



MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

PEOPLE-FIRST ENGINEERING



A reputation & brand strategy for Michigan Engineering

Our Opportunity to Lead

*Building upon Michigan's greatest strengths,
we can define a blueprint to reimagine what engineering can be.*

**EXCELLENT ENGINEERING
FUNDAMENTALS**

**CONVERGENCE OF
DISCIPLINES**

**EQUITY-CENTERED VALUES
& GLOBAL WORLDVIEWS**

PEOPLE-FIRST ENGINEERING

When **all three parts** are present and fully activated, we can apply a people-first approach that will help close critical gaps in our society and elevate all people.



Our Value Proposition

- Michigan Engineering's people-first approach builds upon our greatest strengths to help close critical gaps and improve the lives of all people.
- For us, people-first engineering is both a goal and a practice.
- Through our people-first framework, Michigan Engineering is reimagining and reshaping what engineering can be – at Michigan and beyond – enabling all engineers to have a positive impact on the world.

Michigan Engineering builds upon its unsurpassed engineering fundamentals and equity-centered values, leveraging the University of Michigan's unique ecosystem, expertise and global worldview to solve human problems and close societal gaps.

EXCELLENT ENGINEERING FUNDAMENTALS

Michigan Engineering is fortunate to have access to some of the strongest academic and research capabilities in the world. Our position as one of the top engineering schools enables us to advance our people-first principles – empowering our engineers with the skills they need to truly transform our world.

CONVERGENCE OF DISCIPLINES

Michigan Engineering's students and faculty draw upon insights, expertise and wisdom from across a wide range of academic disciplines. We strive to account for the impact of engineering solutions across a range of contexts to help ensure new innovations, systems and products achieve their intentions while avoiding unintended consequences.

EQUITY-CENTERED VALUES & GLOBAL WORLDVIEWS

Michigan Engineering is committed to being a leader in equity-centered engineering, striving to equip engineers with skills to reevaluate established assumptions and rebuild systems to better serve all people. We understand the importance of global participation and engaging with many cultures.

INTERNAL CAMPAIGN

On-Campus Advertising

- Free & Paid Tactics
- Event Tactics

Digital Marketing

- Free & Paid Tactics
- Landing Pages

Merchandise

- Freebies
- Incentives
- Gifts for Motivators

Results

- Awareness
- Conversions



On-Campus Advertising (Free)

We utilized many free placement opportunities to transform our physical campus at the beginning of the Fall semester:

- Elevator Banners
- Campus Posters
- Free digital screens



INTERNAL CAMPAIGN:
ON CAMPUS ADVERTISING (FREE)

Lurie Tower Banner



Dude Elevator Banner



INTERNAL CAMPAIGN: ON CAMPUS ADVERTISING (FREE)

Campus Posters



INTERNAL CAMPAIGN: ON CAMPUS ADVERTISING (FREE)

Digital Displays



On-Campus Advertising (Paid)

U-M's Student Organization Resource Center (SORC) provides paid advertising placements at strategic positions around campus. The People-First campaign utilized the following SORC advertising locations:

- Diag Boards & Kiosk Posters
- Table Tents
- Bus Signs
- Digital Screens



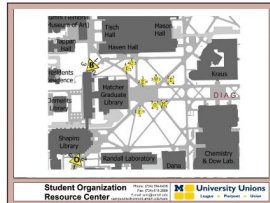
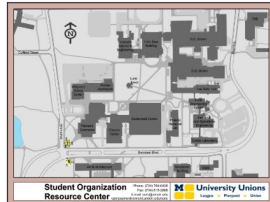
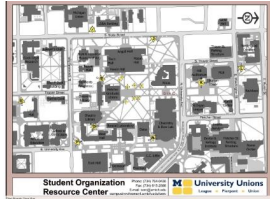
INTERNAL CAMPAIGN:
ON CAMPUS ADVERTISING (PAID)

Bus Sign



INTERNAL CAMPAIGN: ON CAMPUS ADVERTISING (PAID)

Big Board Kiosk Posters



INTERNAL CAMPAIGN:
ON CAMPUS ADVERTISING (PAID)

Table Tents



Event Tactics

Through both in-person and virtual presentations, we conducted personalized outreach sessions to students, faculty and staff.

- Community "Roadshows"
- Tabling



Community Roadshows



MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

TODAY'S PRESENTERS

 <p>Justice Curry Digital Marketing Coordinator Communications & Marketing</p>	 <p>Cara Gonzalez Sr. Integrated Market Communications & Marketing</p>
 <p>Levi Hutmacher Video Producer – Social Communications & Marketing</p>	 <p>Zach Robertson News & Communications Specialist Communications & Marketing</p>

MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

Our Opportunity to Lead

Building upon Michigan's greatest strengths, we can define a blueprint to reimagine what engineering can be.

EXCELLENT ENGINEERING FUNDAMENTALS	CONVERGENCE OF DISCIPLINES	EQUITY-CENTERED VALUES & GLOBAL WORLDVIEWS
---------------------------------------	-------------------------------	---

PEOPLE-FIRST ENGINEERING

When **all three parts** are present and fully activated, we can apply a people-first approach that will help close critical gaps in our society and elevate all people.

Tabling



Digital Marketing (Free)

Using our own digital channels, we promoted both our own and user-generated content and testimonials to show our community adopting the brand.

- Videos
- Emails
- Social media posts & quote graphics



Michigan Engineering @UMEngineering

Through our people-first engineering approach, we're committed to fostering a community of engineers who will close critical gaps and elevate all people.

Are you a Michigan Engineer? Tell us what people-first engineering means to you! umicheng.in/3T81qJB

MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

Kyla McMullen
Computer Science & Engineering
Master's '07, PhD '12

"If we don't take the perspective of someone else who may have a different ability, cultural upbringing or life experience then we're creating something that is exclusive."

2:58 PM · Oct 18, 2022

View Tweet analytics

2 Retweets 1 Quote Tweet 15 Likes

Videos



INTERNAL CAMPAIGN: DIGITAL MARKETING (FREE)

Subscribe Post Issues Translate RSS

M MICHIGAN ENGINEERING

Colleagues,

I write today to provide you with details on an ongoing project that we launched in 2019 to develop a strategy to enhance and promote the reputation of Michigan Engineering as a leader in engineering education and research.

Rankings are only one measure of reputation, and not one that we should rely solely upon to determine our place amongst peers. With this in mind, we engaged with the [Lippitt Consulting Group](#) and [IEE - Inno3](#) beginning in 2019 to conduct a research and reputational analysis evaluating the current and future landscape of engineering educational institutions in the U.S., and Michigan's place in it.

Through this work, we have discovered an opportunity to frame how we practice and teach engineering – outlining a [Roadmap for success](#) that strives to help close critical gaps in our society and improve the lives of all people.

We conducted interviews and focus groups with our own community – including several of you – as well as a landscape analysis and interviews with leaders at peer institutions, key industry partners and recruiters at multiple organizations.

We found that Michigan is well known not just for our position as a top-ranked program with excellent research and education, but that we are also uniquely situated to tackle diversity in its various forms – including diversity of discipline and expertise, diversity of political and philosophical outlooks, as well as diversity of social and identity markers.

As a leading part of the University of Michigan, we can collaborate across top-ranked colleges and schools – an environment that many of our top peers do not have. And those same peers point to and admire our progress and programs in DEI, as well as our approach to [quality-centered excellence](#).

After analysis, the opportunity to reimagine what engineering could be both at Michigan and for the entire field emerged, outlining a framework for people-first engineering that combines our:

- Excellent engineering fundamentals;
- Ability to do convergent research; and
- Equity-centered values and global worldviews.



RESEARCH RESULTS

Emails

Subscribe Post Issues Translate RSS

M MICHIGAN ENGINEERING

Hello!

Thank you for telling us what People-First engineering means to you. On your survey, you selected «[March](#)» as your gift. That gift is now available for pickup – we will have a table set up in the [Duderstadt Connector hallway](#) on the following days/times:

Tuesday, 1/31 - 10:00a - 2:00p
Tuesday, 2/14 - 10:00a - 2:00p
Wednesday, 2/15 - 10:00a - 2:00p
Tuesday, 2/28 - 10:00a - 2:00p

Please bring your Mcard so that we can confirm you are on the list. If you've already received your gift, you can disregard this email.

Go Blue!

OUR VISION OUR MISSION OUR VALUES



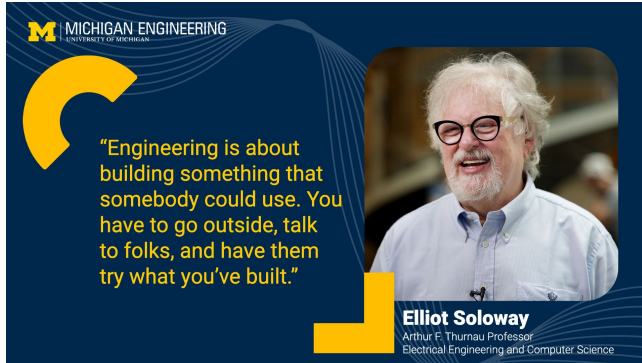
View this email online

Copyright © 2023 University of Michigan College of Engineering. All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).




INTERNAL CAMPAIGN: DIGITAL MARKETING (FREE)

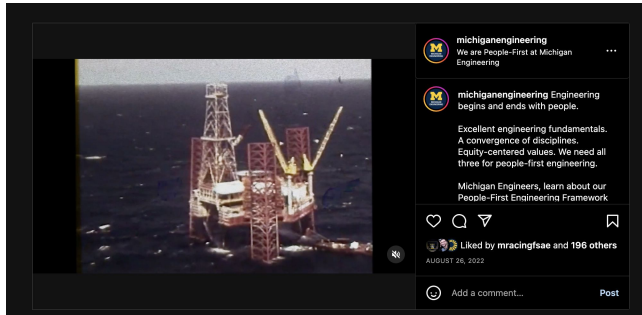


M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

"Engineering is about building something that somebody could use. You have to go outside, talk to folks, and have them try what you've built."



Elliot Soloway
Arthur F. Thurnau Professor
Electrical Engineering and Computer Science



michiganengineering
We are People-First at Michigan Engineering

michiganengineering Engineering begins and ends with people.

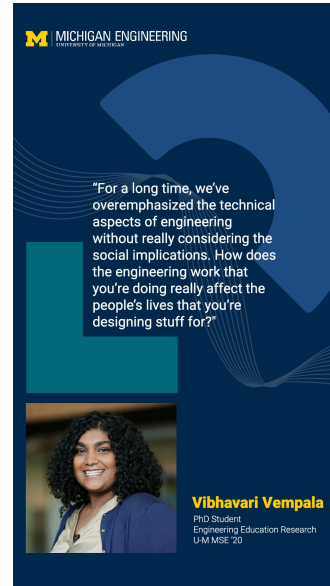
Excellent engineering fundamentals. A convergence of disciplines. Equity-centered values. We need all three for people-first engineering.

Michigan Engineers, learn about our People-First Engineering Framework.

Liked by mrcingtsae and 196 others
AUGUST 26, 2022


Add a comment... Post

Social Media & Quote Graphics

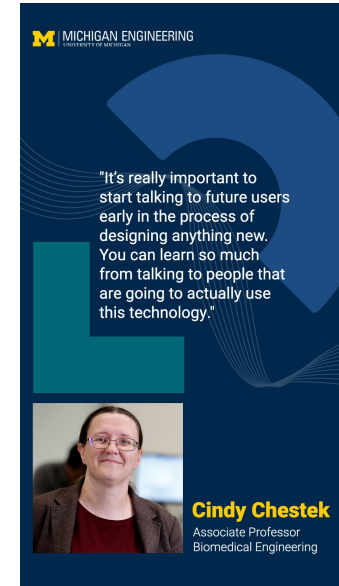


M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

"For a long time, we've overemphasized the technical aspects of engineering without really considering the social implications. How does the engineering work that you're doing really affect the people's lives that you're designing stuff for?"




Vibhavari Vempala
PhD Student
Engineering Education Research
U-M MSE '20



M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

"It's really important to start talking to future users early in the process of designing anything new. You can learn so much from talking to people that are going to actually use this technology."



Cindy Chestek
Associate Professor
Biomedical Engineering

Digital Marketing (Paid)

Utilizing the University's internal news products, we promoted people-first engineering beyond the engineering school:

- Email banner ads
- Website display ads
- Michigan Radio ads

The Michigan Engineering University of Michigan logo, featuring a yellow 'M' and the text 'MICHIGAN ENGINEERING UNIVERSITY OF MICHIGAN' in white.

PEOPLE-FIRST ENGINEERING

A portrait of Lola Eniola-Adefeso, Associate Dean of Michigan Engineering, wearing white-rimmed glasses and a dark top.

“When we are able to pull in people of different backgrounds and life experiences, our solutions better meet the needs of all people.”

Lola Eniola-Adefeso
Associate Dean, Michigan Engineering

LEARN MORE
umicheng.in/Framework

A QR code located in the bottom right corner of the banner, enclosed in a yellow circular frame.

Email Banner Ads



M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

IT'S WHO WE ARE AND ASPIRE TO BE.
Our people-first engineering framework builds off the University of Michigan's greatest strengths to reimagine what engineering can be, close critical gaps and elevate all people.

PEOPLE-FIRST ENGINEERING

[Learn more](#)



M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

PEOPLE-FIRST ENGINEERING

IT'S WHO WE ARE AND WHAT WE DO.

[LEARN MORE](#)

Website Display Ads



M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

**PEOPLE-FIRST
ENGINEERING**



"When we are able to pull in people of different backgrounds and life experiences, our solutions better meet the needs of all people."

Lola Eniola-Adefeso
Associate Dean, Michigan Engineering

LEARN MORE
umicheng.in/Framework



**PEOPLE-FIRST
ENGINEERING**

**IT'S WHO WE ARE AND
ASPIRE TO BE.**

Our people-first engineering framework builds off the University of Michigan's greatest strengths to reimagine what engineering can be, close critical gaps and elevate all people.

umicheng.in/Framework



M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

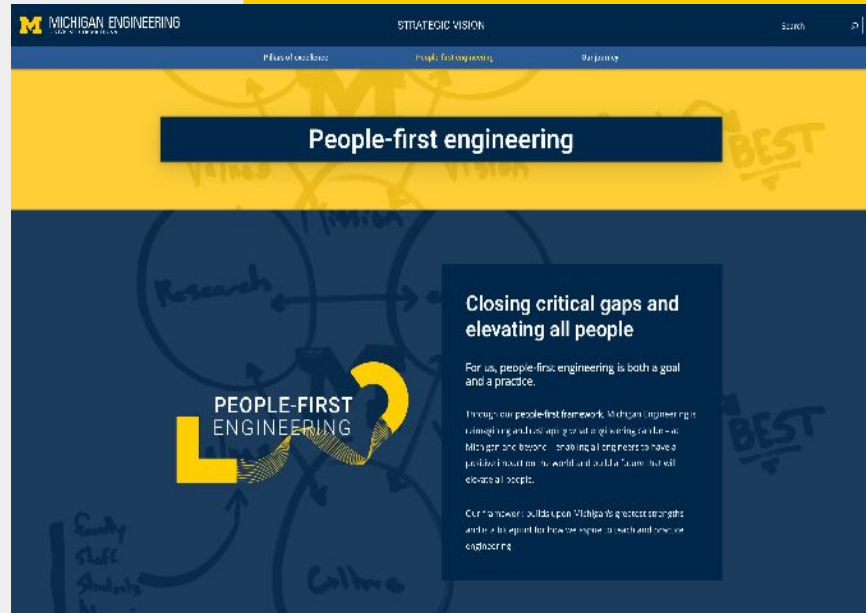
Michigan Radio ads



Landing Pages

Our on-campus tactics all drove traffic to two landing pages:

- Strategic Vision: Informational
- People-First: Conversion-based



INTERNAL CAMPAIGN: LANDING PAGES

PEOPLE-FIRST ENGINEERING

People-first engineering

Closing critical gaps and elevating all people

For us, people-first engineering is both a goal and a practice.

It means we understand teamwork, mutual respect, shared ownership, and a focus on solving problems for our customers and industry. It means we are committed to providing resources, support, and a culture that will elevate people.

Our people will gain the skills and expertise to work with a variety of technologies, to enhance their own productivity, and to help our customers.

PEOPLE-FIRST ENGINEERING

People-first engineering can only be fully achieved when all these parts are present and fully activated.

Excellent engineering fundamentals	Convergence of disciplines	Equipped engineers with human skills
<p>A requirement for any top engineering school</p> <p>At Michigan Engineering, with the focus of our curriculum on the integration of students' and various disciplines into a single, unified curriculum, we are committed to providing an excellent education.</p> <p>Our students are not only preparing to work in the industry, but also to lead the industry. They are being prepared to work in a variety of disciplines, and to work in a variety of roles.</p>	<p>Fostering a culture of collaboration</p> <p>We believe that the best way to solve a problem is to bring together people from different disciplines. This is why we have created a culture of collaboration, where people from different disciplines are encouraged to work together to solve a problem.</p> <p>We have created a culture of collaboration, where people from different disciplines are encouraged to work together to solve a problem.</p>	<p>Equipping engineers with human skills</p> <p>There are many ways to solve a problem, and we are committed to providing our students with the skills and expertise to solve a problem. We are committed to providing our students with the skills and expertise to solve a problem.</p> <p>We are committed to providing our students with the skills and expertise to solve a problem.</p>
<p>Fundamentals in action</p> <p>Our students are not only preparing to work in the industry, but also to lead the industry. They are being prepared to work in a variety of disciplines, and to work in a variety of roles.</p> <p>Our students are not only preparing to work in the industry, but also to lead the industry. They are being prepared to work in a variety of disciplines, and to work in a variety of roles.</p>	<p>Collaborative breakthroughs</p> <p>We believe that the best way to solve a problem is to bring together people from different disciplines. This is why we have created a culture of collaboration, where people from different disciplines are encouraged to work together to solve a problem.</p> <p>We believe that the best way to solve a problem is to bring together people from different disciplines. This is why we have created a culture of collaboration, where people from different disciplines are encouraged to work together to solve a problem.</p>	<p>Rethinking established assumptions</p> <p>We are committed to providing our students with the skills and expertise to solve a problem. We are committed to providing our students with the skills and expertise to solve a problem.</p> <p>We are committed to providing our students with the skills and expertise to solve a problem.</p>

Strategic Vision: Informational

PEOPLE-FIRST ENGINEERING

Why people-first engineering?

In 2021, we conducted a survey of our students, faculty, and staff to understand their views on the future of engineering education and how we can best prepare our students for the future.

Research was done, and the results are as follows:

- The future of engineering is bright.
- We need to focus on the future of engineering education.
- We need to focus on the future of engineering education.

Scope summary

- The future of engineering is bright.
- We need to focus on the future of engineering education.
- We need to focus on the future of engineering education.

The research identified

The research identified several key findings that will help us to better prepare our students for the future of engineering education.

• The future of engineering is bright.

• We need to focus on the future of engineering education.

• We need to focus on the future of engineering education.

MICHIGAN ENGINEERING

Search

© 2021 The Regents of the University of Michigan. All rights reserved. | 48106-0000

Michigan Engineering | University of Michigan

Facebook | Twitter | LinkedIn | YouTube



INTERNAL CAMPAIGN: LANDING PAGES

MICHIGAN ENGINEERING

PEOPLE-FIRST ENGINEERING

People-first engineering helps make the world a better place by ensuring critical goods and services of people it's intended for, improve our lives.

But it requires all three:

- Excellent engineering fundamentals
- Convergence of disciplines
- Empowerment, shared & global workspaces

For our community, people-first is both a goal and a practice. What you do every day at Michigan Engineering—whether it's learning, working, learning or doing research—helps us manage what we build in engineering so we can do it better.

MOVE PEOPLE-FIRST ENGINEERING FORWARD

This semester, let's keep the conversation going.

In Fall 2022, our 100+ students, faculty and staff will meet at people-first engineering events to learn, be one or guide! Your feedback helps the entire Michigan Engineering community prepare for shared understanding of what it means to be a people-first engineer.

Join the list. Be the first to know about opportunities (and too many don't want to miss your idea) and be the latest to see updates (and digital templates, background and more).

Sign up for the people-first engineering updates and a chance to receive exclusive search. (You can opt out at any time.)

Form fields: Email Address, Last Name, First Name, Phone Number, Submit.

NEED SOME INSPIRATION?

See how our community is talking about people-first engineering

- Elizabeth** (Image): "I've been thinking about the..."
- Samuel** (Image): "I've been thinking about the..."
- Shantel** (Image): "I've been thinking about the..."

© 2022 The Regents of the University of Michigan

People-First: Conversion-Focused

BEFORE YOU GO

Get new Michigan Engineering digital freebies

Get updated templates for your presentations, backgrounds for your desktop and books to share our people-first approach at Michigan Engineering.

- Desktop Backgrounds**: Click to add file
- Presentation Templates**: Click to add file
- Desktop Background**: Click to add file

© 2022 The Regents of the University of Michigan



Merchandise

Our merchandise strategy was not to flood the community with cheap swag, but to thoughtfully incentivize and reward individuals who engaged with the campaign. Additionally, our vendors were chosen with sustainability and business responsibility in mind.

- Beanies
- Socks
- Zip-Ups
- Water bottles
- Notebooks
- Stickers



INTERNAL CAMPAIGN: MERCHANDISE

Beanies

<http://capturheadwear.com/>

<p>Number to Order: 100</p>  <p>\$34.49/Base C02-A // WHEAT CM-A // W6AT - Stretch-Beanie - Acrylic</p>	<p>Number to Order: 100</p>  <p>\$19.99/Base C08-A // WHEAT STAPLE BEANIE - ACRYLIC</p>
<p>Number to Order: 100</p>  <p>\$34.49/Base C04-A // NAVY CM-A // M4Y - Stretch-Beanie - Acrylic</p>	<p>Number to Order: 100</p>  <p>\$19.99/Base C08-A // NAVY STAPLE BEANIE - ACRYLIC</p>



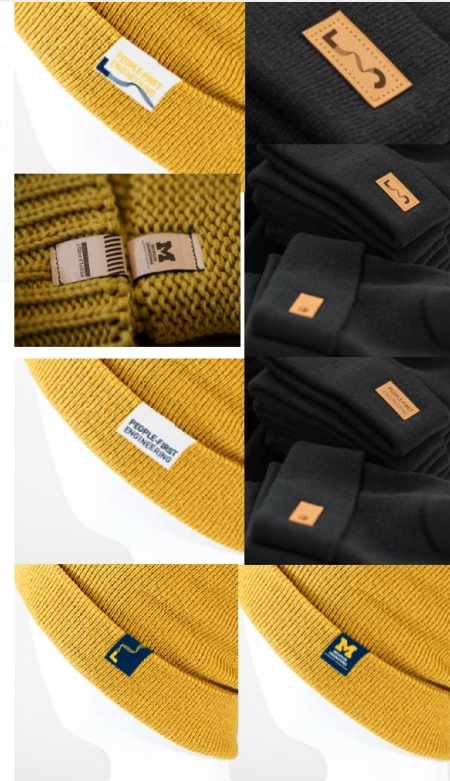
\$45.99/Base
C10-A // WHEAT
UPPER 100



\$36.49/Base
C11-A // WHEAT / LIGHT NAVY
JACQUARD BEANIE W/ PDM - ACRYLIC



\$36.49/Base
C13-A // LIGHT NAVY / WHEAT
JACQUARD BEANIE W/ PDM - ACRYLIC



INTERNAL CAMPAIGN: MERCHANDISE

Socks

\$7.47/per pair



Business Dress Socks (Pair) | Item # SLBIZBLKST



CM Zip up



Print option 01 - Double Arm



Print option 02 - Double Cuff



Print option 03 - Front/Back



INTERNAL CAMPAIGN:
MERCHANDISE

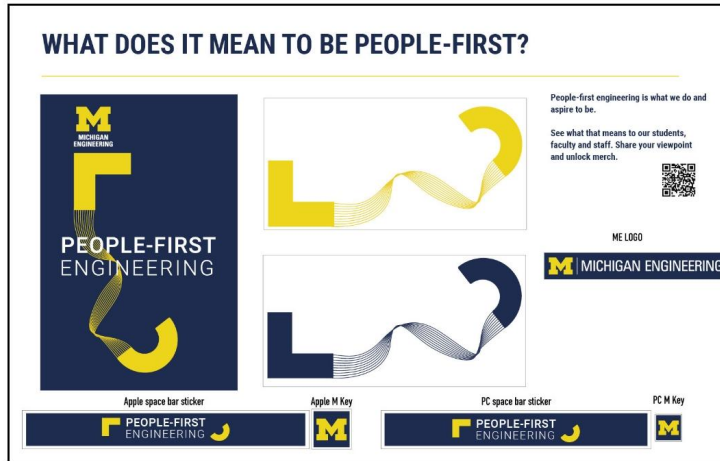
Notebook



Water bottle



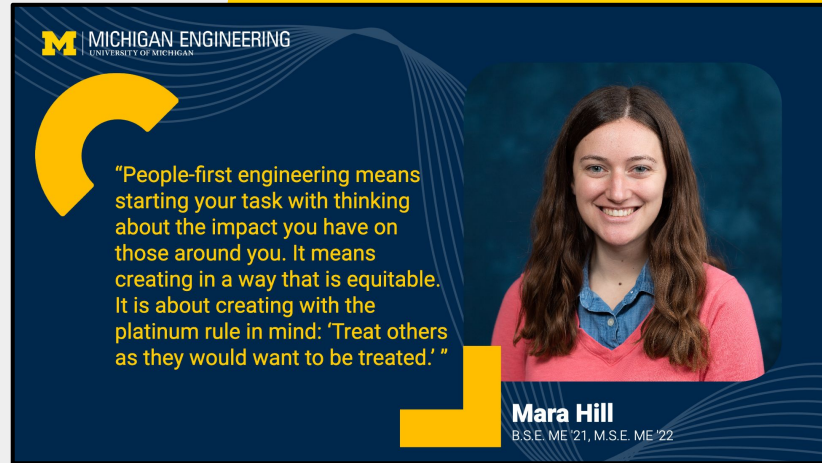
Stickers



Results

The on-campus campaign yielded approximately 3,000 people (~25% of the engineering population) to follow pathways to learn more, and 800 (~7%) to submit their own stories about how they are a people-first engineer. The rollout education has been personally delivered to approximately 50% of staff and 35% of faculty, with the remainder scheduled for the Winter 23 semester.

- Awareness
- Conversions



M | MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

“People-first engineering means starting your task with thinking about the impact you have on those around you. It means creating in a way that is equitable. It is about creating with the platinum rule in mind: ‘Treat others as they would want to be treated.’ ”

Mara Hill
B.S.E. ME '21, M.S.E. ME '22



Awareness Results

Web Traffic

- QR code visits from ads/collateral: 3,113 QR & link engagements
- Landing page(s) views: 9,513 views
- Participation: 878 form submissions

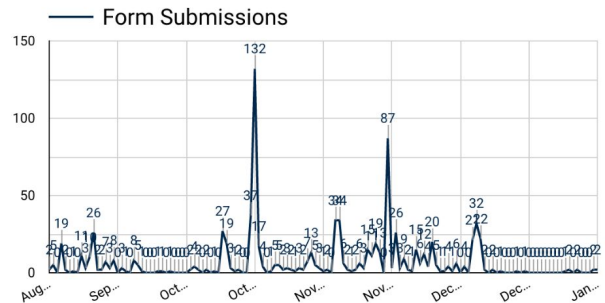
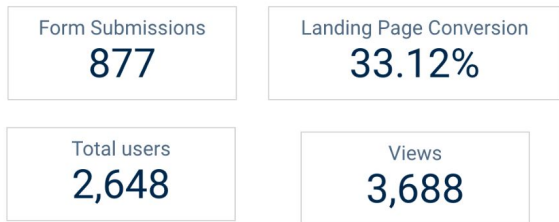
Social Media

- 112 posts across Twitter, LinkedIn, Facebook and Instagram
- 267,381 impressions
- 7,961 engagements
 - Reactions, saves, shares and clicks

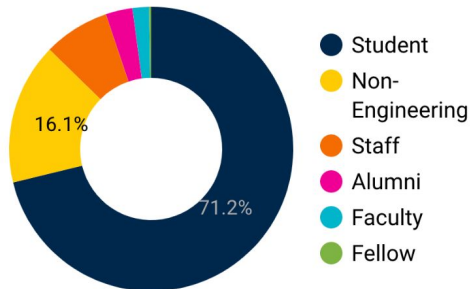
Video

- People-First Framework
 - 8,369 views
- We are People-First
 - 1,381 views

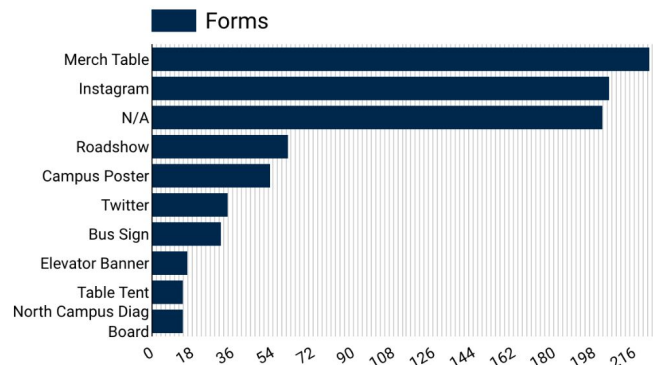
Conversion Results



FORM SUBMISSIONS BY AUDIENCE



FORM SUBMISSION BY SOURCE



*N/A = unknown; likely sticker sheet Q, organic share or browser stripped UTMs



EXTERNAL CAMPAIGN

Digital Marketing

- Storytelling
- Microsite
- Free & Paid Tactics

Print & Physical Marketing

- Free & Paid Tactics
- Conference Sponsorships

Results

- Awareness
- Engagement

PEOPLE-FIRST
ENGINEERING



Illustrations: Jhonnathan Camacho

ELEVATE HUMANITY

Reimagining what engineering can be
to close critical gaps and elevate all people.

DIVERSIFYING ACADEMIA • ENGINEERING EDUCATION
CLIMATE-RESILIENT COMMUNITIES • MIND-CONTROLLED PROSTHETICS
FUTURE OF ELECTRIC VEHICLES • ROBOTICS FOR HUMANITY

Engineering has always enabled the next "big thing," but it has also unintentionally expanded societal gaps in wealth, power and privilege in society. At Michigan, we know closing these gaps is more than an obligation, it's an opportunity to reevaluate established assumptions, and reimagine what engineering can be. It's who we are, and who we aspire to be.

Scan the QR code and read stories about how.

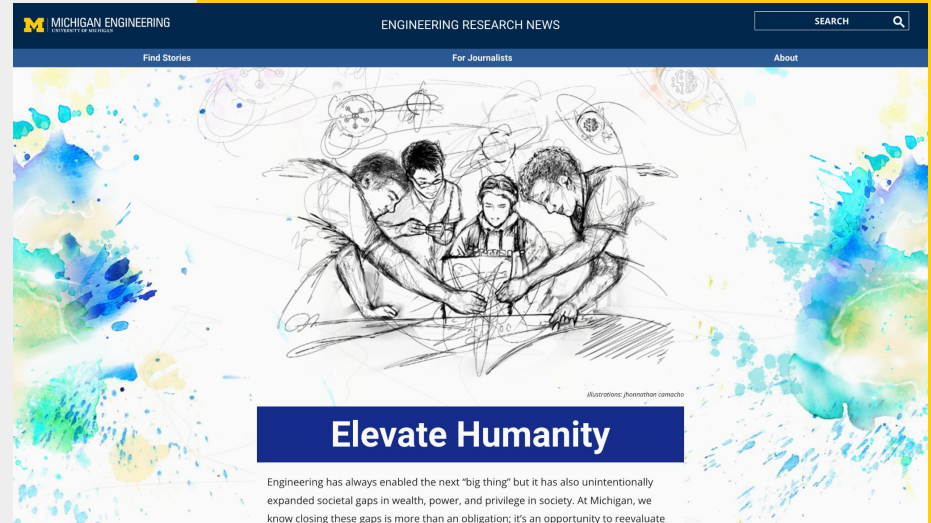


news.engin.umich.edu/elevate


Digital Marketing

An external campaign called "Elevate" uses storytelling to showcase how our people-first approach is improving equity and access, executed through paid advertisements on multiple digital platforms and utilizing watercolor illustrations to imagine the impact of engineering on the world.

- Storytelling
- Microsite
- Paid Email Placements
- YouTube Pre-roll Ads



Storytelling




Engineering education

U-M ENGINEERING STUDENTS LEARN HOW TO AFFECT SOCIETAL CHANGE BY DESIGNING INDIVIDUALIZED EXPERIENTIAL LEARNING TRAJECTORIES.


Michigan Engineering's experiential learning framework customizes education to help students think as technologists with a deep understanding of how their work impacts society. This requires developing competencies like communication, empathy, leadership and other "soft skills" that are as challenging to master as any technical coursework.

"Michigan Engineering students will unintentionally walk away with the technical expertise to be successful in the field," said Alex D. Gallimore, Robert J. Macki Dean of Engineering at the University of Michigan. "So, we want our students to have more than technical prowess. We want them to connect across barriers they may face and create solutions that elevate all people."



In the realm of higher education,

U-M **ENGINEERING RESEARCH NEWS**




Creating climate-resilient communities

A U-M PROGRAM HELPS SMALL-TOWN AMERICA ADAPT IN THE FACE OF CLIMATE CHANGE, APPLYING PEOPLE-FIRST ENGINEERING TO TACKLE SOCIETAL PROBLEMS.


Michigan Engineering's program helps small-town America adapt to climate change by applying people-first engineering to tackle societal problems.

By combining machine learning algorithms and a surgical solution that dramatically amplifies faint neural signals, Michigan Engineering experts have enabled amputees, real-time mind control of the most advanced robotic hands on the market. Working directly with patients and doctors, researchers applied a people-first approach that reduces pain, restores mobility for years and doesn't require training.

"With about 15 minutes of data, we train our algorithm and we start running online," says Cindy Chesnik, research co-lead and Michigan Engineering associate professor of biomedical engineering. From there, subjects can try controlling the robotic hand. "And they can do it for the first try," she says. The approach is a far cry from other prosthetics, which are less intuitive and require more training to use.



U-M **ENGINEERING RESEARCH NEWS**




Mind-controlled prosthetics

U-M ENGINEERS AND DOCTORS PIONEER A MAJOR ADVANCE TO HELP IMPROVE QUALITY OF LIFE FOR AMPUTEES.


Michigan Engineering and doctors have pioneered a major advance to help improve quality of life for amputees.

By combining machine learning algorithms and a surgical solution that dramatically amplifies faint neural signals, Michigan Engineering experts have enabled amputees, real-time mind control of the most advanced robotic hands on the market. Working directly with patients and doctors, researchers applied a people-first approach that reduces pain, restores mobility for years and doesn't require training.

"With about 15 minutes of data, we train our algorithm and we start running online," says Cindy Chesnik, research co-lead and Michigan Engineering associate professor of biomedical engineering. From there, subjects can try controlling the robotic hand. "And they can do it for the first try," she says. The approach is a far cry from other prosthetics, which are less intuitive and require more training to use.



U-M **ENGINEERING RESEARCH NEWS**




Diversifying academia

U-M DEVELOPED FUTURE FACULTY PROGRAM TO DIVERSIFY THE NEXT GENERATION OF ACADEMIC LEADERS.


Michigan Engineering has established a successful mechanism to diversify the engineering professorate now and for the next generation—and is being joined by other top institutions as a result.

Created to bolster the number of underrepresented minority faculty, *Healthful Horns* graduate students and postdoctoral scholars from U-M and institutions around the country, connecting them with accomplished engineering professors. The national program's annual workshops help attendees understand and navigate an academic career path and expand their professional support system.

Since offering the first *Healthful Horns* workshop in 2012, over 1,200 students have participated. Beginning in 2018, USC Berkeley, Georgia Tech, and UC San Diego have partnered with Michigan Engineering to expand *Healthful Horns*. In 2022, Northwestern University has joined as well. This multi-institutional momentum ups the



U-M **ENGINEERING RESEARCH NEWS**




Robotics for humanity

U-M LAUNCHES ROBOTICS PROGRAM TO MEET DEMAND FROM INDUSTRY AND STUDENTS—AND DEFINE A PEOPLE-FIRST DISCIPLINE.

Michigan Engineering will define robotics not only as a discipline, but as a pathway to improve the quality of human life.

The department will help foster a talented pool of robotics who are both highly skilled and expert-oriented. Achieving that mix of knowledge and values is critical as companies strive to prevent biases from entering their technologies and demand soars within the global industrial and service robotics markets, which is anticipated to grow by more than 20% year over year reaching a total market of \$10 billion by 2025.

By granting students access to the full spectrum of robotics and bringing together experts across disciplines in our new 18,000-square-foot, state-of-the-art Ford Motor Company Robotics Building, Michigan Robotics is crafting the next generation of engineering education that puts people first.



U-M **ENGINEERING RESEARCH NEWS**



Future of electric vehicles

U-M TAKES CONVERGENT APPROACH TO ENSURE THE EV REVOLUTION IS ACCESSIBLE AND DEFINE A PEOPLE-FIRST DISCIPLINE.

Michigan Engineering will define robotics not only as a discipline, but as a pathway to improve the quality of human life.

With automakers committing to all-electric vehicle lineups and 52% of vehicle sales anticipated to be all-electric by 2030, there is a renewed national investment to make the road traveled back to accessible, safe, sustainable and equitable solutions for all.

As a hub for convergent research, Michigan Engineering provides an environment where all of the players—automakers, legislators, regulators, academics and researchers—interact to tackle not only the technology, but also how to best integrate with our society to help close critical gaps.

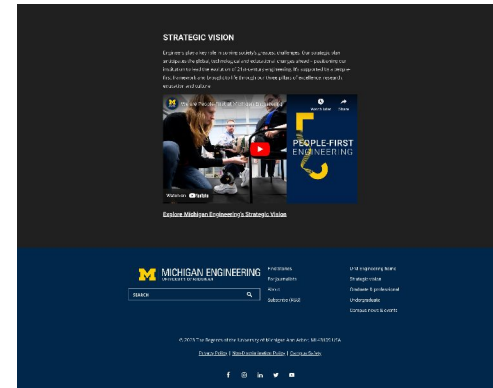
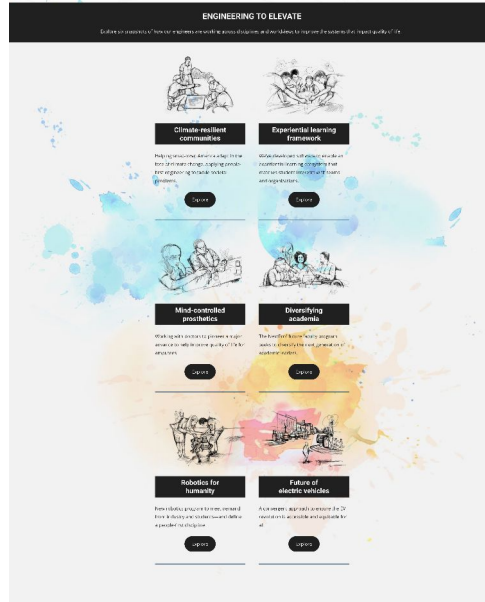
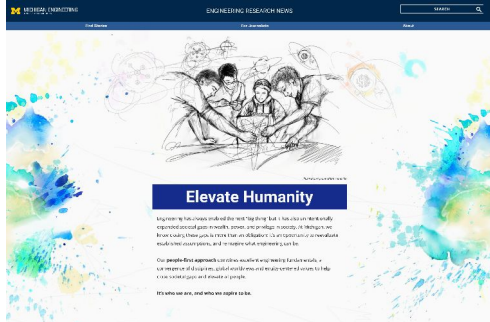
"Our university is an EV inflection point, as are the auto industry and society at large. So we prepare for major EV innovations," said Alex D. Gallimore, the



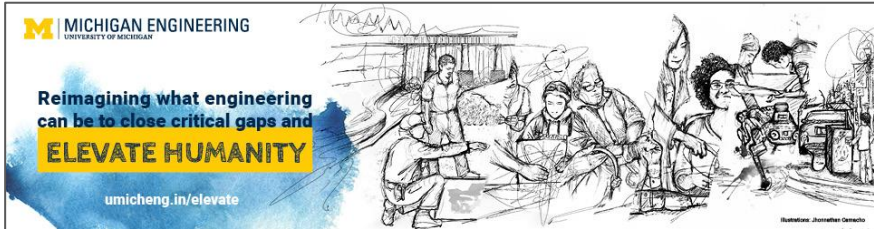
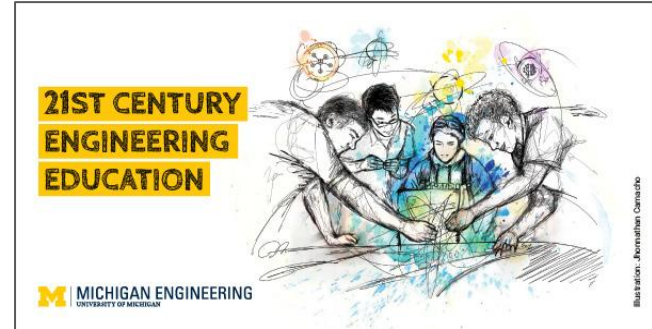
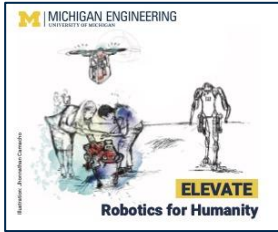
U-M **ENGINEERING RESEARCH NEWS**

EXTERNAL CAMPAIGN: DIGITAL MARKETING (FREE)

Microsite



Paid Email Placements



YouTube Pre-Roll Ads



Print & Physical Marketing

In addition to the Elevate campaign, we utilized print products and in-person off-campus opportunities to increase awareness of our positioning.

- Alumni Magazine Ad
- Fiesta Bowl Program & Instagram Ad
- IFoRE Conference Sponsorship



M | MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

WE'RE NOT JUST GREAT AT FOOTBALL.

Michigan Engineers like Rachel are leveraging their education at the University of Michigan to close societal gaps and elevate all people. They also make up 30% of the Michigan Marching Band. Go Blue!

RACHEL ZHANG
Biomedical Engineering Student, '23
Drum Major, Michigan Marching Band

"If you look at the field of engineering, the goal is to design devices and systems to solve problems to make people's lives better. As the world becomes more globally connected, engineers' responsibilities have grown. We should be considering every population that our work serves, or could affect."

PEOPLE-FIRST ENGINEERING

IT'S WHO WE ARE AND ASPIRE TO BE.
umicheng.in/PeopleFirst

A square QR code located in the bottom right corner of the advertisement, which likely links to the People-First Engineering website.

Alumni Magazine Ads



**PEOPLE-FIRST
ENGINEERING**

**IT'S WHO WE ARE
AND ASPIRE TO BE.**

Our people-first engineering framework builds off the University of Michigan's greatest strengths to reimagine what engineering can be, close critical gaps and elevate all people.

umicheng.in/PFengineering



M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN



M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

**PEOPLE-FIRST
ENGINEERING**

**IT'S WHO WE ARE
AND ASPIRE TO BE**



ALUMNI

GRACE HSIA HABERL
Lecturer II
Center for Entrepreneurship
U-M BSE '12, MSE '13

"Things have changed. When you look at where you're seeing great successes in engineering, it's by creating spaces for intersectionality."



FACULTY

ELLIOT SOLOWAY
Arthur B. Thurnau Professor,
Electrical Engineering
and Computer Science

"Engineering is about building something that somebody could use. You have to go outside, talk to folks, and have them try what you've built."



STUDENT

VIBHAVARI VEMPALA
PhD Student,
Engineering Education Research
U-M MSE '20

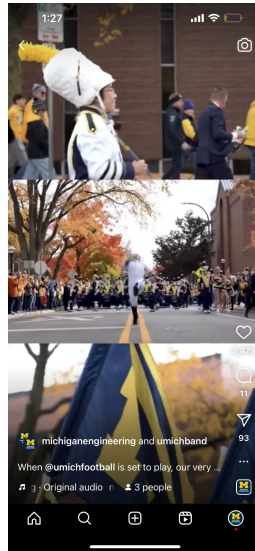
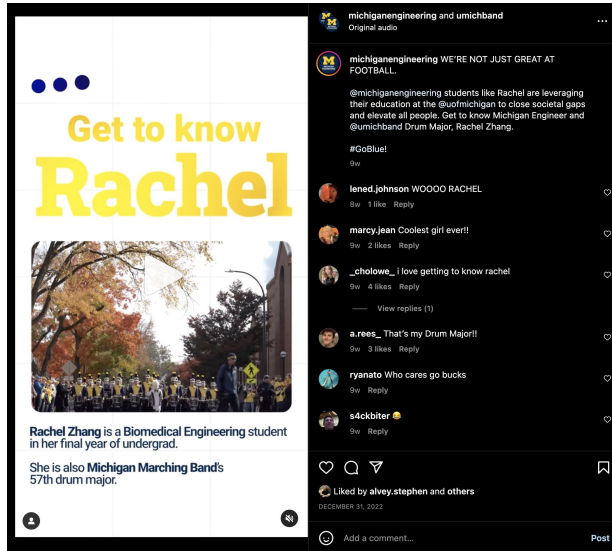
"It's really important to have perspectives of people that are from different backgrounds. They are the ones that are best able to understand the problems in their communities and can design the solutions appropriately."

Watch how Michigan Engineers leverage our people-first engineering framework to reimagine what engineering can be, close critical gaps and elevate all people.



umicheng.in/PFengineering

Fiesta Bowl Program & Instagram Ad



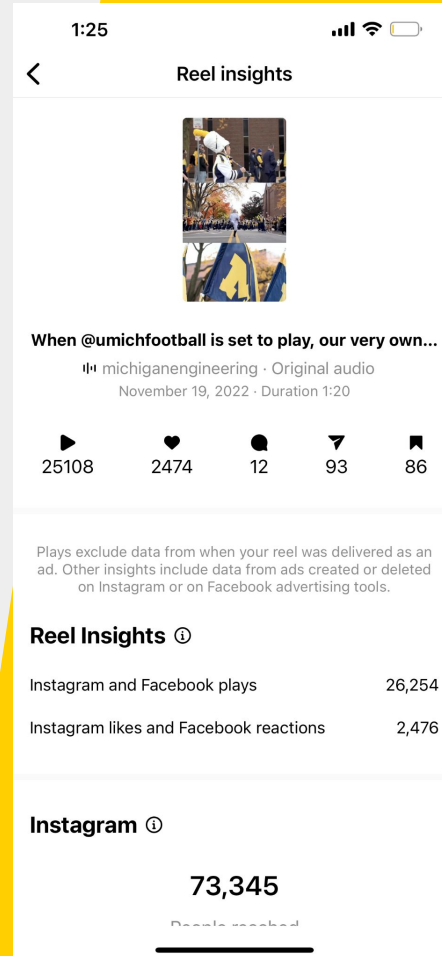
IFoRE Conference Sponsorship



Results

While the external campaign is just kicking off in earnest, we are already seeing promising reach and engagement numbers.

- Awareness
- Engagement



Awareness Results

Print & Physical

**Alumni
Magazine Ad**

Total Distribution

74,750

Fiesta Bowl

Total Distribution (est.)

14,000

**IFoRE
Conference**

Total Attendees (approx.)

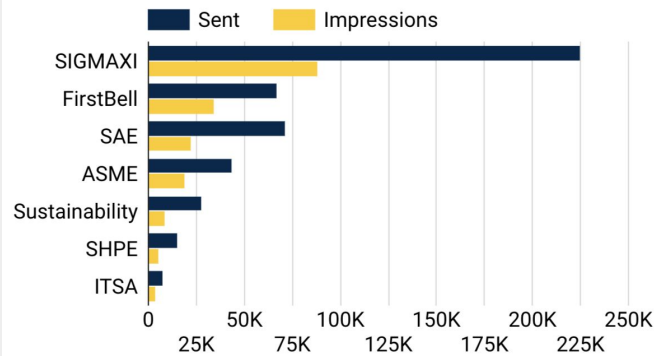
250

Awareness Results

Digital Marketing

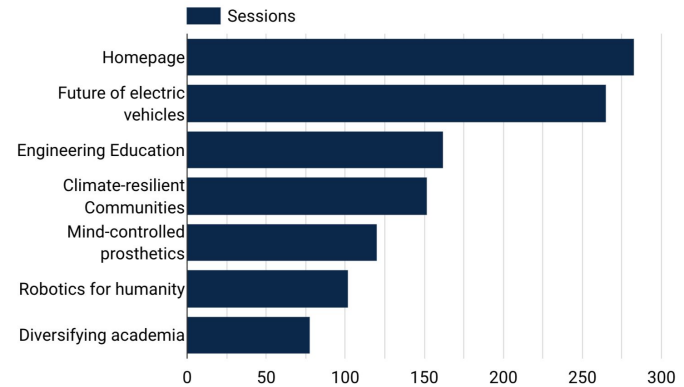
Paid Email

Total Impressions
181,816



Microsite

Total Sessions
1,162



Engagement Results

Digital Marketing

Paid Email

Total Clicks

432

Peer Clicks:

78+

*Peer clicks are individuals with a title containing: professor, faculty, lecturer, dept. head/chair or dean.

Microsite

Engaged Sessions

255

Average time on page:

1m 59s

*Engaged sessions last longer than 10 seconds, have a conversion event, or have at least 2 pageviews or screenviews

IMPLEMENTATION

Brand Guidelines

- Brand Book
- Brand Website

Templates

- Digital Templates
- Print Templates
- Digital Downloads

Results

- Adoption & Usage



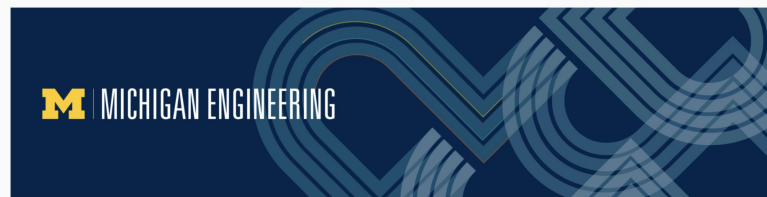
Brand Guidelines

In an effort to increase adoption and understanding of the brand changes, particularly for our communications and marketing partners embedded in departments and units, a robust set of brand guidelines was developed, with the content aimed towards flexibility and inclusion rather than "rules".

- Brand Book
- Brand Website



Our Brand



The future will be built by engineers. The best possible future can only be built by engineers who are focused on serving human needs and improving the lives of all people. At Michigan Engineering, we're committed to fostering the people-first engineers who will reshape the world for the better. Through our **people-first framework**, Michigan Engineering is reimagining and reshaping what engineering can be —at Michigan and beyond—enabling all engineers to have a positive impact on the world and build a future that will elevate all people.



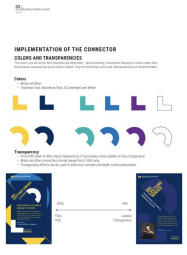
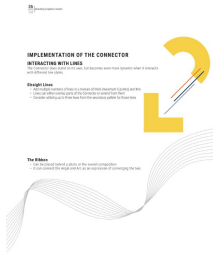
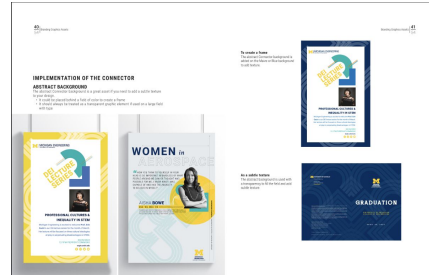
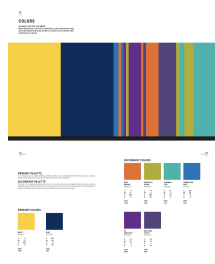
Brand Book

This brand book is a resource for the Michigan Engineering updated brand (est. 2022). It contains many of the ingredients you need to help navigate the brand in your communications, marketing or design projects.

[Download Brand Book PDF](#)

IMPLEMENTATION: BRAND GUIDELINES

Brand Book



IMPLEMENTATION: BRAND GUIDELINES

Brand Website

The screenshot shows a website layout for Michigan Engineering. At the top is a navigation bar with 'Our Team', 'Our Work', 'Our Brand', and 'Quick Links'. Below is a menu with categories like 'Colors', 'Logos', 'Typography & Iconography', 'Typography', 'Voice & Messaging', 'The Michigan Engineering Design System™', 'Colors', 'Custom Assets', and 'Resources'. The main content area includes a 'Our Brand' section with a blue graphic and text about being 'people-first', a 'Brand Book' section with a 'Download Brand Book PDF' button, and a 'Brand Statement' section with a paragraph about the organization's mission.

Challenges

Our people-first approach to engineering builds upon Michigan's greatest strengths to help drive critical gaps and improve the lives of all people – recognizing and embracing what engineering can be. Our values – excellence, collaboration, innovation, doing, diversity, social impact, transparency, trustworthiness – guide us, inspire us and come to life in our branding.

Brand Character

- Authentic
- Inclusive
- Aggressive
- Smart
- Compassionate
- Convergent
- Intellectual
- Engaging
- Challenging
- Energetic

Brand Philosophy

The Michigan Engineering brand allows us to collect the unique experiences of our students, faculty and staff, and our people-first engineering approach. The visual style is a reflection of three foundations of what makes Michigan Engineering unique.

- Unconquered engineering fundamentals
- A convergence of disciplines
- Equity-centered values and a global worldview

It is diverse and forward-thinking. It is expensive yet grounded. It is fluid yet strong.

Other engineers think in straight lines, but we know it's complicated. We recognize the multiple users and communities we serve, and design solutions to meet them where they are.

How Our Brand Manifests

Through the visual design styling, we will communicate that:

- Engineers are curious, creative, technologists and problem solvers
- We inspire multiple disciplines for a convergent solution
- We are socially conscious, global thinkers
- We strive to close societal gaps and serve the common good

We will achieve this through:

- Thoughtful, intentional placement of the Convergent and expressive lines
- Foundation of fabric and blue with a splash of bold color
- Strong, consistent typography
- Use of artwork, negative whitespace
- Overlay our considerations of open space
- A balance of bold and understated elements

OFFICE OF COMMUNICATIONS & MARKETING
MICHIGAN ENGINEERING
1111 Red Ave., Ann Arbor, MI 48106-2102
1-800-487-2000
CONVERGENT COLLEGE
OF ENGINEERING



Templates

To make adoption as easy as possible, and increase the availability of assets to all members of our community, we developed a range of templates and downloadables, with Easy, Advanced and Expert options to fit the wide range of skill sets.

- Digital Templates
- Print Templates
- Downloadables



Templates

Easy

Just need a single template?

A variety of simple-to-use templates are available through Google Suite and Adobe Express to the Michigan Engineering community for promoting events, programs and more.

Software: Google Suite, Adobe Express, Adobe InDesign, Adobe Illustrator

[Check it out](#)

Advanced

Think you'll make several items throughout the year?

A suite of templates and assets are available for community members who make a variety of materials throughout the year, such as event marketing, social media and print.

Software: Adobe Express

[Check it out](#)

Expert

Are you a graphic designer who regularly makes complex projects?

Graphic and digital designers can consult with our design team to obtain a full suite of Adobe libraries and materials for creating complex projects.

Software: Adobe Express, Adobe InDesign, Adobe Illustrator

[Check it out](#)

Card (quote graphic)



Horiz and Vertical Posts



Dr. Firstname Lastname

Curabitur bibendum sollicitudin sapien. Sed ac ex est. Nulla facilis. Etiam tristique sit amet mi ac sollicitudin. Suspendisse enim nulla, rhoncus eu eleifend ac, vehicula in libero.

Donec ex odio, consequat quis commodo sit amet, efficitur ac diam. Integer imperdiet orci vitae felis pretium semper. Phasellus at velit in odio convallis semper vel ut augue. Suspendisse potenti.

Phasellus at velit in odio convallis semper vel ut augue. Suspendisse potenti.

M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN



Dr. Firstname Lastname

Curabitur bibendum sollicitudin sapien. Sed ac ex est. Nulla facilis. Etiam tristique sit amet mi ac sollicitudin. Suspendisse enim nulla, rhoncus eu eleifend ac, vehicula in libero.

Donec ex odio, consequat quis commodo sit amet, efficitur ac diam. Integer imperdiet orci vitae felis pretium semper. Phasellus at velit in odio convallis semper vel ut augue. Suspendisse potenti.

Phasellus at velit in odio convallis semper vel ut augue. Suspendisse potenti.

M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN



at is beyond
societal opportunities.
ronic design autom

Victoria Bertacco
University of Michigan

What course did you take outside of engineering that made you a better engineer, and how?

Celebrating the Class of #UMichEngin22!

M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN



Dr. Firstname Lastname

Curabitur bibendum sollicitudin sapien. Sed ac ex est. Nulla facilis. Etiam tristique sit amet mi ac sollicitudin. Suspendisse enim nulla, rhoncus eu eleifend ac, vehicula in libero.

Donec ex odio, consequat quis commodo sit amet, efficitur ac diam. Integer imperdiet orci vitae felis pretium semper. Phasellus at velit in odio convallis semper vel ut augue. Suspendisse potenti.

Phasellus at velit in odio convallis semper vel ut augue. Suspendisse potenti.

M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN



42 Blocks

”

Quo cu dico purto iracundia. Eu nibh sonet omnes vis, mel ea error nonumes, an eum similique voluptatibus. Dolor expetenda iudicabit ius id. Accusam eloquentiam cu vim, vel quodsi virtute. Dolor expetenda iudicabit ius id.

Polly Wannakrakouer

”

Quo cu dico purto iracundia. Eu nibh sonet omnes vis, mel ea error nonumes, an eum similique voluptatibus. Dolor expetenda iudicabit ius id. Accusam eloquentiam cu vim, vel quodsi virtute. Dolor expetenda iudicabit ius id.

Polly Wannakrakouer

”

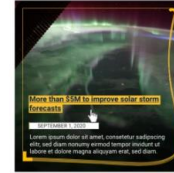
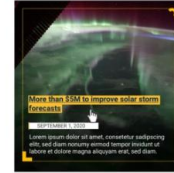
Quo cu dico purto iracundia. Eu nibh sonet omnes vis, mel ea error nonumes, an eum similique voluptatibus. Dolor expetenda iudicabit ius id. Accusam eloquentiam cu vim, vel quodsi virtute. Dolor expetenda iudicabit ius id.

Polly Wannakrakouer

”

Quo cu dico purto iracundia. Eu nibh sonet omnes vis, mel ea error nonumes, an eum similique voluptatibus. Dolor expetenda iudicabit ius id. Accusam eloquentiam cu vim, vel quodsi virtute. Dolor expetenda iudicabit ius id.

Polly Wannakrakouer



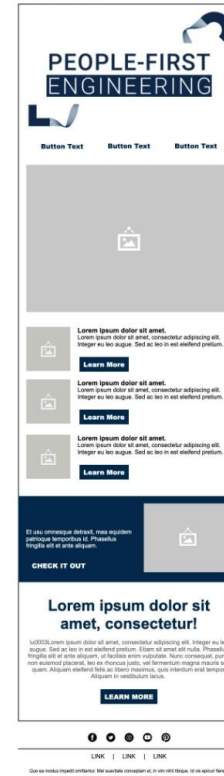
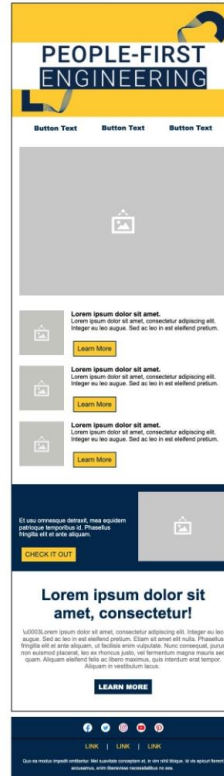
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Sret citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Sret citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Sret citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Sret citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

IMPLEMENTATION: TEMPLATES (DIGITAL)

Newsletter

Template Made in Marketing Cloud

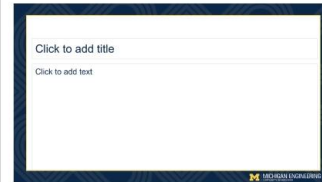
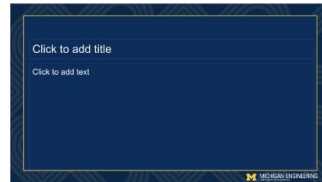
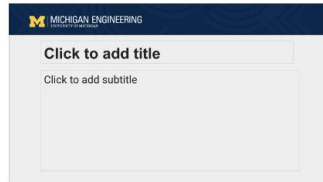


Google Slides

Title Slide



Sub-slide



IMPLEMENTATION: TEMPLATES (PRINT)

Brochure

<https://drive.google.com/file/d/1L9zFITU8gCWdPK4g-YBgipj4JIH33-/view?usp=sharing>



IMPLEMENTATION: TEMPLATES (PRINT)

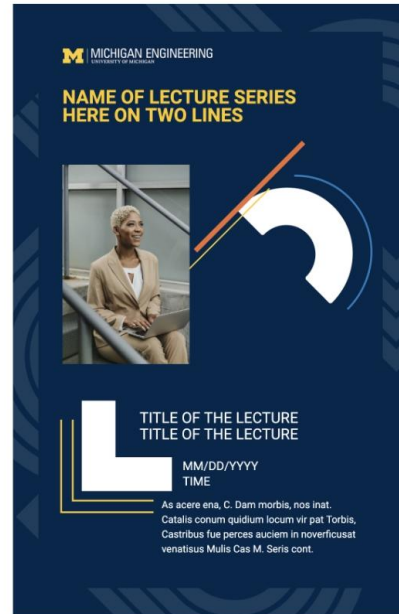
Postcard



IMPLEMENTATION: TEMPLATES (PRINT)

Poster

<https://express.adobe.com/sp/ur/ca/id/sc:US:8f2a1dda-748b-4b27-ba66-2f065dae0f25?fmt=library>



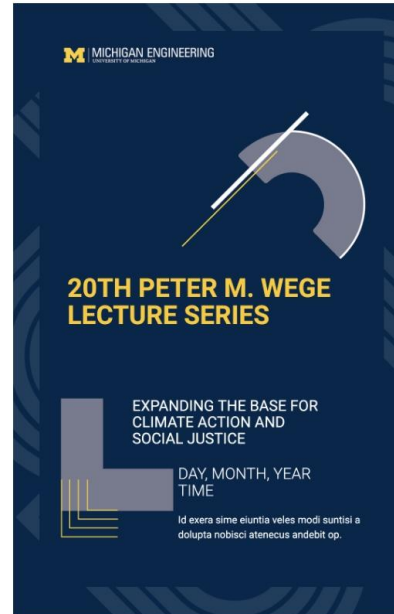
M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

**NAME OF LECTURE SERIES
HERE ON TWO LINES**

L TITLE OF THE LECTURE
TITLE OF THE LECTURE

MM/DD/YYYY
TIME

As acere ena, C. Dam morbis, nos inat.
Catalis conum quidium locum vir pat Torbis,
Castribus fue perces auciem in noverficusat
venatisus Mulis Cas M. Seris cont.



M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

**20TH PETER M. WEGE
LECTURE SERIES**

L EXPANDING THE BASE FOR
CLIMATE ACTION AND
SOCIAL JUSTICE

DAY, MONTH, YEAR
TIME

Id exera sime eiuntia veles modi suntisi
dolupta nobisci atenecus andebit op.

Standup Banners



IMPLEMENTATION: TEMPLATES (DOWNLOADABLES)

Signature Line



Vineet R. Kamat, Ph.D., FASCE

Director of Graduate Degree Programs
College of Engineering

John L. Tishman Family Professor
Department of Civil and Environmental Engineering

University of Michigan
734.764.4325 | 2350 Hayward St (2105 GGB) | Ann Arbor MI 48109

live.engin.umich.edu | [LinkedIn](#) | [People-First Engineering](#)

Firstname Lastname | [Hear my name](#)
Marketing and Communications Manager
Chemical Engineering, University of Michigan
She/Her/Hers

E | email@umich.edu
P | 555.555.5555
0000 Streetname St | Ann Arbor MI 48109
[Office Hours](#)
Schedule appointment with me

[People-First Engineering](#) | email@umich.edu | [@UMengineering](#)



Firstname Lastname | [She/Her/Hers](#) | [Hear my name](#)
Marketing and Communications Manager
Chemical Engineering

email@umich.edu
555.555.5555
0000 Streetname St | Ann Arbor MI 48109

[People-First Engineering](#) | email@umich.edu | [@UMengineering](#)



EJ Olsen | Marketing Manager
Climate and Space Sciences and Engineering
College of Engineering | University of Michigan
Climate and Space Research Building
2455 Hayward, Ann Arbor, MI 48109

cell: 734.548.3204
email: ejolsen@umich.edu
website: <http://bio2050a.engg.umich.edu>

Sara Norman
[she/her/hers](#)
Marketing & Communications Specialist
Department of Nuclear Engineering and Radiological Sciences
University of Michigan
[Twitter](#) | [Facebook](#) | [LinkedIn](#)

Katie Hogan
Marketing and Outreach Coordinator ([she/her/hers](#))
International Programs in Engineering | University of Michigan
245 Chrysler Center | 2110 Rowland Blvd. | Ann Arbor, MI 48109-2082
Email: katiehogan@umich.edu | Phone: 734-647-7129 | Fax: 734-647-7081
Web: [#MichiganAbroad](http://go.engin.umich.edu/#MichiganAbroad) | [#PracticeYourPurpose](#)



Tom Cummins
Marketing Communications Specialist
U-M Industrial & Operations Engineering
734-764-5657 (office) | 517-775-1970 (cell)
tcummins@umich.edu

Jessica Petras
Marketing Communications Specialist
Civil and Environmental Engineering | University of Michigan
2350 Hayward Street | Ann Arbor MI 48109-2125
jpetras@umich.edu
[Twitter](#) | [Instagram](#) | [Facebook](#) | [Website](#)

Heather Guenther
Marketing and Communications Manager
Chemical Engineering
University of Michigan | College of Engineering
c: 734.764.4528
o: 734.777.3272
hguenthe@umich.edu

Jennifer Judge Hensel
Executive Director, Communications & Marketing, Michigan Engineering
[She/Her/Hers](#) | Office: 734-615-7303 | Cell: 734-277-1340



Dr. Arlene A. Wallack, PE
Professor, Engineering Education
Associate Dean, Equity and Engagement
Executive Director, Center for the Advancement of Engineering Diversity
College of Engineering, Virginia Tech
213 Innovation Hall #075
490 Old James Street
Blacksburg, VA 24061
awallack@vt.edu | 540-231-7480



Follow CEED
[Instagram](#) | [Facebook](#) | [Twitter](#)
[YouTube](#) | [LinkedIn](#) | [Blog](#)



IMPLEMENTATION: TEMPLATES (DOWNLOADABLES)

Computer Wallpaper



IMPLEMENTATION: TEMPLATES (DOWNLOADABLES)



Zoom Backgrounds



Results

Although it is difficult to track all the ways our community is using the brand in their daily work, we are seeing immediate adoption and interpretation, as well as enthusiastic response!

- Adoption & Usage



The poster is titled "WOMEN in AEROSPACE" in large, bold, blue and grey letters. Below the title is a quote from Aisha Bowe: "HOW YOU THINK TO YOURSELF IN YOUR HEAD IS SO IMPORTANT. REGARDLESS OF WHAT PEOPLE AROUND ME SAW OR THOUGHT WAS POSSIBLE FOR ME, I KNEW WHAT I WAS CAPABLE OF AND HAD THE AUDACITY TO BELIEVE IN MYSELF." To the right of the quote is a circular portrait of Aisha Bowe, a woman with dark hair, wearing a black top and a necklace, with her arms crossed. Below the portrait, her name "AISHA BOWE" is written in bold, followed by her degrees "BSE '08, MSE '09" and a decorative line of slanted bars. Below that is a short bio: "FOUNDER AND CEO OF STEMBOARD, A TECH COMPANY THAT SPECIALIZES IN UTILIZING BIG DATA TO CREATE SMART SYSTEMS AND SOFTWARE SOLUTIONS FOR CLIENTS ACROSS THE PUBLIC AND PRIVATE SECTORS." At the bottom right is the "M AEROSPACE ENGINEERING UNIVERSITY OF MICHIGAN" logo. On the far right edge, there is vertical text: "UNIVERSITY OF MICHIGAN // COLLEGE OF ENGINEERING // AEROSPACE ENGINEERING". The background of the poster features a large, light blue, stylized graphic of a circuit board or a network of lines.

Adoption & Usage

C&M Brand Site

- 5,993 users
- 16,602 pageviews
 - 2,033 templates views
 - 2,092 logos views

Roadshows

- Email engagement:
 - 212 users
 - 887 sessions

Creative Cloud

- 46 engineering communicators requested access to suite of assets