WE PRESENT OURSELVES ...

as defenders of the new education whose adherents, work not only with their heads, but with their hands; ... who delight to unravel the mysteries and solve the problems which nature lays before us.

L.R. Grabill, MSM Class of 1878

Our 150-year-old brand promise
The S&T brand experience

- Remarkable ROI
- Hands-on, applied learning and research
- Engineering
- Strong niche programs
- A distinctive public research university
S&T MARS ROVER TEAM
2017 WORLD CHAMPS
THEY CAME. THEY ROVED. THEY WON.
Missouri S&T Marketing and Communications

We build, manage and promote the S&T brand experience to further our university’s mission and strategic goals.
STARTING S&T 101

Current students offer their best advice on thriving during the first month of college, relieving stress and living on campus.

READ MORE
STARTING S&T 101

Current students offer their best advice on thriving during the first month of college, relieving stress and living on campus.

READ MORE

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EXPLORE S&T

STAY INFORMED
- Calendar
- eConnection
- Miner Athletics

RESIDENTIAL LIFE
- Residence Halls
- Dining Options
- Residence Hall Rates

STUDENT LIFE
- Organizations
- Fraternities/Sororities
- Volunteerism

STUDENT HELP
- Registrar
- Cashiers Office
- Career Opportunities

---

Strategic Communications (the verbal)

- Media relations
- Executive communications
- Internal communications
- Governmental
- Advancement
STARTING S&T 101
Current students offer their best advice on thriving during the first month of college, relieving stress and living on campus.

READ MORE

Web and digital (the virtual)
- Email marketing
- Social media
- Web design
- Usability/navigation
- Web content

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The brand-building cycle

- Brand strategy
- Creative development
- Market research
- Test, refine, refresh
- Marketing plan
Market research: what we found

- Awareness varies by audience
- Academic excellence recognized
- Meeting prospects’ expectations
- Innovative and respected
- Alumni are “proud Miners”
The brand-building cycle

Brand strategy

Market research → Creative development

Test, refine, refresh → Marketing plan
Missouri S&T...

Builds upon a heritage of discovery, creativity and innovation across all academic and research disciplines

so that our community is...

Inspired and ready to pursue and solve the world’s great challenges.
The brand-building cycle

1. Brand strategy
2. Creative development
3. Marketing plan
4. Test, refine, refresh
5. Market research

Open - Ext Aff MSA - Info 1-18
The brand-building cycle

- Brand strategy
- Market research
- Creative development
- Test, refine, refresh
- Marketing plan
<table>
<thead>
<tr>
<th>Goal</th>
<th>Audience</th>
<th>Measurement</th>
<th>Compact for...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise awareness of S&amp;T and academic quality</td>
<td>Prospective graduate students</td>
<td>24% unaided awareness by FY21 (up from 16% FY15)</td>
<td>Student Success; Inclusive Excellence</td>
</tr>
<tr>
<td>Maintain awareness of S&amp;T and academic quality</td>
<td>Prospective undergraduate students</td>
<td>24% or better unaided awareness by FY21 (24% FY15)</td>
<td>Student Success; Inclusive Excellence</td>
</tr>
<tr>
<td>Increase visibility of College of Arts, Sciences, and Business academics</td>
<td>Prospective undergrad, grad</td>
<td>TBD</td>
<td>Student Success; Inclusive Excellence</td>
</tr>
<tr>
<td>Increase research visibility</td>
<td>Influentials, graduate students, funding agencies</td>
<td>U.S. News peer assessment, graduate engineering (2.7/5.0 FY15)</td>
<td>Research and Creative Works</td>
</tr>
<tr>
<td>Build internal awareness of brand identity</td>
<td>Missouri S&amp;T students, faculty, staff</td>
<td>Internal research</td>
<td>Inclusive Excellence; Planning, Operations and Stewardship</td>
</tr>
<tr>
<td>Convey return on investment, value proposition</td>
<td>Prospective undergrad, prospective grad, legislators</td>
<td>Impact of outcome messaging</td>
<td>Student Success; Planning, Operations and Stewardship</td>
</tr>
<tr>
<td>Portray Missouri S&amp;T as “innovative” and “respected”</td>
<td>Alumni, donors, prospective students, legislators, research partners</td>
<td>Maintain or exceed 2015 high perceptions of “innovative” and “respected”</td>
<td>Engagement and Outreach</td>
</tr>
<tr>
<td>Ensure capability to support key future initiatives</td>
<td>Alumni, donors, prospective students, legislators, research partners</td>
<td>Staffing and funding to support campaign, sesquicentennial</td>
<td>Inclusive Excellence; Engagement and Outreach</td>
</tr>
</tbody>
</table>
The brand-building cycle

- Brand strategy
- Creative development
- Market research
- Test, refine, refresh
- Marketing plan
Measuring success

Brand reach
- Web traffic
- Social media
- Earned media

Share of voice
- Colorado School of Mines
- Georgia Tech
- Michigan Tech
Share of voice: earned media

% share of voice
3.4

- Missouri S&T
- Michigan Tech
- Colo. School of Mines
- Georgia Tech

July 1-Aug. 31, 2018
Share of voice: earned media

July 1-Aug. 31, 2018
(Minus Georgia Tech)

% share of voice

Missouri S&T
Michigan Tech
Colo. School of Mines

20.8
Share of voice: social media

July 1-Aug. 31, 2018
(Minus Georgia Tech)

% share of voice

- Missouri S&T
- Michigan Tech
- Colo. School of Mines

50.8
Content marketing: the PESO model