



## Your Ideas: Our Progress

- **Be Visible:**
  - Facebook (2054 likes! so far)
  - Linked In (2250 members)
  - Twitter (2920 Followers)
- **Promote Alumni Connections**
- **Share News with Alumni**
  - New ENG magazine online (2 more times per year)
  - Info Update now being sent to ECC members
- **Increase faculty presence in the Media**
- **Hire an Intern**
- **Review the brand position:** Make is clear and concise
  - Understand your value proposition. Don't compare to the competition's, it is a waste of time

## Old Positioning Statement

- The College of Engineering, working in close partnership with the **world-class resources of Cornell University**, pioneered and continues to advance a new paradigm—in which faculty, students and **graduates apply the process of engineering** to actively harness the perspectives and expertise of multiple disciplines.
  - Identify solutions where others see barriers
  - To produce clarity from complexity
  - To create world shaping innovations and drive relevant discovery.
  - To prepare a new generation of leaders to think across disciplines in a rapidly changing world.

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## Your Feedback: Our Progress

- **Revisit the existing messaging**
  - Need to tweak the messaging to relate to each audience, whether it is students, companies, media etc. consciously approach each differently.
  - Needs to be less wordy, more focus
  - World we are opening in has changed in the last 6 years.
  - 1 in 8 looking for a job...graduate students...we need Companies to be aware of us and why they should hire our students.
- **Hired SiegelVision for new Brand Position**
  - Alan Siegel
  - Claude Singer

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## Branding Team and Goals

- **SiegelVision**
  - Award winning team, Alan Siegel, Claude Singer and Rob Kurisko
  - Created the new positioning messages and imagery for Cornell Tech
- **COE Branding Goals:**
  - Lay foundation for an overall positioning strategy for the college to be ranked among the top 5 nationally, by leveraging distinct qualities of the college's culture, programs, achievements, faculty and students
  - Keep the college in the minds of key stakeholders
  - Integrate with Cornell Tech
  - Provide strategic framework for identity-related decisions and focus on next implementation steps