
UNIVERSITY OF PORTLAND | SCHOOL OF NURSING


85th Anniversary and Simulated Health Care Center Dedication



2019 | NURSING | MOOD BOARD

85th Anniversary / Simulated Health Care Center Dedication

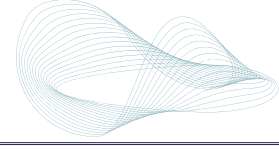
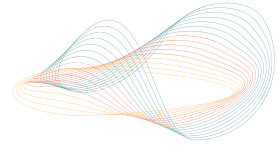


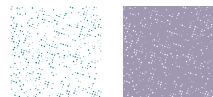
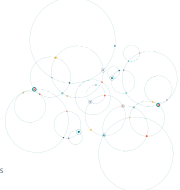
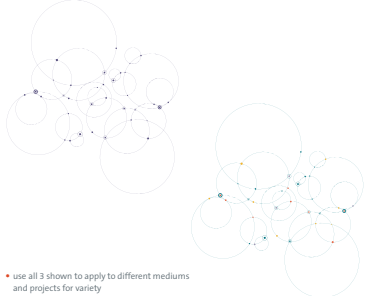
University of Portland



NURSING | 85th Anniversary / Simulated Health Care Center Dedication

AUGUST 15, 2019

ILLUSTRATION & PATTERNS: Rich, relevant, meaningful connections



- use all 3 shown to apply to different mediums and projects for variety
- small, uniform, repeating pattern
- one more similar to far right
- circles above represent meaningful connections

03

NURSING | 85th Anniversary / Simulated Health Care Center Dedication

AUGUST 15, 2019

ANNIVERSARY MARK



06

NURSING | 85th Anniversary / Simulated Health Care Center Dedication

AUGUST 15, 2019

creative brief

OVERVIEW

Communicate SON's ground-breaking change in curriculum, facilities, and industry partnerships, that put SON at the forefront of meeting the future needs in healthcare

Messaging will support UP's positioning as a first-class provider of nursing education

AUDIENCE

- donors at large
- students
 - student leaders
 - more current than prospective
 - highest performers, diverse, 1st gen
- large organizations with partnerships
 - Kaiser, Legacy Salmon Creek
 - Blanchet House / HHC
 - Veterans of America
 - Portland Housing Authority
 - Providence, and others

TONE / VISUAL GOALS

Growth

Innovation

Transforming

Vigor, energy, action

Immediacy

Ambitious

Leading

NOT:

Historic, formal, traditional, celebratory

TAGLINE







CHARTING THE FUTURE

02

NURSING | 85th Anniversary / Simulated Health Care Center Dedication

AUGUST 15, 2019

Rich, relevant, meaningful connections



- DESIGN, INSPIRED BY TECH / INTERNET
 - Show movement, innovation, energy with illustration, nursing palette for HHC with a few, bright colors added.
- PHOTOGRAPHY STYLE (WHEN USED)
 - Depict human side of nursing effort by geometric yet fluid linework, illustrations (convey connections), humor, Real, authentic stories.
 - Home health setting
 - Blanchet
 - Veterans or hospital
 - Children and/or family

04

NURSING | 85th Anniversary / Simulated Health Care Center Dedication

AUGUST 15, 2019

Project examples















- CAMPAIGN COMPONENTS
 - iModule
 - Emma banner / eblast
 - invitation, two envelopes, RSVP
 - program template
 - Facebook, Instagram (Nursing to implement?)

07

NURSING | 85th Anniversary / Simulated Health Care Center Dedication

AUGUST 15, 2019

ANNIVERSARY MARK

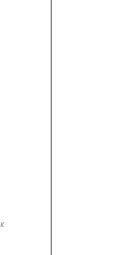
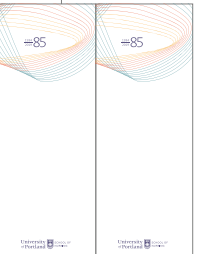






05

NURSING | 85th Anniversary / Simulated Health Care Center Dedication

AUGUST 15, 2019

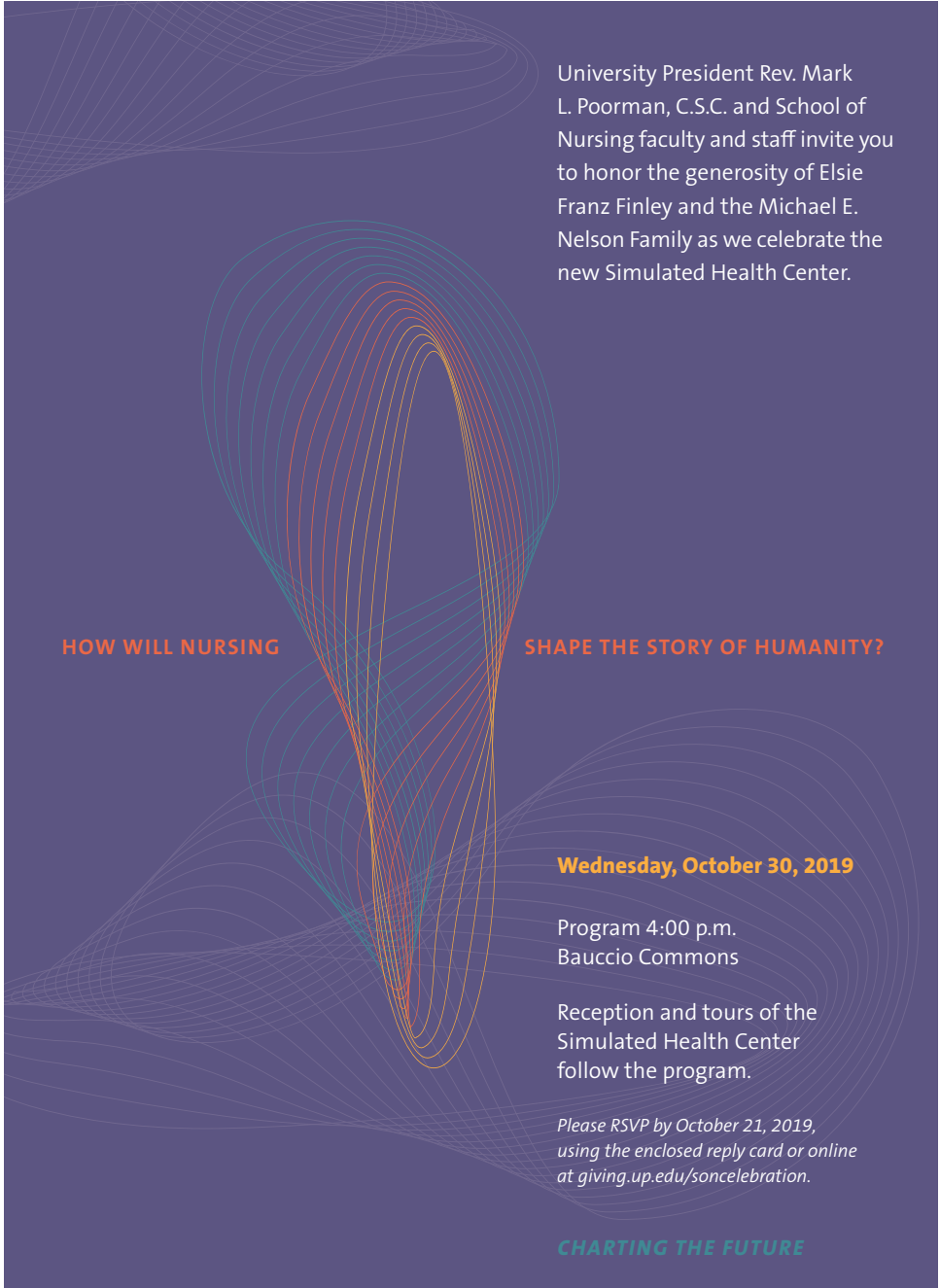
Project examples (pre-printed program for all 4 speakers)



OPTION 1


OPTION 2

08



CHARTING THE FUTURE

1934
85
2019

University of Portland  SCHOOL OF NURSING

SIMULATED HEALTH CENTER CELEBRATION
October 30, 2019

Name _____

Spouse/Guest _____

☐ I/we will attend the program and reception.
☐ Regrettably, I/we will not be able to attend.

You may also RSVP online at giving.up.edu/soncelebration

For questions, contact Steven Arends at 503.943.8517 or arends@up.edu

SIMULATED HEALTH CENTER

CELEBRATION

OCTOBER 30, 2019

CHARTING THE FUTURE

EMBRACING
A SPIRIT OF
DISCOVERY

University of Portland’s School of Nursing is preparing students to become the nurse leaders of tomorrow. We recognize that to meet the needs of a rapidly changing health care system, our spaces and programs must be forward thinking. By embracing the latest in curricula and innovative technology and by developing outstanding and focused partnerships that offer the best in-setting preparation to our students, we can ensure that our graduates will become health care leaders who approach their work with integrity, knowledge, and confidence.

ELSIE FRANZ FINLEY



The late Elsie Franz Finley began working for the family-owned First State Bank of Milwaukie, Oregon, with her brother, Bob Franz, and her husband, Don Finley, as soon as she graduated from the University of Oregon. This was the beginning of a long and fruitful career in the banking industry. Elsie, who was a life-long resident of Portland and Vancouver, Washington, paid special attention to Catholic causes, which resulted in her leaving an indelible legacy both here on The Bluff and at Providence Health & Services. Elsie served as a member of the University of Portland Board of Regents and was a generous benefactor. Together, Bob and Elsie provided the funding for Franz Hall. They funded the Franz Chair in Entrepreneurship and supported the Franz Center for Leadership, Entrepreneurship, and Innovation. In recent years, through Bob’s estate, and Elsie’s giving, we are presently fulfilling a longtime vision of the University to develop the 35 acres on the Willamette River, proudly named the Franz Campus. Prior to her passing, Elsie experienced exemplary care from our School of Nursing alumni as a patient at Providence Portland Medical Center. In gratitude for their competent and compassionate care, she made an extraordinary gift to support the expansion and completion of the school’s Simulated Health Center.

ELSIE FRANZ FINLEY SIMULATED HEALTH CENTER

MICHAEL AND ARLETTE NELSON



Michael and Arlette Nelson are generous supporters of the University of Portland. Mike grew up in North Portland and attended UP, graduating in 1976 with a degree in accounting. He then joined the company founded by his father, Walter E. Nelson. Today, under Mike’s leadership as CEO, The Walter E. Nelson Co. is the largest family-owned janitorial, chemical, and paper distributor in the Pacific Northwest. Mike and Arlette have four children, and daughter Ellerey graduated from the University’s School of Nursing in 2016. In 2013, Mike established the Walter E. Nelson Distinguished Professorship in the Pamplin School of Business. In recent years, the Nelsons made a substantial gift commitment to the University which benefits construction of the Walter E. Nelson Physical Plant on the Franz Campus; the School of Nursing Nelson Family Simulated Ambulatory Care Center and funding for further scholarships for accounting students in the Pamplin School of Business.

NELSON FAMILY SIMULATED AMBULATORY CARE CENTER

HANDS-ON
LEARNING

The newly remodeled and updated Simulated Health Center is a state-of-the-art model health system designed to prepare both graduate and undergraduate nursing students. Preparing students for the dynamic opportunities in today’s health systems, the center offers hands-on, real-world, technical experiences in all areas of care. There are now 17 acute-care beds, 6 high-fidelity simulation suites, 6 debriefing rooms, 2 control centers, as well as a simulated home health apartment, a telehealth suite, a behavioral health suite, and primary care clinic offices. Students engage in hands-on simulations of acute patient care, ambulatory care, specialty care, and home health settings. With most health systems moving toward population health management by promoting wellness, introducing technology-driven health solutions, and embedding behavioral health into primary care, our graduates will be ready to meet the needs of the nursing profession and patients of the future.

THE SCHOOL OF NURSING PROUDLY PRESENTS OUR 85TH ANNIVERSARY SPEAKER SERIES

11-11-2019
JANN MURRAY-GARCIA, MD, MPH
Topic: Cultural Humility

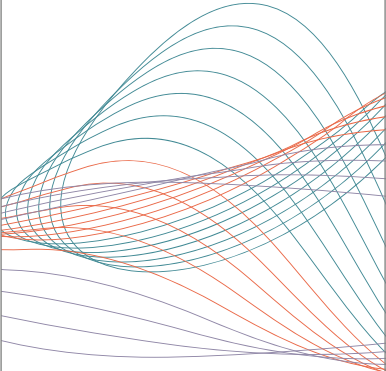
1-23-2020
TERI PIPE, PHD, RN
Topic: Mindfulness

2-18-2020
JOAN GURVIS, MSN, BSN
Topic: Leadership

4-2-2020
BONNIE CLIPPER, DPN, RN, MA, MBA, CENP, FACHE
Topic: Innovation

For more information and to RSVP, please visit nursing.up.edu

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University of Portland SCHOOL OF NURSING

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CHARTING THE FUTURE OF HEALTH CARE
DOCTOR OF NURSING PRACTICE PROGRAM

APPLY NOW

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DOCTOR OF NURSING
PRACTICE PROGRAM

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OF HEALTH CARE*

APPLY NOW

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TRANSFORM HEALTH CARE
WITH A DNP DEGREE.

DON'T
WAIT
FOR CHANGE
TO
REACH
YOU.

MEET THE
CHANGE
HEAD-ON
BY EARNING
A DNP TO
TRANSFORM
HEALTH CARE.

Charting the future of health care means being inspired to practice the highest quality of health care, lead change, and uphold the values of social justice, integrity, and compassion.

Our program is designed for both nurses and nurse practitioners. Coursework is a blend of both online and on campus. Cohorts are intentionally small for excellence in faculty interaction.

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SCHOOL OF
NURSING

Taking applications now
for summer 2020.

Learn more at
nursing.up.edu/graduate

**JANN MURRAY-GARCÍA,
MD, MPH**

**CULTURAL HUMILITY
AND INTERRUPTING
SCRIPTS OF INEQUALITY**


November 11, 2019
and November 12, 2019

UP SON 85TH ANNIVERSARY
SPEAKER SERIES

1934
85
2019

CHARTING THE FUTURE

DR. JANN MURRAY-GARCÍA is a pediatrician and a founding faculty member and associate health sciences clinical professor at the Betty Irene Moore School of Nursing at UC Davis. She received a BA (human biology) from Stanford University and an MD from UCSF. She completed her pediatric residency training at Oakland Children’s Hospital, followed by an MPH from UC Berkeley. With Melanie Tervalon, she is writing a textbook on the concept of cultural humility, a concept that they founded, and which they distinguish from cultural competence. She is widely published in the health sciences literature. Murray-García is recognized as a community leader in school equity issues, police-community relations, hate crimes, and hate incidents. She produced an award-winning documentary that was funded in part by Teaching Tolerance, *From the Community to the Classroom*: a youth-directed documentary about how Davis young people led their community closer to educational equity. The film depicts how students learn and live race and racism in Davis, a self-proclaimed “liberal” community with a “high-performing” school district that nonetheless produces marked racial disparities in schooling and discipline outcomes. As a columnist for *The Davis Enterprise*, she writes about parenting for social justice and local manifestations of our nation’s ongoing challenges in race relations.

University of Portland  SCHOOL OF NURSING

**BONNIE CLIPPER, DNP, RN,
MA, MBA, CENP, FACHE**

**INNOVATION: NURSE
OF THE FUTURE**

April 2, 2020

UP SON 85TH ANNIVERSARY
SPEAKER SERIES

JOAN GURVIS, MSN, BSN

**LEADERSHIP: THE
TRANSFORMATIONAL
IMPERATIVE**

February 18, 2020

UP SON 85TH ANNIVERSARY
SPEAKER SERIES

TERI PIPE, PHD, RN

**MINDFULNESS AND
RESILIENCE: PRACTICING
PRESENCE IN THE
ACADEMIC ENVIRONMENT**

January 23, 2020



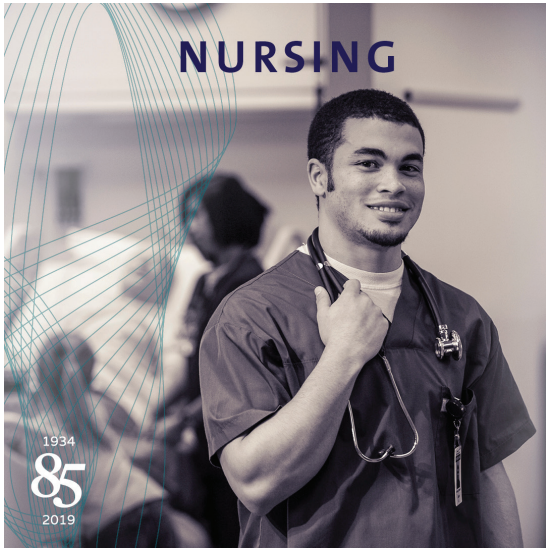
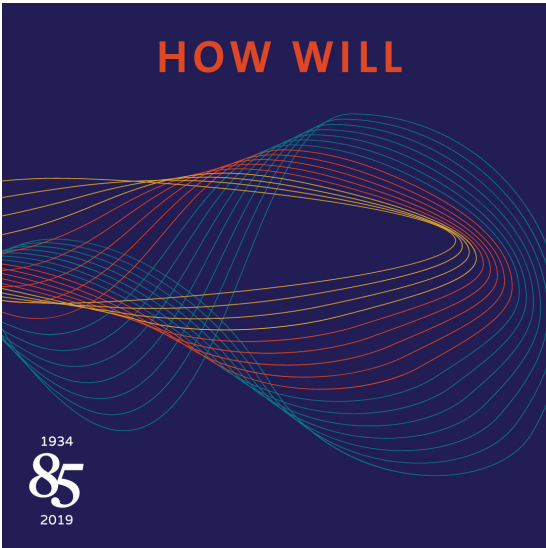
Emma_email_banner



FB_page_post



iModule_DevelopmentHomepage Banner



Instagram_1080x1080_carousel



CHARTING THE FUTURE

For a Strong and Healthy Community

Now more than ever, the University of Portland School of Nursing is leading the way toward educating a workforce of skilled and compassionate healthcare providers equipped to meet the needs of an ever-changing world. With dynamic, cutting-edge curriculum including simulation labs and Telehealth medicine visits, our students graduate ready to practice the moment they leave campus. Taking care of our community is our top priority, and it starts close to home.



#WeArePortland

LEARN MORE
503.943.7211 | nursing.up.edu

5000 North Willamette Blvd.
Portland, OR 97203-5798

University of Portland



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Full page Portland Business Journal Ad, April 2020 (10x13)