



PRESIDENT'S PERSPECTIVE

BY STAN LIBERTY

President, Kettering University

On Wednesday, Sept. 20, Kettering University held its first University Conference in the International Room of the Campus Center, an event that brought together almost three-quarters of the faculty and staff to receive information on the “state of the University,” some specific near-term goals, and several new initiatives that are underway. University Conference is one example of the ways in which I am attempting to improve communications with all members of the Kettering community as we formulate and implement a new strategic agenda—an agenda that will enable us to achieve and sustain excellence in the execution of our institutional mission.

A major highlight of this year’s University Conference was the unveiling of the University’s new marketing campaign *Perfect Fit*, which supports a new set of enrollment management playbook strategies. *Perfect Fit* and the accompanying strategies were developed with the assistance of Lipman Hearne, a Chicago-based marketing firm that specializes in enrollment management. The *Perfect Fit* campaign is one part of a developing integrated marketing plan focused on promoting an awareness of Kettering University in the marketplace. *Perfect Fit* facilitates our ability to identify prospective students who are most likely to succeed in the unique work-integrated learning environment that Kettering provides.

What are the characteristics of students who are perfect fits for Kettering? Lipman Hearne discovered they are students who learn with their minds AND their hands. For them, high school has been one long, “Are we there yet?” They want to do stuff now. They look at an idea or product and wonder, “Why isn’t it smarter/simpler/faster/safer/cleaner/cooler?” Words that describe them are: passionate, ambitious, practical, problem solvers, innovative, plain-speaking, flexible, independent, sharp, street smart, and focused.

You can help us identify prospective students who are “perfect fits!”

Included in this issue of “Kettering Perspective” is a new marketing brochure. Please detach this brochure and carefully examine it. You will see images and messages that clearly describe the *Perfect Fit*. The Kettering students in the photographs demonstrate *Perfect Fit* attitude and personality. Look at their confident expressions and the T-shirt slogans that say it all. Kettering students are frank and funny. They love tackling problems. They’re not afraid of hard work. Those traits inspired the campaign’s visual hook: T-shirts with distinctive messages that “lay it on the line” in terms of the way students feel about their field of study, and their strong sense of Kettering identity. Then, give this brochure to a *Perfect Fit* student you know, or share it with the parents of a *Perfect Fit* student. If you would like to refer a current high school to us via email, please send an email to admissions@kettering.edu with the information noted on the next page and a representative will contact the student soon.

Recently, we rolled out a new website that is more user-friendly. This website, which is also part of our new integrated marketing initiative, provides a much easier electronic landscape for prospective students, friends and alumni to navigate as they seek information about the University. We hope readers will continue to keep up with what is happening at Kettering by visiting www.kettering.edu regularly. Also, don’t hesitate to offer your ideas on how we can continue to improve Kettering.

Sincerely,

A handwritten signature in black ink that reads "Stan Liberty". The signature is written in a cursive, flowing style with a large initial "S" and "L".