



Division of
Equity and Inclusion

SHOWCASE
OREGON

ACTIVATING

THE
I D E A L
FRAMEWORK

Department of Intercollegiate Athletics "BEOREGON"

Going Well:

Student-athletes are taking ownership and are incredibly proud to be a part of the initiative.



Project Description:

BEOREGON is an initiative led by student-athletes, coaches, staff and administrators at Oregon Athletics in the areas of leadership development, support programs and services to create safer and more inclusive community. It exists to develop, support and give voice and action in building community.

Lesson Learned:

We have learned that sometimes to start a new initiative you just need to get the ball rolling. Also that our community and Duck alumni have been overwhelmingly supportive of the initiative.

Challenge:

A company with the same name is a challenge with branding and our logo.

