



Cornell University College of Engineering

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Engineering Communications

Our mission:

- To stimulate interest and enhance the college's image among its constituencies
- through accurate, timely, and strategic communication of news and information
- about Cornell Engineering and its alumni, faculty, staff, and students.

College of Engineering

Strategic Goals

- To educate future leaders who are the most sought-after engineering graduates in the world
- To be considered one of the top five engineering colleges in undergraduate and graduate studies
- To be recognized as the premier research university in advanced materials, information sciences, and nanoscience, and a leader in bioengineering, complex systems, and energy and the environment
- To recruit, retain, and enable a diverse community of exceptional faculty, students, and staff
- To establish and maintain facilities and infrastructure that are second to none in supporting the achievement of the college's vision, mission, and values

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Communications at Cornell

- Multi-level informal structure

- University
 - Division of University Communications (9 units)
- College
 - Engineering Communications and Media Relations (2 staff)
 - In collaboration with functional units
- Schools and Departments
 - Directors and Chairs
 - Administrative Managers
 - No communications staff

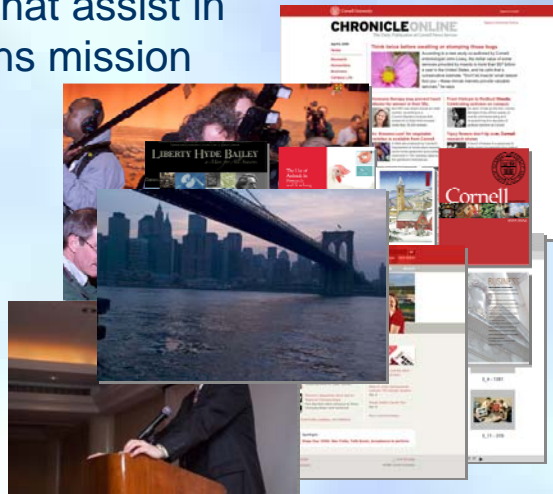


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University Communications

- University offices that assist in our communications mission

- News Service
- Press Relations
- University Photography
- Publications & Marketing
- Web Communications
- Speakers Bureau
- NYC Relations



College of Engineering

College Communications

- Strategic Plan
- Website
- Engineering Magazine
- Research without Boundaries
- Engineering History
- Admissions Viewbook
- Posters
- College Overview
- Diversity Programs
- Video



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School and Department Communications

- Undergrad brochures
- Graduate and M.Eng. brochures
- Alumni newsletters
- Specialty publications
- Web sites



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Communications: Next steps

Request for Proposals to identify a marketing firm:

- To conduct a college-wide communications audit to evaluate effectiveness of our existing materials
- To develop a strategic communications and marketing plan that will:
 - Garner support for strategic initiatives
 - Broaden the national and international reputation of the college
 - Set the stage for generating private sector financial support in the upcoming capital campaign

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- And now the premier showing ...
(I'll be back for questions and comments.)

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Wrap up

- Questions?
- Comments?

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