Power of I Strategy Proposal

Emphasize coordinated "Power of I" and "UI Community" strategy that aligns with university-level "Power of I" strategy.

The Organization Culture and Communications committee discussed the need for a website/webpage to assist in introducing this new "Future of Work" process to the campus. A few websites that the committee feel the structure and design are something to incorporate are the University COVID-19 and Illinois Human Resources Remote Work pages. This webpage/website should incorporate the new university brand and brand powers in order to align with the "Power of I" strategy.

What are the Brand Powers – The brand powers are the words that drive and shape our messages and the stories we tell. They're a memorable set of words that help us define and demonstrate what "power" means at the U of I. Represented in **orange** below.

A way to incorporate these brand powers into the new website/webpage is to pair a brand power with one of the seven sub committees. A list of the sub committees and the suggested brand power that closely relates to it are listed below. This brand power should be used in the description and/or recommendation moving forward in all marketing and communications efforts.

Civil Service Testing & On-Campus Interviews
Integration "Achieving Greatness"

Staff Mental Health and Wellness
Individuality "Working Toward Meaningful Change"

Employee and Supervisor Training
Involvement "Generating Understanding and Impact"

New Hires and Recruitment
Inclusion "Making Us Stronger"

Remote Work, Workspace, IT, and Equipment
Innovation "Creating New Ways of Thinking"

Performance Management
Inspiration "Sparking New Ideas"

Organizational Culture & Communication
Impact "Changing Lives"