



MECHANICAL ENGINEERING

Professional Master's Degree Program

2015-2016

MARKETING PLAN



The University of Texas at Austin

Center for Lifelong Engineering Education

Cockrell School of Engineering

**This marketing plan
was prepared by:**

CENTER FOR LIFELONG ENGINEERING EDUCATION

Trammie Anderson

Marketing Manager

Lauryn Feil

Senior Communications Coordinator

**Our Program
Leadership Team:**

DEPARTMENT OF MECHANICAL ENGINEERING

DK Ezekoye, Ph.D.

MME Program Director

CENTER FOR LIFELONG ENGINEERING EDUCATION

Eric A. Roe, Ph.D.

Executive Director

Murray Altman-Kaough

Senior Program Manager



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1.0 Executive Summary

There are a total of 212 accredited graduate degree programs & graduate schools in the United States offering a Master of Science in Mechanical Engineering. Of which, 48 programs are available online.

The top 10 universities offering a Master of Science in Mechanical Engineering degree online are:

- Stanford University (143)
- Georgia Institute of Technology (196)
- University of Illinois at Urbana-Champaign (67)
- North Carolina State University (74)
- Purdue University (111)
- Texas A&M University (65)
- Pennsylvania State University (30)
- John Hopkins University (60)
- University of Wisconsin-Madison (74)
- Rice University (17)

Our local online competitors include:

- Rice University (17)
- Texas A&M University (65)
- University of Texas at Tyler (5)
- University of Houston—Cullen (18)
- Texas Tech University (19)
- University of Texas at Arlington (39)
- Southern Methodist University (9)

Georgia Institute of Technology, Stanford, Purdue and the University of Southern California granted the most master's degree in mechanical engineering diplomas last year. These top universities make up over 8.7% of the overall market share.

According to the U.S. Department of Labor's Occupational Outlook Handbook, mechanical engineers held about 258,100 jobs in 2012 with a projection of 269,700 in 2022. Mechanical engineers are heavily employed in the following states: Texas, California, Wisconsin, Illinois, Indiana, Michigan, Ohio, Pennsylvania, New York, South Carolina and Florida; making a master's degree in higher demand.

According to the 2015 Smart Marketing for Engineers Study, 93% of engineers find information using online resources. We will focus 80 – 86% of our marketing budget on digital media and content marketing.

This marketing plan will address current market trends and focus on an achievable and measurable action plan to support enrollment goals.

Additional materials to reference:

Benchmarking.xls
me-budget.pdf

2.0 Our Objective

Our Mission

We are dedicated to providing a nationally recognized two-year, fully online, job-integrated learning experience to exceptional, highly motivated, working professionals in mechanical engineering through customized and applicable industry focused course content.

2.1 Financial Objectives

- Accomplish our program goals within the allocated budget of \$50,000. Our operating budget is constrained by the number of enrolled students.
- Accomplish our goal of increasing enrollment by (10) new students for Spring FY 15-16.

2.2 Marketing Objectives

- To create awareness of the University of Texas at Austin's new and fully online MS in Mechanical Engineering degree
- To increase participation of Central Texas corporations in supporting students for the MS in Mechanical Engineering degree
- To increase the number of individuals who choose to self-fund the MS in Mechanical Engineering degree
- Acquire leads and inquiries for our MS in Mechanical Engineering degree
- Generate visitors to our website

2.3 Service Offerings

The MS in Mechanical Engineering program is designed to offer the following knowledge and skills to each student:

- Design and manufacture successful products
- Design processes utilizing emerging technologies.
- Solve engineering design and synthesis programs
- Develop models and control systems
- Analyze heat transfer systems

2.4 Positioning Statement

This program is designed for individuals with a bachelor's in Mechanical Engineering or related degree in engineering who are interested in acquiring new skills beyond that of a bachelor's degree in order to increase their career potential. It is a 100% online executive format program allowing for ease of access, and increased flexibility for professionals who can't commute to Austin and want to continue working full-time.

3.0 Market Analysis

Employment of mechanical engineers is projected to grow 5 percent from 2012 to 2022, slower than the average for all occupations. Prospects for mechanical engineers will be best for those with training in the latest software tools, particularly for computational design and simulation.

3.1 Market Demand

According to the National Association of Colleges and Employers Job Outlook 2015 Report, employers expect to increase their new graduate hires by 8.3 percent in 2015 as compared to 2014. In particular, the association ranked mechanical engineering as number five on its list of most in-demand master's degrees for its "Job Outlook 2015" survey.

Top degrees in demand (master's degree level)

Major	% of Total Respondents That Will Hire
Finance	24.2%
Computer Science	23.8%
Accounting	22.0%
M.B.A.	20.2%
Mechanical Engineering	20.2%
Electrical Engineering	19.7%
Computer Engineering	18.4%
Information Sciences & Systems	16.1%
Logistics/Supply Chain	14.8%
Human Resources	14.3%

3.2 Market Growth

Mechanical engineers should experience faster than average growth in architectural, engineering, and related services as companies continue to contract work from these firms. Mechanical engineers will also remain involved in various manufacturing industries—specifically, transportation equipment and machinery manufacturing. They will be needed to design the next generation of vehicles and vehicle systems, such as hybrid-electric cars and clean diesel automobiles. Machinery will continue to be in demand as machines replace more expensive human labor in various industries. This in turn should drive demand for mechanical engineers who design industrial machinery.

Mechanical engineers are projected to experience faster than average growth in oil and gas extraction because of their knowledge and skills regarding thermal energy.

Market Analysis data is provided from the U.S. Department of Labor, Bureau of Labor Statistics (September 2015) www.bls.gov/ooh/architecture-and-engineering/mechanical-engineers.htm#tab-6

3.0 Market Analysis continued

3.3 Market Size National

There are currently 258,100 Mechanical Engineers employed in the U.S. with an hourly median wage of \$38.74 and an annual median salary of \$80,580.

Job Outlook for Mechanical Engineers

Current Employment for ME in 2012 258,100

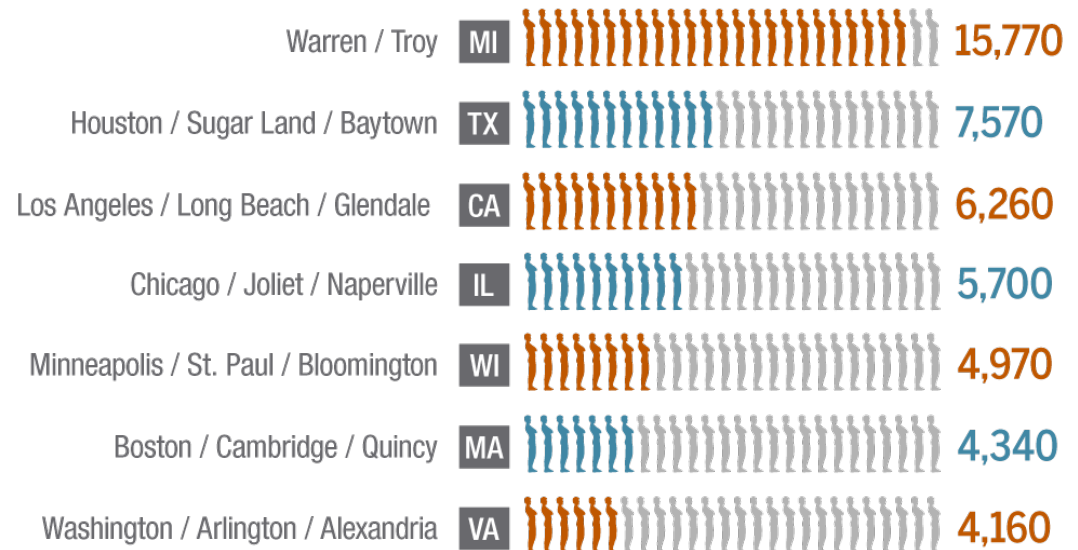
Projected Employment for ME in 2022 269,700

11,600 MORE JOBS
from 2012 - 2022

3.4 Significant US. Segments

Mechanical engineers are heavily employed in the following states: Texas, California, Wisconsin, Illinois, Indiana, Michigan, Ohio, Pennsylvania, New York, South Carolina and Florida; making a master's degree in higher demand.

Market Analysis data is provided from the U.S. Department of Labor, Bureau of Labor Statistics, September 2015:
<http://www.bls.gov/ooh/architecture-and-engineering/mechanical-engineers.htm#tab-6>



4.0 SWOT Summary

4.1 Strengths

University Reputation – The University of Texas at Austin was ranked by *The Times Higher Education Supplement* as the world's 15th top ranking university overall. In the 2015 *US News and World Report* rankings, the Cockrell School of Engineering is ranked #10 nationally for graduate studies, and the Mechanical department is ranked #13 nationally.

Faculty – We have exceptional faculty who are leaders in the academic community and draw from a range of practical experiences.

Curriculum – They provide a balanced curriculum that is engaging, contemporary and academically advanced. It is pertinent, industrially in-touch, and applicable to the workplace; it is couched in strong engineering principles and ethics; and, it focuses on knowledge and skills that support professional growth to individual contributors, managers, and executive leaders.

Web presence – Our responsive website ranks very high in terms of SEO and is a significant source of information for prospective students.

Flexibility: Our modular online learning model will allow students the flexibility to complete the program at their own pace and skill level.

4.2 Weaknesses

Small window for Marketing – Because the program is still in development, marketing does not have enough information to market the complete program with faculty and curriculum information at least one year in advance.

Program not fully developed – We are still missing commitment from faculty to complete the curriculum. Information on how a typical student will progress throughout the program continues to change.

Cost – most employers who do reimburse their employees do so at a rate of \$5,400/year; our program cost for FY 15-16 will be \$20,000/per year.

Perception of theoretical vs practical – In our conversations with prospective students and employers, we consistently have to address the external impression that UT is “too theoretical.” For working professionals, going back to school is a commitment to increase their ability to compete and excel in an ever-changing workplace. They want to have confidence that they will gain readily applicable skills in their course-work.

4.0 SWOT Summary

4.3 Opportunities

Geographic Serving Area – The University of Texas continues to be a precedent-setting organization that attracts attention from Texas and across the nation. Decisions regarding the scope of our serving area will impact financial requirements and potentially open new revenue opportunities.

Engineering Interest – By 2018, the U.S. Bureau of Labor Statistics projects that there will be approximately 195,000 engineering manager jobs in the U.S. alone. Generating awareness in our Professional Master's program is the key to marketing to our busy, career minded audience.

Competition in the job market – US job seekers – particularly in engineering—are increasingly competing with foreign workers who are already entering the job market with Masters and sometimes Doctorate degrees.

Texas Reputation in Oil and Gas industry – Mechanical engineers are projected to experience faster than average growth in oil and gas extraction because of their knowledge and skills regarding thermal energy.

Online Degrees In Demand – A study from 2012 showed that 62.4 percent of colleges are now offering fully online degree programs and that student enrollment in online education is increasing each year as they seek flexible education programs that meet the demands for the 21st-century workforce.

<http://www.usnews.com/education/online-education/articles/2013/01/08/online-course-enrollment-climbs-for-10th-straight-year>

4.4 Threats

Market Saturation – Mechanical engineering is one of the broadest and most versatile of the engineering majors, therefore we are entering an already saturated market with 43 schools offering an online program before our program launch in Spring 2016.

In-state competition for students – Even though we are a flagship university, we compete for students in a state with a high number of universities that offer Engineering Master's degrees (i.e. Texas A&M, Rice University).

Out-of-state competition for students – Many universities around the country have developed educational partnerships with globally dispersed companies (so companies located in Austin will send students out-of-state; ex: Emerson Process Management).

Corporate culture – Those who have been laid off due to cost-cutting measures feel unable to make the financial commitment to the program without a source of income. Those who are the “survivors” of company cutbacks often have to cover their job and pick up additional tasks (left by those laid off); they do not have time to consider the rigors of pursuing a degree.

Individual Complacency – Some engineers who have worked for five or more years might feel that they are safe in the job market, or have on-the-job training that negates the need for a Master's degree.

5.0 Competitive Analysis

5.1 Direct Competition

All other online MSME programs in the United States from accredited universities serve as direct competition with the UT-Austin online MSME program. In order to overcome competition and win market share in this environment CLEE will promote competitive strengths which include: school and program rankings, competitive pricing, world-class faculty, online interactive format, and industry relatability.

5.2 Onsite Indirect Competition

Onsite competitors include any ranked university that offers an onsite MS in Mechanical Engineering. Older students may prefer the traditional in-person instructional methods to online instruction and may decide on an executive weekend format degree or night classes. To counteract this, we will stress benefits of an online program as opposed to an onsite program.

The list to the right shows the top 15 universities that awarded a mechanical engineering masters' diplomas last fiscal year 2013 - 2014. These 15 institutions make up over 19% of the total 6,529 mechanical engineering master's degrees awarded last fiscal year.

*Please refer to the **Benchmarking.xls** file for a more detailed program comparison against competitors.*

Top 15 National Online Competitors:

- Stanford University (143)
- Georgia Institute of Technology (196)
- University of Illinois at Urbana-Champaign (67)
- North Carolina State University (74)
- Purdue University (111)
- Texas A&M University (65)
- Pennsylvania State University (30)
- John Hopkins University (60)
- University of Wisconsin-Madison (74)
- Rice University (17)
- University of Washington (65)
- University of Southern California (119)
- Iowa State University (25)
- LeHigh University (74)
- Michigan Technological University (106)

Local Online Competitors:

- Rice University (17)
- Texas A&M University (65)
- University of Texas at Tyler (5)
- University of Houston—Cullen (18)
- Texas Tech University (19)
- University of Texas at Arlington (39)
- Southern Methodist University (9)

6.0 Marketing Strategy

Value Proposition - We do much more than simply provide Master's degrees to students; we provide the significant benefits that are associated with transforming an individual's "quality of life" and giving significant ROI to them and to their corporate sponsor.

Our strategic strength – our sustainable competitive advantage – is our renowned faculty and academic reputation of the university. We are appealing to a niche market segment.

Our target market continues to be persons:

1. Who are between the ages of (24) and (40) and have a Bachelor's degree in Engineering
2. Who have 12 months of experience in their industry
3. Who need a Master's in the Engineering field for career advancement

Growth strategies:

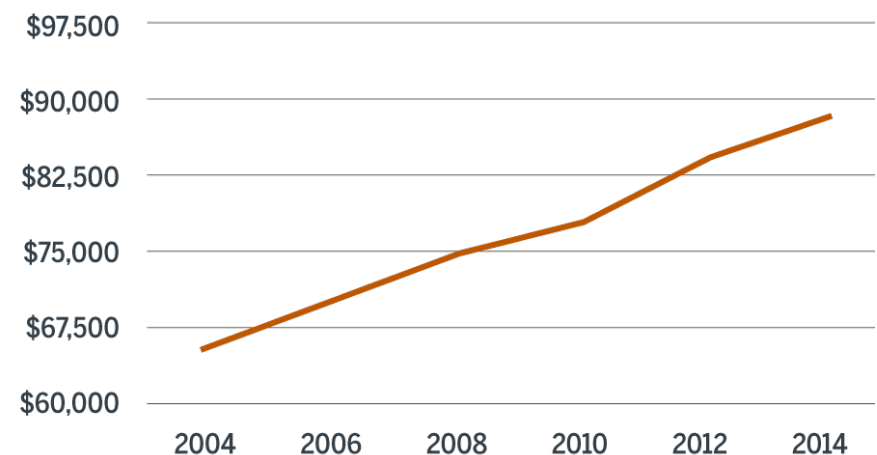
1. Horizontal integration – across more technology and related companies
2. Vertical integration – more students from companies who already send students
3. Diversification – reach out to other market segments

Recent changes in key areas, such as the current economic environment, present challenges for all aspects of the program.

How Master's Degrees pay off

Mechanical engineers with a master's degree earned a median salary of \$105,000 in 2015. The best-paid earned about \$126,430, while the lowest-paid earned less than \$86,800. Industries that pay well include oil and gas extraction as well as information services. The top-paying metropolitan areas for the occupation include Anchorage, Alaska; Taunton, Massachusetts; and San Jose, California.

Figures from monster.com and payscale.com, June 2015



Mean Salaries Shown

7.0 Messaging

Our core message emphasizes value and flexibility: The Center for Lifelong Engineering Education provides a fully online executive program for working professionals that is held to the same high standards as a traditional MS degree. Professionals can earn an industry relatable degree at a pace that best suits them at any location in the world. The online format is engaging, interactive, immediately applicable and focuses on superior curriculum from internationally recognized faculty.

Tagline Examples:

Online MS in Mechanical Engineering...

- Continuing to offer a program that is perceived to be enriching, job-integrated and affordable compared to other alternatives.
- Grab Engineering by the Horns
- Embrace the Future of Engineering
- Create, Test, Perfect
- Delivering Excellence in Online Education
- A World Class Education from Anywhere in the World
- The Best Engineers Come from Texas
- Get Your Career in Gear
- Power up Your Education, and Light up Your Career
- Engineer Your Own Success
- Engineering Focused and Industry Driven
- Flexible, Relevant, Applicable
- Texas Engineering, Fully Online

Overall Messaging

- Address critical challenges in your work-life in real time – apply new knowledge immediately
- Courses are available completely online and available to suit your schedule. Earn your Master's degree while you continue to work full-time.
- Course content is industry-relevant and immediately applicable.
- Online courses are designed in accordance with best current practices in remote learning.
- Graduates receive the same Master of Science in Mechanical Engineering Degree awarded by the traditional full-time program.

7.0 Messaging – Post Grad, Young Professional Mechanical Engineer

Get Your Career In Gear! 100% Online MS in Mechanical Engineering - Apply Today.

For these younger individuals, the program must be positioned as the next step in their career plan, an asset that can propel them up into higher level positions, or new career opportunities that may be otherwise unavailable without a MS degree or may require many more years of experience in industry.

Message needs to include the following components:

Information on how the program provides students with the tools and knowledge they need to solve current problems in their workplace with innovative solutions, giving them a leg-up in their careers. This program gives them in-depth mechanical engineering training to move into a management position.

This degree provides a program of study that represents a flexible way to earn a world-class education:

- Internationally recognized faculty
- Convenient and easily accessible online format
- Enforces student interaction and networking through social learning and collaboration with instructors.
- Developing industry related program content
- Top ranked Mechanical Engineering School (13th)

Segment Target Audience Profile

Experience: 2-5 years of experience

Age: 24-30 years old

Income: \$70,816 estimates from Payscale.com

Career: Move up at current company or seek management opportunities after graduation

Finance: sponsored to go get a MS degree from company, may be price sensitive if self-funded

Wants: to continue to work full-time and dedicate weekends or extra time to studying.

Decision Process: makes decisions based on career opportunities, money - how much they could potentially make, and how much the degree costs, program flexibility and ranking

7.0 Messaging – Mid-Level Management Professional Mechanical Engineer

Embrace the Future of Engineering: Fully Online MS in Mechanical Engineering – Apply Today!

For these older individuals, the program must be positioned as a flexible way for them to stay current in industry practices and apply what they learn to their careers while also satisfying their need for personal enrichment with an advanced degree.

Message needs to include the following components:

Information about how the program focuses on preparing students to better design and manufacture successful products, and design processes utilizing emerging technologies and how courses will give them the tools and knowledge to better solve mechanical engineering design and synthesis problems.

This degree provides a program of study that represents a flexible way to earn a world-class education:

- Internationally recognized faculty
- Convenient and easily accessible online format
- Enforces student interaction and networking through social learning and collaboration with instructors.
- Developing industry related program content
- Top ranked Mechanical Engineering School (13th)

Segment Target Audience Profile

Experience: 5-7+ years of experience

Age: 30-40 years old

Income: \$83,861 estimates from Payscale.com

Career: Stay current with industry, sharpen skill set, or move into executive management team

Finance: can afford to pay for their own MS degree but still gets some reimbursements back from work

Wants: something flexible where they can still work full-time, spend time with family, and travel for work

Decision Process: Makes important decisions considering spouse's opinions, and with job and lifestyle in mind. Takes longer to decide on whether or not to pursue a MS degree due to family dynamic, job demands, program flexibility and program relevance to current career.

8.0 Recruiting Process Overview

93% of engineers find information using online resources according to the 2015 Smart Marketing for Engineers Study.

We will focus our efforts on content and online marketing to promote the Master's of Science in Mechanical Engineering degree program.

Content Generation:

- Public Relations
- Lead & Content Generation
- Website
- Promotional Videos
- Brochure Requests
- Information Sessions

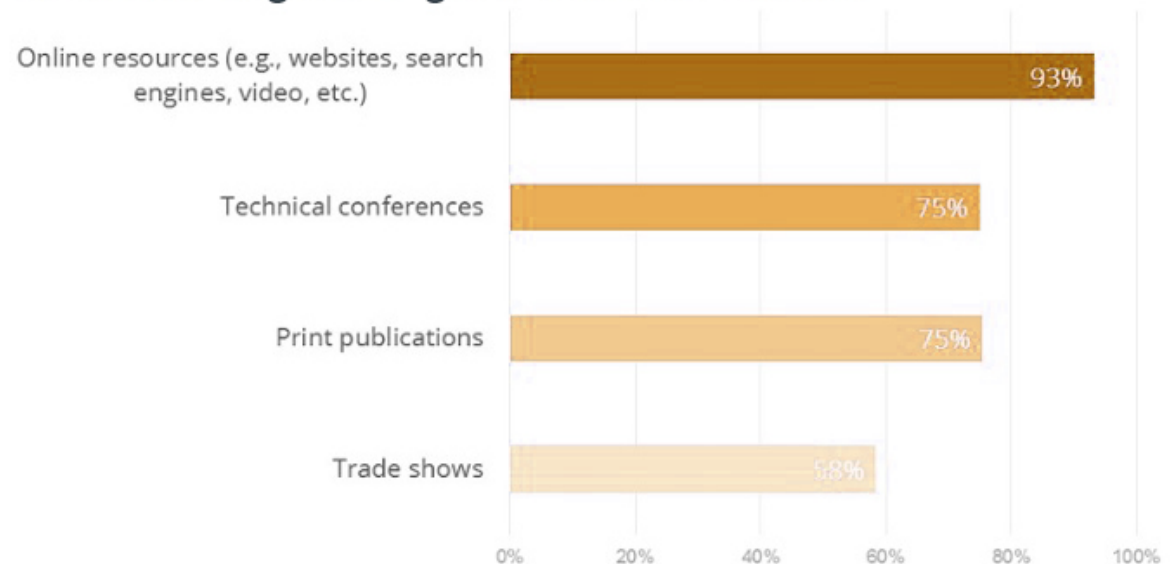
Social Media:

- Twitter
- Google+
- Flickr
- Facebook
- Linkedin

Advertising:

- Google Adwords
- Engineering.com
- Facebook
- Linkedin
- Austin Business Journal
- ASME e-newsletters
- KUT.org
- Email Campaign
- Direct Mail Campaign

Where do engineers go to find information?



Responses for "more valuable" are shown on this graph
2015 Smart Marketing for Engineers™ Study: Content and Online Marketing

n=572

8.0 Recruiting Process Action Plan – Customer Relationship Management

A critical component of the CLEE marketing effort is a highly developed customer relationship building process requiring rigorous and repetitive personal customer follow from first contact until the prospect applies, or indicates he/she is no longer interested in pursuing admission.

The Salesforce Customer Relationship Management tool (CRM) is used as the primary mechanism for tracking follow-up communication with prospective students, referred to by staff as ‘follows’.

Initial contact may arise following a brochure request, attendance at an onsite or online information session, web search, alumni referral, email inquiry or phone call. Upon contact the prospect is entered into our CRM data base.

Warm leads are classified according to their interest and assigned to PME staff members for follow at regular intervals.

A=upcoming semester

B= later semester, and

C=no immediate interest

Prospective students who indicate that they wish to apply for the upcoming semester are followed at approximately two-week intervals throughout the application cycle. Prospective students who indicate interest in applying for a future semester will be followed at greater time intervals, and prospects who indicate no immediate interest will receive quarterly, informative email blasts. Prospects are followed until they either apply to the program, or indicate that they no longer wish to be contacted.

The average number of contacts per applicant is about 7; the average number of months from time of initial contact is about 8.5.*

*These figures represent the average among engineering option III programs.

Currently we have **20** applications (not all have been submitted), **10** submitted applications and **3** admits.

8.0 Recruiting Process Action Plan – Public Relations

PR Newswire Coverage

- Posted to **242 websites**- 20,895,000 potential audience
- Traffic – 285 release views, 4,068 web crawler hits
- Audience – 169 media views, 6 organization views
- Engagement – 9 engagement actions, 1 tweet, 8 clicks
- 4,353 Views and Hits
- Top Websites that posted the article:
 - Reuters
 - Boston Globe
 - Seeking Alpha
 - Business Journal in the following cities:
 - Washington, Wichita, Minneapolis, Houston, Triangle, and Austin
 - e! Science News
 - Austin Startup Digest
 - Fox News – local affiliate stations nation-wide

Pitch to editors of engineering publications and editorial calendars on sites such as Engineering.com, ENR.com, EETime.com

- <https://www.asme.org/about-asme/news-media/newsletters>
- <http://www.eenews.net/>
- <https://iee-elearning.org/outreach/course/view.php?id=13>
- <http://www.nspe.org/>

Additional PR action items:

- Draft frequent press releases announcing faculty and student achievements and events.
- Remarket and repost all news coverage on CLEE website and social media channels. Flowcharts/Info graphics
- Mail out brochure with inserts and additional swag to reporters, and relevant companies as a direct mail piece.
- Share infographics, Ebrochures and other content generated promo pieces via news channels.
- Reach out to writers to write an article that applies to mechanical engineers but relevant to our curriculum and sponsor that post.

Mechanical Engineering Associations

- Accreditation of Board for Engineering and Technology Inc.
- National Society of Professional Engineers
- American Society of Engineering Education
- American Society of Mechanical Engineers
- Institute of Industrial Engineers
- Order of the Engineer
- Institution of Mechanical Engineers
- Society of Manufacturing Engineers
- Society of Automotive Engineers

8.0 Recruiting Process Action Plan – Content Generation

Lead Generation Content

Develop various content for infographics, brochure with inserts, Ebrochure, SlideDecks to promote MSEM on and offline using industry and academic statistics.

Work with faculty on a specific courses to put together an informative PDF with best tips and advice for mechanical engineers.

Ex: For Engineering Design & Innovation, work with the professor to put together a neat PDF with some free content for prospective students, such as:

- The Ultimate Check List for Your Next Engineering Design Project
- 10 Ways to use Design Theory to Innovate
- 8 Biggest Design Process Mistakes

The idea is to give away free content that is covered in the course, that way prospective students will consider the program to learn more and acquire more skills.

Additional ideas include:

- Early Career Advice for Engineers from Faculty
- Success Tips for ME Online Students
- 7 Signs You Are Ready for an MSME Degree.
- 10 Reasons Why You Should Choose Texas Engineering

Website

Continuously refresh and update content with relevant program information. Add the following content:

- Career opportunities with an MSME degree
- Testimonials

Promotional Videos

- Create a short 2-3 minute intro video to highlight the program overview from the Director.
- Post on CLEE and ME website
- Use in all digital marketing collateral including website, social posts, YouTube channel, and include link in email blasts
- Summer/Fall 2016, work with FIC to develop a more in-depth video about the program, including faculty and student testimonials.



8.0 Recruiting Process Action Plan – Social Media Efforts: Twitter, Google+, Flickr

Monitoring Social Media

Set up Google alerts for the mechanical engineering program including keywords: Engineering, Master's, Graduate School, Mechanical, Career & Technology, Higher Education, Online Learning.

Twitter

Make and monitor a Mechanical Engineering Twitter list to watch for posts that engineers or influencers are sharing, local events they attend, popular news and anything else they share that gives us some indication of where we should represent our program on and offline.

Monitor mentions and respond within 4 hours to increase user engagement

Share relevant content on Twitter including topics related to engineering including, program updates, deadlines, info. session dates, and related UT News

- Videos
- Flowcharts/Info graphics
- Mechanical Engineering tips and career resources
- Quotes
- Blogs & Industry articles

Google+

- Share Mechanical engineering industry news and technical topics as well as course offerings.
- Post daily to gain more page views and followers – everything posted on Google+ is indexed by Google, directly influencing our search engine results positively.
- Link YouTube account to Google+ to share MSME promo videos and student testimonials

Flickr

- Maintain the CLEE account and upload event photos and publicly share on other social media channels and email photos to event attendees to increase views and potential followers
- Post photos of orientation and first class weekend – MSME kickoff, share with students via alumni portal, and email.

8.0 Recruiting Process Action Plan – Facebook



Objective

Clicks to Website

See Post 

37 million Facebook Members

Fall 2015 Campaign:

September – November 2015

Spring 2016 Campaign:

January – May 2016

Location:

United States

Education Level:

College Grad

Age: 21 - 55

Areas of Interest:

Automotive Engineering, Engine, Factory, Machine (mechanical)
Maintenance, repair, and operations, Manufacturing, Mass production
Mechanical Engineering, Structural Engineering, Transmission
(mechanics), Welding

Additional Action Items:

- Boost specific updates, such as the course announcement press release, application deadlines, online format infographic, related promotional content.
- Actively engage with the Cockrell School Facebook page and create posts for CSE to share to promote MSME.

8.0 Recruiting Process Action Plan – LinkedIn



MS Mechanical Engineering
Designed for working professionals, earn a MS degree from UT Austin online!

Go To URL: <http://lifelong.engr.utexas.edu/pme/m>



UT Austin Engineering
Advance your career by earning an MS in Mechanical Engineering 100% online!

Go To URL: <http://lifelong.engr.utexas.edu/pme/m>



UT Austin Engineering
Advance your career by earning an MS in Mechanical Engineering 100% online!

Go To URL: <http://lifelong.engr.utexas.edu/pme/m>



UT Austin Engineering
Advance your career by earning an MS in Mechanical Engineering 100% online!

Go To URL: <http://lifelong.engr.utexas.edu/pme/m>



100% Online MS Degree
Earn a MS in Mech. Engineering with a flexible online format from UT Austin

Go To URL: <http://lifelong.engr.utexas.edu/pme/m>

3,872,435 LinkedIn Members

Fall 2015 Campaign:

September – November 2015

Spring 2016 Campaign:

January – May 2016

Location:

United States, Asia, and Europe

Field Of Study:

Mechanical Engineering, Engineering, Mechanical Engineering Related Technologies/Technicians, Engineering Mechanics, Mechanical Engineering/Mechanical Technology/Technician, Industrial Mechanics and Maintenance Technology, Manufacturing Engineering, Manufacturing Engineering Technology/Technician, Semiconductor Manufacturing Technology, Industrial Engineering or Mechatronics, Robotics, and Automation Engineering

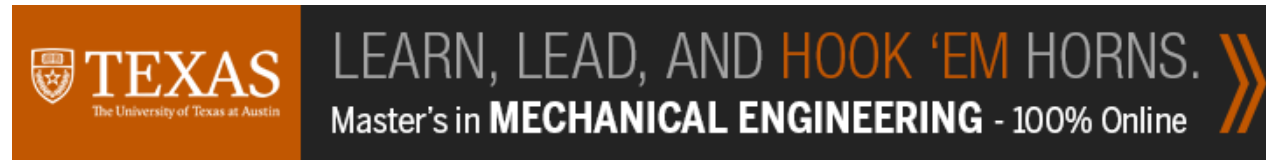
Degree:

Bachelor's Degree
Bachelor of Engineering
Bachelor of Applied Science

Additional Action Items:

- Create sponsored updates on LinkedIn for course announcement press release, application deadline, online format infographic, first cohort enrolled
- Develop content and created a showcase page for MSME

8.0 Recruiting Process Action Plan – Google Adwords

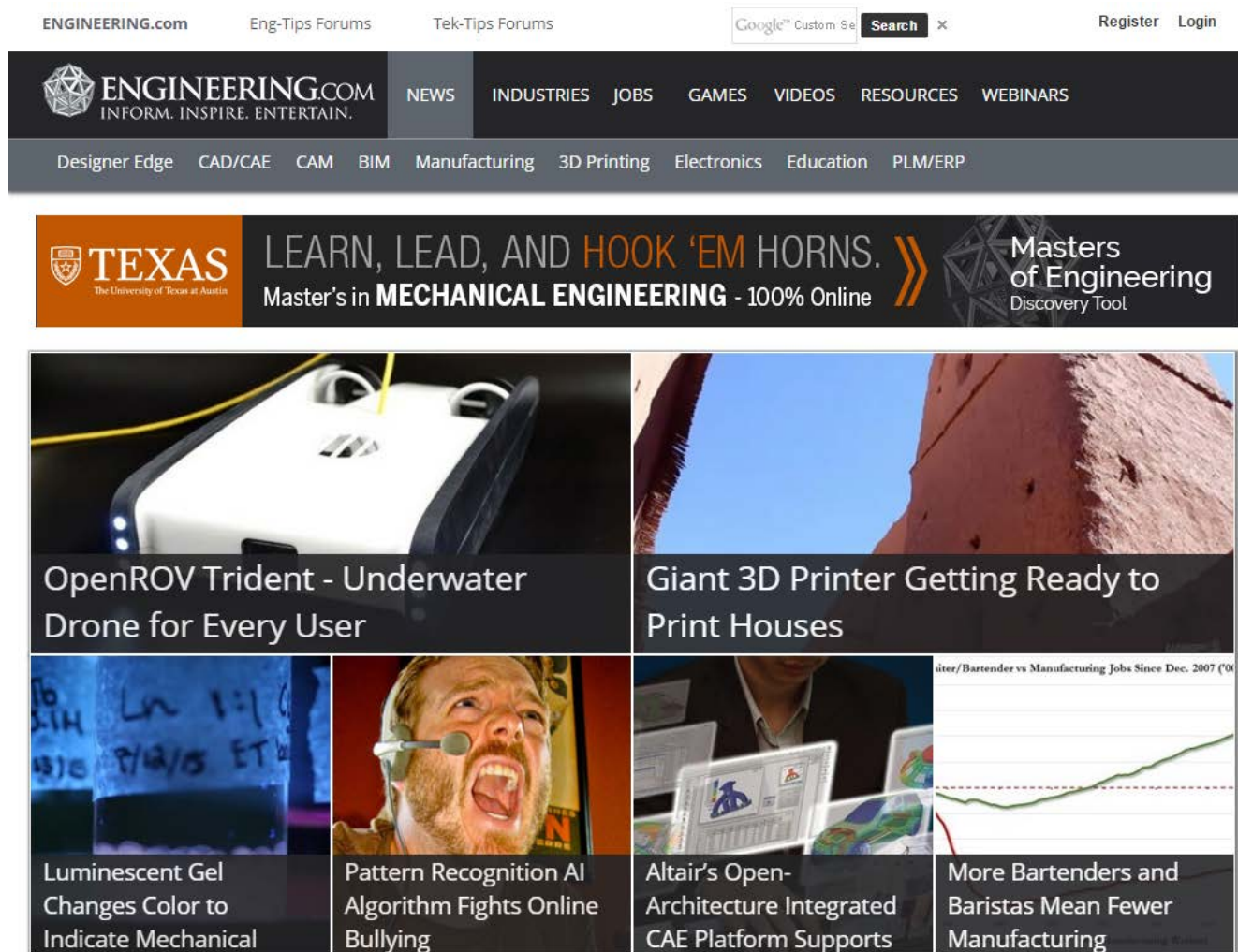


93% of engineers find information using online resources according to the 2015 Smart Marketing for Engineers Study.

We will invest in an annual Google Adwords campaign to ensure we are listed as the top search results for those searching for a master's in mechanical engineering.

8.0 Recruiting Process Action Plan – Engineering.com

Engineering.com has over 2.5 millions monthly visitors and a target audience of 385,000 engineers world-wide with 46.6% in the United States and 26.9% in Mechanical Engineering. Our campaign will help generate awareness and increase traffic to our website.



2.5 million
monthly website visits

Fall 2015 Campaign:

August – October 2015
15,000 impressions
728x90 Leaderboard ad

Spring 2016 Campaign:

January, March, April 2016
75,000 impressions
160x600 Skyscraper ad

8.0 Recruiting Process Action Plan – Eng-Tips Email Campaign



MECHANICAL ENGINEERING

Master's Degree - Fully Online

ENGINEERING FOCUSED AND INDUSTRY DRIVEN



UT Austin's New Fully Online Master's in Mechanical Engineering

Now Accepting Applications for Spring 2016!

The University of Texas at Austin is now offering a new fully online [Master's in Mechanical Engineering](#) degree. Working professionals world-wide now have the opportunity to earn a degree from the top ten nationally ranked Cockrell School of Engineering without having to travel onsite!

The program leverages UT Austin faculty expertise and the latest online educational technology to deliver a rigorous and industry-relevant curriculum. You will take a variety of courses that emphasize current and future application, weaving engineering theory with industrial trends, giving you new knowledge and skills to apply directly to your career. This 30-credit hour program does not require a project or thesis, and can be complete in two years, without taking time away from your career. Upon completion of the program you will join a network of Cockrell School alumni of over 64,000 people worldwide. [Learn more here](#)

Engineering.com manage a network of partner sites that cover all verticals in engineering with an email list of 600,000 engineers that can be segmented based on geography. Our campaign will target 30,000 engineers.

30,000 subscribers

An opt-in, daily email newsletter read by highly engaged mechanical engineering professionals

Fall 2015 Campaign:

August – October 2015
5,000 impressions / mo

Spring 2016 Campaign:

January, March, April 2016
5,000 impressions / mo

8.0 Recruiting Process Action Plan – Austin Business Journal

The Texas Business Journals published a special multi-market advertorial publication named **Mastering Your Success: A Texas Guide on Graduate Programs** on August 28, 2015. This special publication will highlight our engineering master degree programs for our audience of workforce decision makers throughout Austin, Dallas, Houston and San Antonio.

The Best Engineering Education in Texas

Providing training that makes a profound difference in engineers' lives and careers for over 30 years.

The University of Texas at Austin's Center for Lifelong Engineering Education (CLEE) is a higher education training and professional development leader. For over 30 years, CLEE's commitment has remained simple to provide high-quality education and training that makes a profound difference in people's lives and work. As a department within the top two nationally ranked Cockrell School of Engineering, CLEE brings individuals, and organizations the cutting-edge research, solid academic reputation, and extensive faculty experience that the school has to offer. The result is relevant and diverse educational opportunities that transform organizations and lives. From executive master's degrees, professional development programs, and custom on-site training, CLEE has educational opportunities that fit any engineer's needs.

For more information about the programs and courses that CLEE has to offer, visit www.UTCLEE.com.

We help busy engineers stay sharp, bright and ahead of the herd.

It is important for you to stay up-to-date on industry trends and practices as new technologies emerge and markets continue to evolve. CLEE offers a variety of short courses and certificate programs to help busy engineering and technical professionals like yourself meet your license and certification needs.

CLEE provides courses with topics ranging from civil engineering, business leadership, petroleum engineering, environmental courses, as well as software and technology courses.

Executive Engineering Master's Degree Programs

MS in Mechanical Engineering
This new, fully online degree is designed to address the need for rigorous yet flexible online programs for working adults to pursue without career disruption. The industry driven course options will give you immediately applicable knowledge that will prepare you to solve engineering design problems with innovative solutions.

MSE in Engineering Management
This degree program is an engineer's alternative to a traditional MBA. It's less than half the total cost of a traditional MBA at only \$40,000, offers a flexible weekend or online format, and combines valuable business fundamentals with technical strategies that every engineering leader needs.

MSECE in Software Engineering
Software engineering leaders are highly in demand as new technology continues to develop and evolve. This master's degree provides you with tools to deliver robust, advanced, on-time and to budget software systems, preparing you for the future of technology and how to better manage projects and industry change.

	Mechanical Engineering	Engineering Management	Software Engineering
Min. Work Experience	12 months	18 months	18 months
Curriculum	Engineering theory & industrial trends	Business fundamentals & technical leadership skills	Software design, project mgmt & problem solving
Career Application	Advancement into leadership or project management positions	Advancement into leadership positions at a technical organization	Advancement into higher level project management positions
Location	100% Online	Onsite or Online	Onsite
Schedule	Asynchronous online	One Weekend/ Month	One Weekend/ Month
Project or Thesis	Not Required	Project	Project
Avg. Program Length	2 years, or 12 month fast track option	2 years, or 15 month fast track option	2 years
Credits Required	30 credit hours	30 credit hours	30 credit hours
	\$40,000 total program cost	\$40,000* total program cost	\$34,000 total program cost

*Total program cost for online option is \$40,000.

We offer three distinct executive master's degrees that are designed with flexible scheduling and industry relevant courses for working engineers.

TEXAS
The University of Texas at Austin

LEARN MORE
www.UTCLEE.org/EPD

PROFESSIONAL DEVELOPMENT FOR ENGINEERS
Our professional development courses provide results-based learning and continuing education units (CEUs) to busy engineers.

51,000 distributed
Texas statewide distribution and will connect our degree programs to current and future business leaders.

Distribution Date:
August 28, 2015

8.0 Recruiting Process Action Plan – KUT.org



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[Click Here for KUT's Live Stream](#)



MECHANICAL ENGINEERING

NEW & 100% ONLINE Master's Degree

[LEARN MORE >>](#)

NEWS FROM KUT



Plotting the Future of Austin's Cemeteries

Update, Thursday 1:45 p.m. The City of Austin reports that Council approved the Cemeteries Master Plan. Original story: The Austin City Council will vote today on whether to approve the city's Historic Cemeteries Master Plan. Clocking in at 510 pages, the CMP is a massive document that envisions the future of the city's five publicly owned burial grounds. This includes suggestions on how to preserve, document and fund Austin's cemeteries.

FROM TEXAS STANDARD



Ahmed Mohamed, Arrested For Bringing Homemade Clock To School, Is A Social Media Sensation

The Secrecy Surrounding the Waco Biker Investigation

Wrapping Our Heads Around the Trump Effect

Report: George P. Bush Has Been Absent From Work Nearly Half the Time



Census Bureau: Texas Has Highest Rate of Uninsured People in U.S.





The University of Texas at Austin
Cockrell School of Engineering

Top 10 Ranked Engineering Master's in
MECHANICAL ENGINEERING
NEW and 100% ONLINE

Join Our Live Online Information Session [LEARN MORE](#)

150,000

avg monthly web traffic

KUT.org is a public radio station operated by the University of Texas at Austin. They have an average of 70,000 unique visitors each month with about 270,000 average page views.

Fall 2015 Campaign:

Sept - Dec 2015

300 x 250 sponsor ad

940 x 50 pencil ad

Spring 2016 Campaign:

Jan – July 2016

300 x 250 sponsor ad

8.0 Recruiting Process Action Plan – ASME SmartBrief

[Web Version](#)

MECHANICAL ENGINEERING

Master's Degree - Online



The University of Texas at Austin

LEARN MORE »

WORLD-CLASS DEGREE, NEW FLEXIBLE FORMAT

JULY 22, 2014

ASME SmartBrief



Essential news for the global engineering community

[SIGN UP](#) | [FORWARD](#) | [ARCHIVE](#)

Today's Tech Buzz

Sponsored By



Survey reveals technological optimism tempered by concerns

The American public has high levels of technological optimism but there are also significant concerns about whether coming changes will be for the better, according to a study by the Pew Research Center and Smithsonian magazine. The deepest reservations were evident when respondents were asked about specific technologies such as robots designed to care for the elderly and DNA manipulation related to reproduction. [ASME.org](#) (7/2014)

Share: [in](#) [t](#) [f](#) [+](#) [e](#)



Online Master's in Mechanical Engineering

The University of Texas at Austin's top 10 nationally ranked Cockrell School of Engineering offers a completely online Master's in Mechanical Engineering degree for working professionals. Students enjoy a flexible format, interactive online learning, and industry relevant courses taught by world-renowned instructors. [Learn more now.](#)

34,100 subscribers

An opt-in, daily email newsletter read by highly engaged mechanical engineering professionals

Fall 2015 Campaign:

July – September 2015

7 Leaderboards

8 Sponsored News

Spring 2016 Campaign:

March – May 2016

7 Leaderboards

8 Sponsored News

8.0 Recruiting Process Action Plan – Email Campaign



MECHANICAL ENGINEERING

Master's Degree - Fully Online

ENGINEERING FOCUSED AND INDUSTRY DRIVEN



UT Austin's New Fully Online Master's in Mechanical Engineering

Now Accepting Applications for Spring 2016!

The University of Texas at Austin is now offering a new fully online [Master's in Mechanical Engineering](#) degree. Working professionals world-wide now have the opportunity to earn a degree from the top ten nationally ranked Cockrell School of Engineering without having to travel onsite!

The program leverages UT Austin faculty expertise and the latest online educational technology to deliver a rigorous and industry-relevant curriculum. You will take a variety of courses that emphasize current and future application, weaving engineering theory with industrial trends, giving you new knowledge and skills to apply directly to your career. This 30-credit hour program does not require a project or thesis, and can be complete in two years, without taking time away from your career. Upon completion of the program you will join a network of Cockrell School alumni of over 64,000 people worldwide. [Learn more here](#)

We will aggregate Mechanical Engineering email list from related associations, purchase a 3rd party targeted mechanical engineering list, utilize Cockrell School Mechanical Engineering alumni list.

Email campaign count:

UT-ME grads:

1,697

Manufacturing Industry:

4,486

Mechanical Engineers in the US:

15,761

Other Action Items

- We will create content and email campaign for UT-Informational email to all staff and engineering students.
- Monthly CLEE email campaigns to our C-Prospects emails

8.0 Recruiting Process Action Plan – Direct Mail Campaign



In January 2016 we will leverage New Year Resolutions and tailor our message to encourage BSME alums to apply for the MSME program.

We will send a direct mail piece to BSME alums who graduated from the Cockrell School of Engineering within the past 4 years.

Direct Mail package will include:

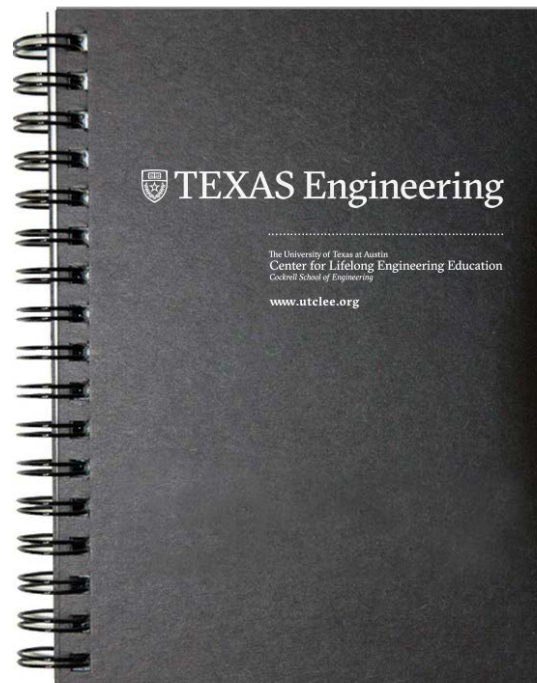
- A brief letter from the Director encouraging ME alums to apply.
- ME brochure
- Engineering pen with 2 Phillips, 3 star head bits, 1 flathead bit, 1 bent flathead bit, and 1 spanner bit. Twist-off cap for bit storage. Magnetic base.



8.0 Recruiting Process Action Plan – Promo Items for Information Sessions

We will promote our degree program on the UT Professional Development and Continuing Education website.

We will distribute brochures at local business events, job fairs and conferences. We will provide brochures to faculty so that the brochures can be passed on when they visit local businesses and attend meetings with CIOs. We will continue to schedule company-specific sales visits and info sessions at area businesses and invest in sponsoring local business events.



Promo Items

ME Unisex Sports Polo:

These polos will be given out during company visits and public information sessions

Graph Paper Journals:

These journals can be given out during information sessions or company visits to promote the MSME program. There's a custom page inside with more information on all the master's program.

8.0 Recruiting Process Action Plan – Alumni Connection

Alumni Testimonials

Once we have our first pool of students, publish written and video testimonials about the program to website, brochures, emails, and YouTube.

- Get quotes at student happy hours and networking events, campus events and graduation.

Referral Rewards

Create/update the CLEE referral rewards program for students who provide a name, email and phone number of someone they know who may be interested in the program.

Quarterly e-Newsletter

Have an announcement of the program launch to spread awareness to existing alumni base.

Alumni360 Platform

Consistently engage with alumni and current students through the alumni 360 outlet.

- Job openings -monthly
- Upcoming Events -weekly
- Relevant CLEE and program news -monthly
- Manage referral rewards program and email blasts
- Segment alumni and students into lists based on their location for networking – post networking events
- Utilize email campaign tool for alumni holiday cards and newsletters
- Reach out to alumni for alumni success stories



We will send each student who successfully enrolls in the program an ME t-shirt so they can represent Texas Engineering no matter where they are in the world.

9.0 Financials

We are committed to balancing our operating budget. Just as revenues are tracked, internal expenses are closely monitored. The goal is to increase student enrollment at an affordable cost and stay within our marketing budget of \$50,000 each fiscal year.

9.1 Marketing Budget

Below is a break down by percentage allocated to various marketing activities throughout the year.

Events: 4 - 6%

Events include the annual Corporate Recognition Event, Public Info Sessions, TACC-Austin Forum monthly speaker series, and the Engineering Career Development Institute Conference.

Promo Items: 2 - 5%

This includes pens, stress balls, koozies, drinking mugs, water bottles, and other items to hand out at events to promote CLEE.

Please see the *me-budget.pdf* file for a more detailed view of the marketing budget and expenses.

Marketing Collateral: 2 - 3%

This includes the printing costs for Engineering Management brochures, flyers, posters, UT folders, etc

Advertising: 80 - 86%

This includes our advertising campaigns on ABJ, LinkedIn, Engineering.com/Eng-Tips, Reddit, ASME, Facebook, KUT, Google Displays & Adwords

Website: 4 - 5%

This includes various domain purchases and yearly subscriptions for Flickr, iContact and SurveyMonkey.

10.0 Controls

The purpose of this marketing plan is to serve as a guide to the CLEE staff and the Director of the Mechanical Engineering program to continue to improve the program and its ability to serve the students of the University of Texas at Austin.

10.1 Implementation

We will have annual meetings with the Director of Mechanical Engineering program to review status of the marketing plan. Within CLEE, we will have monthly status meetings to review the metrics and efficacy of the plan and make adjustments accordingly.

It's critical that there is a consistent focus on implementation of this plan to maintain the Mechanical Engineering Master's Degree program, and the strong relationships with the people who support it.

10.2 Measures of Success

1. Meet enrollment goal of ten new students for Spring 2016.
2. 10% increase in gross targeted impressions for same budget
3. Completion of all projects listed on the action plan
4. 10% Increase in website traffic

10.3 Contingency Planning

The following lists future probabilities with the highest potential for impacting this marketing plan:

1. Reduced corporate sponsorship
2. Reduced individual financing of the program
3. Lack of permanent classroom facilities
4. The growth of alternative programs
5. Opportunities for Dean and Director to elevate the visibility of this program

We will continue to research and monitor market trends and conduct surveys to determine how to refocus promotion activities if necessary.