

To facilitate external communications, a public Web site will be established that contains our goals, specific metrics, and progress toward the goals. As a result of our internal system and the public Web site, the university community will be able to assess our progress, and senior leaders will have regular opportunities to discuss and adjust our initiatives as required.

Marketing MUT 2025

Telling the MUT story and sharing our 2025 vision are essential to attract top students, academic staff, research sponsors, and resource contributors and to gain optimal buy-in from all MUT's stakeholders. These stories will demonstrate MUT's values-in-action work to positively reinforce integrity, excellence, inclusiveness, respect, collaboration, and innovation. MUT's image, branding, reputation, and prestige will reflect all the aspirational goals outlined in this plan and inform key audiences about progress, constantly recognising and celebrating accomplishments along the way.

