



Division of
Equity and Inclusion

SHOWCASE
OREGON

ACTIVATING

THE
IDEAL
FRAMEWORK

Oregon Bach Festival "Rodney Marsalis Residency"

Going Well:

His unique journey addressed police violence against people of color, resiliency & entrepreneurship.



Project Description:

Within Berwick Hall's first year, Oregon Bach Festival (OBF) has had the opportunity to invite future guest artists into its new home. For example, classical trumpeter Rodney Marsalis visited UO in April and worked with students across campus and in the community.

Lesson Learned:

We needed to better brand Rodney's visit as an alignment with our Diversity Action Plan, meaning we need a description, language, possibly logo to communicate this initiative.

Challenge:

Having non-classroom daytime events & disseminating the message presented an attendance challenge.

