



DISTILLING THE RAIKES SCHOOL BRAND DNA
WORKSHOP RAIKES SCHOOL FACULTY AND STAFF

AUGUST 17, 2021



JEFFREY S. RAIKES SCHOOL OF COMPUTER SCIENCE AND MANAGEMENT



The School

Design Studio

Prospective Student

Academics

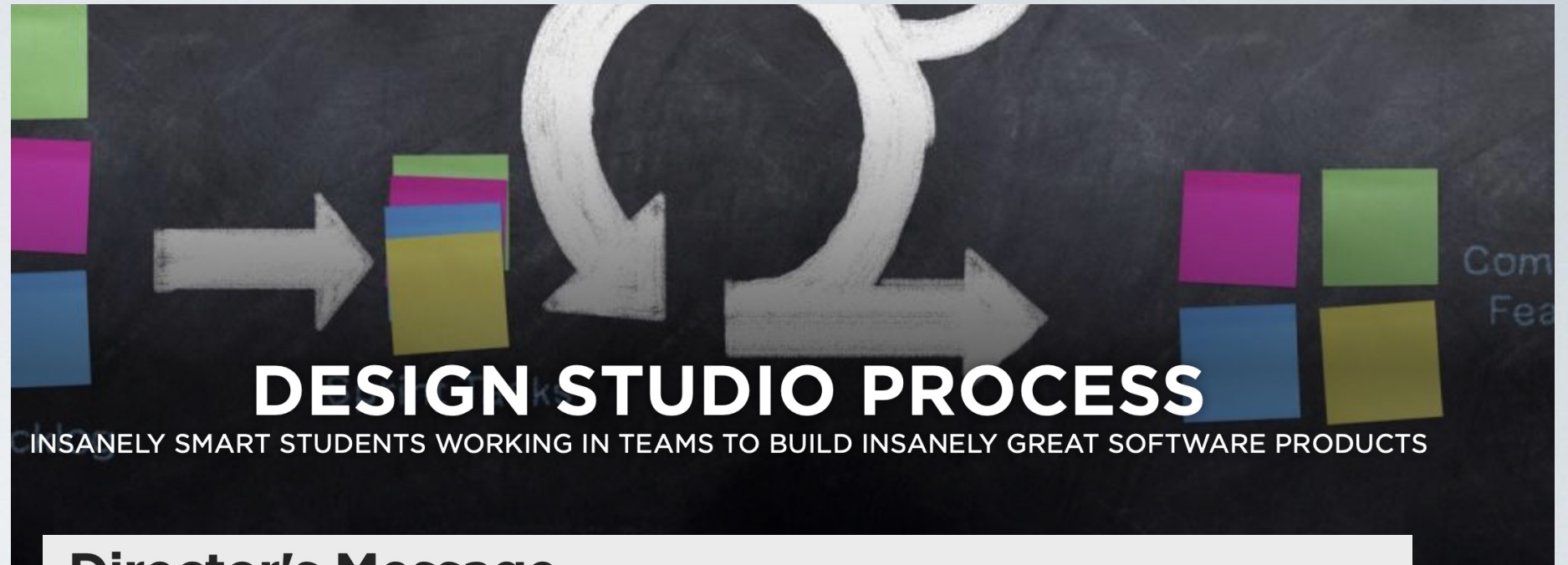
Community

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FUTURE

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Director's Message



Welcome to the Raikes School

If you want to change the world, you have come to the right place! In the Raikes School, we believe in learning by doing and that changing the world in the 21st century starts with understanding business and computer science. Every day our students are engaged in interdisciplinary software and business development projects supported by a world-class faculty. We are on the front lines of what's next; from supporting research efforts to feed the growing population to understanding the complex relationships that connect customers and marketplaces. We are giving the leaders of tomorrow the education they need to leverage opportunities, solve wicked problems and bring to market innovative products and services.

In partnership with the [The Department of Computer Science and Engineering](#), the [College of Arts and Sciences](#), [Business](#), [Engineering](#), and [Journalism and Mass Communications](#), we offer courses that teach students the foundations of computer science, management, and software engineering. Our project-oriented curriculum helps students to develop a deep understanding of the world around them.



raikesschool

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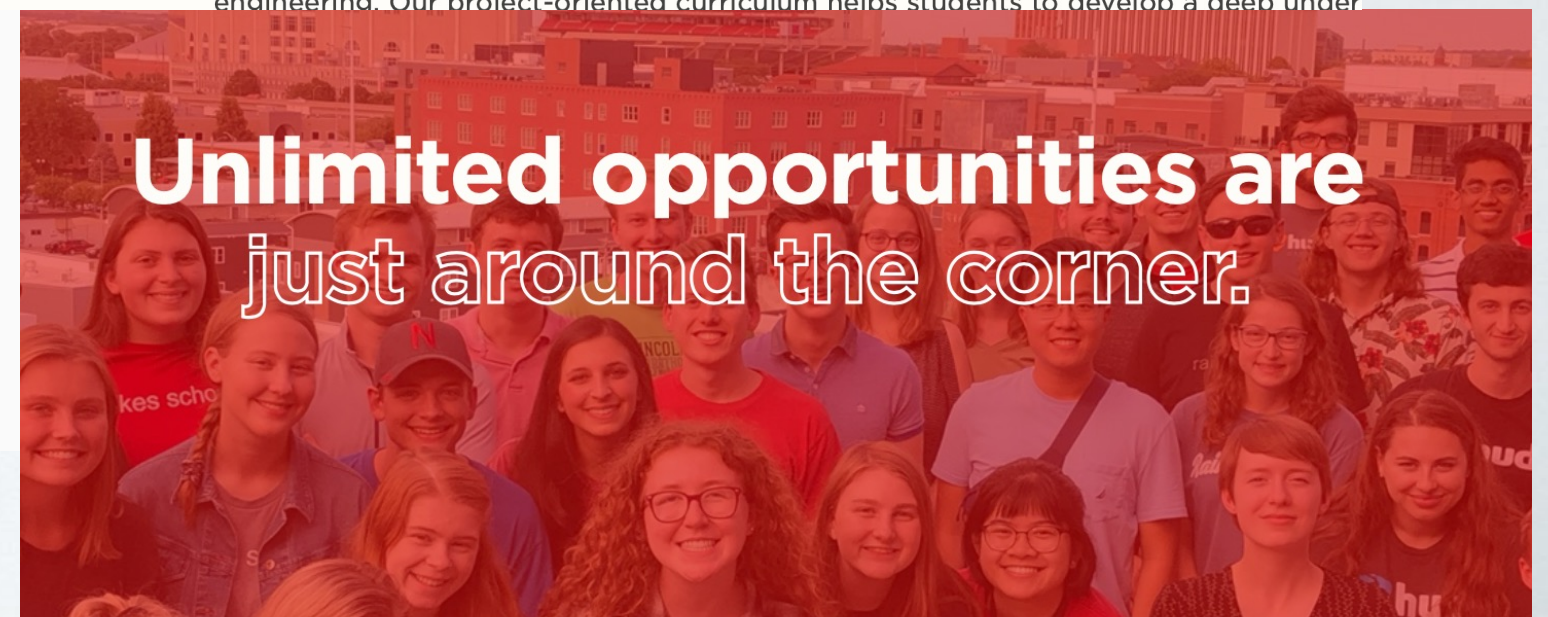
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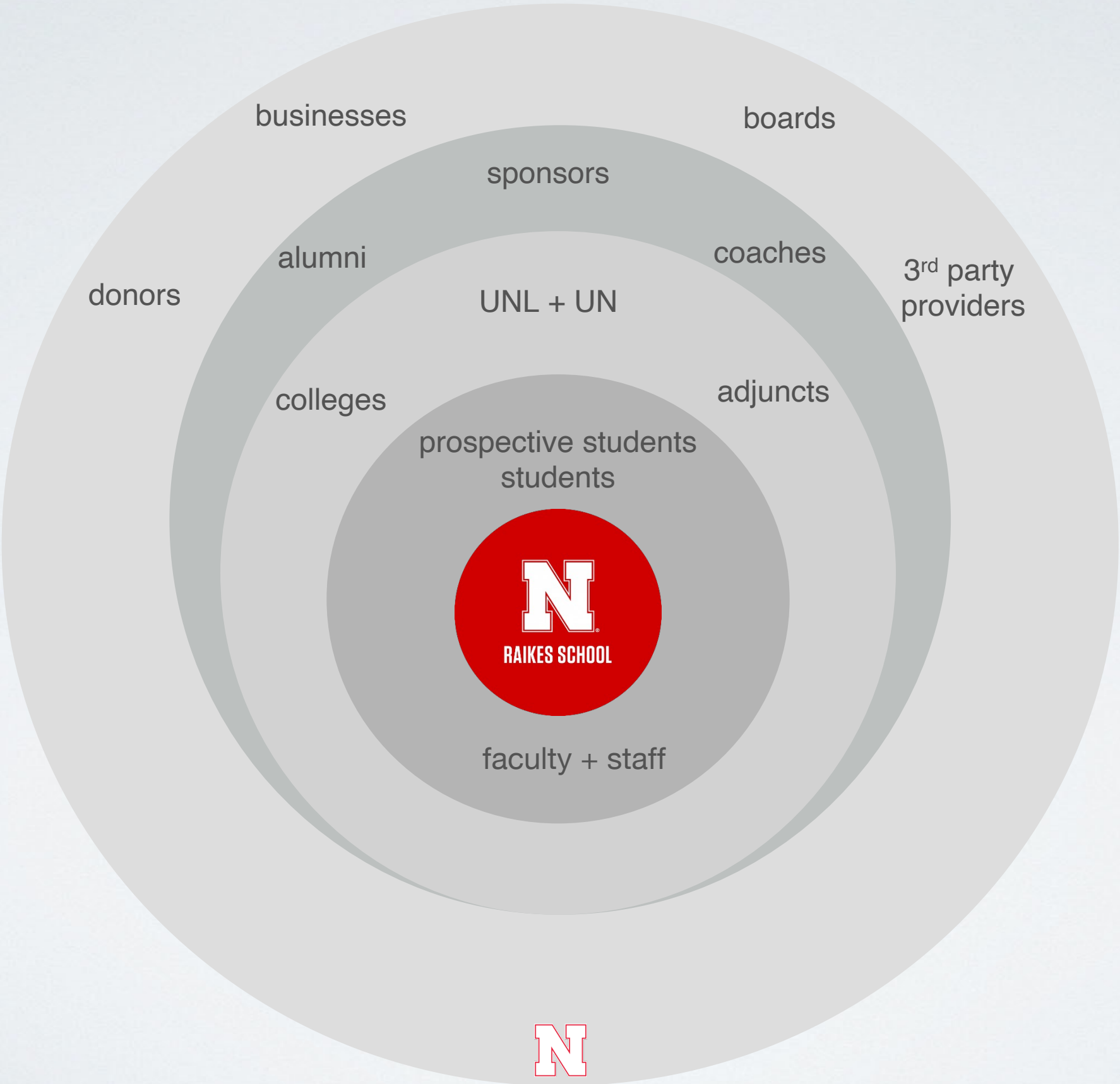
Nebraska Raikes School

Creating world-class innovators in management and computer science through honors education at [@unlincoln](#).

[raikes.unl.edu](#)



STAKEHOLDER GROUPS



INTERVIEWS



FACULTY & STAFF

Stephen Cooper

Adam Britten
Anna Pressler
Cheryl Nelson
Connor Wilburn

Dave Keck
Jeremy Suing
Julie Perez
Justin Firestone
Kylie Penner
Mark Antonson
Robert Mackalski
Stephanie Valentine



STUDENTS

Anna Krueger
Luke Bogus
Maggie Witzenburg
Tristan Curd

BOARD & BUSINESS

Clay Smith
Mike Cassling
Pat Kerrigan
Tricia Raikes
Jeff Raikes



UNIVERSITY

Kathy Ferrell
Kathy Schubauer
Rob Simon
Jill Trucke

3RD PARTY

Adam Kroft

THE QUESTIONS WE'LL TACKLE

How aligned are we on what makes the Raikes School great?

What are the strongest core values of the Raikes School?

What should the pillars of the Raikes School brand be?

What is our guiding “truth”?



HOW ALIGNED ARE WE?

In one sentence, write down your best elevator pitch
for the **Raikes School**.

QUOTES

“[we] give them the tools to express how extraordinary they are.

These students have an extraordinary capacity to learn, to apply...most are very involved in intellectual movements (political, religious, inclusionary, globally aware). They don't lock themselves into the room and we grow them.”



“The interdisciplinary prepares you so much for the world in front of you.”



“It really attracts and retains the best minds in Nebraska. They stay-in-state or they have experiences and then boomerang back... It [Raikes School] builds power influence.”



RAIKES SCHOOL VALUES



We Are Intellectually Curious

Learning extends beyond what's in the textbook and on the exam. Find the boundaries of knowledge and push them further. Be willing to explore new ideas. Ask questions. #innovate



We Lead with Humility

Check your ego and be a team player. Cultivate connections by understanding the impact of your words and actions. Commit to patience, empathy, inclusivity, and mutual trust.



We Express Gratitude

To whom much is given, much is expected. Show appreciation for the people, experiences, opportunities, friendships, prestige, and diversity of ideas this community provides. Be quick to acknowledge others for their contributions.



We Strive for Excellence

Our community is full of remarkably smart people who are driven and motivated to aim high, work hard, and achieve our goals. Take pride in your work and never sacrifice quality or integrity.



We Build Resilience

Failure happens. Learn from it. Embrace change, aim to adapt, and have the courage and positivity to continue.



We Hold Each Other Accountable

Accountability is about closing a communication gap; it's not about calling someone out or embarrassing them. Want what's best for each other. Be a team player, follow through on your commitments, and encourage others to do the same.



HOW ALIGNED ARE WE ON CORE VALUES?

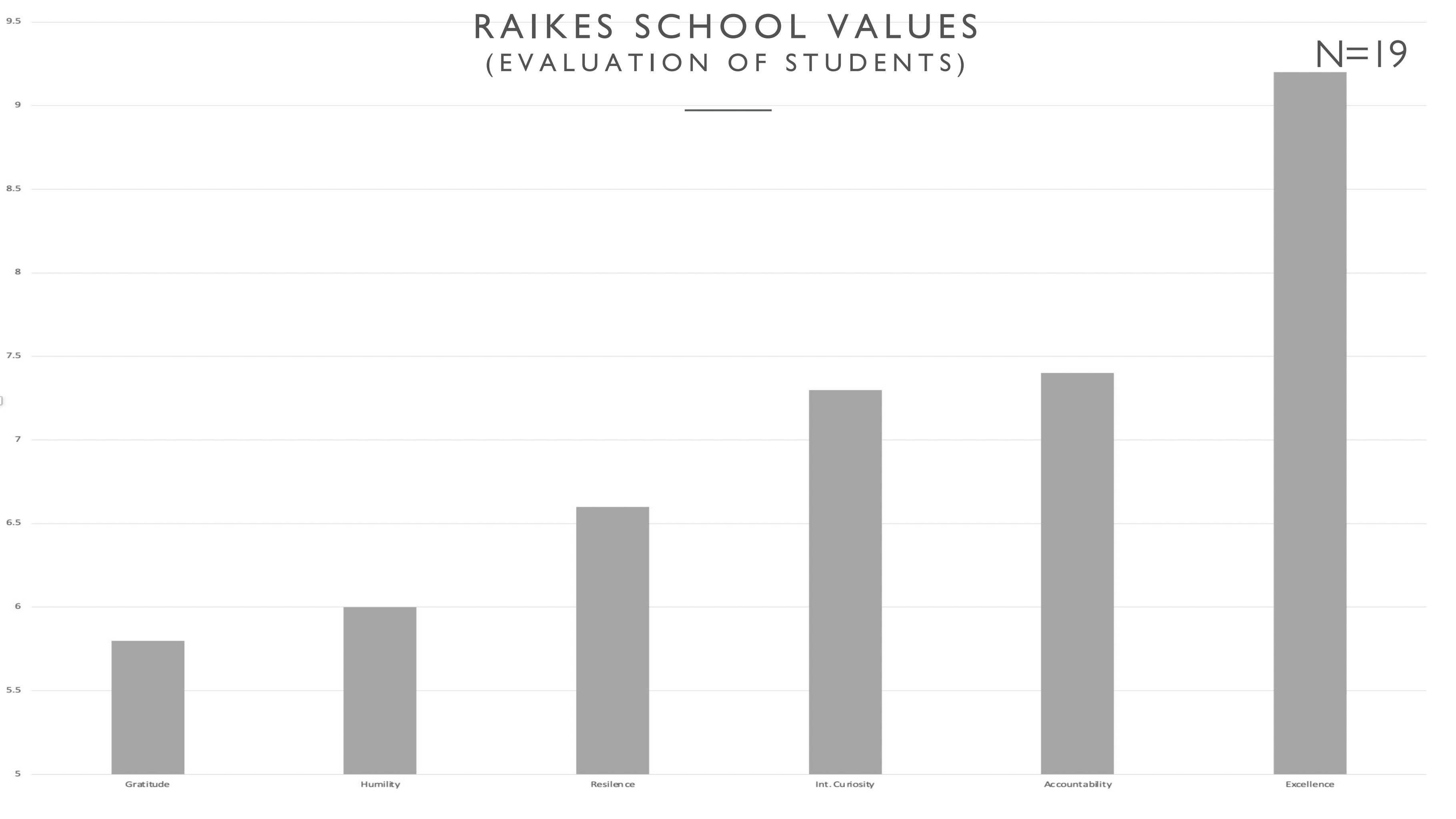
Being really honest and frank, on a scale of 1-10, 1 being strongly disagree, 10 being strongly agree, how much do Raikes School students | faculty & staff embody [core value]?

Which value do you think was the strongest held value?

RAIKES SCHOOL VALUES

(EVALUATION OF STUDENTS)

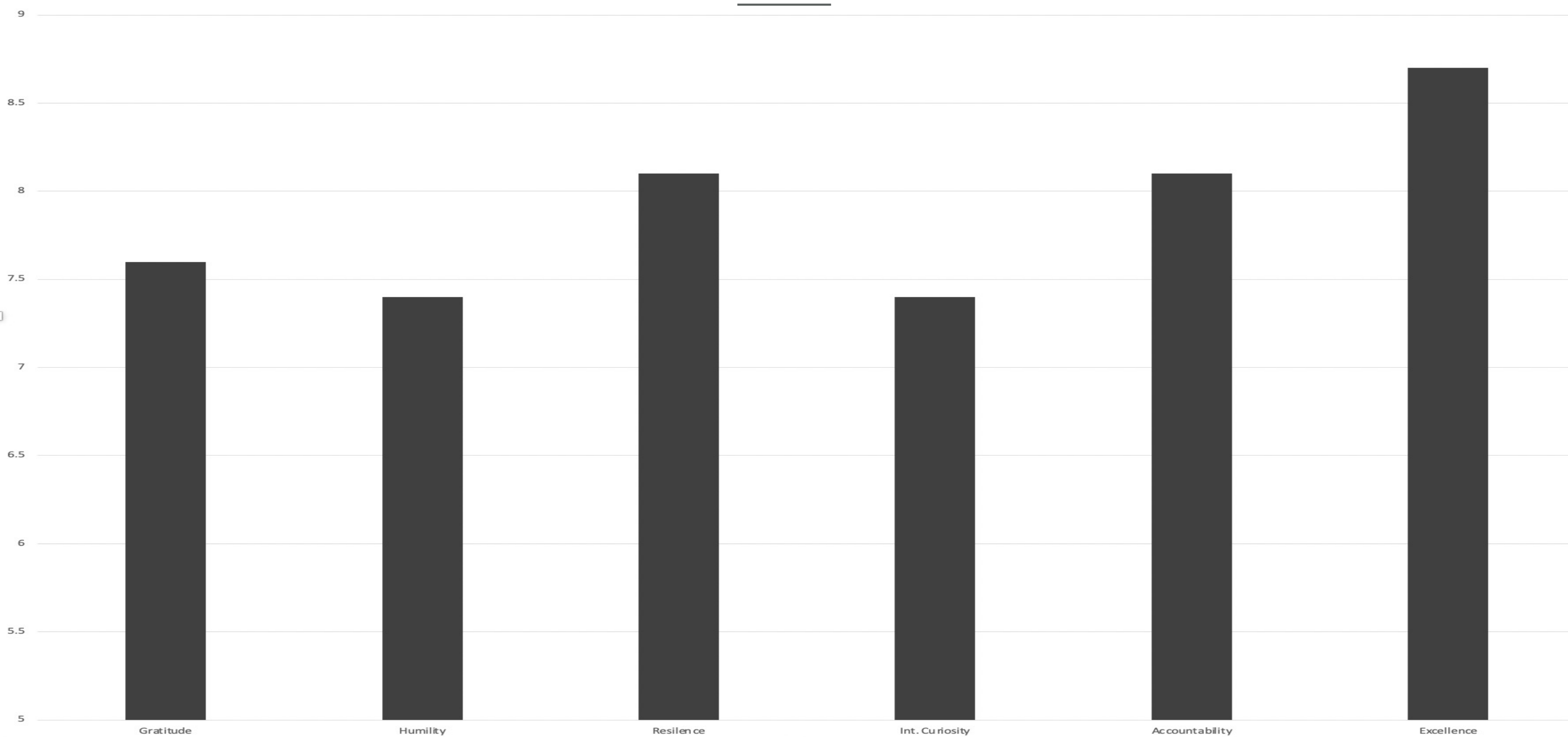
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RAIKES SCHOOL VALUES

(EVALUATION OF FACULTY & STAFF)

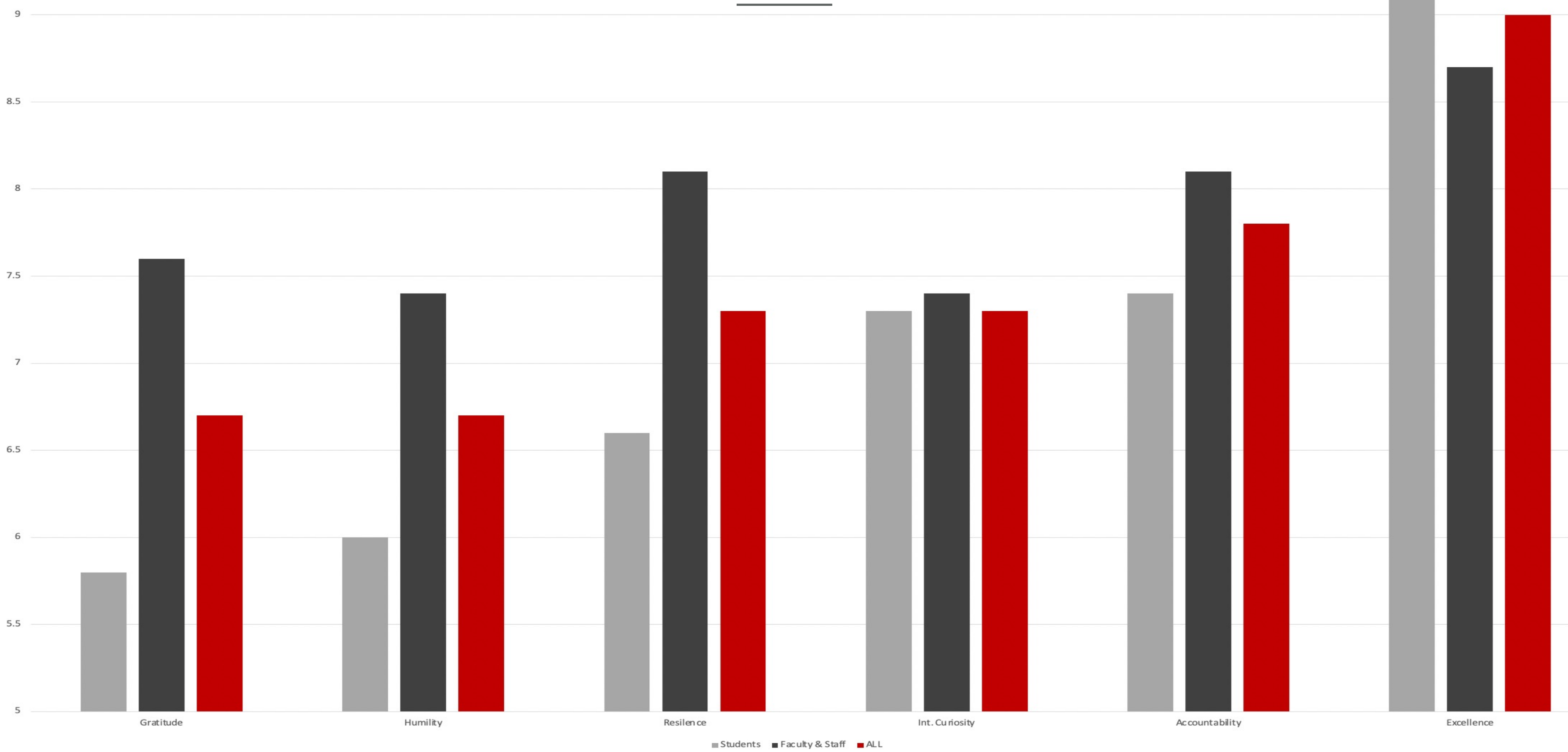
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RAIKES SCHOOL VALUES

(OVERALL EVALUATIONS)

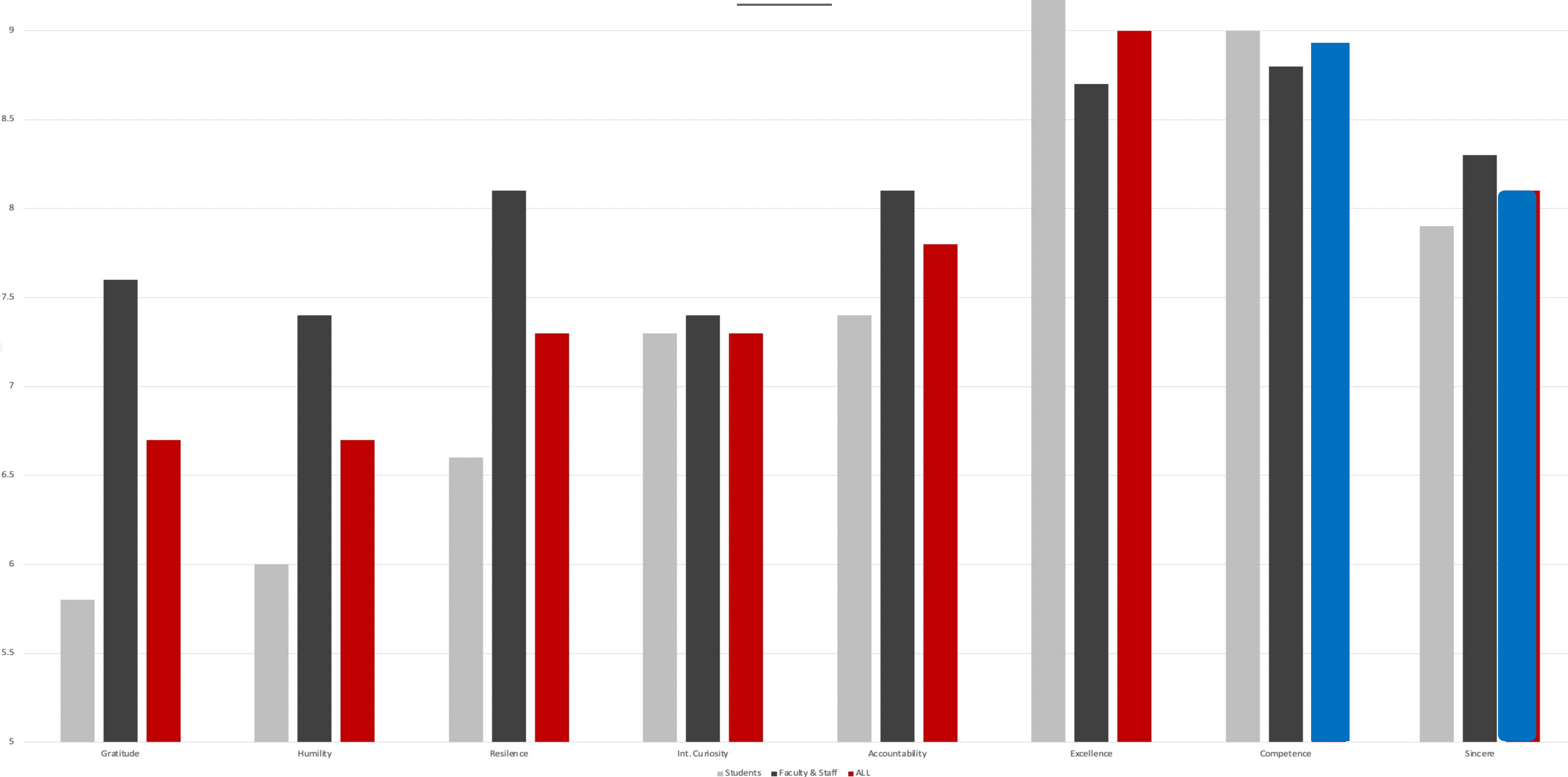
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RAIKES SCHOOL VALUES + BRAND PERSONALITY TESTING

(OVERALL EVALUATIONS)

N=18



CAN YOU IDENTIFY UNIVERSITY OF NEBRASKA?

...teaching, research, and service...providing leadership throughout the state through quality education and the generation of new knowledge.

...developing leaders, creating connections, building community for the state.

...provide transformative learning, discovery and community engagement opportunities for developing tomorrow's leaders.

...provide the best possible educational experience for our students through excellence in teaching, research and creative activity, and service to the state and society.



CAN YOU IDENTIFY UNIVERSITY OF NEBRASKA?

...teaching, research, and service...providing leadership throughout the state through quality education and the generation of new knowledge.



STORY TELLING EXERCISE

Talk about a specific Raikes School story (e.g. an experience) that stands out and that you remember positively.



Large ice cream	Expensive
Chocolate that breaks	Treat Belgian chocolate
Summertime	Luxurious
Indulgence	Sensual
Hedonism	Cold
Premium	Filling
Crunch	Gratifying
Gold foil	Satisfaction

Premium-ness

Luxury

Premium

Expensive

Luxurious

Rich Belgian
chocolate

Gold foil

Maximum Pleasure

Large indulgence

Satisfaction

Hedonism

Gratifying

Sensual

Full sensory
experience

MANIFESTO EXERCISE

Community	Nurturing + Caring	Excellence	Live and learn	High achievement
High ability students	Prestige	Pushed and propelled	Friendly	Supportive environment
Small, intimate cohort	Helping a neighbor	Team atmosphere	Driven	Collaborative
Access to board, business + DS coaches	Elite	Innovative students	The gem of UNL	Prepared to innovate/lead at graduation
Multi-disciplinary	Blending people and disciplines	Thrive in the real world	Close relationships: staff, faculty, and students	Mingled office locations of profs and staff
Inter-disciplinary	Resilient mindset	Ready to shape the future	Everything links together	High levels of intellectual curiosity
Solving problems	Competitive	Grit makes glory	Thought leaders	Hardworking
Applied, not theoretical	Friends for life	A best way to learn	Lifelong learning	Rigorous
Non-pretentious	Tackle the toughest challenges	Sincerity	Real world DS experience	Supportive
Inclusive	Leaders of tomorrow	Collective approach	Educational utopia	Hyper competitive
Career accelerator	Hands on	Inclusive community	Collective excellence	Doing more together
Corporate trade school	Builder of leaders	Small environment with resources of a Big Ten Campus	Many opportunities	Unprecedented access to personal & professional growth
Better way to learn	Making a difference			
Sincerity		Instill confidence		

TRUTHS

Apple	We believe people with passion can change the world.
Chilli Beans	We believe in pepper in the veins.
Dove	We believe that real beauty is inside.
Orthogone	We believe no problem is unsolvable.

SCHOOLS WITH A GUIDING “TRUTH”

We believe:

...enlightenment is at the intersection of nature, work and ideas.



... positive disruption improves the world.



In your groups, develop a short, easy to remember phrase that captures the pillars of the Raikes School Brand. Be prepared to present it.

We believe

NEXT STEPS