

TRANSLATING RESEARCH INTO RESULTS

MISSOURI
S&T

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Brand strategy

- ▶ Personality
- ▶ Key messages
- ▶ Essence



S&T makes me feel:

- Welcome
- Inspired
- Connected



What do you think of S&T?

- Smart
- Inventive
- Enthusiastic



**It's not about
you. It's about
your audience.**





Attribute:

an academically challenging foundation of collaborative, creative thinking

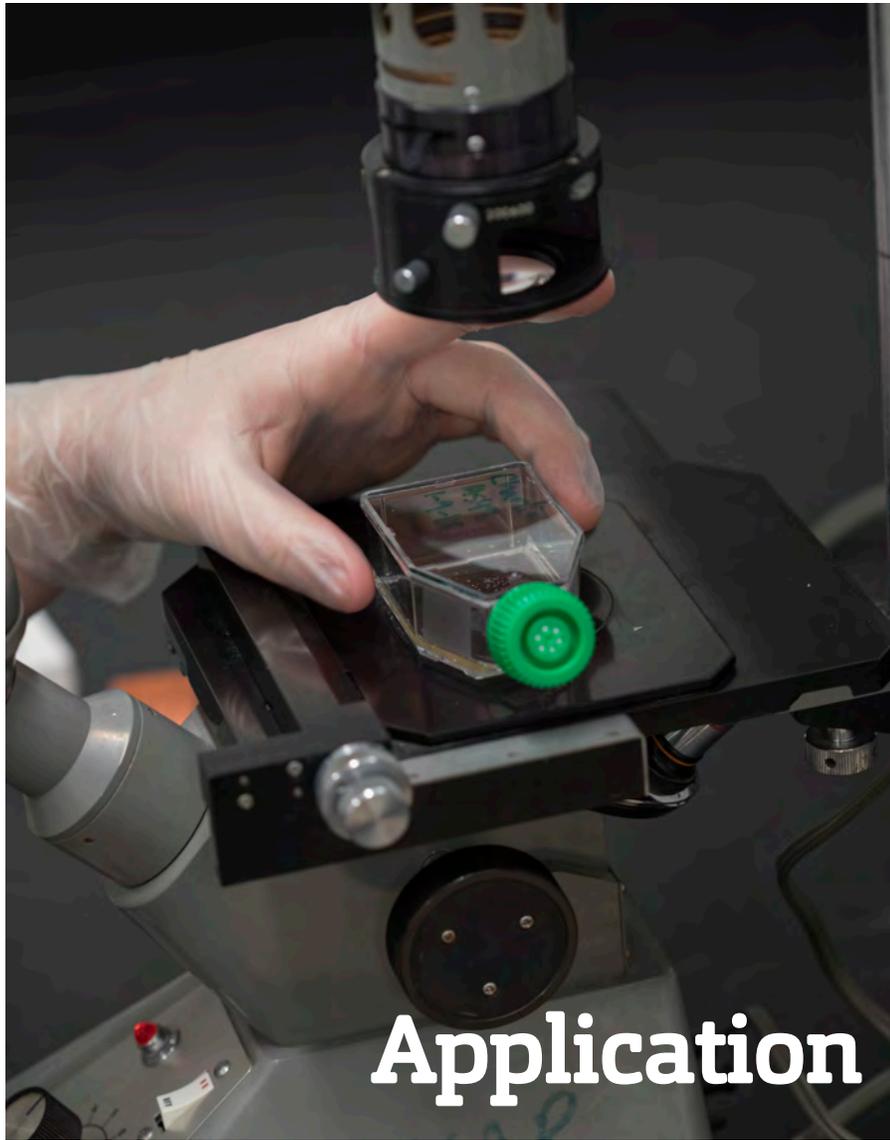
Benefit:

inventive and enthusiastic in their outlooks, with a diversity of ideas



“Undergraduate research in Dr. Semon’s regenerative medicine has not only taught me a lot about lab techniques and biology, but also about working with people who think differently than me and applying my knowledge to attempt to hypothesize and answer relevant medical questions.”

– Samantha Greaney



Attribute:

devoted to making sure students are able to contribute from their first day

Benefit:

prepared to explore unconventional and undefined pathways to answers



“The most important experience I’ve had at Missouri S&T has been joining the Mars Rover Design Team. When I started college, I was too shy to order pizza over the phone. The team was where I found my confidence, desire to lead, and my closest friends.

– Alyssa McCarthy



Making a difference

Attribute:

inclusive and connected
community with an innovative
spirit

Benefit:

boldly creating their own
personal, professional and
philanthropic opportunities



“The curriculum for engineering management was a perfect fit for these opportunities. When reflecting on what I learned from the internships, on-campus activities and the education I received, I see that Missouri S&T put me in the perfect position to graduate and succeed!”

– Zach Ellis, Emgt’16

Because the brand essence articulates what we stand for, it must be compelling, authentic, focused and meaningful.

**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.**

Brand voice

- Tone
- Positioning



Our tone is
human. 😊

Our communication
should feel as if it's
coming from a real
person.



Our voice:

Innovative

Without being jargon-filled

Bold

Without being brazen

Confident

Without being boastful

Direct

Without being commanding

Clever

Without being jokey

**Matter-
of-fact**

Without being commanding

**Forward-
looking**

Without being dreamy

**Digging
deeper is
more than
a copy
point.**

- We look at the world differently than others do.
- We combine different ways of thinking.
- We aspire to do more, build more and become more.
- We're defined by our distinctive character.

Make it powerful.

OUR RESEARCH

FOCUSED AND DIVERSE

Research is at the forefront of an S&T education. Regardless of your major, you can expect to do interesting and extensive research in one of university's four Signature Research Areas: Advanced Manufacturing, Advanced Materials for Sustainable Infrastructure, Enabling Materials for Extreme Environments, and Smart Living.

[LEARN MORE](#)



Make it readable.

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MISSOURI S&T



Welcome, Miners!

Our campus has burst into life again following summer break. As many of you know, this is one of my favorite times: welcoming new and returning students to Missouri S&T. It's going to be a great year.

I'd like to thank everyone who rolled out the welcome mat for our new students last week. Special thanks go to Kayla Klossner-Thompson and her staff in new student programs for leading the charge, along with all the amazing student leaders and residential life staff. Special thanks also go to our faculty members who started their fall semester early to be part of the S&T welcome. What a busy, challenging, and fun time!

Make it true.

WE ARE MINERS

We are known for our engineering programs, but we recognize the importance of a strong foundation in business, education, humanities and social sciences, and science and computing. You will have access to more than 97 degree programs to plan your rewarding career, and you will do it all at one of the best national public research universities in the nation. Learning on our campus far extends the classroom. We cultivate your curiosity in an environment that celebrates the intellectual where there are immersive opportunities to get involved.

- Are you naturally-curious?
- Do you possess an unshakable love of learning and discovery?
- Do you crave immersive opportunities, including internships, study abroad, and research and design teams?
- Do you want to solve complex problems and make your mark on the world?

If so, welcome home.

A person is seen from the back, wearing a green t-shirt. The t-shirt has a white graphic design that reads "THE MINERS" in a banner at the top, "MISSOURI S&T" in large letters in the middle, and "MINERS" in large letters at the bottom. The design is framed by yellow lines and includes a lightning bolt symbol. The person is sitting in a blue chair. In the background, another person is visible, wearing a purple shirt and holding a white object.

**Thanks for
listening.
Now it's
your turn.**