



MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

PEOPLE-FIRST ENGINEERING



Welcome! We'll get started soon.



MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

TODAY'S PRESENTERS



Jennifer Judge Hensel
Executive Director
Communications & Marketing



Ben Logan
Managing Director
Communications & Marketing



Mathias-Philippe Badin
Creative Design Manager
Communications & Marketing



Jessica Petras
Internal Communications Specialist
Communications & Marketing

BRAND

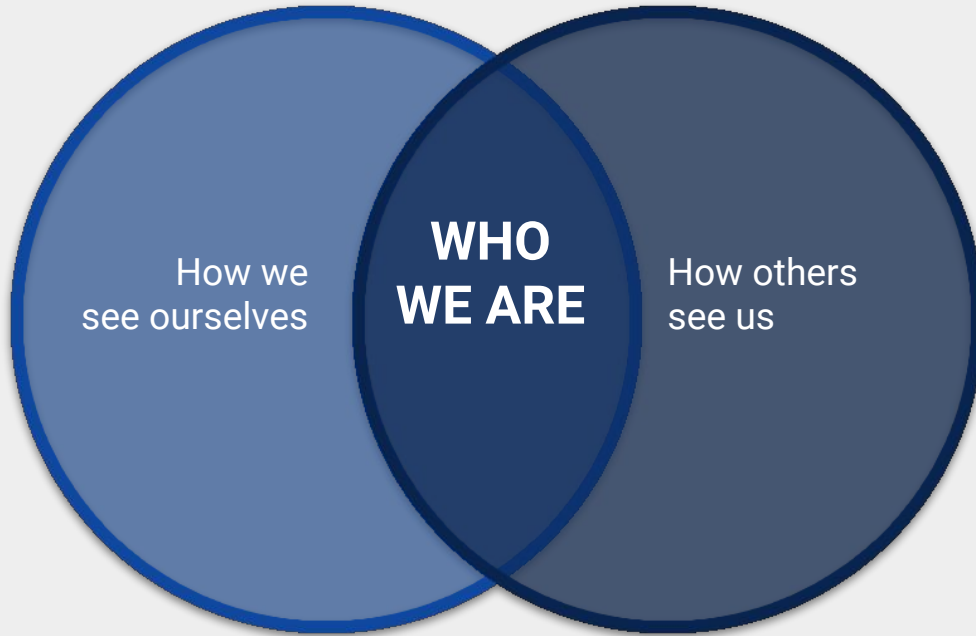




REPUTATION

RECRUITING

RESOURCES



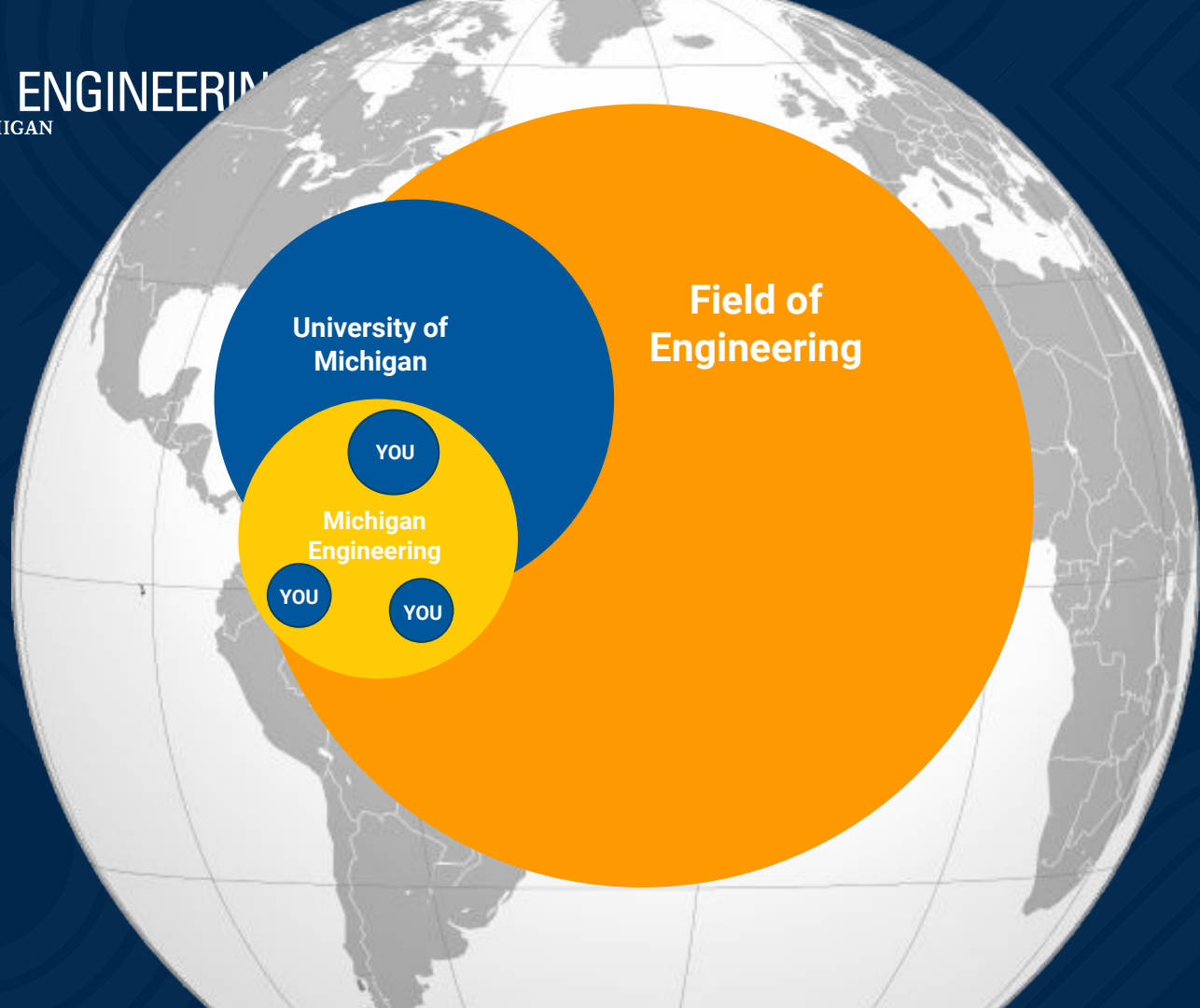
NOW



FUTURE



MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN



University of
Michigan

Field of
Engineering

YOU

Michigan
Engineering

YOU

YOU

Why update now?

- **It's been a decade** since we engaged in new market research about our identity and reputation
- **Progress towards our vision** of becoming the preeminent College of Engineering serving the common good
- **Our own journey** as a College and engineers



AUG 2019 - FEB 2020

Leadership Planning

- Identify Priorities, Audiences & Goals
- Select Vendors

MAR 2020 - JUN 2020

Internal Assessment

- Asset Review: written + visual content
- Internal in-depth interviews

Landscape Assessment

- Competitive Landscape Analysis



**PAUSE
FOR
COVID**

JUN 2021- JUL 2021

External Assessment

- External in-depth interviews
- Media/Competitor Analysis

AUG 2021 - FEB 2022

Positioning Developed & Tested

- Research Briefing & White Space Workshop
- Internal focus groups
- External surveys
- Leadership Review & Approval

MARCH 2022-

Rollout & Launch

- Visual design
- Implementing assets
- Internal communication
- Summer implementation
- Fall launch

future

Methodology: Identifying the opportunity

INTERNALLY

Internal interviews
Materials analysis

What we say about ourselves

+

EXTERNALLY

External interviews
Media attention analysis
Competitive landscape analysis

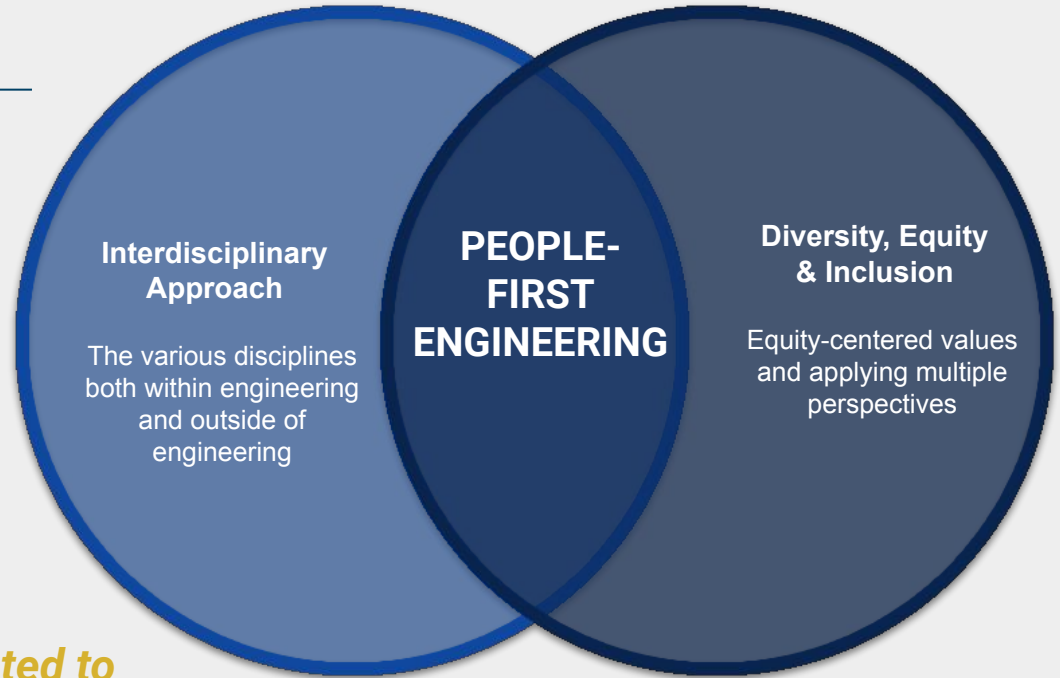
What others say about us,
and each other



Our Strengths

- **Interdisciplinary:** We can collaborate across University of Michigan's top-ranking schools
- **DEI:** Peers point to and admire our DEI programs (5-Year DEI Plan, NextProf, CEDO)

Michigan is viewed as uniquely situated to tackle both realms of diversity





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.



An evolution of our ME2020 strategic plan & pillars

EDUCATION

- Community team proposals resulting in changes to the UG curriculum requirements
- NSF Teaching Engineering Equity Center

RESEARCH

- Incorporating DEI into grant proposals
- Research exemplars tackling global human problems
- Hiring in Depth program

CULTURE

- Creation of OCCE to support the entire College
- DEI expectations in performance reviews, faculty activity reports
- Leadership development
- Creation of DEI 2.0



Methodology: Testing the strategy

INTERNALLY

Leadership workshops
Internal focus groups
Survey with graduates

Is it both authentic &
aspirational?

+

EXTERNALLY

Quantitative surveys

Is it relevant to both the field
& Michigan?



Results: Testing the strategy

→ Internal Findings

People-First Engineering effectively communicates the College's strengths

- Excellent Engineering Fundamentals are central to the College's success
- Interdisciplinary focus is widely recognized, although somewhat aspirational
- Global Worldviews and Equity-Centered Values are important, and need more explanation and tangible results

The messaging is reflective of both who we are now, and who we aspire to be



→ External Findings

- Terms such as "equity" and "people" are being adopted by scientific leadership, such as the NSF, IEEE, ASEE and NASA.
- **Engineering education is viewed as needing to evolve:**
 - ◆ While 53% of survey respondents rated the overall quality of U.S. engineering education as very good, **fewer than 14% rated it as excellent.**
 - ◆ Approximately 80% of survey respondents believe it is **important to teach both** excellent engineering fundamentals and the social impacts of engineering.
 - ◆ However, **only about 45%** of survey respondents believe engineering institutions are currently prepared to do so.
- **Michigan outperforms other schools assessed for both equity-centered and people-first engineering.**



PEOPLE-FIRST ENGINEERING

At Michigan Engineering we're committed to fostering the people-first engineers who will reshape the world for the better.

People-First Engineering

helps make the world a better place by **closing critical gaps** and **elevating all people.**

Our people-first framework builds upon Michigan's greatest strengths, and is a blueprint for how we aspire to teach and practice engineering. It requires:

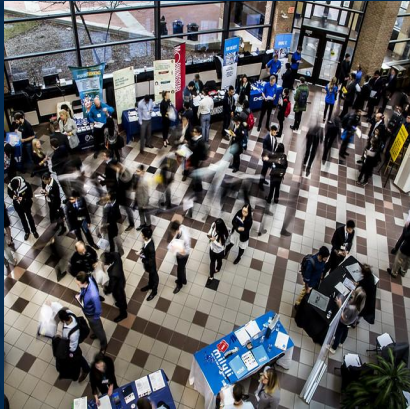
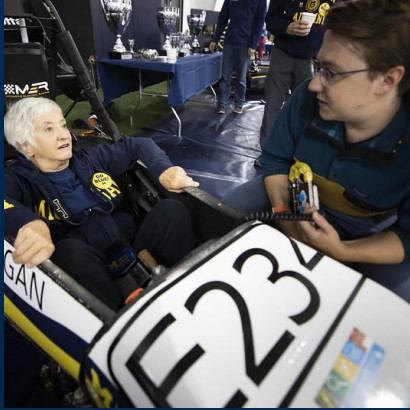
1. **Excellent Engineering Fundamentals**
2. **A Convergence of Disciplines**
3. **Global Worldviews and Equity-Centered Values**

Can only be fully achieved when ***all three parts*** are present and fully activated.



PEOPLE-FIRST
ENGINEERING

What does this mean for you?





How do you use the brand already?





The Visual Style

The Connector is a visual interpretation of Michigan Engineering's unique approach to engineering. It is represented by two distinct entities that, when juxtaposed with one another, represent converging disciplines and closing gaps.

The Angle (FUNDAMENTALS OF ENGINEERING)
The Arc (THE PEOPLE-FIRST APPROACH)



[Brand Book](#)

M | MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

M | MICHIGAN MEDICINE
UNIVERSITY OF MICHIGAN

M | MICHIGAN ROSS



Resources to help you



Google Drive

- [Google Slide templates](#)
- [Computer/Phone wallpapers](#)
- [Zoom backgrounds](#)



Adobe Creative Cloud Express

adobe.com/express

- Basic templates
- Brand colors and library



cm.engin.umich.edu

NOW WHAT?

Checklist

- Do an inventory of immediate and upcoming items and edit it through this new lens. **You can begin this right away!**
- Download the new materials and sign up for individual consultations if you need more help by **end of calendar year**.
- Begin updating items with the goal of being complete by **end of academic year**.

Discussion

- How does this apply to your unit and work responsibilities – how do you enable people-first engineering?
- What are we missing? What else do you need to be successful?

THANKS FROM THE ROLLOUT TEAM!



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