



Introductions: Who we are

Alan Siegel
Claude Singer

October 19, 2012



Today's subject:

Why Cornell College of Engineering?

Project Goals

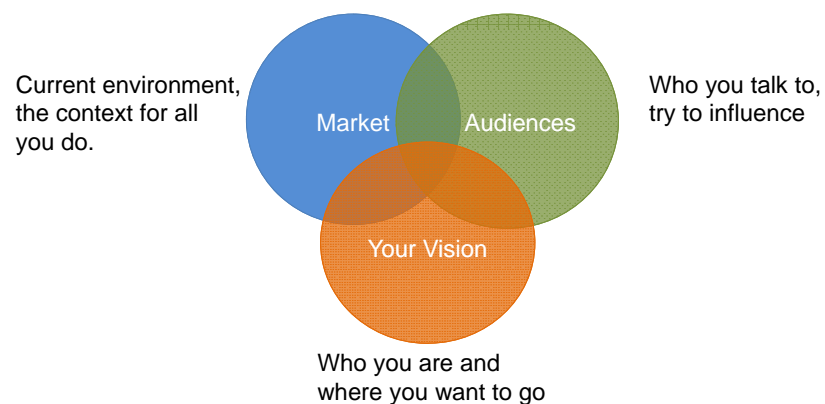
Identify and frame your value proposition—Who are you, what you do and why people should care—given the excitement over Cornell NYC Tech

Capture and express who you are in fresh, distinctive and compelling messages—i.e. the story

Help the College develop communications that reflect and reinforce your story across all media to all key audiences

Ultimately, to help you raise your rankings to top 5

Our goal





U.S News rankings of graduate schools in engineering and computer engineering

Market

Engineering	Computer Engineering	College	Students
1	1	MIT	2818 enrolled
2	1	Stanford University	3564 enrolled
3	3	UC Berkeley	1882 enrolled
4	6	Georgia Institute of Technology	4624 enrolled
5	7	California Institute of Technology	577 enrolled
5	5	University of Illinois	2773 enrolled
7	4	Carnegie Mellon University	2517 enrolled
8	9	University of Texas	2428 enrolled
10	9	Cornell University	1705 enrolled
10	11	Purdue University	2965 enrolled
	7	University of Michigan	3223 enrolled

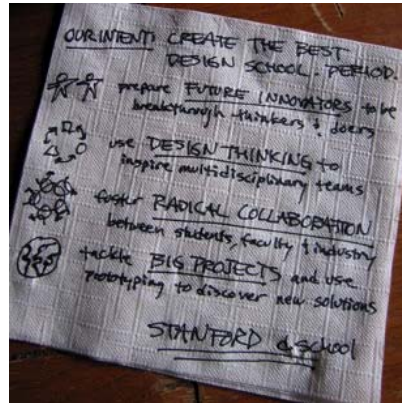
Each has its own strengths and tries to put a unique twist on its mission

Market

Stanford boasts of close collaboration with other schools on campus and with industry

Has established an Institute of Design to further its multi-disciplinary approach...

and to stress “collaboration, break-through thinking and real world applications”



Cal Tech’s mission statement is veritable catalogue of clichés from this space!

Market

Mission Statement

The mission of the California Institute of Technology is to expand human knowledge and benefit society through research integrated with education. We investigate the most challenging, fundamental problems in science and technology in a singularly collegial, interdisciplinary atmosphere, while educating outstanding students to become creative members of society.

“Expand human knowledge”

“Benefit society”

“Research integrated with education”

“The most challenging, fundamental problems”

“A singularly collegial, interdisciplinary atmosphere”

“Become creative members of society”

No surprise: All say similar things

"Education that combines rigorous academic study and the excitement of discovery with the support and intellectual stimulation of a diverse campus community" MIT

"pushes the frontiers of modern science and engineering through teaching and research" Stanford

"Facilitate technology transfer, applying people and ideas to improve our society and our world" Stanford

"The future is limited only by our imagination, and the possibilities are endless. Our mission is to seek solutions to important global problems..." UC Berkeley

"We prepare our students not only to succeed, but to set the standard, for tomorrow's world." Georgia Tech

No surprise: All say similar things

"collaboration across disciplines and innovative leadership" Carnegie Mellon

"interdisciplinary innovation" Carnegie Mellon

"turning innovations into new businesses" Carnegie Mellon

"expand human knowledge and benefit society through research integrated with education" Cal Tech

"dedicated to the creation of knowledge and the development of human capital and leadership" Cal Tech

"collegial, interdisciplinary atmosphere, while educating outstanding students to become creative members of society" Technion

Competitive Environment in Summary

- + The top schools have a strong track record in creating partnerships with industry to foster entrepreneurship
- + All of the schools are using similar wording and making the same claims
- + ...raising the challenging question: **What makes Cornell NYC Tech and Cornell Engineering different?**

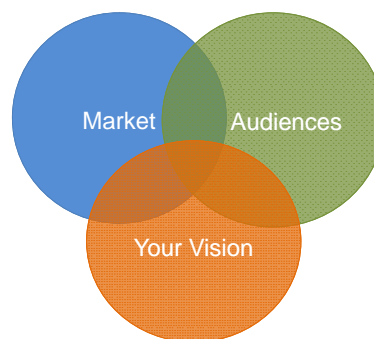
Cornell NYC Tech Positioning descriptor

As new technologies transform cities, industries and lives, Cornell and its academic partner Technion provide a distinctive model of graduate tech education in the heart of New York City that fuses educational excellence with real-world applications and commercializes technology rooted in the latest academic research. Students, faculty and industry experts learn and work together to launch ideas and create daring ventures that have global impact.

Cornell NYC Tech Positioning in one sentence

Cornell Tech is a new center of higher learning that leverages New York City's exhilarating spirit and global interconnectedness to inspire and nurture the next generation of tech leaders who will make a lasting, positive difference to humanity.

Today's focus: College of Engineering



Who you are and
where you want to go

Questions for the Advisory Board

Questions

Which do you think is the number one engineering school in the US?
– and why? – i.e. what standards do you apply?

Where do you think Cornell ranks – realistically – top 5? Lower...? Is
the 9th or 10th ranking fair – or is this irrelevant? Do others not
recognize the excellence?

What do people say / think / ask you? – when you tell them that you
come out of Cornell College of Engineering? – (anecdotal sense of
the brand)

How do you see – and what is the value of – the CornellNYC Tech
initiative? – to Cornell College of Engineering? – and what is the
value of Cornell Engineering to CornellNYC Tech?

Questions (2)

Write down in one sentence or 2 -- no more! – how you would communicate to a prospective student or faculty the fact that Cornell is opening a new campus in NYC? How frame it?

What's the story we tell about one engineering program – what is the link? – the story that enhances the reputation of the overall Cornell brand?

From Bob Shaw: What did you learn here of value that you took with you on in life that helped you be successful?



siegel vision