CornellEngineering

Marketing Strategy

Lance R. Collins

Joseph Silbert Dean of Engineering

Aspiration

The College of Engineering at Cornell University will be widely recognized as a top three engineering college in undergraduate and graduate studies

Enabling Goals:

1. To recruit, retain and enable a **diverse** community of exceptional faculty, students and staff
2. To educate undergraduate and graduate students to become global leaders
3. To be world leaders in important areas of research
   a. to sustain and expand our leadership role in: advanced materials; complex systems, network science and computation
   b. to be the premier research university in the emerging areas of: bioengineering; energy and the environment
4. To increase our interactions with industry; and create a fertile environment for entrepreneurial activities for faculty and students

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Cornell Engineering Differentiators

Creating a New Educational Paradigm

Leveraging Cornell Tech Campus

Expanding Bioengineering

Enhancing the Energy Systems Institute

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Importance of "brand"…

GROWING APPLIED SCIENCES

A Game Changer for NYC

February 9, 2011

WE WON!

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Lessons Learned

Cornell equals Stanford in terms of producing startups and entrepreneurs

Bruising yearlong battle with Stanford despite "home court advantage"

Stanford's "brand" advantage kept it close till the end

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Siegelvision

Alan Siegel (alum) from Siegel and Gale

Tell the authentic story boldly

Primary audiences:
    Prospective students
    Current students

Secondary audiences:
    Alumni
    Recruiters
    Donors

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Engineering Statements on the Web

Through the application of engineering principles across disciplines, we are tackling the major challenges of the 21st century

Educating leaders, creating knowledge, serving society

Be part of daring research that can only happen here

As one of the world's top ranked engineering programs, our students, faculty, and alumni set the standard for excellence

Cornell Engineering

Engineering Statements on the Web

Through the application of engineering principles across disciplines, we are tackling the major challenges of the 21st century **Stanford**

Educating leaders, creating knowledge, serving society **Berkeley**

Be part of daring research that can only happen here **Michigan**

As one of the world's top ranked engineering programs, our students, faculty, and alumni set the standard for excellence **UIUC**

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Engineering Statements on the Web

What did I learn at Cornell Engineering?

Engineering Statements on the Web

What did I learn at Cornell Engineering?

I learned to "break the rules"

- Renee Miller-Mizia '81 MSE

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BREAKING THE RULES

BREAKING THE RULES

TO DO GREAT THINGS

TO MAKE THE WORLD A BETTER PLACE
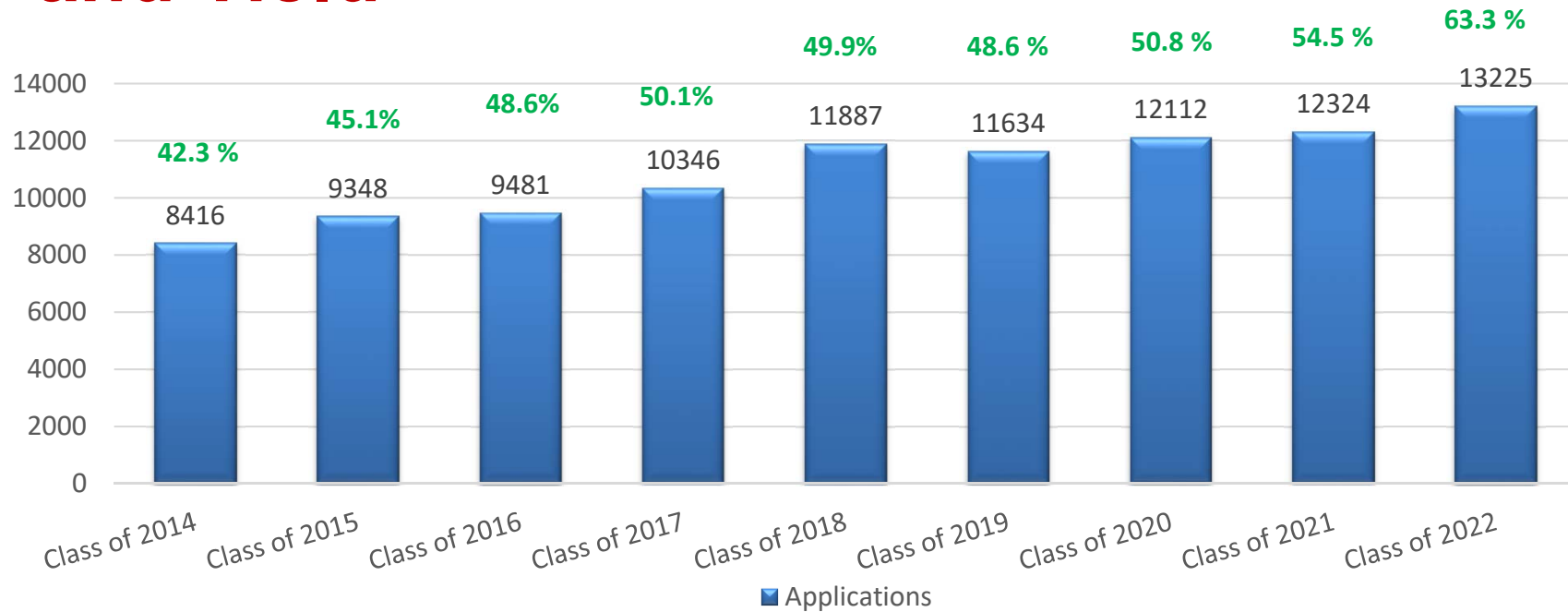
TO ADVANCE SCIENCE AND IMPROVE LIVES
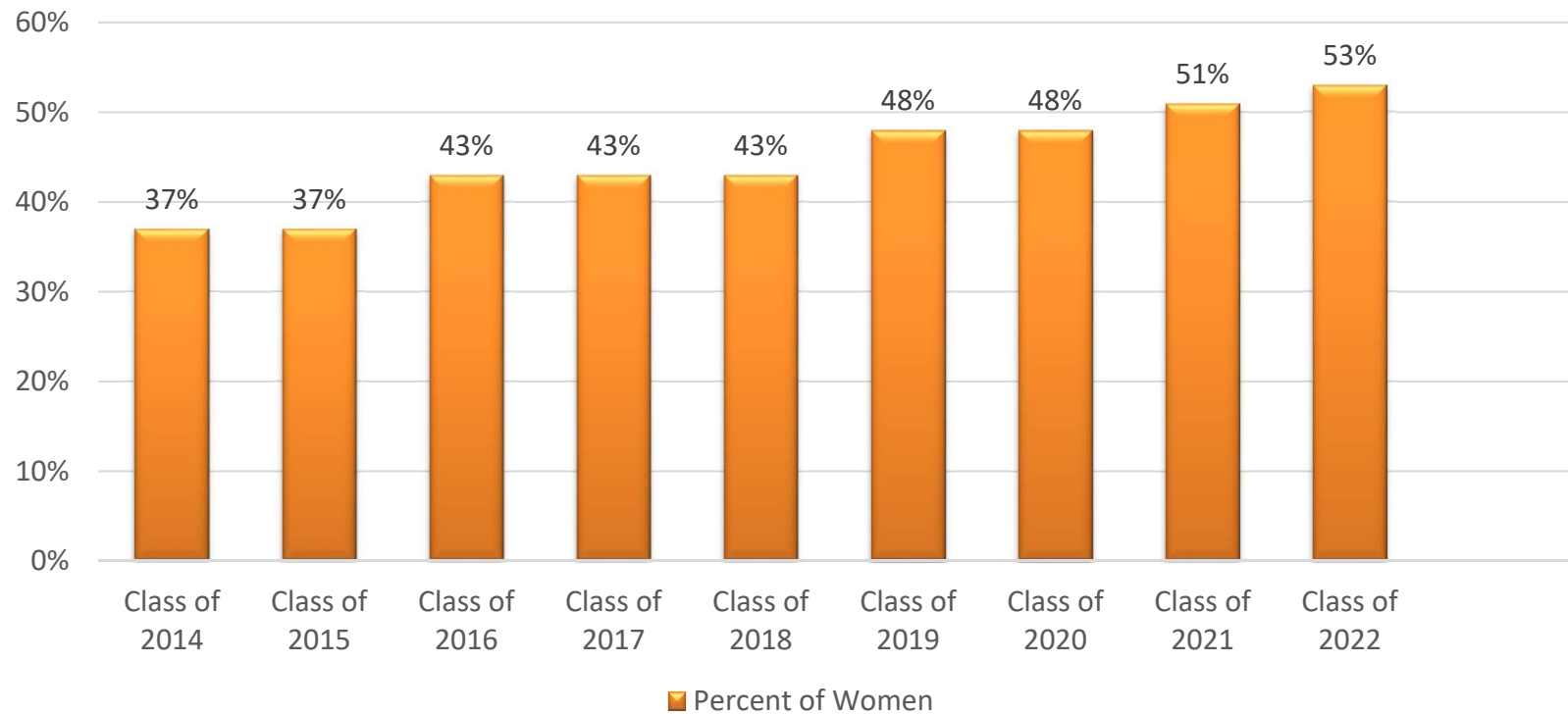
TO CROSS DISCIPLINE BOUNDARIES

TO QUESTION ASSUMPTIONS

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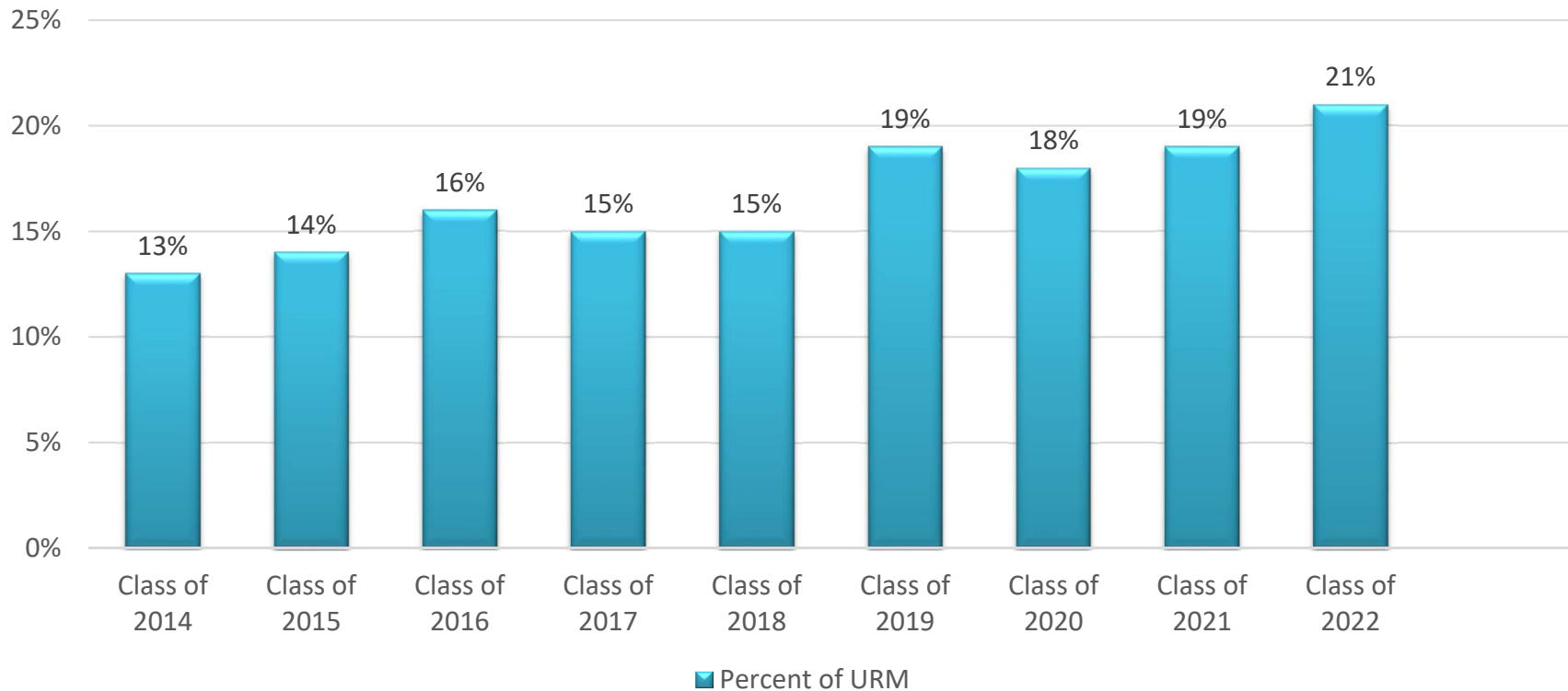# Cornell Engineering Applications and Yield

Yield = Green

	Class of 2014	Class of 2015	Class of 2016	Class of 2017	Class of 2018	Class of 2019	Class of 2020	Class of 2021	Class of 2022
Yield	42.3 %	45.1%	48.6%	50.1%	49.9%	48.6 %	50.8 %	54.5 %	63.3 %
Applications	8416	9348	9481	10346	11887	11634	12112	12324	13225

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On the other hand…

US News Historical Rankings – Graduate Engineering Programs

Year Rankings	2011	2012	2013	2014	2015	2016	2017	2018	2019
College of Engineering	**10**	**10**	**10**	**13**	**13**	**13**	**12**	**13**	**15**
Aerospace	12	11	11	11	9	11	14	13	14
Bio/Agriculture	4	4	3	3	4	6	6	4	5
Biomedical	20	20	15	20	15	18	16	17	14
Chemical	13	13	17	16	18	16	15	19	17
Civil	10	10	8	10	9	9	10	10	11
Computer Engineering		8	9	5	8	9	13	7	9
Electrical	9	9	9	7	10	10	8	11	9
Environmental	14	14	12	11	11	10	12	15	10
Industrial	8	8	10	7	7	8	7	8	5
Materials	8	8	10	7	6	8	9	9	10
Mechanical	8	8	9	9	8	8	8	8	10

US News Graduate Engineering Programs – Ranking Analysis

We are strong on (47.5%)
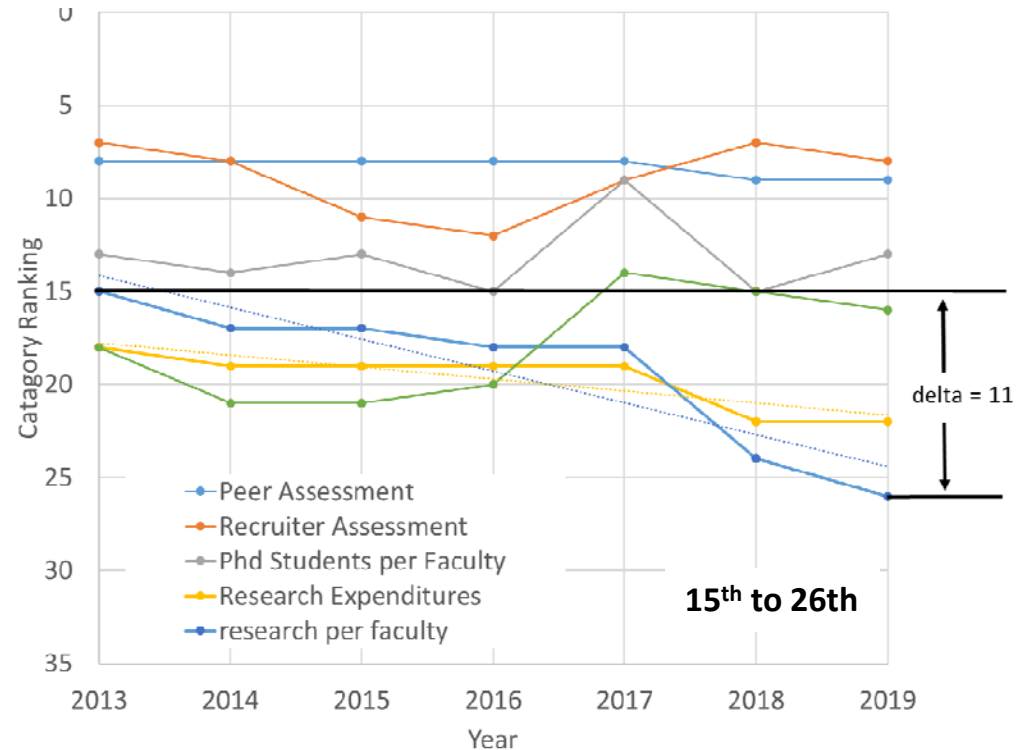- Peer/recruiter assessment (40%)
- NAE membership (7.5%).

We are weak in (25%)
- Research expenditures per faculty (10%)
- Research expenditures overall (15%)

We are "OK" but could improve in (13.75%)
- PhD students per faculty (7.5%)
- PhDs granted (6.25%).

Other categories are a wash (13.75%)

delta = 11

15th to 26th

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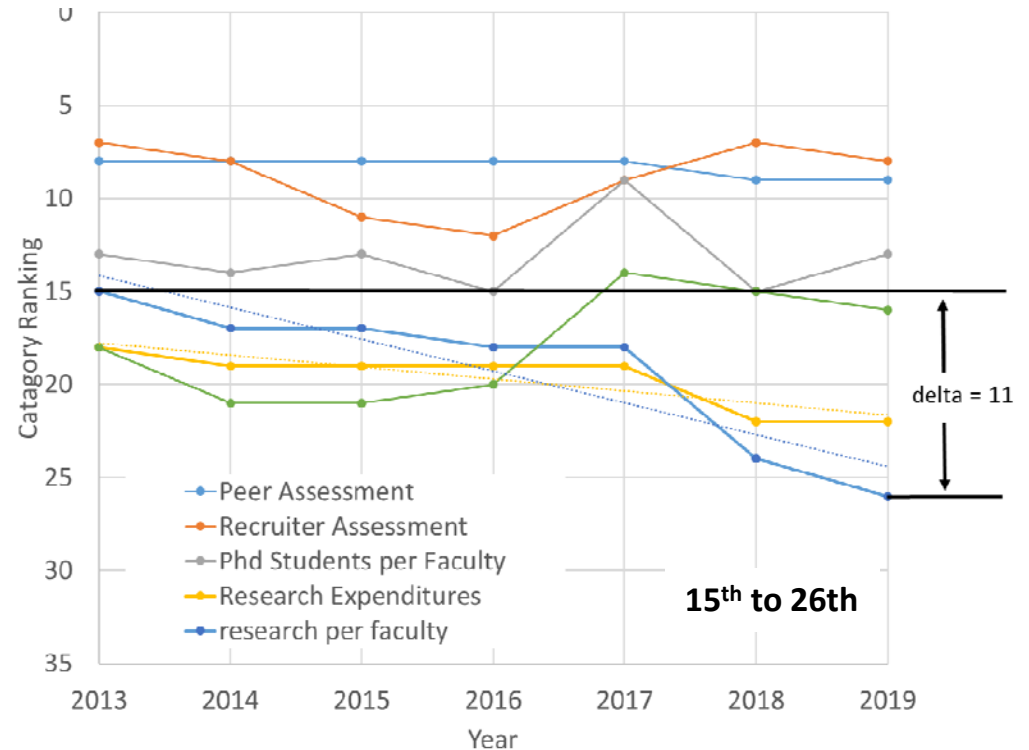- Peer/recruiter assessment (40%)
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15th to 26th

delta = 11

Legend:
- Peer Assessment
- Recruiter Assessment
- Phd Students per Faculty
- Research Expenditures
- research per faculty

Where we are compared to peers in research expenditures

Total Expenditures = $123M (includes CS and BEE)

1. 22nd out of top 30
2. 2nd in Ivy League (Columbia $151M)
3. Between Northwestern ($115M) and Virginia Tech ($126M)

Total Expenditures per faculty = $565k (includes CS and BEE)

1. 26th out of top 30
2. Lowest out of Ivy League in the top 30 (Penn $947k, Columbia $944k, Harvard $695k, Princeton $573k)
3. Between Minnesota ($549k) and Princeton ($573k)

Revisit the "breaking the rules" platform

Refresh the Brand

Focus on New Audiences (Alumni, Corporations)

Continue to Grow Social Media

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