Be engaging.
Be clear.
Be fresh.

Be Boulder.

CU-Boulder Engineering Branding Update
Courtney Staufer & Jon Leslie
April 25, 2014

Campus Buy-in: Over 55 Units Using Platform
Spontaneous Adoption: CUSG, Alumni, Prospective Students
Campus Banners
Phase I (complete)
Phase II (May install)

Banner photos are #1 and #2 posts on #cuboulder in 2014
This week is CUSG Be Boulder Week

Monday: Wellness Day
Be happy. Be healthy. Be Boulder.

Tuesday: Earth Day
Be green. Be sustainable. Be Boulder.

Wednesday: Community Day
Be involved. Be united. Be Boulder.

Thursday: Academic Day
Be academic. Be revolutionary. Be Boulder.

Friday: Day Without Hate
Be inclusive. Be loved. Be Boulder.
Campus next steps …

Campaign to take Be Boulder to external audiences, including work with media buying/creative agency to plan external roll out to key markets in and out of state

ETA: June 2014

Admissions 2014-15 cycle creative to carry Be Boulder messaging
CEAS Position Statement
Who we are, what we do, and why it matters …

The College of Engineering and Applied Science at CU-Boulder educates global-minded engineers, shapes the future drivers of society, and delivers difference-making technologies in one of the world’s most inspiring and entrepreneurial learning environments.

*Aligns with elements of NAE “changing the conversation” messages (e.g., shape the future, make a difference)
Core Messages

The major communications themes that support our position and drive the FACTS we will share with audiences

1. We deliver a strong return on investment
2. We pioneer innovative education and active learning
3. We lead high-impact research partnerships that solve global problems
4. We invest in a diverse community of inspired people

Brand Voice Attributes
The emotional “hooks” and source of differentiation …

Active
Inspired
Invested
Relevant
Resourceful
Entrepreneurial
Courageous
Engaged
Inclusive

Global
Challenging
Driven
Smart
Creative
Sustainable
Pioneering
Disruptive

Note: This base list drives the consistent underlying tone/emotion of all CEAS communications. Other descriptive words and/or phrases (e.g., “a difference-maker,” “a problem-solver,” etc.), based on specific objectives and/or people/subjects covered, can be incorporated.

College of Engineering & Applied Science
UNIVERSITY OF COLORADO BOULDER

SHOWCASE
2013-2014 People | Places | Programs

Education

First-year students put engineering theory into practice in hands-on classes and labs.

The college has six academic departments, which offer bachelor’s, master’s, and PhD degrees:
- Aerospace Engineering Sciences
- Chemical and Biological Engineering
- Civil, Environmental, and Architectural Engineering
- Computer Science
- Electrical, Computer, and Energy Engineering
- Mechanical Engineering

For students seeking an interdisciplinary approach, the college offers the new General Engineering Plus degree, a unique, design-based program. Bachelor’s degrees in applied mathematics, engineering physics, and environmental engineering can be earned through affiliated departments and programs. A master’s degree is offered in engineering management, and both master’s and PhD degrees can be earned in interdisciplinary telecommunications, materials science and engineering, and through offerings of the ATLAS Institute. Distance learners can earn a master’s degree in five engineering disciplines or one of several graduate certificates.

Commitment to Diversity
The college is dedicated to maintaining an open, inclusive, and supportive environment for all students, staff, and faculty. As part of this goal, we are committed to recruiting and retaining diverse talent, including women, people of color, and others traditionally underrepresented in the field of engineering.

Hands-On Engineering and Outreach
We are leaders in bringing hands-on engineering to K-12 classrooms. CU programs foster interest in science and technology among a diverse range of young students while preparing them for college and career opportunities. For our current students, the college provides a strong technical education enhanced by a broad array of opportunities for students to succeed. Undergraduates can personalize their academic experience to fit their individual goals with any of the following programs:

Engineering Design Projects
Undergraduate engineering students can dive into real-world work with a variety of First-Year Engineering Projects courses. A national model for hands-on learning, these courses combine with a significant increase in student retention that is even more marked for women and students of color. Capstone design projects, often sponsored by industry, provide students with in-depth challenges during senior year.

CU Engineering Showcase
Engineering 2020 strategic plan
From the Dean
Dear Students, Faculty, Staff, Supporters, and Friends:
I am pleased to invite you to review this refreshed strategic plan, Engineering 2020: Vision for Excellence. More importantly, I ask that you join us in its implementation. Despite challenges, we have made tremendous progress in the past five years, and we are proposing even more ambitious goals and greater innovation over the rest of this decade. So, hold on to your hats, open your checkbooks, and come along!

Robert H. Davis
Dean
College of Engineering and Applied Science
University of Colorado Boulder
December 2013

Engineering 2020

1. Name the College
- partner with key supporters to endow one college, departments, and programs, and work to have Turner Funding, a modern engineering education and innovation

2. Integrated BS/PhD Programs
- attract the brightest and most students, and invite them to research early in their five-year CU-Boulder spectrum-track them for integrated degrees


Social Media Profiles
Email Newsletters
Q: How did your CU engineering education impact your career and your life?

A: I’m so appreciative of the education I received at CU—it’s one of the reasons I’m still interested in the topic. So many of the teachers I had didn’t just teach me stuff, they really stimulated my intellectual curiosity. The nature and mindset in every very applied engineering and that has served me really well. The systemic thinking approach I learned can be applied to so many different areas of life.

I think people skills matter and have a big influence on our ability to take on leadership roles and make things happen. The open and social environment of Boulder is a big part of us developing as people and going on to become good leaders. At the end of the day you have to do things with people, and through people.

Q: You’ve worked in almost every area of the energy industry. What do you see as the greatest opportunities in energy today?

A: Energy is such a dynamic area—the need is so many ways involved around energy. It will always be an enabler of the global economy and communities and it’s never boring because there are so many phases and cycles.

Right now what I find particularly exciting is the shale oil and gas revolution in America. I work around the world, but to see the United States have such energy independence and to help fuel our economy is extremely encouraging. And to be more competitive in chemicals and manufacturing as a means of harnessing a relatively underutilised source of energy is a real opportunity.

Of course we have to do things safely and thoughtfully. But I believe recently is the mother of invention. There was this need, and technology race to fill the need.

Q: What have been the highlights of your career?

A: “The most memorable moments in my career are those when I have been able to make a material or critical impact.”

Following the September 11, 2001, terrorist attack, I spent time in Washington, D.C., as an executive on loan to the Transportation Security Administration, where I helped develop policies to improve airport security.

So much of my life has been focused on my family, career and company. This was an opportunity to do something for my country. Working to make airports safer for everyone was a once-in-a-lifetime kind of experience that expanded my horizons and made me more keenly aware of the sense of responsibility we have for our country and community, being care of one another as citizens.

Q: What has it been like being a female executive in an industry that is still very male-dominated?

A: “I’m probably a little guilty of leaning on men and when it comes to that, I was always the first person in the room to notice if there was a woman or to be offended when someone said you go. Early on, it served me well that I was so focused on my own goals and vision, but it didn’t do me any good. Ever since, I’ve become more aware of the challenges women face in business, and I realize that not everyone is as lucky as I am. There’s been a real need, mentor and advocate in trying to help other women achieve their goals and navigate the challenges they face.”

Be accomplished.

Linda S. Glotin, CU Engineering 2014, has always been a highly accomplished person in her work, and to share my success with those around me,” she says.

CU ENGINEERING 2014

Be Boulder.


CU Engineering Magazine


Development Cards

Be Boulder. Internship programs provide hands-on experience

Be Boulder. Architectural engineering programs lead the vanguard in sustainable buildings

Be Boulder. Student societies educate the next generation of professionals

Hallway posters for Civil, Environmental & Architectural Engineering
1904 Society

Development

Materials

Be a member today.

Membership in the 1904 Society is attainable at many levels.

No matter where you are in your professional or philanthropic pursuits, becoming a part of the 1904 Society is a practical, attainable way to support the Department of Chemical and Biological Engineering in pursuing groundbreaking research and equipping the engineers of tomorrow.

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Donated Amount</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bench Scale</td>
<td>$150.00</td>
<td>Personal letter from the Chair 1904 Society coffee mug</td>
</tr>
<tr>
<td>Pilot Plant</td>
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<tr>
<td>Production Facility</td>
<td>$50.00</td>
<td>Invitation to networking events and research seminars</td>
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<tr>
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<td>Invitation to networking events and research seminars</td>
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1904 Society Chair

The Department of Chemical and Biological Engineering at the University of Colorado Boulder is a world-class department with 37 faculty members, all with Ph.D. degrees, 160 graduate students, and more than 600 undergraduate students. Our research program is extremely active, including research centers in biofuels and biotechnology, membrane science, pharmaceutical technology, and photovoltaics. With the last five years, one department faculty member has been elected to the National Academy of Engineering and six faculty members have received national and international awards including the NSF Waterman Award, the DOE/H. H. Wills Award, the NSF Engineering Research Program Award, the DOE/Alfred P. Sloan Award, the NSF/Dr. Samuel C. C. Lee Award, and the ASCE DeGarmo Award.

Our strong graduate program emphasizes the Ph.D. degree and provides opportunities for international students. Our innovative, ABET-accredited undergraduate program is characterized by a high degree of faculty-student interaction in and outside the classroom, with interdisciplinary options in biomimetics, environmental engineering, materials engineering, and energy. Our cooperative education program also enables undergraduate to work in industry while earning their degree.

Chemical & Biological Engineering
UNIVERSITY OF COLORADO BOULDER
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chemeng@colorado.edu | www.colorado.edu/chee
Tell us what you think ...
Gut Reaction

Rate the Be statement on a scale of A to E:

a. I’m turned off by it
b. No effect on me
c. I’m somewhat interested
d. I’m very interested
e. I’m totally inspired
Be daring.
Be enterprising.
Research awards to the CEAS have doubled to $71.7 million since 2007.
Be inspired.
CU-Boulder is the only school to receive the National Academy of Engineering Bernard M. Gordon Prize for innovation in education twice.

New Pre-Engineering Program Facilitates Transition into Engineering

Applications to the College of Engineering and Applied Science have increased dramatically in recent years, as has the quality of our incoming first-year freshman students, along with the trend, the number of applicants with an interest in engineering who are not initially successful in being admitted to the college has also grown. Many students who are declined immediate admission to the College of Engineering and Applied Science ultimately enroll in CU's College of Arts and Sciences. To help these students achieve their goal of becoming engineers, the College of Engineering and Applied Science and the College of Arts and Sciences collaborated to create the Pre-Engineering Program, which provides a structured pathway for students to complete their liberal arts requirements in three semesters, while many do so in as few as two semesters. Beyond academic, Pre-Engineering students are encouraged to join pre-engineering student organizations and societies, and participate in college events such as Engineering Days. For more information on the Pre-Engineering Program, visit www.colorado.edu/engineering/students/pre-engineering.

Be Inspired.
CU-Boulder is the only school to receive the National Academy of Engineering Bernard M. Gordon Prize for innovation in education twice.
Be collaborative.
The College of Engineering and Applied Science has 16 interdisciplinary research centers to help solve global problems while enriching student education.
Be Global!
Create dual degrees, internships, projects and study-abroad programs for engineering students with international vision.

6. ¡Globalízate!
... crea carreras duales, internados, y programas de estudio en el extranjero adaptados para estudiantes de la ingeniería con la visión internacional.
Be accomplished.

Seven top aerospace students received Penton’s Aviation Week Twenty 20s awards this year.
Alignment with Messaging

How well does the Be statement promote the messages and persona we want to convey as a college?

a. Not well at all
b. Poorly
c. Acceptably
d. Very well
e. Outstanding
Be daring.
Be enterprising.

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To be eligible for the Pre-Engineering Program, students must be in good academic standing and have a strong interest in engineering. They must also have completed prerequisite coursework in mathematics and science, including courses in calculus, physics, and chemistry. The Pre-Engineering Program is open to students from any major, but they must demonstrate a commitment to engineering as a career path.

The Pre-Engineering Program is designed to provide students with a solid foundation in engineering principles and to help them develop the skills needed for success in engineering programs. The program includes coursework in engineering fundamentals, as well as opportunities for hands-on experience and research projects.

One of the key benefits of the Pre-Engineering Program is the guidance and support provided to students by experienced engineering faculty. Students in the program receive personalized advice and feedback on their academic progress, and they have access to a range of resources and services to help them succeed.

The Pre-Engineering Program is a great opportunity for students who are interested in engineering but are not yet ready to commit to a full-time engineering degree program. It provides an excellent foundation for students who are considering a career in engineering and who want to explore the field before making a formal commitment.

Learn more about the Pre-Engineering Program by visiting www.colorado.edu/engineering/programs/pre-engineering.
Be collaborative. The College of Engineering and Applied Science has 16 interdisciplinary research centers to help solve global problems while enriching student education.
(Be Global! Create dual degrees, internships, projects and study-abroad programs for engineering students with international vision.)
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Be Boulder.