We do the impossible every day.
OUR COMMITMENT

Our students, faculty, and alumni do the impossible every day; it’s our job to prove that claim and show how the College keeps that promise.

We create print, digital, and social strategies and products that explain:

■ Our reputation as one of the world’s very best engineering programs—preparing highly respected students, performing world-changing research, and leading educational innovation.
■ Our goals for the future of the College and the well-being of the world.
■ The impact of our faculty, student, and alumni.
■ The integral role that donor support plays in our future impact.

On every project, Engineering at Illinois’ marketing and communications team strives to:

■ Define clear, high-impact messaging that faculty, students, staff, and alumni can use when discussing Engineering at Illinois.
■ Tell compelling stories that directly and powerfully explain why we’re exceptional and how we go about changing the world.
■ Foster opportunities for individual departments and units to enhance their work, embrace Collegewide goals, and meet their unique priorities.
■ Promote the stories and work of students, faculty, and alumni who are traditionally underrepresented in engineering.
■ Continually assess and improve our performance.

POSITIONING STATEMENT

We do the impossible every day.

Engineering at Illinois’ students, alumni, and faculty solve the world’s greatest challenges. We look toward the future and find ways to make it a reality. Designing electronic tattoos to treat seizures. Leading Google’s security team in the fight against online attacks. Converting algae to biofuel. Exploring fusion energy.

We do the impossible every day.

As one of the world’s Top 5 engineering programs, our approachable and collaborative students and faculty set the standard for excellence. We drive the economy, reimagine engineering education, and bring revolutionary ideas to the world.

How we think about positioning and brand

Engineering at Illinois’ positioning statement reflects our strengths and distinguishing characteristics as a College—our focus on solutions with real societal impact, our standing as one of the world’s best engineering programs, and our open, collegial approach to problem solving. Think of it as a framework for individual, more targeted messages. It’s a touchstone for finding the right story and telling it in a way that sets us apart.

When we talk of “doing the impossible every day,” we are doing it in the context of the University’s approachable, collaborative, practical, and high-impact brand. And we take great care to ensure that our marketing and messages reinforce the idea that Illinois is the pre-eminent public research university with a land-grant mission and global impact.

“We do the impossible every day” isn’t a tagline or boilerplate to include in every marketing vehicle. It’s the high-level narrative claim about who we are and how we’re different from our peers. It’s a story to be told and a promise to be kept.
We educate great students in great numbers.

- Our entering freshmen have an average ACT above 32.
- We’re among the 5 largest engineering programs in the country.
- We are in the Top 5 among engineering students who are most prepared when they enter the workforce.
- We’re home to 15 Top 5 programs. Only Stanford and MIT have more.

Our faculty members are accomplished and ambitious.

- We’re Number 4 in the country for the amount of research funding we’re awarded every year.
- We disclosed more than 100 inventions and filed more than 120 U.S. patents in 2014.

We’re pioneers in innovations that matter to people.

- Our alumni are at the very heart of the digital revolution.
- We’re changing the landscape of healthcare, partnering with other university units and Carle Health System on the nation’s first engineering-based College of Medicine.
- We’re the technical visionaries behind a $320-million initiative to reduce the time and cost of manufacturing using cutting-edge digital technologies.

We’re constantly enhancing our engineering students’ educations and sharing those innovations with the world.

- Our IEFX program introduces every first-year student to the power of interdisciplinary thinking, and it helps them hone their passions and aspirations into a fulfilling, high-impact undergraduate career.
- We’ve increased the number of women entering our undergraduate engineering program by more than 25 percent in the last two years.
- We’re currently launching the Innovation, Leadership & Engineering Entrepreneurship (ILEE) program, expanding offerings in these areas, and integrating them into every student’s experience.
- Programs like our MEng degrees, online degrees, and MOOCs redefine the way a new and expanding community of engineers are educated.
We focus on three areas that are crucial to Engineering at Illinois’ success: advancement and corporate relations; student recruitment; and efforts that enhance our reputation among our peers and the broader community.

Our work is only possible through deep, constant collaboration with peers from the College’s units, IT and web staff, advancement staff, recruitment committees, and the corporate relations team, as well as colleagues across campus. Any goal or effort requires—and consistently receives—their time, talents, and insights.

**Advancement and corporate relations**
- Increase total given, the number of donors, and the number of prospects for major and leadership gifts.
- Meet fundraising targets laid out in the Engineering Visionary Scholarship Initiative and in the prospective 2017 campus campaign.
- Increase alumni affinity for Engineering at Illinois, so that they become donors or give more to Engineering at Illinois.
- Provide alumni with the information and encouragement to share our story and excitement.
- Increase current students’ affinity for Engineering at Illinois, so that they grow into donors.

**Recruiting**
- Continue to grow the number of applications for undergraduate admission to the College.
- Increase the yield in target areas, including underrepresented students, in-state students, and low-enrollment departments.
- Drive applications for and enrollments in the College’s online and professional degree programs.

**Reputation**
- Build and reinforce a reputation that ensures:
  - Our undergraduates go on to the best jobs and the best graduate schools.
  - Our graduate students go on to the best industry jobs and faculty positions.
  - Our faculty secure the best research, funding, and entrepreneurial opportunities.
  - Our College’s and departments’ high rankings in *U.S. News and World Report* and other sources.
  - Our College’s significance and economic impact is well understood and well supported at the local, state, and national level.
- Establish the Innovation, Leadership, and Engineering Entrepreneurship program as a leader in fundamentally redefining the role of innovation and entrepreneurship in students’ and faculty members’ careers.
- Establish the College of Medicine and the College of Engineering’s bioengineering efforts as a leader at the intersection of engineering and medicine.
OUR ENVIRONMENT

We work closely with marketing and communications staff members embedded within the College’s individual units and the College’s web development team on a daily basis.

Decision-making and authority lie within the units. But shared strategy and messaging are crucial to our success, and units are consistently receptive to shared efforts. These efforts focus on creating increased consistency of visual identity, message, and quality of work across College units.

Shared Strategy and Messaging:

- Creative Insights Panel to encourage candid feedback from colleagues on projects.
- Monthly Engineering Communicators meetings for information sharing among units and updates on College wide initiatives.
- Centralized advancement materials and resources for major initiatives, such as the Engineering Visionary Scholarship Initiative.
- Centralized presentation resources and slide decks, continually updated.
- Media relations and crisis communications.
- Content for sharing via social media.

We also provide financial and planning support for units, which encourages them to:

- Validate their work through analytics.
- Refresh outdated designs using vendors and more closely align with the College and University’s visual identity.
- Experiment with projects that would not be affordable otherwise.

RESOURCES

The College of Engineering marketing and communications team creates print, digital, and social strategies and products that build our reputation and impact as one of the world’s very best engineering programs.

You can find marketing and communications resources and contact information for the team at:

engineering.illinois.edu/marcom