Our video team provides interactive content for high-impact, external-facing University projects and initiatives. We are embracing a new focus for 2019.

Completed Projects

We completed 27 projects during the spring (116 work units).

TV Commercials

We collaborated with Bowstring Studios to capture new winter footage and create a new 60 second TV commercial as well as a 30 second spot. These commercials complement our original 60 second spot and we have pushed them in strategic markets.

My Michigan Tech Testimonials

We collaborated with Defined Visuals to release a suite of new student testimonials. 26 testimonials are now live and placed on the Admissions site. Academic departments are invited to use these videos on web and social channels. If you need MP4/SRT files or help placing videos, please email video@mtu.edu.

Up-Close-and-Personal (UCP) Researcher Videos

We released three new UCPs. In particular, our Mechatronics UCP is one of our most viewed videos since 2005.

• STEM Students Specialize in Mechatronics
• Fruit Fly Biologists Examine Cancer Genes
• Engineers Take Concepts to Fabrication

Summer Schedule

We have an assistant videographer joining UMC. We anticipate completing 30-35 video projects (~180 work units). We are launching a new student life video initiative called ‘Ride Alongs.’

Reputation Video Schedule

• Facebook Live (4)
• Researcher Interviews (4)
• Evergreen Research Topic Overviews (1)
• Custom News/Magazine Video (1)

Recruitment Video Schedule

• Ride Alongs (4-6)
• UCPs (3-6)
• Testimonials (3-5)
• University ROI
• Pre-College
• Summer B-roll

By the Numbers: 2019

• 27 new videos published on our YouTube channel
• 2,535 YouTube subscribers (285 new)
• 181.7K video views
• 216.6K minutes watched
• 439.9K impressions
• Top traffic source: Google Search

Did You Know?

Are you considering outsourcing a video project this semester? Work with us to explore cost sharing and savings, brand standards, and graphics support. Our YouTube channel has more than 2,500 subscribers. Consider having your vendor-created video(s) hosted on our channel to improve your reach.

Email video@mtu.edu to explore collaboration. Video sharing and testimonial and UCP suggestions are also welcomed.

Resources

Photo and Video Services
Photo Search Form
Studio Request Form
### Michigan Technological University

#### Channel Stats

<table>
<thead>
<tr>
<th>Video Description</th>
<th>Views</th>
<th>Watch Time (minutes)</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>196,316</td>
<td>231,319</td>
<td>463,186</td>
</tr>
<tr>
<td>The Wolves and Moose of Isle Royale</td>
<td>15,911</td>
<td>57,223</td>
<td>34,613</td>
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<tr>
<td>Student Success - Time Management</td>
<td>16,290</td>
<td>20,061</td>
<td>49,778</td>
</tr>
<tr>
<td>Tomorrow Needs Michigan Tech</td>
<td>38,953</td>
<td>19,493</td>
<td>36,955</td>
</tr>
<tr>
<td>To Protect and Preserve</td>
<td>17,185</td>
<td>13,497</td>
<td>2,178</td>
</tr>
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<td>Engineers Build Metal 3-D Printers</td>
<td>17,203</td>
<td>10,978</td>
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<td>Unraveling the Pouding Light mystery</td>
<td>4,703</td>
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<td>Acoustic Engineers use Carbon Nanotubes</td>
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<td>STEM Students Specialize in Mechatronics</td>
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<td>How to make a pastry at Michigan Tech</td>
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<td>Tomorrow Needs Michigan Tech</td>
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</tr>
</tbody>
</table>

#### Videos

- **30 Second TV Commercial**
- **My Michigan Tech Testimonial**
- **Carbon, Water and Soils Lab Tour**
- **UCP: Machine Shop**
Photography

Our photography team captures imagery for high-impact, external-facing University projects and initiatives. We are embracing a new focus for 2019.

Completed Projects

We cataloged 3,397 photos in Cumulus during the spring in support of our external reputation and recruitment initiatives.

Magazines and Research News

We support reputation marketing by photographing faculty and student research projects. Photos appear in the Michigan Tech Magazines, News and Unscripted sites, Grad School recruitment materials, and departmental publications. Highlights include:

- Applied Statistics (Math)
- Army Suture Workshop
- CO2 Scrubber (Chem Eng)
- Enterprise Teams (3)
- Medical Bacteriology (Bio)
- Nanofibers (Materials)
- Networking (CNSA)
- Virtual Sandbox (Surveying)

Campus Life and Traditions

Undergraduate recruitment materials and general website and publications are full of photos showcasing our campus and community, student life, and Husky traditions. Each year, we refresh our catalog for campus to use. Highlights include:

- Broomball
- Campus Vistas (Winter)
- Commencement
- Humans of Michigan Tech
- Student/peer tutoring and Learning Centers
- Students throughout campus
- Winter Carnival

Summer Schedule

While breaking news and research continues over the summer, we use this time to restock our outdoor photo repository.

Reputation Photo Schedule

- College of Computing
- L'Anse solar
- Mechatronics
- Watershed Research
- Michigan Tech Magazine Volume 1
- Straits of Mackinac radar installation

Recruitment Photo Schedule

- Campus/community scenes
- College of Computing
- Drone photos
- Medical Informatics
- Orientation week
- Student recreation

By the Numbers: 2019

- 3,397 photos cataloged in Cumulus
- 5 new Flickr albums created
- 40 active open photo requests on average
- 600+ 360 photos taken across campus and the community

Did You Know?

Departments can request access to the UMC photo database (Cumulus) by emailing photoservices@mtu.edu. We have cataloged more than 70,000 photos over the past five years.

Resources

Photo and Video Services
Photo Search Form
Studio Request Form
Michigan Tech’s 14,000 web pages serve as the front door to our University. We support Michigan Tech’s external reputation and recruitment efforts and are embracing a new focus for 2019.

**Recruitment Marketing**

We added new recruitment and social media buttons to the Michigan Tech home page and added the option to do the same across CMS footers.

Additional projects completed included:
- A new campus map, complete with additional data added based on prospective students needs
- A new interface for faculty to manage their CMS website profiles
- Continued placement of My Michigan Tech and UCP videos
- One-stop recruitment pages to request information, schedule a visit, or apply to the University
- TV commerical added to Tomorrow Needs recruitment microsite
- Upgraded university and program accreditation information

**Summer Recruitment Roadmap**

Several projects are already underway or near completion.
- 2019 website design refresh
- Admissions, Grad School, and Online Learning site upgrades
- Humans of Michigan Tech blog launch
- New College of Computing website
- Redesign of Majors/Minors/Certificates (Degree) Finder
- Onboarding of Slate CRM platform

**Reputation Marketing**

Raising brand awareness and communicating research news lays an important foundation to new recruitment initiatives and promotes Michigan Tech. During the spring, we prioritized:
- Continuing to revamp the backend code and design of our News, Magazine, and Unscripted websites (95% complete)
- Laying the groundwork for advertising in new national markets
- Working with VPR to upgrade the KRC and Research websites

**Summer Roadmap**

Several projects are already in process and we are on track to complete the following during the first half of 2019:
- Completion of VPR site upgrade
- Launch of News, Magazine, and Unscripted redesign
- New news portal housing MTU News, Magazine, Unscripted, and the newly created Humans of Michigan Tech blog

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**Campus Services**

We provide several behind-the-scenes web services to campus and lead two recent initiatives:

**SEO Blitz**
- Removed 20K poor/low quality web pages from search results
- Our websites now default to an HTTPS connection, improving both SEO and security

**Accessibility Blitz**
- Remediated more than 50% of Level Access accessibility audit
- Siteimprove score improved from 63.2 to 89.0 (industry average is 71.2)

**By the Numbers: 2019**
- 167 CMS websites
- 14,661 CMS webpages
- 270 CMS users
- 762 news email subscribers

**Recruitment Microsite**

Our Tomorrow Needs reputation and recruitment microsite has been visited 44,276 times in 2019. Our digital advertisements push to this conversion website.

**Did You Know?**

Core Michigan Tech websites have been viewed more than 7,926,025 times in 2019.

**Resources**

- Web Services, Guides, and Requirements
- cmshelp@mtu.edu
Tomorrow Needs Microsite with TV Commercial