TRANSLATING RESEARCH INTO RESULTS

Presented by:
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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
Attribute: inclusive and connected community with an innovative spirit

Benefit: boldly creating their own personal, professional and philanthropic opportunities

Making a difference
“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.

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.
Make it readable.
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!
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.

futurestudents.mst.edu
Thanks for listening. Now it’s your turn.