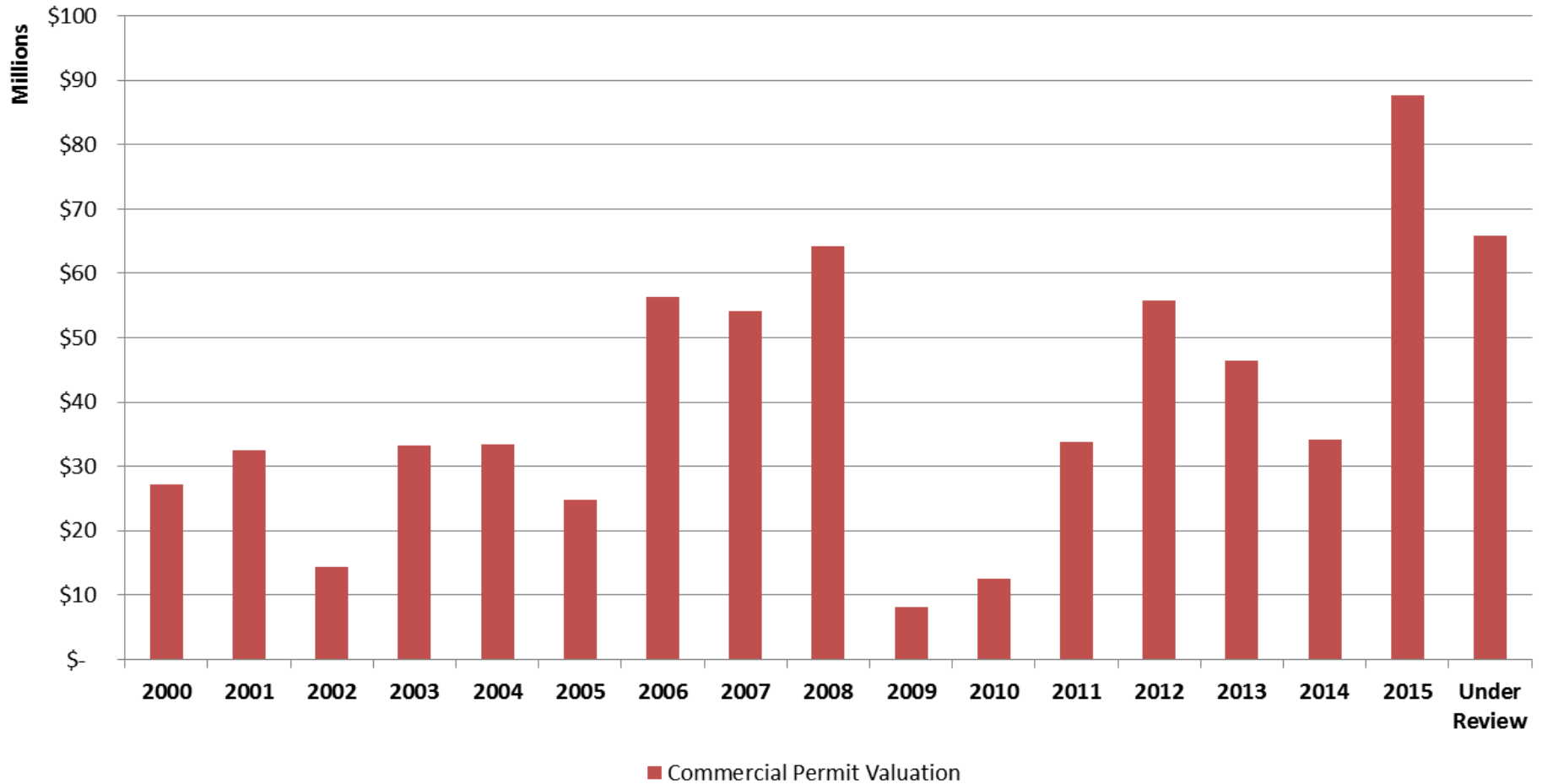


Stillwater Housing Data



Stillwater Housing Data

Commercial Permit Valuation



Stillwater Cost of Living

<http://www.areavibes.com/stillwater-ok/cost-of-living/>

Did You Know?

- The cost of living in Stillwater is 5% higher than the Oklahoma average.
- The cost of living in Stillwater is 9% lower than the national average.
- The cost of housing in Stillwater is 18% lower than the national average.
- Oklahoma general sales tax is 12% lower than the national average.
- Oklahoma state income tax is 78% lower than the national average.

”



Stillwater Public Schools



PERFORMANCE





ELEMENTARY SCHOOL ENROLLMENT, 2015-16

School	Enrollment
Highland Park	617
Richmond	447
Sangre Ridge	635
Skyline	511
Westwood	572
Will Rogers	540
Collaboration Sites*	96
TOTAL	3,418

* Head Start, OSU Child Development Lab, two pre-K sites

STATE ASSESSMENT SCORES SATISFACTORY OR BETTER

Math		Reading	
3 rd	83%	3 rd	84%
4 th	85%	4 th	84%
5 th	83%	5 th	78%
6 th	85%	6 th	79%
7 th	82%	7 th	87%
8 th	60%	8 th	82%
Algebra I	88%	English II	88%
Geometry	94%	English III	89%
Algebra II	96%		

SECONDARY SCHOOL ENROLLMENT, 2015-16

School	Enrollment
Stillwater Middle School	896
Stillwater Junior High School	825
Stillwater High School	1,065
Stillwater Lincoln Academy	77
TOTAL	2,863

NATIONAL BOARD CERTIFIED TEACHERS, 2015

School	Number of Certified Teachers
Highland Park	7
Richmond	2
Sangre Ridge	10
Skyline	9
Westwood	2
Will Rogers	7
Stillwater Middle School	4
Stillwater Junior High School	1
Stillwater High School	8
Lincoln Academy	0
TOTAL	50



376

Total Class Size

94%

Graduation Rate

266

Students Who Took
ACT

22.2

SHS ACT
Composite Score Avg.

20.7

Oklahoma ACT
Composite Avg.

21

National ACT
Composite Avg.

41

Oklahoma Academic
Scholars

1

Oklahoma Academic
All-State

3

National Merit Scholars
3 Finalists
3 Semi-Finalists

140

National Honor Society

ACT SCORE AVERAGES: FIVE-YEAR TREND

Grad Year	English		Mathematics		Reading		Science		Composite	
	SHS	Okla	SHS	Okla	SHS	Okla	SHS	Okla	SHS	Okla
2015	22.1	20.1	21.4	19.8	22.9	21.5	22.0	20.7	22.2	20.7
2014	23.3	20.3	22.7	19.9	23.9	21.5	23.0	20.8	23.4	20.7
2013	22.7	20.4	22.3	20.1	23.1	21.4	22.7	20.8	22.8	20.8
2012	22.6	20.4	22.5	20.1	23.1	21.3	22.3	20.6	22.8	20.7
2011	22.7	20.5	22.9	19.9	22.8	21.3	22.8	20.6	22.9	20.7



AP TESTING 2015

73%

Percentage of Student Scores of 3 or Better

146

Number of Students Taking AP Tests, Five-Year Trend

5	14 Students	7%
4	38 Students	22%
3	65 Students	37%

2015	146
2014	148
2013	150
2012	139
2011	130

CONCURRENT ENROLLMENT

92

SHS Students Enrolled in a College Class

2014 - 2015	92
2013 - 2014	151
2012 - 2013	249
2011 - 2012	235
2010 - 2011	230

Stillwater Branding Project

Presentation of Research Findings
and
Recommendations



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Participants

Mayor	OSU Regent/Tiger Drug Store	Stillwater Medical Center	GM Body Works
City Manager	BankFirst	Avest Bank	Stillwater Radio
Stillwater Multi-Media Technician	Stillwater News Press	Stillwater External Services	Lee Company
Stillwater Economic Development	RCB Bank	Flourishes Floral Shop	McCollum's Interiors
Stillwater Chamber of Commerce	Entrepreneurs/Downtown Business	Adult Programs; Stillwater Public Library	Stillwater Furniture Showcase
Stillwater CVB	OSU Athletics	Stillwater Sister Cities/Stillwater Community Center	Native American Student Coordinator, Stillwater Public Schools
OSU Library	Lambert Construction	Meridian Technology	OSU Postal Plaza Gallery
Stillwater Schools	OSU Finance	Payne County Extension Officer (and bike enthusiasts)	Philanthropist, Property Owner
Red Cross	OSU Communications	United Way	Stillwater Design
Stillwater Public Safety	OSU Administration	Town & Gown Theater	ASCO
Stillwater Medical Center	Stillwater Fire Chief	Big Brothers & Big Sisters	Armstrong Flooring
OSU Career Services	Chamber Board Members	Multi Arts	Hideaway Pizza
Stillwater Airport	Eskimo Joe's Promotional Products Group	Cancer Relay for Life	Fuzzy Taco
Fenton's Office	Zannoti's Wine Bar	Hampton Inn	Finnegan's
City of Stillwater Utilities	Small Business Accountant	Jimmy's Egg	
City of Stillwater	OSU Ombudsman		
Stillwater National Bank	Stillwater Senior Co-Housing		

Assets

- OSU (mentioned 31 times)
- Eskimo Joe's (9)
- Stillwater Medical Center (9)
- Education (7)
- Proximity to Tulsa and Oklahoma City (7)
- Parks and Lakes (6)
- VO-TECH/Meridian Technology Center (6)
- Downtown (5)
- Karsten Creek Golf Course (5)
- Athletics (4)
- Boomer Lake (4)



Adjectives

- Friendly/welcoming (mentioned 12 times)
- Educated/smart (8)
- Progressive (8)
- Lively/vibrant/dynamic/energetic (7)
- Safe (7)
- Comfortable (6)
- Youthful/young (6)
- Growing (5)
- College town (4)
- Family-oriented (3)
- Peaceful/quiet (3)
- Small (3)
- Active/engaged (2)
- Changing (2)
- Clean (2)
- Diverse (2)
- Home (2)

Field Audit (continued)

See

OSU Campus
OSU Library
OSU Theta Pond
OSU Homecoming
Boone Pickens Stadium
Gallagher Arena
Eskimo Joe's
Boomer Lake
Pioneer Stadium
Stillwater HS
Kicker
1st Sonic
Meridian Tech Center
AASCO
"Where OK began"
Orange
The Mill
Downtown

Speak

OSU Athletics
Education
Red Dirt
Tumbleweed
Hideaway
Eskimo Joe's
Friendly
Growing
Caring
Nat'l Wrestling Museum
Nat'l Wrestling HOF
Small town
College town
Meridian Tech Center
"Where OK began"
Country
AASCO
Safe
Mercury Boats
Comfortable

Feel

College Atmosphere
Subwoofers Bass
PRIDE
Windy

Taste

Cheese fries
Hideaway Pizza
Coneys

Smell

Hear

Red Dirt Music
Roar of crowd

Overall observations

Community really struggled with talking about Stillwater beyond OSU.

Perception > "Nothing to do around here," and "Nothing for young people to do socially," and "Not many jobs after college."

Red Dirt Music does not appear to be leveraged as much as it could outside of tourism. It's a nice unique product.

Digital Audit

Websites

See

Orange
Blue
OSU

Speak

OSU
Eskimo Joe's
Red Dirt Music
Music Culture
Sports
Friendly
Safe
Family
Growing

Feel

Sometimes Vibrant
Sometimes Emotionless

Taste

Cheese fries
Tumbleweed Calf Fry

Smell

Hear

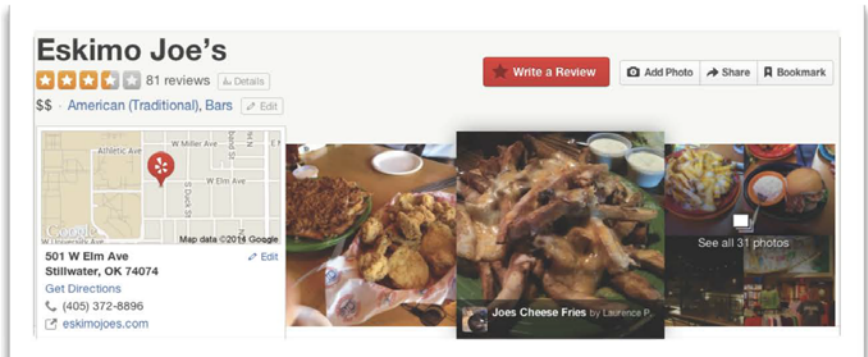
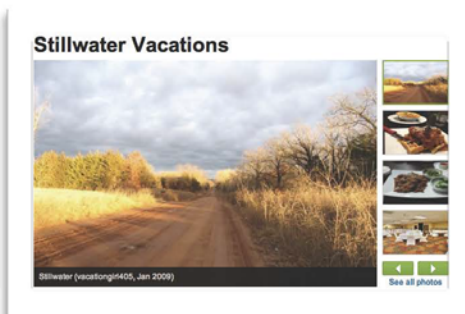
Red Dirt Music

Observation

Most sites lack a strong Stillwater story and emotion.
References to OSU and partners are surprisingly quiet.
Tourism and downtown are vibrant and storytellers.
Economic development is under emphasized.

Websites reviewed:

stillwater.org | stillwaterchamber.org | visitstillwater.org | cied.okstate.edu | retirestillwater.com | downtownstw.com
wikipedia.com | tripadvisor.com | yelp.com | city-data.com | travelok.com | oedc.net



Social Media



See

OSU
Game Day
Football
Eskimo Joe's
Downtown
Boone Pickens
Boomer Lake
SFO Fire Trucks
Restaurants

Speak

Service
Recycling
Help
OSU
Eskimo Joe's
12th and Main
Available Jobs
Weather/Tornadoes
The Homestead
High School Athletics
Wrestling Hall of Fame

Feel

Taste

Smell

Hear

Bands
Red Dirt Music
All American Rejects

Themes:

OSU Game day Sports
Students alumni
bands **MUSIC**
Eskimo Joe's Weather

Observations

Economic Development noticeably quiet.
City of Stillwater very active and informative.
Young professionals are very active.
Tourism is active.

Community Survey

Stillwater Community Survey

Delivers Well

Support for OSU
Raise a family
Quality of life

Recreational opportunity
Employment opportunity
Shopping options

Lowest



Adjectives

Friendly Fun Educated
Clean **Small** Boring
Quiet **Family** Community
Growing **Active** **College**
Vibrant **Safe** Diverse

Greatest Assets

88%

Oklahoma State University

53%

Proximity to OKC and Tulsa

25%

Good Schools

23%

Downtown Stillwater

Appreciate Most

57%

Friendliness

45%

OSU

44%

Proximity to OKC and Tulsa

Beyond OSU Stillwater is known for?

Eskimo Joe's

First biz you think of:

OSU
Eskimo Joe's
Hideaway
Kicker

Stillwater Community Survey

Most Famous Thing That Makes Residents Proud

Oklahoma College Music
 Dirt Land **State** Brooks
 Education **OSU** Community
 Sports **Cowboys**
University Home
 Proud Athletics **Eskimo Joe's**

Attracts Business

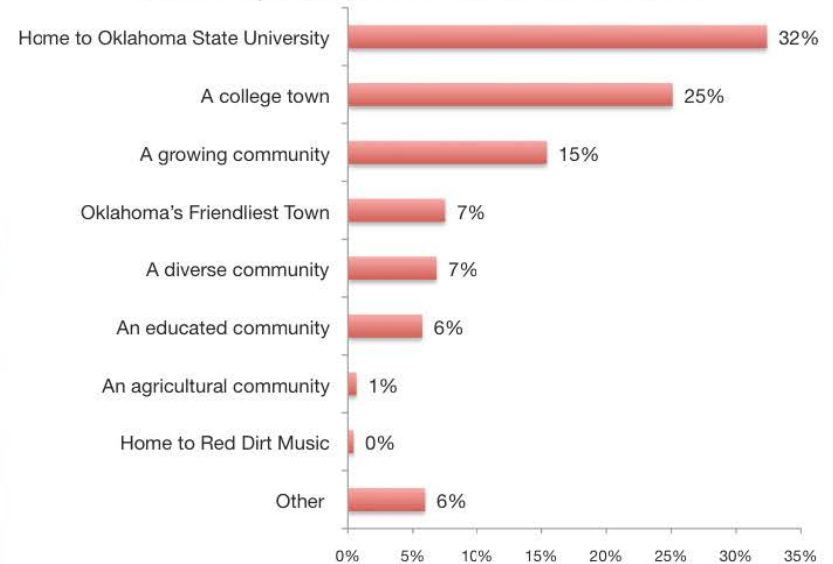
39% OSU **10%** Proximity to OKC and Tulsa

Show Off to Guests?

Downtown Campus
Boomer Lake **Eskimo Joe's**

Best Described

Stillwater, Oklahoma is best described as...



What is attractive to a business

scale of 1 (least) to 10 (most)

OSU: 8.39
Higher Education Opportunities: 8.22
Proximity to OKC and Tulsa: 7.75
Quality of life: 7.63
Skilled workforce: 7.09
least
Diversity of economy: 6.37

Stillwater Community Survey

Challenges

Things to do for: **young people**
young families
young professionals
More than **OSU**

Infrastructure for growing community

Opportunities

More for **young families**
Partner with OSU
More opportunities for **young professionals**
Bring more jobs by leveraging OSU
Growth

Most Proud

People **Family**
Friendly
OSU Small town

United By

OSU Education
Community **Sports**
University life and atmosphere

How likely are you to recommend Stillwater, Oklahoma to a friend or colleague as a place to ...

(scale of 1 "not at all" to 10 "extremely likely")

LIVE 7.75

START A BUSINESS 6.81

VISIT 7.31

Student Survey

Student Survey

Adjectives

Friendly
Welcoming **College**
Diverse **Boring**
Orange Home
Cozy **Quaint** Homey
Active **Spirited** Vibrant

Other than OSU

Small
Eskimo Joe's
Agriculture
College town
Football
Hideaways
Red Dirt Music

Assets

OSU
Eskimo Joe's
Boone Pickens
Stadium
Hideaway Strip
Boomer **Lake**

Show Your Family

Downtown
Boomer Lake
OSU Campus
Eskimo Joe's

What makes Stillwater Unique?

"The entire town is devoted to OSU and everything is orange and black."

"Everyone supportive of the college campus and rallying around one entity."

Friendly
College town
Small
Atmosphere
Orange
Feel **University**

"It has a unique small town feel and people seem to be genuinely pleasant toward you."

1st Business

Eskimo Joe's
Hideaway
Walmart
Kicker
OSU
Stillwater Milling

Wish List

Restaurant **Options**
Target
Entertainment
Shopping

Beverage

Beer
Dr. Pepper
Sweet Tea
Refreshing

Student Survey (continued)

Famous People



*Are there Adequate
Job Opportunities in Stillwater?*

NO
74%

*Will you leave or stay
after graduation?*

Leave
88%

Why leave?

“To get a career, oddly enough, in agricultural business out of state.”

“I feel like there are more opportunities outside of Stillwater.”

“More opportunities....”

Why stay?

Vet/animal
Family
Home
OSU
Small

Attitudes Awareness and Perception Study

Attitudes, Awareness & Perception Study

When you think of Stillwater comes to mind?

OSU

College town
Cowboys Eskimo Joe's

While visiting, what did you do?

ATE: 72%
SHOPPING: 44%
Eskimo Joe's: 41%
OSU Athletics: 40%
Downtown: 31%

Stillwater's greatest asset?

OSU: 59%
Eskimo Joe's: 9%
Education: 7%

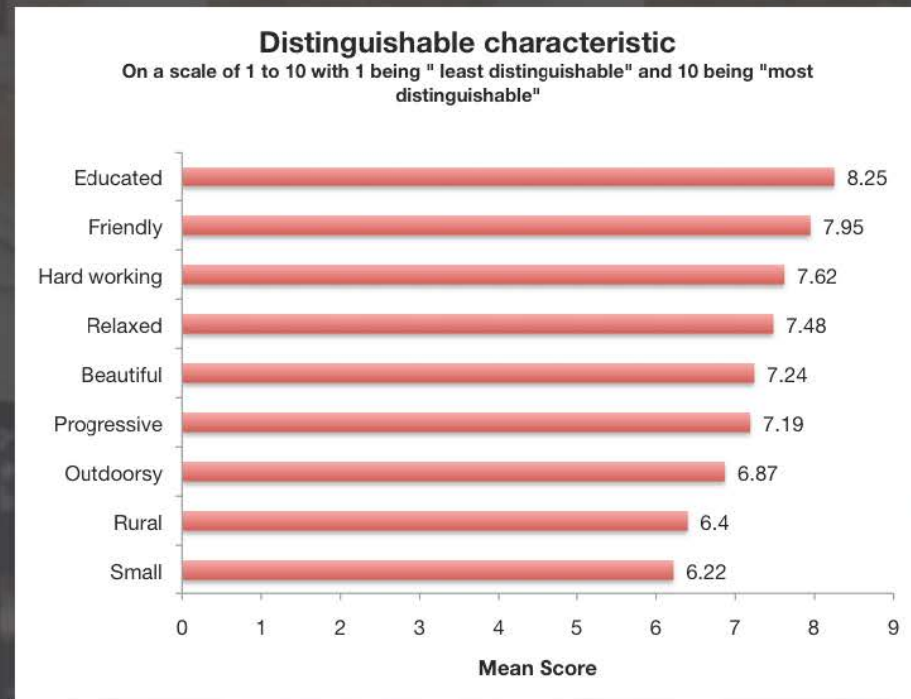
Adjectives That Best Describe Stillwater

College town: 71%
Friendly/welcoming: 41%
Youthful/young: 40%
Educated/smart: 35%
Lively/vibrant: 32%

Distinguishes from other OK towns

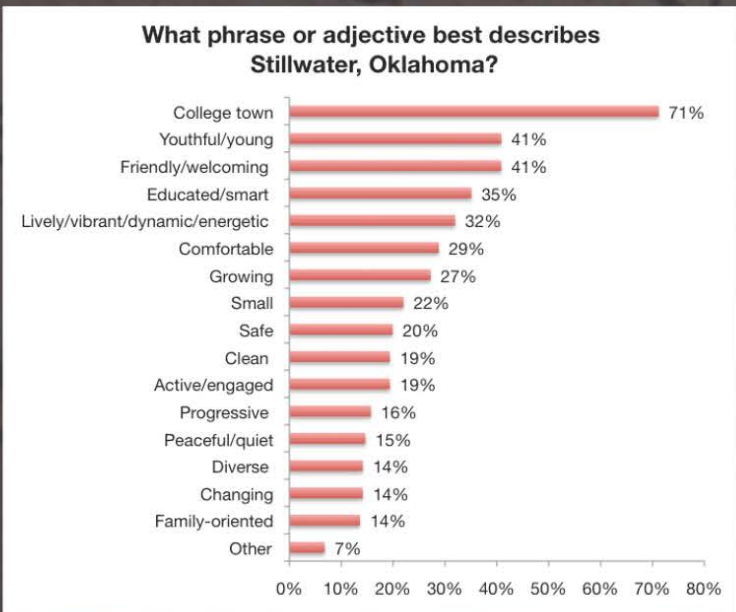
OSU
University

Distinguishable Characteristics

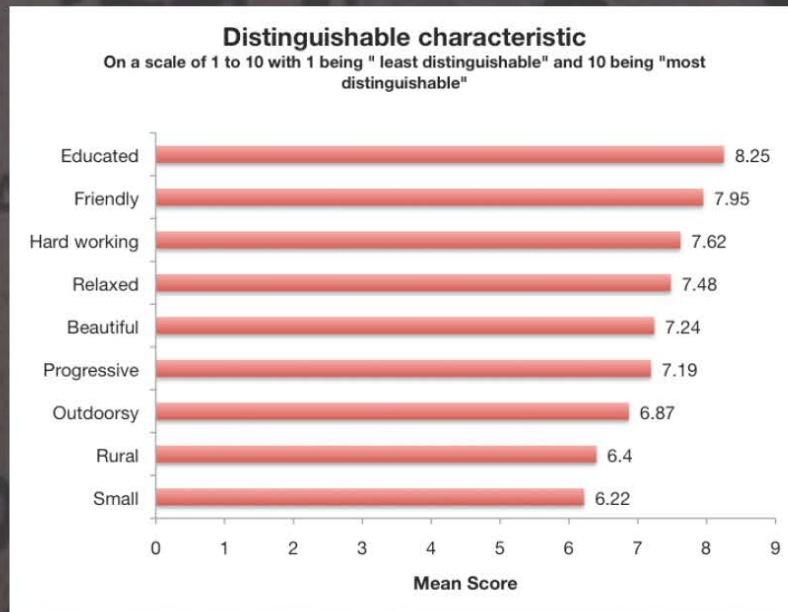


Attitudes, Awareness and Perception Study (continued)

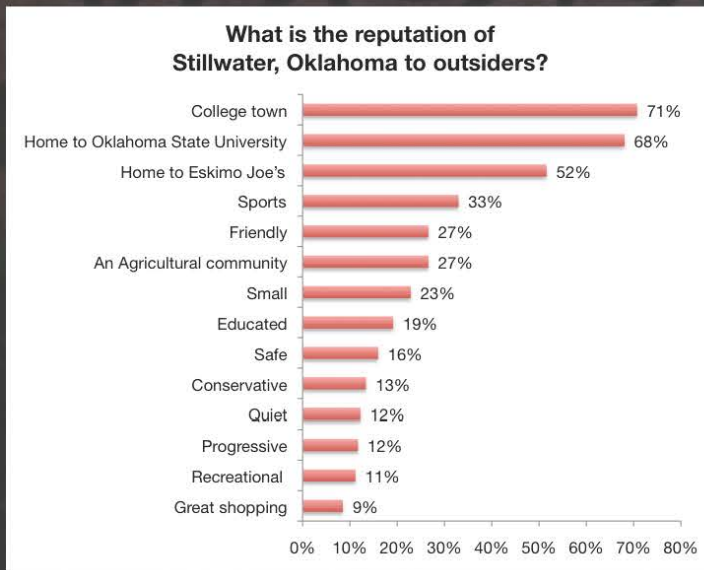
Adjectives



Distinguishable



Stillwater Reputation



Segmentation 101

Dividing and grouping consumer types to more accurately define customers and prospects.

Similar tastes, lifestyles and behaviors seeks others with same taste — “birds of a feather flock together.”

Data combines U.S. Census Bureau and annual surveys that project purchasing and lifestyle habits.

Profiles or classifications are broken out into 65 segments. Generally 1 is the highest income profiles and 65 is the least.

Bowling Green, Kentucky



Tapestry Segmentation Area Profile

Bowling Green, KY Metropolitan Statistical Area
 Bowling Green, KY Metropolitan Statistical Area (14540)
 Geography: CBSA

Stratasan

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	26. Midland Crowd	8.4%	8.4%	3.2%	3.2%	263
2	42. Southern Satellites	8.2%	16.6%	2.6%	5.8%	315
3	55. College Towns	7.2%	23.8%	0.9%	6.7%	800
4	25. Salt of the Earth	7.2%	31.0%	2.7%	9.4%	267
5	13. In Style	7.1%	38.1%	2.3%	11.7%	309
	Subtotal	38.1%		11.7%		
6	17. Green Acres	6.3%	44.4%	3.1%	14.8%	203
7	28. Aspiring Young Families	5.8%	50.2%	2.3%	17.1%	252
8	52. Inner City Tenants	4.7%	54.9%	1.4%	18.5%	336
9	48. Great Expectations	4.5%	59.4%	1.7%	20.2%	265
10	60. City Dimensions	4.2%	63.6%	0.9%	21.1%	467
	Subtotal	25.5%		9.4%		

Ten segments make up 63% of their profile.

Heavily influenced by a large university (WKU has over 23,000 students)

Stillwater Has A Dominating Profile

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	55. College Towns	48.2%	48.2%	0.9%	0.9%	5144
2	63. Dorms to Diplomas	17.5%	65.7%	0.5%	1.4%	3,496
3	22. Metropolitans	7.0%	72.7%	1.4%	2.8%	491
4	07. Exurbanites	6.9%	79.6%	2.5%	5.3%	281
5	28. Aspiring Young Families	5.8%	85.4%	2.3%	7.6%	248
Subtotal		85.4%		7.6%		

Two segments define over 60% of Stillwater.

The impact of the university dominates.

Stillwater Segmentation



Tapestry Segmentation Area Profile

Stillwater, OK

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	55. College Towns	48.2%	48.2%	0.9%	0.9%	5144
2	63. Dorms to Diplomas	17.5%	65.7%	0.5%	1.4%	3,496
3	22. Metropolitans	7.0%	72.7%	1.4%	2.8%	491
4	07. Exurbanites	6.9%	79.6%	2.5%	5.3%	281
5	28. Aspiring Young Families	5.8%	85.4%	2.3%	7.6%	248
Subtotal		85.4%		7.6%		
6	13. In Style	5.4%	90.8%	2.3%	9.9%	235
7	53. Home Town	2.3%	93.1%	1.4%	11.3%	161
8	33. Midlife Junction	2.3%	95.4%	2.5%	13.8%	89
9	41. Crossroads	2.0%	97.4%	1.5%	15.3%	136
10	57. Simple Living	1.7%	99.1%	1.4%	16.7%	123
Subtotal		13.7%		9.1%		
11	26. Midland Crowd	0.6%	99.7%	3.2%	19.9%	20
12	17. Green Acres	0.2%	99.9%	3.1%	23.0%	6
Subtotal		0.8%		6.3%		

Stillwater Segmentation

College Towns 48.2%

Demographics

Median age 24.4 years.
Third youngest of all segments.
Most residents between 18 - 34 years old and live in single-person or shared households.
25% of households are married couple families.
Approximately three-fourths are caucasian.

Socioeconomic

Focused on their education; 59% are enrolled in college or graduate school. Many stay to teach or do research.
52% work part time (service industry).

Residential

One in seven lives in a dorm. Also low income housing rentals.

Preferences

Convenience drives food choices.
Computer savvy and always connected to the internet.
Large purchasers for newly living on their own.
Very active in live music, sporting activities and fundraising.

Dorms to Diplomas 17.5%

Demographics

Median age of 21.7 years. Youngest of all segments.
Seventy-nine percent are enrolled in a college or university.
42% share housing; 38% live in single-person dwellings.
Ethnic diversity is slightly lower than the U.S.
Seventy-one percent are white; 10 percent are black.
Higher percentage of Asians. Lower percentage of Hispanics.

Socio-economic

3/4 work part-time.
Education institutions are at the center of employment.
55% of residents have a bachelors or graduate degree.

Residential

Fifty-five percent live in dorms. The remainder in apartments.

Preferences

Spending reflects carefree lifestyle and education focus.
Eat on campus or fast-food options.
Owning a PC is a necessity; And use Internet research, travel planning, keeping in touch with family and banking.
Shop at discount stores, but prefer branded clothing.

Metropolitans 7%

Older city neighborhoods.
Approximately half of households are singles.
40 percent are married-couple families.
Median age is 37.7 years.
Diversity is low; mostly white.

Exurbanites 6.9%

Prefer an affluent lifestyle in open spaces beyond the urban fringe.
Although 40% are empty nesters, another 32% are married couples with children at home.
Half are between 45 - 64 years.
Often between paying for children's college expenses and caring for elderly parents.
There is little ethnic diversity; most residents are caucasian.

Aspiring Young Families 5.8%

Most of the residents are young, start-up families, married couples with or without children, and single parents.
Approximately two-thirds of the households are families.
Median age is 30.5 years; nearly 20 percent of the residents are in their 20s.
More ethnically diverse than the total U.S .

The impact of the university on Stillwater is profound. You can see its impact by the lifestyles of its residents. Stillwater is...

younger
active
open-minded
not afraid of risks
thrifty
practical
family-minded
outdoorsy
comfortable
savvy
educated
scholarly
tech-minded
in transition
renters or first-time home buyers
not big remodelers

in 2015

open to exploration
enjoy drinking
smoke friendly
musically-minded
music diversity
enjoys entertainment
active readers-continued education
international interest
sport-minded
cable TV syndication
cat people
fast food and delivery
less casual dining
younger skewed clothing brands
mobile phones are important

Economic Development Calls

OSU is BY FAR the greatest asset Stillwater has to offer for economic development.

"Stillwater has a great image because of OSU and UML... because of this, they have a TREMENDOUS opportunity to leverage their workforce (focusing on technology). It's their competitive edge."

Outside perception is that people are envious, if not jealous of the robust work force you produce, YEAR after YEAR.

Common themes: OSU, Meridian and other are UNDERUTILIZED.

More emphasis should be placed on leveraging top OSU programs.

"Stillwater needs to connect the downtown to the campus".

Separation of efforts (City and Chamber causes confusion; gives perception that Stillwater isn't "serious" about economic development and entities don't collaborate

Lack of shovel ready sites and competitive incentive programs (reality or perception?).

Overall- voices were SMILING when talking about Stillwater- leverage this! Stronger partnership between primary company recruitment would result increased credibility on a statewide and national level.

"Stillwater is an unexpected surprise. You don't expect what you see. They're a metropolitan area rising out of the prairie".

Economic Development Calls

"We have two major questions for Stillwater.

1. Is the local business group really focused on new business and do they really know what it takes and ready to meet expectations?

2. Do they have product available? We don't think they do.

Also, we're not sure Stillwater is using their OSU assets well enough. It drives the town and the leadership."

--out-of-town (and state) Economic Development Site Selector

Stillwater SWOT Analysis

Strengths

Community common ground.

OSU impact on people, business and culture.

Exciting economic development partners:

Meridian

Oklahoma Tech Park

OSU Center for Entrepreneurship

Chamber of Commerce

Strong export marketing brands:

OSU - 200,000 alumni and 2,000-3,000 news ones each year; athletics

Eskimo Joe's

Stillwater Design - KICKER

Red Dirt Music

Community pride

Education - K-12; One high school

Educated community

Downtown

Friendly

Strong leadership

Weaknesses

Residents lack a strong Stillwater story beyond OSU.

Businesses lack a strong Stillwater story beyond OSU.

Students lack a strong Stillwater story beyond OSU.

Outsiders lack a strong Stillwater story beyond OSU.

Civic messaging may not be leveraging OSU and other economic development assets enough.

Perceived lack of things to do for young adults.

Perceived lack of employment opportunities for graduates.

Students predisposition to leaving Stillwater.

Perceived expensive housing market.

Lack of shopping and casual dining.

Outside of tourism, there is some reluctance to embrace —
Red Dirt Music.

Opportunities

A constantly refreshed market exists for new businesses to target young singles.

Downtown residential development.

Cultural transformation from campus to community.

Creating an innovative image is attractive and feasible.

Music and venues to create a culture story.

Exploit the marketing experience of the CVB.

Exploit and maximize talent from OSU and Meridian by targeting complimentary industries.

Full speed ahead with campus-to-community life. In other words, “own it.”

Threats

Lack of jobs = graduating students go elsewhere.

Historical agricultural stigma may create a false perception.

Being left out of consideration by site selectors due to perceived lack of collaboration.

Perceived lack of shovel ready sites and competitive incentive programs.

The Senses of Stillwater

See

OSU
Eskimo Joe's
ORANGE
Education
Innovation
Youth
Diversity
Downtown
Meridian Tech
Tumbleweeds

Speak

OSU
College Town
Eskimo Joe's
Friendly
Family
Safe
Growing
Small, but Lively
Youthful
Comfy
Laid Back
Educated
Red Dirt Music
Aerospace research
Veterinarian excellence

Feel

Pride
Smart
Alive
Young
Atmosphere
Spirit
Dancing
KICKER Bass

Taste

Cheese Fries
Coney Dogs
Calf Fry
Hideaway Pizza
Tailgating

Smell

Tailgating
Cooking

Hear

Marching Bands
Crowd Roar
Bass (KICKER)
Red Dirt Music

Brand Truths, Insights and Strategy

TRUTH:

Oklahoma State University dominates Stillwater in spirit, culture, visual identity, attraction and business.

TRUTH:

For Stillwater, the university adds energy, youthfulness, diversity, unity and attention.

INSIGHT:

There's a story about Stillwater that is not being told, either because no one knows it or because no one champions it.

INSIGHT:

Stillwater is anything but still and lifeless. It's alive and vibrant.

INSIGHT:

Telling the Stillwater story without OSU is incomplete.

Stillwater Brand Strategy

Leverage the influence of OSU to educate the community and others of the Stillwater story.

Constructing a Brand Platform Statement

Target

Who is most likely looking for what you can deliver?
Defined by those that know you best.

Landscape

Where do you compete (location and size)?

Promise

What can Stillwater promise to deliver better than anyone else?

Benefit

How does your promise make people feel?

*Where the college atmosphere makes everything
come alive*

The university is without a doubt

Stillwater's biggest asset for economic development:

- talent resources*
- research resources*

Stillwater's biggest asset for tourism attraction

Stillwater's most famous asset

Stillwater's most unifying asset

Stillwater's largest employer

Stillwater's driving profile of its people

Stillwater's largest export brand

Stillwater's largest point of distinction

So you're constantly connected to a youthful spirit, new thinking and smiling faces.

A youthful spirit that makes Stillwater very active and accepting to others.

New thinking that drives Stillwater to constantly seek and deliver higher education, advanced workforce training and more.

Smiling faces that can be found from the mutual connection made by a community united by their passion for OSU, friendly & welcoming nature and of course “the smile that is seen around the world”.



Stillwater Brand Platform

Target

For people seeking the influence of a major university but also desiring the intimacy of a small town.

Landscape

Stillwater, Oklahoma is a vibrant city located between Tulsa and Oklahoma City,

Promise

Where the college atmosphere and cowboy spirit make everything come alive.

Benefit

So you're constantly connected to a youthful spirit, new thinking and smiling faces.

This is where we are

- **How do we recruiting young professionals to Stillwater, Oklahoma?**