

Cornell Engineering

Breaking Rules to Advance Engineering Science

**Brand:
Phase Two
Update
October 2015**

Explore Careers of 639+ Alumni

Where they work	Count	What they do	Count
Cornell University	55	Engineering	128
Cornell University College of Engineering	10	Research	71
Google	5	Information Technology	51

Brand: Phase Two

Social Media Plan Based on testing, monitoring, increased awareness through implemented social media campaign, including monitoring on all platforms (Twitter, LinkedIn, Facebook and YouTube).

PR Plan Implementation:

Create a unique PR program to increase awareness of our unique strengths among students, alumni, prospects, industry and those interested in Engineering.

Social Media Results and beyond...

- Paid social testing for target audiences (\$6000 over 6 months)
 - Parents
 - Prospects
 - People interested in Engineering
- Determined best:
 - Content
 - Medium
 - Images
 - Tone/Messaging
- Determined Share of Voice
- Method of using Social Media: 85% mobile



Total Impact Social Media

(March-October 2015)

Original Followers:

Facebook: 3,462

Twitter: 7,086

LinkedIn*: 204

CornellEngineering Social Media (Mar-Oct 2015)				
	Twitter	Facebook	LinkedIn*	Total
Impressions	1,247,100	2,161,334	235,902	3,644,336
Engagement	5,669	64,681	1240	71,590
Web Clicks	3,669	45,417	775	49,861
Video Views	12,224	71,991	n/a	84,215
New Followers	1,683	4,457	813	6,953
Total Followers	8769	7919	1017	17705

* 2 new Linked In Properties... a University page and Company page

Best “Facebook” Post (March-October)

Top Post

Organic Reach: 3,324

Paid Reach: 117,991

Total Reach: 121,315

Engagements- 3,023

Eng. Rate- 2.0%

Post Details

 **Cornell University College of Engineering** Like Page

Published by Sarah Johnson [?] · October 6 at 3:45pm

How one student transformed from college freshman to award winning engineer.



Breaking Rules to Have Real Impact

Megan Hill, senior in the Department of Materials Science and Engineering at Cornell, began to dream as a freshman that maybe someday before she graduated she would be able to get into the...

ENGINEERING.CORNELL.EDU

121,315 people reached Boost Post

1.2k Likes 5 Comments 24 Shares

Like Comment Share

Best “Linked In” Post


(March-October)

Cornell University College of Engineering “Being in a group with 51 other girls that share some of the same interests as me is absolutely amazing.” Student perspectives from the CURIE Academy: <http://bit.ly/1LNFTBh>



CURIE Academy fuels girls' passion for engineering

bit.ly · Jesse WhiteNoah Snaveley, associate professor of computer science, works with high school students on their graphics programming project during the 2015 CURIE Academy.

 Organic ⓘ
Targeted to: All Followers

3,884
impressions

2
clicks

61
interactions

1.62%
engagement

TOP POST:

Impressions: **3,877**

Engagements: **61**

Engagement Rate: **1.62%**

Phase Two- PR recommendation

Research:

Focus Groups in April

- Cornell engineering leaders

- Brand council

- Alumni group in Boston

- Current student group

Numerous ideas generated for engagement that shows our unique strengths
(Annual Build Day, Parent Portal, Online Maker Community etc..)

Additional Public Relations ideas as well.

- Conferences

- Symposiums

- Feature Story Campaign

Phase Two- PR recommendation

Started working with one:

Online Community for Makers/Engineers

- Tested our ideas with high school student groups over the summer.
- Planned as an early engagement community run by Cornell Engineering for potential engineers as young as 10.
- Increase awareness of the College well before they are thinking about it.

Cornell Engineering | CollabSpace

HOME PROJECTS DISCUSSIONS MEMBERS MENTORING MY PROFILE


Welcome to CollabSpace! This is a place for people who like to make things. Here you can **interact**, learn about different engineering disciplines, share **projects**, receive **mentoring** from Cornell professors and alumni, and become part of a community of people who share your strong interest in creating. You can follow your curiosity, share your strengths, and improve your skills.

The world is facing many challenges and, in many cases, engineers will be the ones who push the limits of imagination and challenge the way things have always been done. In CollabSpace, future engineers learn the skills that will help them engineer the future.

[Download instruction guide](#)

Featured Projects

Robots Playing Rock Band
Posted by Dawn S. McWilliams on September 21, 2015 at 11:48am in Robotics



Current Activity

- Kyler Ruvane updated their profile photo
Sep 27
- Kyler Ruvane and Andrea Ippolito joined Cornell Engineering | CollabSpace
Sep 26
- Candy Lin is now a member of Cornell Engineering | CollabSpace
Sep 24
- Charles Zhang and Yuchen Dong joined Cornell Engineering | CollabSpace
Sep 22
- Leandro Ochoa updated their profile
Sep 22
- Leandro Ochoa and Andrei Talaba joined Cornell Engineering | CollabSpace

Project Space with Advisors

The screenshot shows a web browser window displaying the CornellEngineering CollabSpace website. The browser's address bar shows the URL `coefactorytest.ning.com/projects`. The website header includes the logo "CornellEngineering | CollabSpace" and navigation links for "HOME", "PROJECTS", "DISCUSSIONS", "MEMBERS", "MENTORING", and "MY PROFILE". A search bar is also present.

The main content area is titled "Projects" and features a sidebar with a list of project categories: "3D printing", "Drones", "Electronics", "Mechanical", "Robotics", and "Rockets". Below this is a "Guidelines" section with links for "Project Advisees" and "Project Advisors".

The main content area displays "All Projects (3)" with a featured project titled "Robots Playing Rock Band". The post is attributed to "Dawn S. McWilliams" and dated "September 21, 2015 at 11:48am in Robotics". The project image shows a person wearing a black t-shirt and a cap, holding a robotic arm that is designed to look like a guitar. The person is holding the arm as if playing a guitar.

Below the image, there is a caption: "About 30 Cornell engineering students boarding an all-night bus to Walt Disney World in early May will".

The browser's taskbar at the bottom shows various application icons, including Internet Explorer, Chrome, and Photoshop. The system tray indicates the time is 3:18 PM on 10/26/2015.

Discussions with Feedback

The screenshot shows a web browser window displaying the Cornell Engineering CollabSpace forum. The browser's address bar shows the URL `coefactorytest.ning.com/forum`. The page header includes the Cornell Engineering logo and the text "CollabSpace". A navigation menu contains links for HOME, PROJECTS, DISCUSSIONS, MEMBERS, MENTORING, and MY PROFILE. The main content area is titled "Discussions" and lists "All Discussions (6)". A dropdown menu is set to "Latest Activity". Three discussion topics are visible:

- Can middle school kids learn about civil engineering?**
How can middle school students learn about civil engineering?
Started by Dawn S. McWilliams
0 Replies
- Spacecraft reentry from space**
Why dont spacecraft burn up or veer off course during reentry from space?
Started by Dawn S. McWilliams
0 Replies
- Difference in motors and engines?**
What is the difference between a motor and an engine?
0 Replies

The interface includes a "Read more..." button for each discussion. The background of the forum page features a photograph of several people in white lab coats and hairnets, likely in a laboratory setting. The Windows taskbar at the bottom shows the system clock as 3:19 PM on 10/26/2015.

Mentors

Mentoring - Cornell Engin... x +

coeifactorytest.ning.com/mentoring

Sign Up Sign In

CornellEngineering | CollabSpace

Google™ Custom Search

HOME PROJECTS DISCUSSIONS MEMBERS MENTORING MY PROFILE

Mentoring

[Overview](#)

Guidelines

[Mentees](#)

[Mentors](#)

Downloads

[Mentee Questionnaire](#)

[Mentor Questionnaire](#)

Overview

We are working to help all of our members get answers to those difficult questions, such as...

- What does a chemical engineer really do?
- What kind of classes should I take before college to prepare myself?
- What does a day in the life of a Civil Engineer look like?
- Can I find someone who can mentor me through my decision to decide on a major?

In the CollabSpace, by Cornell Engineering, we have found a number of our alumni and faculty who are happy to mentor you. Simply send an email to [FIND A MENTOR](#), and we will connect you with someone who can answer those questions.

This process will be facilitated manually and you will receive a questionnaire in about 24 hours to complete for your mentor match. Our mentors have already completed a similar survey that tells us what skills and experiences they have, so that we can match you as best as possible.

Be prepared to provide your mentor with a "category" of interest from the list of potential areas below. This will help us to match you better.

- Aerospace
- Biomedical
- Bioengineering
- Chemical engineering
- Circuits
- Civil engineering
- Coding
- Computer science
- Education discussions
- Electronics
- Energy sources
- Engineering
- Environmental engineering
- General
- Information systems

3:19 PM
10/26/2015

Profile and Email within the Collab Space

The screenshot displays a web browser window with the address bar showing 'coeifactorytest.ning.com/members/DawnSMcWilliams'. The page title is 'CornellEngineering | CollabSpace'. The user is logged in as 'Dawn S. McWilliams' and is viewing their own profile page. The profile header includes a navigation menu with 'HOME', 'PROJECTS', 'DISCUSSIONS', 'MEMBERS', 'MENTORING', and 'MY PROFILE'. The profile itself features a cover image of a building at night, a profile picture of Dawn S. McWilliams, and identifies her as 'Ithaca, NY - Female' and a 'MENTOR'. Below the profile information are social media sharing buttons for G+, Like, and Tweet. The 'Activity Feed' section shows a post from Dawn S. McWilliams titled 'Robots Playing Rock Band', dated Sep 21, with a description about 30 Cornell engineering students on a bus to Walt Disney World. Below this is a post from Dawn S. McWilliams dated Sep 17, and another post from Dawn S. McWilliams. The browser's taskbar at the bottom shows various application icons and the system clock indicating 3:19 PM on 10/26/2015.

Collab Space *powered by Cornell Engineering*

September 26th and 27th, 2015, at World Maker Faire in Queens, New York, Cornell Engineering and RDW Group conducted testing of the COE beta-platform community known as CollabSpace *with 68 personal interviews*).

What we learned the users wanted:

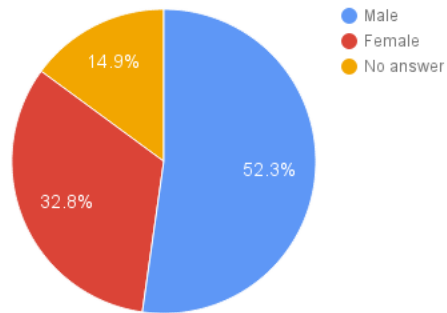
- “How-To” videos
A prevalent response was to infuse into the site “How-To” or Tutorial videos walking viewers through a concept.
- Forums separated by subject matter, related, there is a call for “moderators” within the forums to keep discussion on topic
- New DIY Projects



Intercept Audience Dashboard

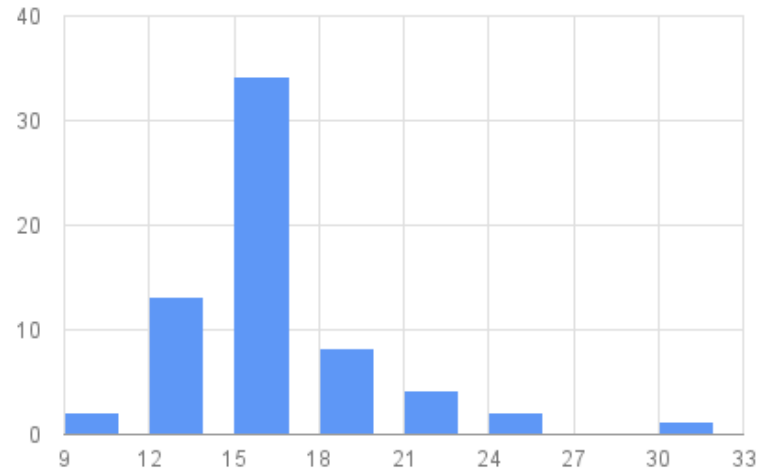
Gender

Gender Distribution



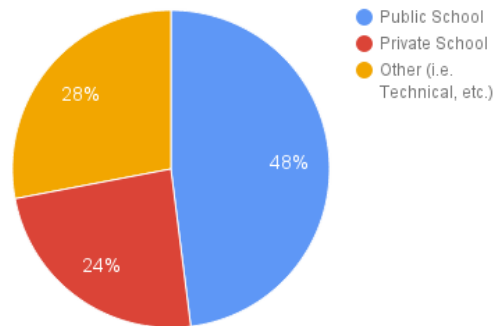
Age

Age Distribution: Average 16.4 years old



School

School Type



Overall, 68 individuals were intercepted and interviewed within the two-day period.

Key Rating Questions

- What rating would you give the test site (between 1 and 5; 5 being the best)?
 - Average Rating: 4.06
- How likely are you to visit this site again (between 1 and 5; 5 being the best)?
 - Average Rating: 4.08
- How likely are you to connect with a Cornell Engineering Mentor (between 1 and 5; 5 being the best)?
 - Average Rating: 4.14
- How likely are you to recommend the site to a friend (between 1 and 10; 10 being the best)?
 - Average Rating: 8.2

“Very excited about this site.”

“There is some really cool stuff on this site.”

“I am likely to visit the site, but it’s important that it remains active. I would stop if no activity.”

“ Mentors must be accessible and invested in providing quality feedback.”

“I would recommend it to my computer programming class.”

¿Similar Sites?

General sentiment from those interviewed is there is no “sister” site to ‘CollabSpace’ currently in existence.

As far as similar sites (or sites that attract young engineers/makers):

Instructables: 11 mentions

YouTube: 9 mentions

Thingiverse: 4 mentions

Makezine: 4 mentions

Also receiving votes: Stack Overflow (3), FTC Forums (3), Google (3), and Kahn Academy, GitHub & Science buddies (1 each).



Moving Forward

- **Conduct outreach to interviewees who volunteered to become part of the beta testing community.**
 - Seed the site with additional COE professors, alumni, and student advisors to ensure lively discussion during the test phase.
 - Run test community between now and November 26th, Thanksgiving. (86 people signed up to be testers)
 - Conduct focus groups and/or survey test community users to flesh out pros/cons and needs of site; and re-visit site name.
 - COE to consult with and secure approval of Cornell University attorneys on CollabSpace community and integrate further recommended language into Site Terms & Conditions.
- **Crystallize design, functional, and content needs by early-December**

Brand: Phase Two

Questions?

Social Media

Engaged on Social Media?

Are you following us?

What do you like?

What do you think we should add?

On the Collab Space

Are you interested a being a mentor?

Do you have suggestions for the online site?

Do you have Makers/children/grandchildren who might want to be on the test site?