

The background of the slide is a photograph of a brown leather bag. Inside the bag, a black smartphone, a pair of black-rimmed glasses, and a light-colored notebook with a red string are visible. A silver pen is also resting on the notebook. The lighting is soft, and the overall tone is professional and organized.

# AGENDA

A REVIEW OF THE PRESENTATION

- Welcome & Introduction
- Innovation at the Crossroads: Building Thought Leadership for Signage Research and Education
- Recognition of Sustainability/Outreach Committee and overview of purpose
- Question & Answers

A top-down view of a wooden desk. In the top left, a dark pen holder contains several pens and pencils. In the top right, a white mug is filled with a frothy beverage. In the center, a white rectangular piece of paper is partially covered by a large blue rectangle containing text.

# AACSRE Mission Statement

To promote the development, publication, and dissemination of interdisciplinary research in the field of signage and wayfinding. AACSRE is managed by a board comprised of academics from across 13 universities and related professionals of practice in the United States.



# We are thought leaders.

Building Thought Leadership for Signage Research and Education



We Connect

Like-minded interdisciplinary academics and professionals in practice.



We Evoke

Cross-disciplinary dialogue on signage research needs.



We Peer-Review

To ensure that all research is non-biased, independent and credible.



We Encourage

Academics to find emerging trends, driving research combined with individual passion.



We Identify

Future trends and emerging issues impacting signage and wayfinding.

# We Identify...

Building Thought Leadership for Signage Research and Education



## We Identify

Research/educational opportunities commensurate with prioritizing research and education initiatives that impact on-premise signage.



## We Identify

New collaborative partners focused on expanding the knowledge base across disciplines and field of professional practice.



## We Identify

A comprehensive network of subject-matter experts.



## We Identify

A multi-disciplinary component with each university for implementing immersion and integration efforts to build and advance innovation strategies.



## We Identify

And align with professional associates and related organizations within fields of practice.



# *Interdisciplinary Journal of Signage and Wayfinding*

free and unlimited access

## What's Unique?

Double, blind peer reviewed journal (unbiased work)

## The Purpose:

Scholars who publish in the fields of signage and wayfinding will have a platform to communicate to an audience who truly appreciates the value of this work.

## We Ensure:

1. The work is independent, credible and given the merit it deserves.
2. Scholarship in this area is created and communicated for those interested.

# Academic is in our **Name!**

AN OVERVIEW OF  
HOW AACSR  
MAINTAINS  
OBJECTIVITY AND  
TRUST THROUGH ITS  
ALIGNMENT WITH  
ACADEMIA





# AACSRE Emerging Fellows

Fueling the next generation of signage

Mission to support researchers from public and private universities in the United States from diverse disciplines who have demonstrated promise and/or success in conducting research related to the societal benefits of on-premise signs.



1-3 Fellows



1-2 Year Research  
Initiatives



Up to \$10,000/year  
per award



# Interdisciplinary Alignments are Key

We want to break down the silos of the signage industry

## Legal Issues

Related to sign and wayfinding



## Creative Activity

Related to design of new signs or reuse of existing signs



## Engineering Studies

Related to signs and traffic safety



## Economic Analysis

Related to the value of signs



## Marketing Reports

Related to the power of the brand/logo as seen on a sign



## Urban Planning

Related to placement of signage in the environment

# Measuring the Impact

AACSRE | 2015 - 2016 Survey

## PEER REVIEWED RESEARCH

- Nearly half of the AACSRE Board members submitted or published at least one peer reviewed journal publication last year.

## GRANTS & FUNDING

- 8 out of 11 respondents received some level of funding support for signage related research.
- The overall size of grant funding was over \$100,000.

## IN THE FIELD:

- Overall, 300-500 students annually, are being receiving sign related education from AACSRE faculty.
- 5 members have been cited in legal opinion in both State and Federal court opinions.

# Thank You!

## Jim & Sharon Weinel



*Charter Donors*





# The Weinel Challenge: Organizational Sustainability

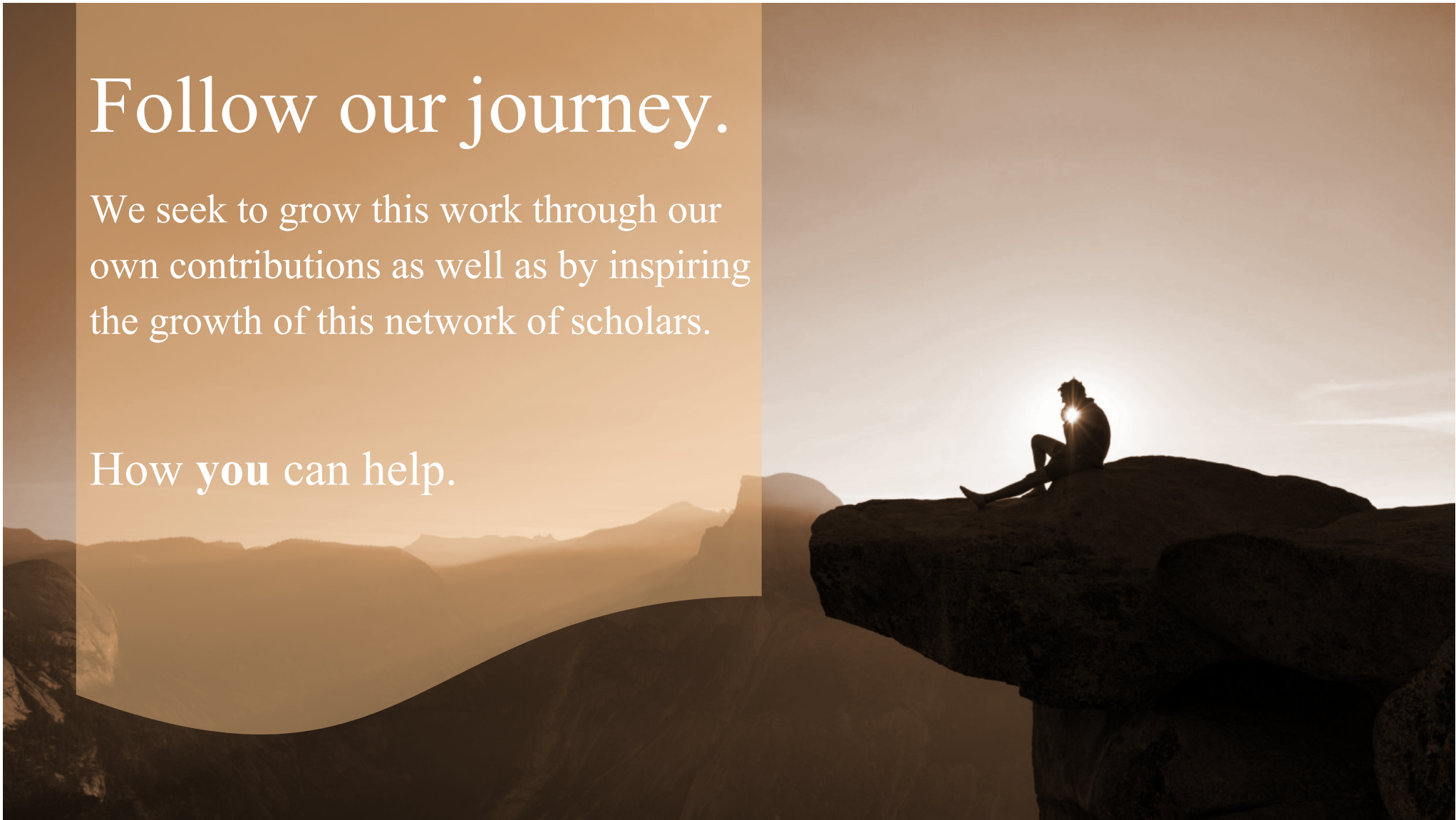
RESPONDING TO AN  
INCREDIBLE CHALLENGE

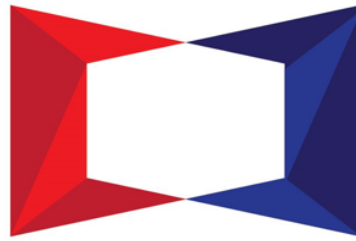


# Follow our journey.

We seek to grow this work through our own contributions as well as by inspiring the growth of this network of scholars.

How **you** can help.





**AACSRE**

Academic Advisory Council for  
Signage Research and Education

## Questions & Next Steps

