



College of Engineering

COMMUNICATING COLLEGE RANKINGS

OVERVIEW

Aligned communication efforts across the College of Engineering is important to foster Purdue pride, brand recognition and affiliation.

The College of Engineering has a digital toolbox, where tutorials and resources are available. These resources reinforce the University brand and enable compelling content creation.

Content packages allow Engineering communicators to utilize existing assets and promote across various channels. Each content package contains a variety of ready-to-use assets, including templates, links, digital and printable graphics, strategy tips and suggested social post language.



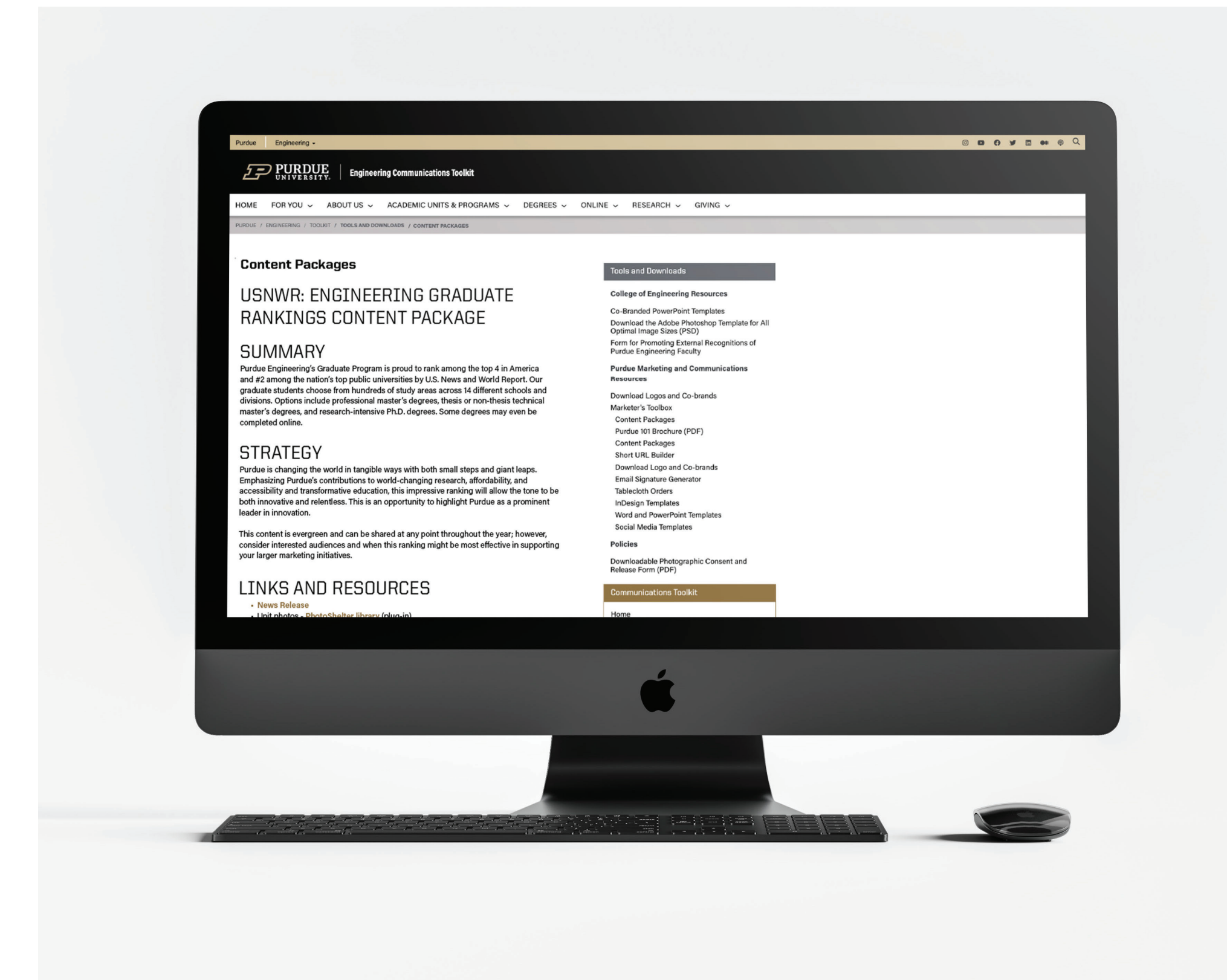
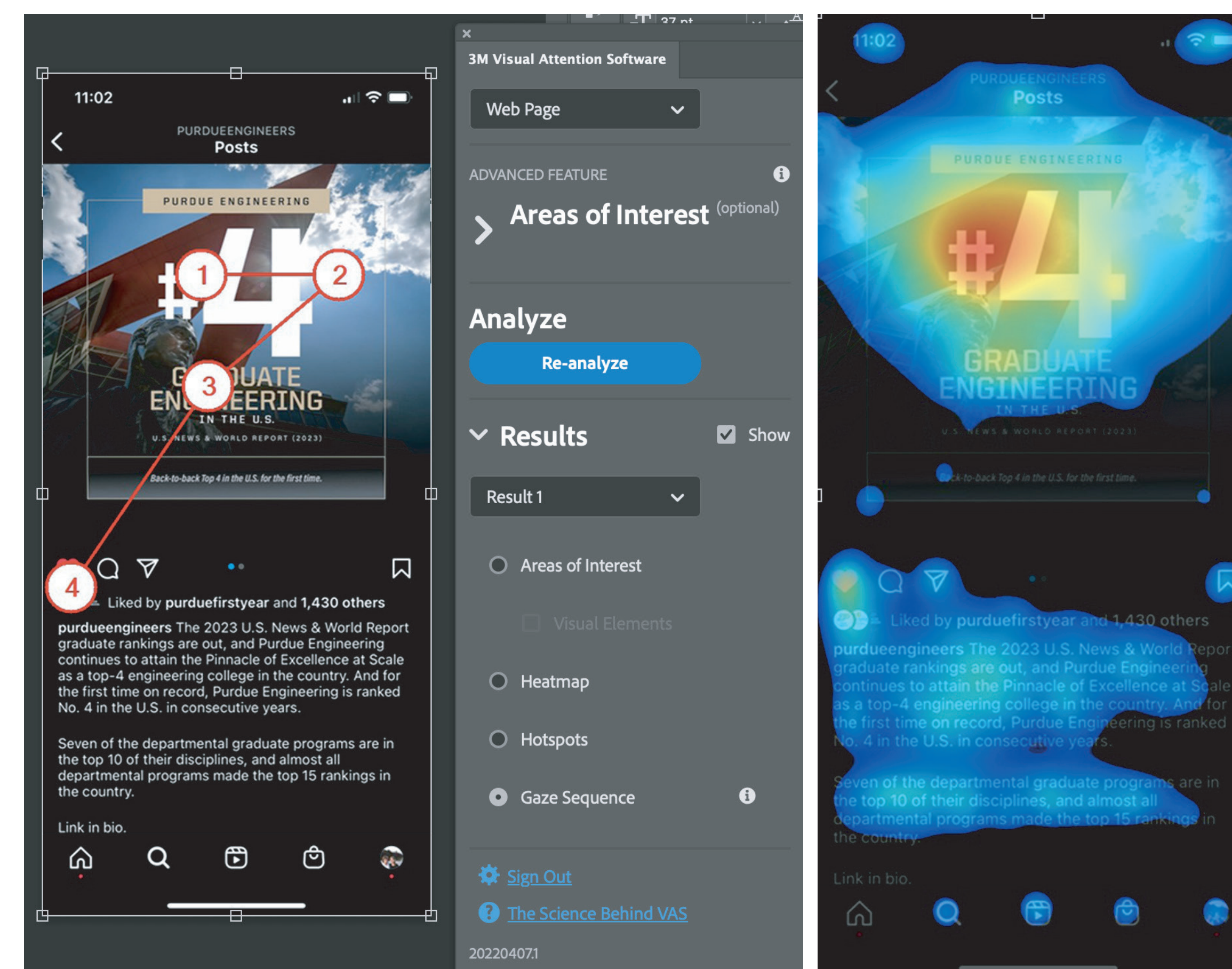
PROJECT DETAILS

Refine the creative process, available assets included in the rankings content package and leverage the College digital toolbox to distribute rankings content and strategy.

- templates, photo resources
- VAS - content testing and refinement
- web toolkit - sharing

VAS - Visual Attention Software

Testing creative content and iterating design choices within current work spaces to develop effective graphics. VAS helps predict viewer visual attention and inform design hierarchy decisions.

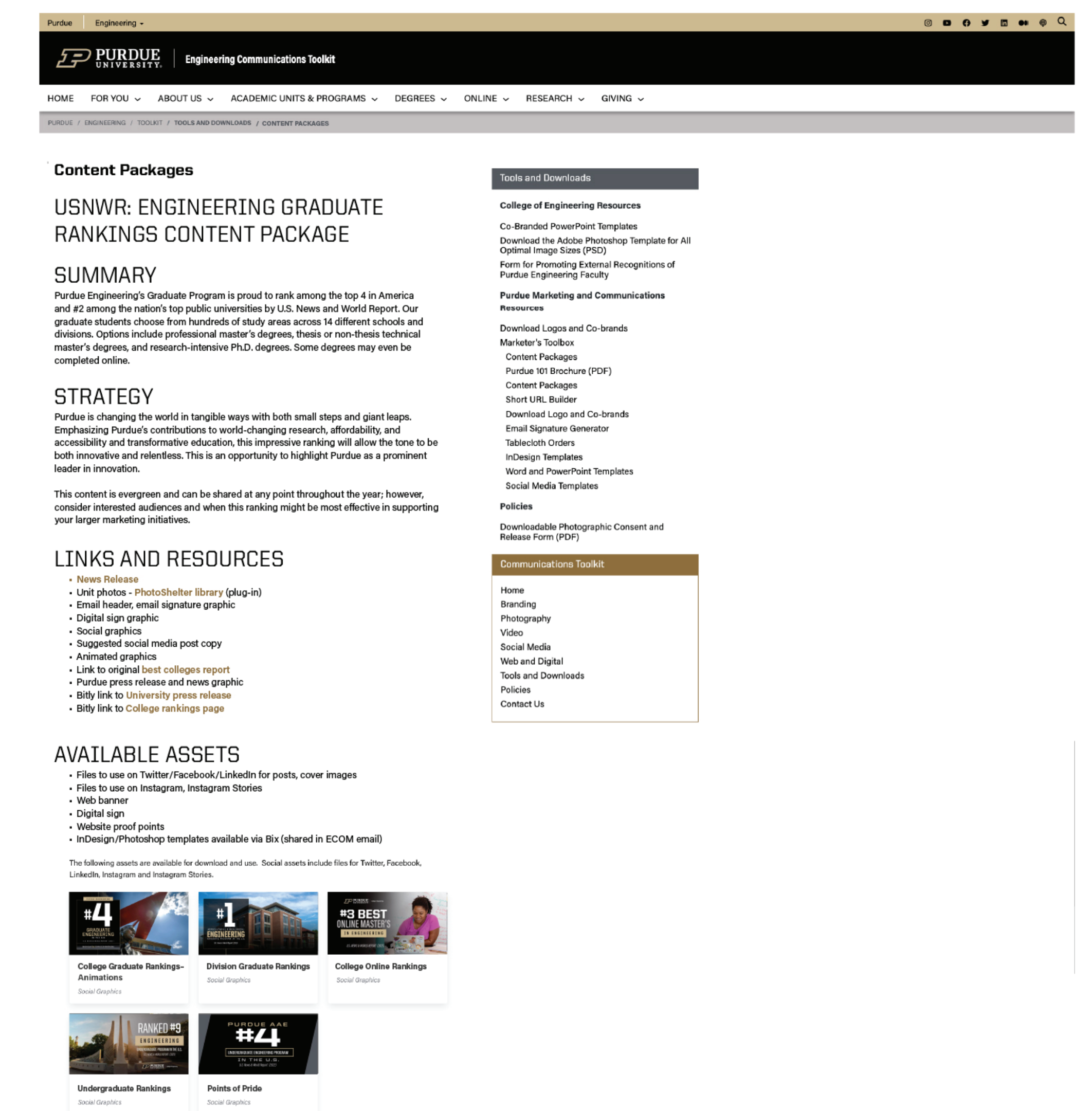


IMPACT

Comprehensive content packages enable timely and effective promotion of rankings across the College of Engineering units. The proactive approach allows for quality content delivery and improved collaboration.

Content package - Execution

Utilize the existing College of Engineering website and digital toolbox to build page for the rankings content package and strategy to be distributed.

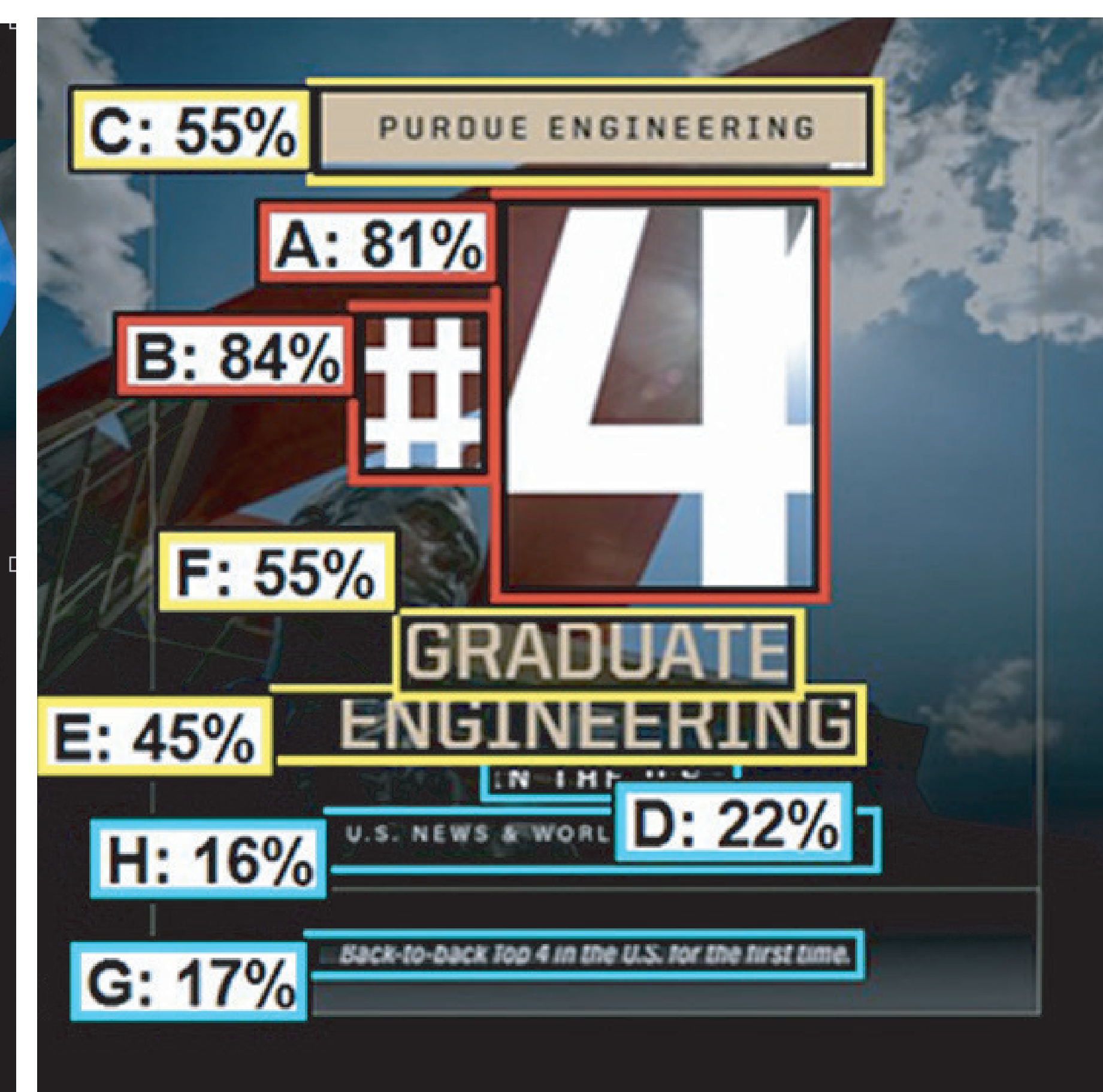


LOOKING FORWARD

Refining the creative process, available assets within the rankings content package, and continuing to bolster the College digital toolbox to distribute content and strategy will continue to produce desired outcomes.

- tutorials and training
- animation, templates, graphics

Kate Theobald



U.S. News & World Report (2024)