

9.5.11 University Marketing and Communications

University Marketing and Communications (UMC) shapes and elevates the perceptions of Michigan Technological University through the creative use of all media. We are the stewards of the University's image and reputation.

UMC produces print publications and direct mail pieces that are visually appealing, maintain a consistent visual identity and message, and enhance the University's reputation by communicating accurate and concise information to a variety of audiences. UMC staff assists departments through all stages of a print project from concept development to printing and mailing.

The UMC editorial team seeks stories about Michigan Tech students, faculty, and staff for publication in a variety of internal and external publications and news outlets. UMC also offers tips to faculty and staff for working with the media.

UMC's web team creates user-centric sites that provide rich content, simple navigation, and vivid design. The web team offers help with search engine optimization, choosing URLs, and content management strategies.

Video and photography services at Michigan Tech capture and highlight high-level University research, academics, and events for use in web, publications, and multimedia.

Finally, Printing Services provides custom copy and print services to the Michigan Tech community. Mail Services specializes in convenient and cost-saving mailing and shipping services.