

Comments on Message Title  
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June 2008

These are the comments received through 6/1/08. I've sorted them according to the student's first choice for title.

Key:

1. Hawk Five
2. The Iowa Call
3. The Iowa Challenge
4. Hawkeye Five
5. The Iowa Way
6. Hawk Ideals
7. The Iowa Five
8. The Iowa Charge
9. HawkLife

| 1 <sup>st</sup><br>Choice | 2 <sup>nd</sup><br>Choice | 3 <sup>rd</sup><br>Choice | "We're interested in your comments about the message and its title. Please use the box below to share them with us."   |
|---------------------------|---------------------------|---------------------------|--|
| <b>Hawk Life</b>          |                           |                           |  |
| 9                         | 4                         | 3                         | they sound good!   |
| 9                         | 6                         | 5                         |  |
| 9                         | 3                         | 5                         | HawkLife   |
| 9                         | 6                         | 5                         |  |
| 9                         | 4                         | 1                         | What is the theme of these messages? For example how will you display the messages?  |
| 9                         | 6                         |                           | It is important to include "Hawk" in the naming. "Iowa" is too inclusive and not specific enough to the brand of Uiowa. "Five" implies sports affiliation and does not fit the idea behind the message. This is more of a mission statement and deserves the right naming for its effectiveness. |
| 9                         | 1                         | 2                         | How much time, money, and general effort has been dedicated to this questionably worthwhile activity?  |
| 9                         | 6                         | 5                         |  |
| 9                         | 1                         | 4                         |  |
| 9                         | 8                         | 2                         | HawkLife sounds good   |
| 9                         | 6                         | 4                         |  |
| 9                         | 1                         | 2                         | They're all pretty good.   |
| 9                         | 5                         | 7                         | All these titles are bad. You guys should think about another way of putting it. The Pentagon of Power is also terrible, but at least it's funny. Islam already took the five pillars. Each of these should be goals in and of themselves, try thinking in that                                  |

|   |   |   |   |
|---|---|---|---|
|   |   |   | direction.  |
| 9 | 6 | 1 |   |
| 9 | 4 | 7 |   |
| 9 | 3 | 5 | The wording in the Stretch message is odd, diversity should be an emphasis on the opportunity and experience that comes from being part of a diverse campus and university life. Emphasizing diversity can be a turn off if it seems focused on minorities and women.   |
| 9 | 4 | 5 |   |
| 9 | 4 | 3 | Messages are best when they are short. Student get bored of long messages and stop reading before they reach the end.   |
| 9 |   |   |   |
| 9 | 1 | 2 |   |
| 9 | 4 | 1 |   |
| 9 | 1 | 6 | I suggest rewriting these points so that they jump out at students more and resemble less the motivational tropes already found in the “inspirational” portion of the student handbook. Generalizability isn’t everything, and the way that the points dance around the student body’s serious drinking and sexual abuse problems makes the message seem like a veiled attempt by University administrators to stop students from embarrassing them. You may want to try something about not taking out a predatory loan at the “University of Iowa Community Credit Union” or the near-epidemic level of undiagnosed STD’s on campus. Best of luck, at any rate! |
| 9 | 5 | 1 | Stating it as a way of life gives it more of a standard feel. Calling it a “challenge” or “ideals” makes it feel like something that “has to be done”, or another assignment.   |
| 9 | 1 | 6 |   |
| 9 | 5 |   |   |
| 9 | 1 | 4 |   |
| 9 | 4 | 7 | they all pertain to what it means to be a hawkeye!  |
| 9 | 3 | 5 | Sounds good to me.  |
| 9 | 5 | 1 |   |
| 9 | 1 | 7 |   |
| 9 | 4 | 5 |   |
| 9 | 4 | 5 |   |
| 9 | 3 | 6 | What about Hawkeye Ethos?   |
| 9 | 3 | 5 |   |

|                        |   |   |   |
|------------------------|---|---|---|
| 9                      | 4 | 7 | I like it.  |
| 9                      | 5 | 6 |   |
| 9                      | 5 | 6 |   |
| 9                      | 6 | 4 |   |
| 9                      | 1 | 4 |   |
| 9                      | 1 | 3 |   |
| 9                      | 5 | 4 |   |
| 9                      | 1 | 3 |   |
| 9                      | 1 | 7 | I really like the hawk life one   |
| 9                      | 6 | 1 | I don't like when people try to break down life into such a simple message; a lot is left out.  |
| 9                      | 5 | 1 |   |
| 9                      | 4 | 6 |   |
| <b>The Iowa Charge</b> |   |   |   |
| 8                      | 1 | 7 |   |
| 8                      | 6 | 4 |   |
| 8                      | 7 |   | I really like the message. I'm not overly impressed with any of the titles. The five "ideals" listed above should be more of a responsibility and expectation than a "challenge." The titles chosen make them seem as if they are something hard to achieve and the titles seem like titles to chants or cheers. I think the content of the message is very good. |
| 8                      | 5 | 6 | The Iowa Challenge has a negative connotation--the maintenance of these principals establishes greater opportunity--not hardship.   |
| 8                      | 2 | 6 |   |
| 8                      | 3 | 1 | The Iowa Charge works the best, because it implies that the University and Iowa City will both profit greatly off of the fines that will be collected when 70.3% of our students "frequently" break those rules while being intoxicated downtown. We should have made a real change, and put the ordinance into effect. Thanks for trying though.                 |
| 8                      | 2 | 3 | I think it should be "Your best at Iowa"  |
| 8                      | 3 | 6 |   |
| 8                      | 4 | 7 |   |
| 8                      | 3 | 4 |   |
| 8                      | 3 |   |   |

**The Iowa Five**

|   |   |   |  |
|---|---|---|--|
| 7 | 4 | 1 |  |
| 7 | 4 | 2 |  |
| 7 | 3 | 4 |  |
| 7 | 3 | 4 | This all seems kind of arbitrary. How much money is being spent cultivating this "message" and naming it that could be spent hiring better professors, equipping them with better facilities, or helping those who can't afford higher education attend the university? When we figure out the better way to organize our priorities, and to reinvigorate the values associated with PUBLIC education, rather than being dominated by marketing concerns, we can waste time packaging a neat message of goals that Iowa should be sending to its students. |
| 7 | 6 | 1 |  |
| 7 | 3 | 2 |  |
| 7 | 4 | 3 |  |
| 7 | 6 | 3 | I really like "The Iowa Five."   |
| 7 | 4 | 1 | None of them really stood out to me right away but I like the ones that are "___ Five." Definitely do not like The Iowa Charge, The Iowa Call or The Iowa Challenge.   |
| 7 | 3 | 4 | I really like the message- it promotes both academic and personal growth, which is what any student should look to achieve through college.  |
| 7 | 5 | 3 |  |
| 7 | 9 | 6 |  |
| 7 | 4 | 1 |  |
| 7 | 8 | 1 |  |
| 7 | 4 | 6 | I think this is a good move to provide an image and goals for current and prospective students at the UI. Finding a name that is catchy without being too quirky is key, and I believe that these three accomplish that well.  |
| 7 | 2 | 6 | Using 'Iowa' in the title rather than our mascot is more dignified and 'call' is a more formal spur to action. Also, Hawk-I-deals is a play on Hawkeye and Ideals  |
| 7 | 4 | 6 |  |
| 7 | 1 | 4 | Reference to a "way" or "challenge" sounds kitschy. Beware of turning off potential students by reminding them too much of high school "team spirit". For many, college is a place to grow up and realize true independence. Remember furthermore that since the University of Iowa is a giant classroom for its students, it should be treated as such, rather than a company workshop.   |
| 7 | 5 | 6 |  |
| 7 | 4 | 6 |  |

|                    |   |   |   |
|--------------------|---|---|---|
| 7                  | 4 | 3 | I think the Hawkeye Challenge would make a better title, but I suppose it could have connotations to the athletic department.   |
| 7                  | 5 | 4 | no comment at all.  |
| 7                  | 4 | 3 |   |
| 7                  | 5 | 2 | <p>The association with the keyword Iowa alerts the participants to what area of the nation they are reading /looking at and the five tells them the five points of interests. It's perfect, a wrap up or summary and will help the reader(s) remember what those five points are.</p> <p>Hawk neither sounds ascetically pleasing nor does provide a good 'hook.' Granted, people know who the Hawks are via football and other sports related activities; however, the college isn't just about sports, and we're talking about Iowa and the college, not the Hawkeyes.</p> <p>Iowa Call doesn't sound good, simply because it creates a mood where people may feel obligated to do these things. When the phone rings you answer do you not? There's a feeling of obligation...</p> <p>Iowa Way is pretty good, but not everyone chooses to do the five aspects, so it's not necessarily 'The Way,' but it could be one way...</p> <p>Iowa Challenge makes it seem as if the tasks are hard to accomplish or take time, so that may detour some people.</p> <p>Iowa Charge, just puzzled me. That doesn't sound good at all.</p> |
| 7                  | 9 | 4 |   |
| 7                  | 1 | 9 | "the iowa call" really doesnt make much sense   |
| 7                  | 3 |   |   |
| <b>Hawk Ideals</b> |   |   |   |
| 6                  | 5 | 4 | <p>Its really good. I like it very much.</p> <p>The title should definitely not imply that they are optional or a "challenge" that needs to be met. I think that the title should imply that to be a Hawkeye you will be expected to be these 5 things.</p> <p>Only true Hawkeyes are these five things. This is a way to separate the Iowa name with those who come here to get wasted.</p>  |

|   |   |   |  |
|---|---|---|--|
| 6 | 3 | 4 | expand instead of stretch. stretch makes me think of Elastic Woman or rubber not growth.   |
| 6 | 3 | 1 |  |
| 6 | 4 | 9 |  |
| 6 | 5 | 3 |  |
| 6 | 1 | 7 |  |
| 6 | 1 | 7 |  |
| 6 | 2 | 8 |  |
| 6 | 4 | 7 |  |
| 6 | 5 | 9 |  |
| 6 | 8 | 9 | Please don't make it corny. I'm a student that represents the University and will probably have to use this phrase at some point over the next couple years, so PLEASE don't make it corny.  |
| 6 | 8 | 7 |  |
| 6 | 9 | 1 |  |
| 6 | 3 | 9 | A name with the number of elements in it just doesn't exemplify the message we're trying to create. I believe something like the Iowa Way or HawkLife will interest students and cause them to read what Iowa life is really like. |
| 6 | 4 | 1 | I think it is a great idea to get this information to current and prospective undergrads at Iowa, I think the possible choices for names could be better, but still a good idea.   |
| 6 | 3 | 9 |  |
| 6 | 7 | 4 |  |
| 6 | 5 | 9 |  |
| 6 | 4 | 7 |  |
| 6 | 5 | 4 | No one will ever pay attention to anything that the university tells them about living their life, stop keeping people on the payroll for ridiculous garbage like this.  |
| 6 | 4 | 5 | The message is good. It covers all the ways students are able and should utilize and enhance thier college experienc at the University of Iowa!  |
| 6 | 9 |   |  |
| 6 | 4 | 3 |  |
| 6 | 5 | 4 | Hawk Ideals (Not HawkIdeals or HAWKideals)   |
| 6 | 9 | 5 | Nice   |

|   |   |   |   |
|---|---|---|---|
| 6 | 1 | 9 |   |
| 6 | 2 | 3 |   |
| 6 | 2 | 8 | It would be a lot easier to call these core values and would sound a lot less tacky. (I.E. as the YMCA does with similar principles.)<br><br>--Karl Taylor  |
| 6 | 3 | 8 | sounds goot   |
| 6 | 9 | 3 |   |
| 6 | 4 | 9 | This is a good message that all students can benefit not just the incoming students.  |
| 6 | 3 | 1 |   |
| 6 | 5 | 9 | Having the number of postulates makes the message inflexible. Naming it a "Call" or "Challenge" or "Charge" makes it seem like something we need to start doing, instead of things that we already do and are proud of. |
| 6 |   |   |   |
| 6 | 4 | 1 |   |
| 6 | 1 | 3 |   |
| 6 | 3 | 2 |   |
| 6 | 9 | 2 |   |

**The Iowa Way**

|   |   |   |  |
|---|---|---|--|
| 5 | 1 | 2 |  |
| 5 | 3 | 2 |  |
| 5 | 2 | 7 | The thing about the title is that I think using Iowa in it is too generic considering all the universities in the state, but a title including something relating to Hawkeye would be more related to the university. But, considering that the message does use Iowa as identifying the university and Hawkeye is not mentioned at all, it would not make much logical sense to use a title that involves the word Hawkeye. I believe that first of all you all should figure out for the choices to be either all Hawkeyes and include some reference to it in the message, or all Iowa. I personally would have liked a title related to Hawkeye (like the Hawkeye Five or the Hawkeye Way), but due to the reasons I gave, it would make NO sense to me if I was an incoming freshman, especially one out of state like I was when I had no idea what a Hawkeye was. |
| 5 | 3 | 8 |  |
| 5 | 6 | 3 |  |
| 5 | 7 | 4 |  |

|   |   |   |   |
|---|---|---|---|
| 5 | 7 | 6 |   |
| 5 | 6 | 2 |   |
| 5 | 4 | 2 |   |
| 5 | 9 | 2 |   |
| 5 | 6 | 7 | The Iowa Way makes the statements seem like they are a way of life for individuals to live.   |
| 5 | 7 | 2 | I like the one's with Iowa in them, versus the Hawkeye. I really like The Iowa Way...it reminds me of The United Way. The Iowa Five has a nice ring, but it sort of reminds me of "giving 5" in elementary school. HawkLife is really weird, sounds like the name of an online social networking site. I liked The Iowa Call, but the Hawkeye Call might be sort of cool too. |
| 5 | 2 | 7 |   |
| 5 | 3 | 9 |   |
| 5 | 3 | 6 | I also like the Hawkeye Way or the Hawkeye Challenge  |
| 5 | 3 | 4 | Although "The Iowa Way" sounds most appealing to me, I really like the word "challenge" especially when used in this context. But "The Iowa Challenge" sounds too traditional/boring to me. Maybe "The Hawkeye Challenge?"  |
| 5 | 3 | 4 |   |
| 5 | 6 | 9 |   |
| 5 | 9 | 2 |   |
| 5 |   |   |   |
| 5 | 4 | 7 | I think the points are awesome. If everybody would make an attempt to focus on these points during their college life, they would enhance their experience and the experience of people around them.  |
| 5 | 6 | 7 |   |
| 5 | 8 | 2 |   |
| 5 | 3 | 9 |   |
| 5 | 4 | 7 |   |
| 5 | 1 | 3 | I think "The Iowa Way" is a great choice for the title. It shows what Iowa is about and how it is a great place to earn your degree and excel in anything.  |
| 5 | 8 | 1 |   |
| 5 | 2 | 9 | I like the Iowa Way because being a student is the way to a brighter future.  |
| 5 | 9 | 3 |   |



|                     |   |   |  |
|---------------------|---|---|--|
| 5                   | 6 | 9 |  |
| 5                   | 6 | 3 |  |
| 5                   | 1 | 6 |  |
| <b>Hawkeye Five</b> |   |   |  |
| 4                   | 9 | 5 |  |
| 4                   | 6 | 9 |  |
| 4                   | 1 | 6 | I like titles which emphasize "Hawkeye" over "Iowa" because the former is more closely associated with the school than with the state.                           |
| 4                   | 5 | 3 |  |
| 4                   | 7 | 2 |  |
| 4                   | 6 | 9 | Love incorporating the Hawkeyes or Hawk, makes it specific only to the University of Iowa, rather than "Iowa," which could go for the state, rather than just UI |
| 4                   | 6 | 8 |  |
| 4                   | 7 | 3 |  |
| 4                   | 7 | 5 |  |
| 4                   | 7 | 5 |  |
| 4                   | 9 | 7 |  |
| 4                   | 1 | 7 |  |
| 4                   | 7 | 9 |  |
| 4                   | 8 | 9 |  |
| 4                   | 7 | 3 |  |
| 4                   | 1 | 9 |  |
| 4                   | 9 | 7 |  |
| 4                   | 9 | 1 |  |
| 4                   | 2 | 9 | Good message and title choices   |
| 4                   | 1 | 5 | You could also do "I five" sort of like hi five but the I stands for Iowa. But any of the five ones I like.  |
| 4                   | 5 | 3 |  |
| 4                   | 9 | 6 |  |
| 4                   | 1 | 7 |  |

|   |   |   |  |
|---|---|---|--|
| 4 | 5 | 7 |  |
| 4 | 3 | 7 |  |
| 4 | 1 | 9 |  |
| 4 | 1 | 7 |  |
| 4 | 1 | 7 |  |
| 4 | 5 |   |  |
| 4 | 7 | 5 | a good, basic, and strong message and a catchy title makes it work   |
| 4 | 9 | 5 |  |
| 4 | 7 | 9 |  |
| 4 | 7 |   |  |
| 4 | 1 | 7 |  |
| 4 | 1 | 9 | I like the messages and they are good ones to try to get students to follow and make a good reputation for the university of iowa.   |
| 4 | 6 | 7 |  |
| 4 | 5 | 7 | Personally I'd refrain from using the word "challenge." Even as an honor's student I cringe when my superiors say they would like to "challenge" me--leave the challenging to my mentors and myself. |
| 4 | 1 | 7 |  |
| 4 | 1 | 9 |  |
| 4 | 1 | 7 | Good job. Very positive.<br><br>Thank you for asking for my input.   |
| 4 | 1 | 5 |  |
| 4 | 5 | 7 |  |
| 4 | 7 | 1 |  |
| 4 | 7 | 6 | Don't make it sound scary and hard (ie. The Iowa Challenge) make it more positive (ie. Hawkeye ____ or HawkIdeals etc.)  |
| 4 | 2 | 8 | I think the message is great and very accurate to what the university is all about.  |
| 4 | 3 | 9 |  |
| 4 | 9 | 3 |  |
| 4 | 7 | 9 | The title of this is important to grab attention from students but it most important to stress the criteria itself.  |

|                           |   |   |   |
|---------------------------|---|---|---|
| 4                         | 7 | 1 |   |
| 4                         | 9 | 1 |   |
| 4                         | 3 | 6 | As an undergraduate student, I am very proud of the five challenges you developed. They gave me goose bumps when I read them. May all Iowa students feel the pride that I do in my university!  |
| 4                         | 5 | 1 |   |
| 4                         | 3 | 2 |   |
| 4                         | 9 | 7 | Good job, thank you.  |
| 4                         | 3 | 1 |   |
| <b>The Iowa Challenge</b> |   |   |   |
| 3                         | 2 | 5 |   |
| 3                         | 1 | 4 | When I came to college, I thought everything was going to be served to me on a gold platter. Such is not the case. A student at the University of Iowa needs to think and plan to ultimately end up with something to be proud of in the end as opposed to a pile of rubbish...unless that student likes rubbish. The title NEEDS to be The Iowa Challenge! The reason why I like the Iowa Challenge is because it's a good mission statement for incoming students to live by for the duration of their undergrad career, almost like a periodic checklist of sorts throughout all four years. Thanks and good luck.<br><br>Aaron A. |
| 3                         | 4 | 2 |   |
| 3                         | 1 | 4 | Good stuff  |
| 3                         | 5 | 6 |   |
| 3                         | 5 | 4 |   |
| 3                         | 1 | 4 | iowa challenge gives out the message that one has to try to obtain all five, not that they're given to the students randomly. It is more potent and powerful  |
| 3                         | 4 | 2 | Good list. I wish it was around when I started at the university!   |
| 3                         | 2 | 5 |   |
| 3                         | 5 | 8 | I prefer names that sound pportunity.   |
| 3                         | 4 | 2 | The messages are great, very direct and to the point. They all say exactly what students should know so that they can be pportunit at the University of Iowa. The names that I selected sound as though they fit best.  |
| 3                         | 5 | 9 |   |

|   |   |   |  |
|---|---|---|--|
| 3 | 8 | 2 |  |
| 3 | 8 | 4 | Because the message is asking something of the perspective students, I feel that "The Iowa Challenge" is the best title for it. The other titles don't reflect the content as well.  |
| 3 | 5 | 4 |  |
| 3 | 1 | 7 | The Iowa Challenge sounds challenging in itself and encourages students intrinsically to do their best during the academic year...just reading The Iowa Challenge makes me want to challenge the system and stick it to the man. If that makes sense. :D   |
| 3 | 2 | 7 |  |
| 3 | 5 | 9 |  |
| 3 | 1 | 9 | I really like the idea of these five being a challenge because it dares students to do more to fulfill them.   |
| 3 | 9 | 5 |  |
| 3 | 5 | 9 |  |
| 3 | 6 | 9 |  |
| 3 | 6 | 4 | I think the iowa challenge is a very good title because it tells the reader that they need to step up to the challenge of college  |
| 3 | 6 | 7 | to be honest none of these titles are really engaging ... I would suggest something like "The Hawkeye Mission" or "The Hawkeye Vision" because these five ideals are more or less a vision or a mission statement for students to follow and to act as standards that students should keep in mind when making essentially any type of decision at the university. In marketing courses we are taught that companies start with a vision and then form a mission statement to guide every action they make. I feel like this situation is similar in many respects and personally I would be more engaged if 'vision' or 'mission' were used in the title. |
| 3 | 9 | 6 | None of these names seem that inspiring. Some of them seem rather corny (and not in a good way).   |
| 3 | 6 | 8 |  |
| 3 | 5 | 2 |  |
| 3 | 4 | 8 |  |
| 3 | 7 | 4 |  |
| 3 | 6 | 8 |  |
| 3 | 2 | 8 | This is a great message, and calling it the Iowa Challenge would convey the sense that these things are goals that students should strive for, and when achieved, it means that they were up to the challenge, they met the challenge, they were strong enough to take on the challenge, things like that.   |
| 3 | 6 | 8 |  |

|                      |   |   |   |
|----------------------|---|---|---|
| 3                    | 2 | 8 | The message may be more coherent if ordered as: choose, engage, stretch, excel, serve. Otherwise it sounds fine.  |
| 3                    | 5 | 2 |   |
| 3                    | 1 | 7 |   |
| 3                    | 1 | 2 |   |
| 3                    | 5 | 8 | The three choices I made were for the top three from the ones GIVEN, but I think the message could be better titled: "Hawkeye Pride." Hawkeye Pride is something every student exhibits. You can see this through the hawkeye apparel that students wear, the way they talk about the university outside of Iowa City, and/or the dedication alumni have to Iowa. I think using this would do a great job of tying the phrase "hawkeye pride" with all aspects of the University of Iowa including, but not limited to, academics, service, opportunity, and diversity. Seriously consider other ideas than the ones given! |
| 3                    | 5 | 1 |   |
| 3                    | 5 | 8 | None of them are really 'that' catchy.  |
| 3                    | 8 | 1 |   |
| 3                    | 2 | 4 |   |
| 3                    | 1 | 9 |   |
| 3                    | 6 | 2 |   |
| 3                    | 5 | 1 |   |
| 3                    |   |   | Perhaps you should remove #2 (Stretch) since there is very little diversity at UIOWA and it seems to be getting to be less diverse every year.  |
| 3                    | 4 | 7 |   |
| 3                    | 6 | 9 | The five verbs given won't change the actions or thought process of an individual or student at the University of Iowa  |
| 3                    | 4 | 1 | Super!  |
| 3                    | 4 | 8 | The Iowa Challenge is the best.   |
| 3                    | 6 | 9 |   |
| 3                    | 4 | 5 |   |
| <b>The Iowa Call</b> |   |   |   |
| 2                    | 8 | 3 | "Serve." is pretty generic, and could be made a little more University of Iowa specific.  |
| 2                    | 5 | 3 | Please do NOT choose HawkLife. I fear Hawk-word will turn into the next i-word @ the University of Iowa. And I believe "The Iowa Call" would sound better if it were "The Hawk Call".   |

|                  |   |   |  |
|------------------|---|---|--|
| 2                | 9 | 1 |  |
| 2                | 8 | 3 |  |
| 2                | 3 | 6 |  |
| 2                | 4 | 9 |  |
| 2                | 8 | 3 | not a big fan of the titles with Hawk in them. they sound too cheesy. As an engering student, we want to be represented as the best. |
| 2                | 8 | 9 |  |
| 2                | 3 | 4 |  |
| 2                | 7 | 1 | Surely you must realize this is just a collection of buzz-words, right? Why not throw on Inspire and Progress while you're at it.    |
| 2                | 3 | 5 |  |
| 2                | 8 | 3 | The message itself is serious and professional. Of the names listed, the three I chose seem to best reflect the message as a whole.  |
| 2                | 6 | 3 |  |
| 2                | 6 | 5 |  |
| 2                | 5 | 6 | I like the five parts of the message- good stuff   |
| 2                | 6 | 4 |  |
| 2                | 3 | 8 |  |
| 2                | 5 | 1 |  |
| 2                | 1 | 5 |  |
| 2                | 5 | 7 |  |
| 2                | 5 | 7 |  |
| 2                | 4 | 6 |  |
| 2                | 1 | 6 |  |
| 2                | 5 | 8 | sounds good  |
| <b>Hawk Five</b> |   |   |  |
| 1                | 4 | 7 | I think this is a solid message.   |
| 1                | 3 | 4 |  |
| 1                | 7 | 4 |  |
| 1                | 4 | 6 |  |

|   |   |   |   |
|---|---|---|---|
| 1 | 9 | 3 |   |
| 1 | 2 | 6 |   |
| 1 | 4 | 6 |   |
| 1 | 7 | 4 |   |
| 1 | 9 | 7 | I think the message is great. It shows 'how to be a hawkeye'.   |
| 1 | 4 | 9 |   |
| 1 | 4 | 6 |   |
| 1 | 9 | 6 | looks good!   |
| 1 | 9 | 4 | I like the idea, it seems that when I was applying to become a student at Iowa there was no message or image about the 5 things listed above. I think its a great way to show new students the great opportunities they have at Iowa. |
| 1 | 6 | 9 | I really like the message and think it's a great idea! I also think the best name for it is the Hawk Five because it incorporates being a "hawk" which I think brings the school together and inspires people to unite as one school. |
| 1 | 6 | 3 |   |
| 1 | 6 | 9 |   |
| 1 | 4 | 2 |   |
| 1 | 4 | 9 |   |
| 1 | 4 | 3 | I don't believe the title is really that important. The message is great and shows the positive aspects of Iowa as a college.   |
| 1 | 7 | 6 |   |
| 1 | 6 | 8 |   |
| 1 | 9 | 6 | I think it sounds great!  |
| 1 | 7 | 4 | I think the title should include five.  |
| 1 | 9 | 5 |   |
| 1 | 6 | 8 |   |
| 1 | 4 | 9 | I really like 'Hawk Five' because it is precise and gets to the point. It's also somewhat catchy!   |
| 1 | 6 | 4 | Catchy titles are better for remembering. Good job.   |
| 1 | 3 | 4 | It seems neat, but I'm curious what purpose this will serve. How much energy is the University putting into this instead of other useful things such as a more widespread recycling and energy program and implementing such things.  |

|   |   |   |  |
|---|---|---|--|
| 1 | 6 | 7 |  |
| 1 | 4 | 9 |  |
| 1 | 4 | 5 |  |
| 1 | 4 | 8 |  |
| 1 | 7 | 8 | try not to use a title that sounds typical... i dont know if that makes any sense, but dont do it. I think the call and challenge are lame.  |
| 1 | 4 | 6 |  |
| 1 | 7 | 5 |  |
|   |   |   | i actually think none of these titles are that great.  |
|   |   |   | <p>For myself the five "goals" presented here can also be read more easily as the acronym "ExCESS". In a world of internet buzzwords, top five lists, flavor of the minute stock market trends, and pop idols waiting to flame out on the new hot Hollywood drug everyone wants to make their own neon "Vegas" sign. Does the University of Iowa really see itself as just another buzzword? Is the object to get five EXCESS minutes of fame, to grab tuition from one person who really has no need or desire to be at a large university? This is the same as hiring a social trends analyst telling us what our school colors should be every year. A university of this quality shouldn't be selling itself with a neon street sign; it should be selling itself with the quality of its programs, the quality of its students, the desire of the professors to make this university the best they can, a university where students come not for the guarantee of easy success and a degree that is merely a piece of paper but instead for opportunities they wouldn't receive at another school. Places where they can get a chance to do something amazing such as I myself have through the College of Engineering. There are thousands of opportunities at the university and new opportunities created every day. Life at the University of Iowa is more than 5 words, it's an experience. It changed my life, and I know of others for whom it has done the same. So don't tell me about 5 words I've never experienced and how they're important, tell me about how this university is a great place to find yourself and prepare for the sometimes terrifying real world, of buzzwords, top five lists, and people waiting to fall never having achieved anything.</p> <p>Had I known this is what the University saw itself as 5 years ago, I would've gone elsewhere.</p> <p>James Zimmerman - Class of 2009</p> |
|   |   |   | It sounds good, but is not necessarily an accurate description of Iowa. There is very little diversity compared to most large college campuses, and we are ranked number one in the country for not doing homework by the princeton review. Instead of making nice catch phrases you should spend time improving the quality of the Iowa education. On top of that there is a huge drinking problem and heavy focus on materialism within the student body.  |



