Half the money I spend on marketing is wasted, the trouble is I don't know which half.
- John Wanamaker
The U.S. mail will still rely on stagecoach and horseback delivery for a century to come
- John Wanamaker, 1893 Chicago World’s Fair
What we say

Brand
THE FUTURE HUMAN
New hope at the crossroads of engineering and medicine
What we say

Brand
What others think

What we say

Brand
The 50 Most Underrated Colleges In America

15. Michigan Technological University

US News rank: 116

PayScale rank: 83

Michigan Tech grads have the 10th-highest starting salary in the country among public universities, and an average mid-career salary of $94,700. The Houghton, Michigan, school specializes in STEM fields of study, and it has a 92% job, grad school, and military placement rate for undergrads within six months of graduation.
TALK TO ME
WINTER STORM OF THE CENTURY

OR AS HUSKIES LIKE TO CALL IT: MONDAY
Brand Research

Image & Identity Perception Study
Longitudinal Surveying

- Continuation of 2003 and 2008 surveys

- Hired SimpsonScarborough to conduct surveys
External Survey Goals

What are the current perceptions and brand awareness of Michigan Tech by key target audiences?

What institutional features/benefits are most important to prospective students?

- How is Michigan Tech perceived within this context?
Internal Survey Goals

How do internal audiences perceive Michigan Tech’s brand?

In what manner do internal audiences contribute to brand awareness?

How has perception and manner changed since 2003/2008?
Survey Methodology

Original 2008 study conducted by Stamats
External Audiences

Prospective Students – Graduate and Undergraduate
Prospective Students

Prospective undergraduate students were screened to ensure they were current Juniors or Seniors in high school.

Prospective graduate students were screened to ensure they are considering enrolling in graduate school in the next 5 years.
Profile of Respondents
Undergraduate Students

Majors of Interest

nt, state from data file was used if available
Profile of Respondents

Graduate Students
Undergraduate and Graduate Prospects
Top Choice Institution

pects n=195)
Describing Desired Classmates

In descending order by UG Prospects
Describing Ideal College

d prospects are more interested in strong STEM.
Current Perceptions

In descending order by 2014
**Undergraduate Prospects**

**Current Perceptions vs. Important Attributes**

**Perceptions of Michigan Tech vs. Important Attributes (% very good vs. % very important)**

- In-state prospects rate Michigan Tech higher on small town location. Out-of-state prospects rate higher on college experience.
- Male UG prospects rate Michigan Tech higher on: safety, outdoor rec, national reputation, faculty experts, fun experience, off-campus activities, and academic reputation than females.

**Scale:** 1=very unimportant/5=very important, 1=very poor/5=very good

**Question Wording:** Rate the IMPORTANCE of each of the following attributes as you select a college or university./Please rate your perception of Michigan Tech in regards to each of the ATTRIBUTES listed below. *Michigan Tech question only asked of prospects if somewhat/very familiar with Michigan Tech (n=195)
Graduate Prospects
Current Perceptions vs. Important Attributes

Perceptions of Michigan Tech vs. Important Attributes (% very good vs. % very important)

- Lake Superior
- Outdoor rec
- Safe
- Small town location
- National reputation
- Friendly campus
- Internships
- Financial Aid
- Research Opportunities
- Faculty Experts
- Academic Reputation
- World-Class Technology
- Faculty Mentors
- Quality Programs

Scale: 1=very unimportant/5=very important, 1=very poor/5=very good
Question Wording: Rate the IMPORTANCE of each of the following attributes as you select a college or university. Please rate your perception of Michigan Tech in regards to each of the ATTRIBUTES listed below. *Michigan Tech question only asked of prospects if somewhat/very familiar with Michigan Tech (n=77)
Michigan Tech in Consideration Set

ted towards males.
How Did You Hear of Michigan Tech?

Word-of-mouth
riend
Who Do You Want to Hear From?
Prospective Students

Agreement with Michigan Tech Students

Great faculty
d to get into
Prospective Students

Statements Increasing Interest

feed for ROI
Internal Audiences
Current Students, Faculty, Staff and Alumni
Benchmarking Data
Likelihood to Recommend

*oved from chart for clarity*
Benchmarking Data

Student Academic Experience

...graduate vs. graduate students.
Overall Student Experience

expected.
Describing Michigan Tech

UG Students

In descending order by UG Students
By Decade of Graduation
Describing Michigan Tech
BE OUR GUEST

There's only one way to find out if Michigan Tech is right for you, and that's to come for a visit. Our students are eager to have you on their campus weekends, 3:00 p.m. until 5:00 p.m. The busy campus is closed from 5:00 p.m. until 7:00 p.m. on weekdays. Saturday shows are scheduled through April. It's always a good idea to schedule your visit two weeks in advance. Get all of the details and sign up today!

www.mtu.edu/visit erotiske
or just give us a call at 888-980-1550

SPEND A NIGHT IN ONE OF OUR RESIDENCE HALLS

Are you a high school junior or senior interested in Tech? Check out our Housing Room Programs to experience life as a Michigan Tech student by spending a night with one of our peer mentors anytime during the school year (excluding exam periods and final exams). A few-week advance notice is required.

www.mtu.edu/visit erotic
or give us a call at 888-980-1550
A PEP BAND SO LOUD, IT LED TO A NATIONAL LEAGUE RULE BANNING AWAY-GAME PERFORMANCES

2,035 STUDENTS, FACULTY, AND STAFF WITH BROOMBALL IN THEIR BLOOD

NO EXTRA CHARGE FOR: SKIING AND SNOWBOARDING

CRAZY HAPPENS WHEN 5,658 INSANELY INTELLIGENT UNDERGRADUATES ARE DETERMINED TO HAVE A BLAST—IN EVERYTHING THEY DO

AND CHECK IT OUT: perform arts shows and more!
Getting into med school, vet school, or PT school isn’t easy.

Develop a strong foundation loaded with hands-on experience, putting you ahead of other applicants to highly selective programs. Michigan Tech’s placement rate for graduates into medical school is 60-70 percent (compared to the national average of 47 percent) and nearly 100 percent for physical therapy school!

Learn More

What can you expect?
Michigan Tech | GRADUATE | like no other
NO OTHER GRAD PROGRAM
ENGINEERS SO MANY

That’s not surprising, considering how research-intensive our students and faculty are. Eighty percent of our PhD graduates go to work in industry, and our Master’s students graduate with impressive, practical skills. You’ll build your own brand of engineers—and get to grow your professional network.

What you’ll work on
Research is focused on five key areas: advanced power systems, mechanics of multi-scale materials, multidisciplinary engineering, dynamic systems, and space systems. Our department’s annual research expenditure is over $17M, funded by industry, National Science Foundation, NASA, Department of Energy, Department of Defense, and many others.

Where you’ll work
Cutting-edge laboratories will be your second home. We have extensive research labs on campus and at satellite locations, where different students collaborate with faculty and industry on initiatives ranging from robotics, to lean manufacturing and design, to alternative energy technologies.

Who you’ll work with
Our department is one of the largest in the nation with more than forty full-time faculty members and 525 graduate students—of whom more than 100 are PhD students. Our faculty and students pride themselves on being one of the seventy-five ME/EM programs in the nation.

Why you’ll choose Tech
Michigan Tech has gained national recognition for innovative education and scholarships. We are a leading public research university, exploring the boundaries of knowledge, developing new technologies, and preparing students to create a future.

Michigan Tech is in Houghton, in the heart of Upper Michigan’s scenic Keweenaw Peninsula. Campus overlooks the Keweenaw Waterway and is just a few miles from Lake Superior. The area offers students unparalleled opportunity for rugged outdoor recreation and relaxation. That University of 7,000 students come from 50 states and more than sixty nations, making the area a vibrant, multilingual community.

"Nequi bils at min min nece iure."  
Gregory Odegard  
Professor

rntu.edu/gradschool
Fall Enrollment 1965-2014

Distance Learning
On Campus

7,106
% female of incoming UG classes (as of June 13)

- Blue line: All schools and colleges
- Orange line: College of Engineering


Y-axis: 0%, 5%, 10%, 15%, 20%, 25%, 30%
Senators call for action to save Isle Royale wolves

WASHINGTON — Michigan’s U.S. senators today urged the National Park Service to shorten its timetable for addressing a sharp decline in the wolf population at Isle Royale and to consider importing more of the species onto the remote Lake Superior island to bolster its numbers.

The letter to National Park Service Director Jonathan Jarvis comes after reports, including that in the Free Press, that only three wolves remain on Isle Royale, down from nine last year, according to the winter survey conducted by scientists at Michigan Technological University in Houghton.

As the Free Press reported last month, with the population dropping so sharply, Michigan Tech scientists said they would not be surprised if no wolves remain on the 206-square-mile island, which is also a national park, by next winter.

"An extinction of wolves at Isle Royale could lead to significant, harmful changes to the ecosystem in this remote park," the senators said in the letter to Jarvis. "The three remaining wolves may struggle to reproduce, and if they do produce offspring, the tiny genetic pool will lead to inbreeding and further complications."

An NPS spokesman said Jarvis "will respond, directly and in a timely fashion, to the senators" but offered no other comment on the letter, which was circulated by U.S. Sen. Gary Peters, D-Mich.

Freight rail is king in U.S.

If you could see inside the cars on a freight train, you'd know more about which parts of the economy are up — or down.

by Nancy Marshall-Genzer
Friday, March 20, 2015 - 05:00
A CONVERSATION WITH DR. WAYNE PENNINGTON: NEPAL AND PREPARING FOR MAJOR EARTHQUAKES

April 29, 2015 - by Adrián de Novato - in Interview

Dr. Wayne Pennington is the Dean of the College of Engineering at Michigan Technological University. A geophysicist by trade, his work and experience spans academia and industry across the globe, from Latin America to Pakistan. Pennington has served as the President of the American Geological Institute and as the first vice president of the Society of Exploration Geophysicists. He has worked with diplomats (US Dept. of State and the US Agency for International Development) and humanitarian groups across the world, helping bridge the gap between earthquake science and disaster policy. We spoke with him about the recent events in Nepal, and his experiences helping
The Economist explains
Explaining the world, daily

The Economist explains
The fuss about graphene

Jun 9th 2015, 23:50 BY A.A.K.
Super substance may yield tech 'miracles'

Source: CNN  Embed Video
Added on 7:16 PM ET, Tue May 19, 2015
CARRY THE FALLEN
How one man’s heart-wrenching journey became a mission to end veteran suicides and help lead a national movement

AND THE VETERANS RUCKED ON.
NFL Viking and Michigan Tech Alumnus Joe Berger talks to us about football, family, and what it’s like to be the only engineering guy in the locker room. (Just don’t call him the smartest guy.)
A think tank the size of Lake Superior

Welcome to Innovation Shore. Where the world’s brightest minds converge, conducting inspired research in the ultimate lab. Proof? Over 30 faculty and student start-ups in last five years. Cancer-busting vaccines, portable 3D printing, and nanotech engineering—groundbreaking ideas thrive here.

Michigan Technological University is an equal opportunity educational institution/equal opportunity employer, which includes providing equal opportunity for protected veterans and individuals with disabilities.
Unaided Awareness

Excellent Schools in Michigan

they are not familiar with schools in Michigan.
Thank you