



Missouri University of Science and Technology

Solving for Tomorrow

by building a better brand today

Andrew Careaga, Missouri S&T Brand Symposium

September 14, 2022

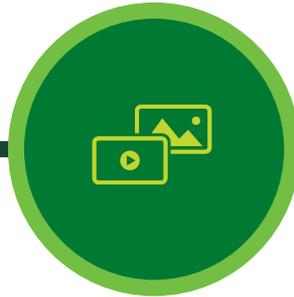
About us

Missouri S&T marketing and communications builds, manages and promotes the S&T brand experience to further our university's mission and strategic goals.



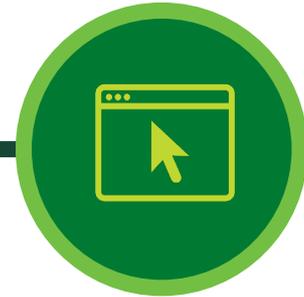
VERBALLY

Through compelling stories, strong writing and editing, and messages that resonate with our audiences.



VISUALLY

By presenting the S&T experience to the world through exceptional photography, videography and graphic design.

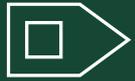


VIRTUALLY

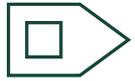
By embracing the power of digital technology to share our stories — and engage those we wish to reach.

Meet the team

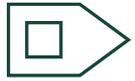




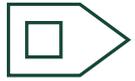
What is a brand?



A logo?



A name?



A tagline?



An association?

What is a brand?

“A brand is more than a name or a logo – **it is a promise and a contract** with every customer. ... And if people feel that the offering does not live up to what they expect from the brand, they will decide to stop buying.”

Richard Branson
Founder of Virgin

What is a brand?

“A great brand is a story that’s never completely told. ...
Stories create the emotional context people need to locate
themselves in a larger experience.”

Scott Bedbury
Author, *A New Brand World*

What is a brand?

“Imagine your customer is a hitchhiker. You pull over to give him a ride, and the one burning question on his mind is simply *Where are you going?* But as he approaches, you roll down the window and start talking about your mission statement, or how your grandfather built this car with his bare hands, or how your road-trip playlist is all 1980s alternative. **This person doesn't care.**”

Donald Miller
Building a StoryBrand

What is a brand?

A brand is not what **we** say it is.

What is a brand?

A brand is what **they** say it is.

What is a brand?

What **we** say and how we say it can influence what **they** say about us, and thereby alter perceptions of our brand identity.

Branding or marketing?

Marketing is ...

- ▶ how something is achieved
- ▶ focused on short-term results
- ▶ the tactics of how something is done
- ▶ generating an immediate response
- ▶ acquiring the customer

Branding is ...

- ▶ how your organization is perceived
- ▶ focused on long-term goals
- ▶ the trajectory of where it will go
- ▶ building loyalty over time
- ▶ what keeps the customer

"What is a Brand?" Chris McCarthy, Brand Identified, Dec. 27, 2021



The S&T brand

Core Brand Pillars

Missouri S&T offers an uncommon mix of creativity and discipline resulting in innovative solutions for a complex world.



Discovery

World-class research in areas of global significance enables the discovery of new knowledge.

Achieve R1 Status



Learning

An academically rigorous and experiential curriculum provides our students with a next-generation skill set.

12K Enrollment



Experience

An obsession with curiosity and intentional collaboration fosters an entrepreneurial mindset.

Top 100 Ranking

Personality Traits

- ▶ Welcoming
- ▶ Ambitious
- ▶ Imaginative
- ▶ Collaborative
- ▶ Dynamic
- ▶ Visionary





Our story

The brand narrative

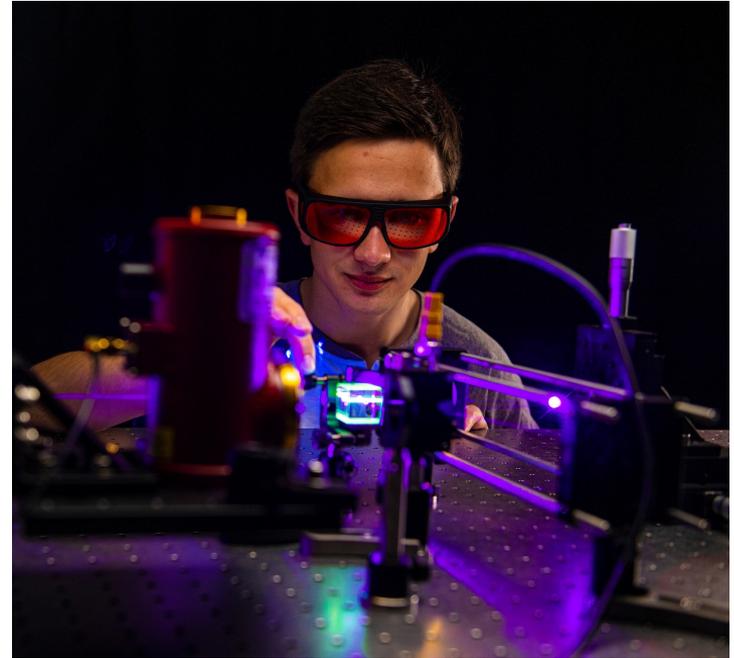
At Missouri S&T, we are cultivating opportunities that haven't been imagined. Anticipating challenges that haven't yet arisen. Preparing for careers that don't yet exist — and entire fields that most can't even fathom.

With curious minds, creative spirits and a collaborative approach, we combine our unique strengths to discover solutions for an increasingly complex world.

Because here, the future is not an uncertainty, it's a destination that we'll actively, relentlessly shape with every lesson learned, every opportunity pursued and every discovery made.

Right here, right now, we're focused firmly on what's next.

**Because at Missouri S&T,
WE ARE SOLVING FOR TOMORROW.**



Why it works



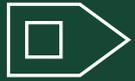
Flexible Structure
Easy to tailor to audience interests and diverse demographics



Future-Focused
Empowers audiences while weaving in context for future-focused topics



Resonates with Audience
Showcases S&T's unique characteristics in an approachable platform



The Brand in Action

St. Louis Billboard

Located on
Highway 40 east
of Grand. High
traffic area for
residents and
tourists alike.

Audience:
Prospective
Students



Science News Magazine

Sponsorship Package: 2022 Regeneron International Science and Engineering Fair

- two full-page ads
- two digital web banners program ad
- Audience: Prospective Students

MISSOURI
S&T

1



Choose your major. Build your future.

SOLVE FOR YOUR TOMORROW.



2



3

Missouri University of Science and Technology gives you options—over 100 degree programs in 40 different fields of study. But no matter what you study, you'll connect with other curious minds to create an experience — and a future — that's all your own.

1

Real-world research into the presence of arsenic in groundwater

2

S&T's ChemE Cube team's water purification system won a national award

3

S&T's hypersonic wind tunnel is one of many high-tech facilities at S&T

See how S&T can change your tomorrow at futurestudents.mst.edu.

Travel Viewbook

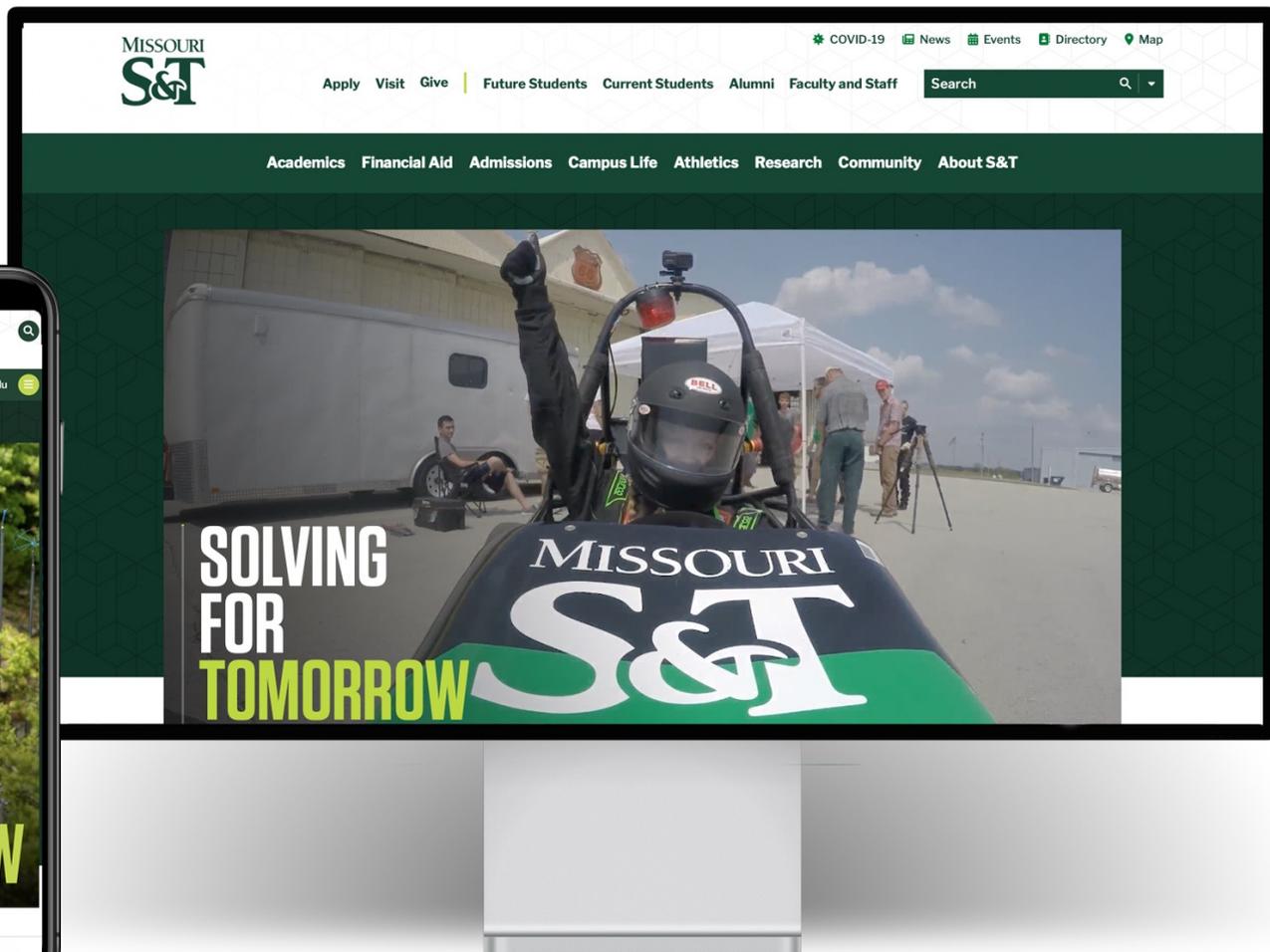
- Audience: Prospective Students

SOLVE
FOR YOUR
TOMORROW



S&T website

Audience: Prospective Students



ASEE First Bell ad

Audience: Academic Peers



in affiliation with 

 **ASEE FIRST BELL** Today's engineering and technology news prepared exclusively for the engineering and technology community

Good morning

August 24, 2022

LEADING THE NEWS



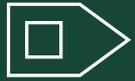
Reports: Biden Plans To Cancel Up To \$10K In Student Debt Per Borrower And Extend Repayment Pause

Citing "people familiar with the timing," [Bloomberg](#) (8/23, Cook, Wingrove) reports President Biden on Wednesday "plans to make his long-awaited announcement on student debt relief." Bloomberg says that the President "has, for several months, been weighing forgiving \$10,000 per borrower in student debt and capping the cancellation for borrowers whose income exceeds \$125,000 to \$150,000 a year." [CNBC](#) (8/23, Nova) reports that while the White House "insists no final decision has been made, three sources told NBC that the president is expected to extend the pause on student loan

debt payments for several months while forgiving loans up to \$10,000 for those with yearly incomes of less than \$125,000."

The [New York Times](#) (8/23, Tankersley, Kanno-Youngs, Cowley) reports that although Biden "backed the idea on the campaign trail in 2020, saying: 'I'm going to make sure that everybody in this generation gets \$10,000 knocked off of their student debt,'" White House aides "say the president has agonized over the decision, questioning whether cancellation should apply to students of both public and private universities and saying he does not want the relief to apply to those earning high incomes."

[Politico](#) (8/23, Stratford, Daniels) reports "the intense internal deliberations over debt relief resumed in recent days as the Biden administration stared down a self-imposed deadline." Senate Majority Leader



What's next?

Next steps



**Socialize the
new brand
refresh**



Learn the tools



**Formal rollout
(Spring 2023)**



**Make it yours
(and have fun)**



#SolvingForTomorrow



Questions?