**Talloires Network Renaming**

**Initiative Design Competition 2020**

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**Overview:**

The Talloires Network is excited to announce that we will be holding an international design competition for a new Talloires Network Logo. Rather than hiring a consultant to lead this effort, we have chosen to reach out to those who know the Talloires Network and its work best, you, our members and partners. We wish to tap into and take advantage of the unique experiences and perspectives of our diverse membership. There are two name options listed below, and we will ask you to vote for your preference in your proposal document.

We are thrilled to announce the winner\* of the design competition will receive a prize of $2,500 USD, as well as travel and accommodations to attend the [Talloires Network Leaders Conference 2020](https://talloiresnetwork.tufts.edu/blog/news/2019/10/02/talloires-network-leaders-conference-2020/) in Boston, Massachusetts. Additionally, we invite the winner to take the stage as we reveal their design at the TNLC 2020 opening plenary session. This is a special opportunity to showcase your skill and creativity, as well as to shape the visual legacy of The Talloires Network.

\*winning teams will send a representative.

**Process steps and deadline:**

You must complete and send the required materials (see below) by **17 April 2020** at 11:59pm GMT for the Renaming Initiative Design Competition (RIDC) to [talloiresnetwork@tufts.edu](mailto:talloiresnetwork@tufts.edu).

**Who is eligible to compete?**

* Talloires Network member university leaders, administrators, faculty, staff, students, and community partners as well as TN national and regional network partners.
* Individuals and teams are eligible to compete.
* If your university is not yet a [member](https://talloiresnetwork.tufts.edu/who-we-are/talloires-network-members/) of the Network, you must become a Signatory Member of the Network (there is no fee) by April 1, 2020 to be eligible for the competition.
* No more than 2 proposals are allowed from each member university or partner network organization.

**Requirements:**

**In your proposal document include:**

* A Word document containing an explanation of how your logos compare and contrast to logos used by organizations that are similar in focus to The Talloires Network.
* Provide a short summary describing the look and feel of the logos you have created.
* An explanation of what you are communicating with the colors, shapes, and other design elements you have applied.
* Proposals must not exceed 2 pages, single spaced, excluding resumes and CVs.
* Please use 1-inch margins and 12-point font and submit your entry in a Word document.
* Include your full name, if you are submitting as a team please include the names of your design team members.
* The name of your university in English, and in your universities’ local language (if applicable).
* Your contact email and telephone number.
* If you are a design team, include your chosen representative’s email address and telephone number, as your chosen representative would be the individual traveling to the TNLC 2020 and representing your team at the logo and renaming reveal ceremony.
* Insert the logos into a file using a .png, .jpeg or .gif into a Word document.
* Send completed submissions to [talloiresnetwork@tufts.edu](mailto:talloiresnetwork@tufts.edu).

**Design Brief:**

* Please make **two versions of your logo** to accommodate both name change options.
* One version incorporating ““Global Network of Engaged Universities” into your design.
* One version incorporating “Talloires Network of Engaged Universities” into your design.
* You may refer to the *Talloires Network, a Brief History* and/or *Talloires Network Mission, Priorities, and Activities* sections of this document for your design inspiration.
* We also invite you to peruse the Talloires Network [website](https://talloiresnetwork.tufts.edu/) to inform your vision.
* We welcome languages other than English incorporated into your logos submission if you or your team has the capability or inclination.

**Also include:**

* A copy of resume/CV as a Word, document.
* If you are a design team, a copy of your team representative’s resume/CV as a Word document.

**FYI:**

* A phone interview may be requested.
* You will receive confirmation that we have received your submission within 4-6 business days.

**Your vote matters:**

* Building on the results of the name change survey and based on your experience of The Talloires Network, mission, activities, and programs, which name do you prefer?
* In your proposal include your preference for the name change, you can select from “The Talloires Network of Engaged Universities” or “Global Network of Engaged Universities”. If you would like, you may say a few words in your proposal as to why you chose the name you did.

**Award and Benefits:**

* The winner will be invited to attend (teams will send one representative) the Talloires Network Leaders Conference 2020, September 24-27, 2020 jointly hosted by Harvard University and Tufts University in Boston and the surrounding areas.
* TNLC 2020 registration admission fee waived.
* A travel grant for round-trip air travel for the winner or winning team’s representative.
* Lodging up to 4 nights near the conference.
* A prize of $2,500 USD for the winning design.
* A role in the TNLC 2020 Renaming and Design Initiative ceremonial reveal.
* Your logo will be the Network’s logo on all touchpoints reaching a global audience and will be featured in a press release and promoted on the Network’s social media platforms.

**Why change the name and logo design?**

* The Secretariat managed an online membership survey over a three-month period (December 2018-Febuary 2019). Respondents represented a balanced mix of perspectives in higher-ed and direct experience with the Network[[1]](#footnote-1)
* Based on the results of our membership survey[[2]](#footnote-2), the Secretariat offers two possible name options:
* “Global Network of Engaged Universities”
* or “Talloires Network of Engaged Universities.”

**Below is a graph indicating the survey findings:**

\*Respondents also mentioned while the name beneficially elicits a story about the Network’s Talloires origins, it can be perceived Eurocentric, inward-looking, and gets confused with other Talloires declarations.

**Selection Criteria:**

* Meets eligibility rules.
* Relevant: the logo designs align with TN’s mission and values, has meaning that relates to TN’s priorities and activities.
* Simple: people should be able to recognize it immediately.
* Memorable and impactful.
* Scalable: the logo designs should work well across multiple mediums and convey their message clearly and effectively in all formats.
* Design: use effective font and color scheme.
* Translatability: The logos should be equally impressive in black and white.
* Originality: the logos must be unique; stock images and copyrighted images will not be considered.
* Upon selection, the logos produced and submitted to the Talloires Network will become the property of the Talloires Network.

**FAQ:**

**How can I access support from the Talloires Network team for my proposal?**

We are available to answer questions, discuss challenges you might face in the application process, and offer advice. We want your proposal to be competitive. The best way to reach us is to send an email to [talloiresnetwork@tufts.edu](mailto:talloiresnetwork@tufts.edu). We will respond by email or set up a phone or video conference as necessary.

**How will the winner be selected?**

Each eligible proposal will be reviewed by the TN Steering Committee. Proposals will be evaluated according to the criteria provided below. Finalists may be contacted by the Secretariat and asked to provide additional information. In some instances, phone interviews may be requested. The Steering Committee will then deliberate and select the competition winner.

**What additional opportunities are available if my proposal is not selected for an award?**

If your application is not selected for an award, we hope that the proposal process will be useful to you, and that you will take advantage of other opportunities to be involved in Talloires Network. As a member of the Talloires Network, applicants also are eligible to participate in the annual [MacJannet Prize for Global Citizenship](https://talloiresnetwork.tufts.edu/about-the-macjannet-prize/), the [Talloires Network Leaders Conference](https://talloiresnetwork.tufts.edu/blog/news/2019/10/02/talloires-network-leaders-conference-2020/), and other programs and activities. Finally, the Talloires Network seeks to discover and expand funding opportunities as they arise that could benefit its members. We will make every effort to let you know when new opportunities become available. We may contact you directly if something relevant comes through our office, and invite you to watch our [newsletter](https://talloiresnetwork.tufts.edu/who-we-are/newsletter/) for the full list of resources.

**The Talloires Network, a Brief History:**

The beginning of this millennium witnessed a global trend toward greater engagement of universities with their communities, characterized by systemic efforts to mobilize the expertise and person power of these institutions to address pressing societal needs. However, there was limited international coordination and exchange on such issues among the heads of universities.

In September 2005, Tufts University convened the Talloires Conference 2005, the first international gathering of the heads of universities devoted to strengthening the civic roles and social responsibilities of higher education. Held at the Tufts European Center in the alpine village of Talloires, France, the conference brought together 29 university presidents, rectors, and vice chancellors from 23 countries around the world. The winning design and name will become a part of this rich tradition and open a new chapter of this Network’s story.

Although the conference participants represented starkly different contexts and types of universities, they found that they embraced very similar visions and strategic orientations. The conference produced the [Talloires Declaration on the Civic Roles and Social Responsibilities of Higher Education](https://talloiresnetwork.tufts.edu/?p=17&c=7). All signatories of the Declaration have committed their institutions to educating for social responsibility and civic engagement, and to strengthening the application of university resources to the needs of local and global communities.

**Since its founding conference, the Network has grown to** [**388 members**](https://talloiresnetwork.tufts.edu/who-we-are/talloires-network-members/) **in 77 countries with a combined enrollment of over 6 million students.**

The Talloires Network is building a global movement of civically engaged and socially responsible higher education institutions. We advocate for expansion of civic engagement activities and promote the most promising practices from our members and others in the field of higher education. The winning design will not only receive public recognition at the TNLC 2020, it will serve as a visual representation of the Talloires Network for years to come.

**Talloires Network Mission, Priorities, and Activities:**

The Talloires Network is a growing global coalition of nearly 400 university presidents, vice-chancellors and rectors in 77 countries. A membership organization and a “network of networks,” the Talloires Network is renown as the premier leader in the global university civic engagement movement.

We believe that universities exist to strengthen and be strengthened by the society of which they are part, and that they bear a special obligation to contribute to the public good.

Talloires Network members have placed engagement at the center of their mission, and they champion unconventional research and learning methods including community-based research, applied research, service-learning, experiential learning, community organizing and activism, and policymaking and public governance.

Our action-research programs demonstrate some of the ways in which we seek to build solutions and hope. They include student seminars and exchanges, faculty and staff development workshops, experiments in bridging differences, innovative practice webinar series, writing and research collaborations, and international recognition through prizes and conferences.

Civically engaged universities work in partnership with local communities and institutions, aiming to strengthen the society of which they are part. In contrast to the idea of the ivory tower, a term that connotes distance and invokes an image of a medieval castle, the engaged university actively confronts pressing societal problems such as climate change, xenophobia, disease, and political instability.

**The Talloires Network is grateful for your participation and creativity as we open this new and exciting chapter of our work. Thank you for your interest in the RIDC and for your continued commitment to global community engagement.**

**-The Secretariat Team**

1. Perspectives on higher education included: university heads, administrators, instructors, staff, students, alumni, funding partners, and community partners. Nearly half of the survey respondents had two to five years of direct experience with Network and approximately one-third have been involved with the Network for six or more years. About one-fifth of respondents provided fresh perspectives as Network members/partners for less than one year. [↑](#footnote-ref-1)
2. None of the respondents objected to or expressed concern about creating a new name for the Talloires Network. When prompted to recommend a new name for the Talloires Network, respondents offered numerous suggestions. A common theme among the suggestions was that the new name should reflect a combination of the following words and concepts such as: Global or International or Worldwide; Network or Alliance; Engaged Universities or University Engagement. A review of respondent suggestions shows a modest preference for Network, (above Alliance), Global (above International or Worldwide), and Engaged Universities (above University Engagement). [↑](#footnote-ref-2)