

THE COLLEGE of
AGRICULTURAL SCIENCES



What's in a Name?

Connecting the AES Brand to stakeholders



The Colorado Agricultural Experiment Station

Est. 1888



The Morrill Act of 1862 provided for public higher education by establishing colleges in every state and territory endowed through grants of public lands — thus, land grant institutions. The passage of the Hatch Act in 1887 provided research at these institutions by authorizing a state agricultural experiment station for each state to undergird the educational mission. State agricultural experiment stations are located in every state and territory, covering all the ecological, environmental and socioeconomic regions of the nation.



Colorado Agricultural Experiment Station – Research Centers

The Colorado Agricultural Experiment Station creates and disseminates knowledge related to agriculture and natural resources with the overarching goal of enhancing economic viability and environmental sustainability in ways that are socially acceptable. Further, the CAES applies this knowledge to solving practical problems of producers and consumers.

Locations

- ARDEC, Fort Collins
- Arkansas Valley, Rocky Ford
- Eastern Colorado, Akron
- Plainsman, Walsh
- San Luis Valley, Center
- Southwestern Colorado, Yellow Jacket
- Western Colorado – Fruita and Orchard Mesa

COLORADO AGRICULTURAL EXPERIMENT STATION



THE COLLEGE of AGRICULTURAL SCIENCES

Colorado State University
COLLEGE OF AGRICULTURAL SCIENCES

What does AES look like at our peer institutions?



MICHIGAN STATE
UNIVERSITY

AgBioResearch



OARDC
OHIO AGRICULTURAL RESEARCH AND DEVELOPMENT CENTER



How do we explain what AES does?



- Connect Colorado State University to stakeholders across the state
- Be responsive to local needs
- Position CSU research as at the forefront of agricultural innovation
- Tell the story of AES research through compelling, relatable narratives



What prevents us from successfully telling our story?

Impediments

- AES looks different at other institutions
- The diversity of research underway at each of the centers
- Lack of proximity to CSU and Fort Collins
- Size and scope of each center
- Lack of connection to local and statewide media

Elephant in the room: Is it the Name?



Discussion: Is AES the right brand for us?

Questions:

- Can we better communicate our brand/work with a different name?
 - How do we brand ourselves to academics, media and local users?
 - Is “station” the right word for an umbrella research organization?
 - How do we respect our history and heritage while we consider modernizing our identity?
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Let's brainstorm
together

