

## COUNCIL ACTION FORM

**SUBJECT: REQUEST TO APPROVE COLLABORATION WITH IOWA STATE UNIVERSITY'S PRINCIPLES OF COMMUNITY CAMPAIGN**

### **BACKGROUND:**

Almost 15 years ago, Iowa State University's campus was defaced with homophobic graffiti, an incident in a recurring series of chalking across campus targeting marginalized populations. These incidents spurred the grass roots, student-led and staff/faculty supported creation of the Principles of Community. Six values were identified as the foundation of expected community conduct. ISU community members serving on the Principles Commission and working through student government sought input and refined the document. In 2007, former ISU President Geoffrey approved the work of the Principles Commission including the six values that form the Principles of Community. He said at the time, "It is an affirmation of the kind of community we aspire to create at Iowa State."

The six values are:

- Richness of Diversity
- Freedom from Discrimination
- Respect
- Purpose
- Honest and Respectful Expression of Ideas
- Cooperation

For the last several years, the Iowa State University Office of Diversity and Inclusion has actively promoted the Principles of Community. The values are widely distributed around Iowa State. They are featured on posters in many campus buildings, on banners flanking campus sidewalks, incorporated into class syllabus and student welcomes, featured on the Iowa State University website, and explained in a Principles of Community video. **Having successfully promoted the Principles of Community on campus, the Office of Diversity and Inclusion is reaching out beyond ISU campus to the Ames community to help share the message of inclusivity, tolerance, and respect.** By incorporating the Principles of Community off campus, Iowa State students would experience a seamless transition from the university environment into the community.

**The Ames City Council is being asked to embrace the Principles of Community campaign by introducing the values to community members through co-branded marketing materials.** This would be one very visible and obvious way to support the City Council goal of “Promoting a Sense of One Community.”

By using our in-house graphics capabilities, the Public Relations Office could replicate the Principles of Community messaging and expand it beyond students to citizens. It is believed the town-and-gown partnership will be strengthened through the mutual support for the principles and their appearance not only on campus but through public buildings such as City Hall and the Ames Public Library.

As it was developed years ago, the Principles of Community focuses on the student experience. **With the urging of the Office of Diversity and Inclusion, the co-branded message would expand and represent all community members. Rather than affirming the “kind of community we aspire to create at Iowa State,” the revised Principles of Community would affirm the “kind of city we aspire to create in Ames.”**

Principles of Community (With modifications shown for a community campaign)

**Respect:** We seek to foster an open-minded understanding among individuals, organizations and groups. We support this understanding through outreach, increasing opportunities for collaboration, ~~formal education programs~~ and strategies for resolving disagreement.

**Purpose:** We are encouraged to be engaged in the ~~university~~ community. Thus, we strive to build a genuine community that promotes the advancement of knowledge, cooperation and leadership.

**Cooperation:** ~~We recognize that the mission of the university is enhanced when we work together to achieve the goals of the university. Therefore~~ We value each member of ~~the Iowa State University~~ our community for their insights and efforts, collective and individual, to enhance the quality of ~~campus~~ life.

**Richness of Diversity:** We recognize and cherish the richness of diversity in our community ~~university experience~~. Furthermore, we strive to increase the diversity of ideas, cultures and experiences throughout the ~~university~~ community.

**Freedom from discrimination:** We recognize that we must strive to overcome historical and divisive biases in our society. Therefore, we commit ourselves to create and maintain a community in which everyone ~~all students, staff, faculty and administrators~~ can work together in an atmosphere free from discrimination, and to respond appropriately to all acts of discrimination.

**Honest and respectful expression of ideas:** We affirm the right to and the importance of a free exchange of ideas at Iowa State University within the bounds of courtesy, sensitivity and respect. We work together to promote awareness of various ideas through education and constructive strategies to consider and engage in honest disagreements.

Examples of the Iowa State University Principles of Community and what the Ames co-branded posters could look like are included in Example 1 and Example 2.

Principles of Community

# RICHNESS OF DIVERSITY

No two people in Ames are the same—  
and that's a good thing.

RESPECT FREEDOM FROM DISCRIMINATION COOPERATION PURPOSE EXPRESSION OF IDEAS RICHNESS OF DIVERSITY



RESPECT FREEDOM FROM DISCRIMINATION COOPERATION PURPOSE EXPRESSION OF IDEAS RICHNESS OF DIVERSITY

We recognize and cherish the richness of diversity in our community experience. Furthermore, we strive to increase the diversity of ideas, cultures and experiences throughout the community.



IOWA STATE UNIVERSITY

# RICHNESS OF DIVERSITY

No two people at Iowa State University are  
the same—and that's a good thing.



We recognize and cherish the richness of diversity in our university  
experience. Furthermore, we strive to increase the diversity of ideas,  
cultures and experiences throughout the university community.

**ALTERNATIVES:**

1. Approve the request from Iowa State University to collaborate and co-brand the Principles of Community for inclusion in public buildings. Also, make the campaign available to private organizations who ask to participate.
2. Do not approve the collaboration with Iowa State University at this time.

**MANAGER'S RECOMMENDED ACTION:**

The City staff was first approached by the ISU Office of Diversity and Inclusion to collaborate on this initiative. While the “Principles of Community” campaign appears to be in support of the City Council’s goal of “Promoting a Sense of One Community”, the staff did not want to proceed with the co-branding without first obtaining approval from the City Council.

Staff believes that this collaboration is an effective and simple way to promote one of the Council’s goals and will not result in significant City expenditures or staff time. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1.