



DAEMEN

COLLEGE

A World of Opportunity

Office of the President

September 28, 2021

Daemen College
Faculty and Staff

Dear Colleagues,

I hope you are having a productive start to the semester and are staying safe and healthy.

I want to thank everyone for your participation in voting for the “Best of 716” contest. Thanks to your support, Daemen was chosen as the region’s “Best Local University.” According to the Buffalo News, more than 220,000 ballots were cast and 35,000 nominations were received, and Daemen received more total ballots from the general public than all other finalists in the Best Local University category.

I think you will be pleased to learn that the Daemen College Board of Trustees continues to appoint tremendous leaders to the board. Earlier this month, the Board confirmed Scott Bieler as the newest trustee. Bieler is the CEO of West Herr Automotive Group and is an active philanthropist and community leader. We are thrilled to have him join the stellar group of fellow community leaders on our board.

Finally, I would like to give you an update on our rebranding project and research. As most of you know, we engaged the assistance of The Martin Group back in 2019 to conduct research and lend their expertise to a potential rebrand. This was a campus-wide effort involving several different focus groups, committee work, resonance testing, open forums and other collaborative work to engage the campus community as well as our key external stakeholders. As a result of this work and the data gathered by the Martin Group, it was determined that a full rebranding was not warranted. Instead, Institutional Advancement is working on a refresh of our current marks, colors, fonts, etc. in order to create an updated brand guide. In the coming weeks, you will be receiving a communication from Vice President Emily Burns Perryman providing more details on this process and outlining next steps, which will include setting up meetings with groups of faculty and staff to collaborate and provide feedback on the proposed vision.

Finally, I hope you enjoy our annual Founders Celebration this week, and I look forward to seeing many of you at our ringing of the Founders Bell ceremony this Thursday. Included as part of our Founders Celebration will be a virtual State of the College Address. I hope you will find the time to view the video and learn about the many exciting college developments that have occurred over the last several months.

Cordially,

Gary A. Olson
President