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**Contact:** Colin Hutt, Primum  
[colin@primumagency.com](mailto:colin@primumagency.com), 414-765-2311

## MSOE Partners with 7Summits to Deliver Community-Based Admissions Experience

*University looks to expand national awareness for programs, showcase student life and enrich admissions experience for both students and parents*

**MILWAUKEE (November 28, 2011)** – [Milwaukee School of Engineering \(MSOE\)](#), an independent university with 2,500 students and a reputation for ingenuity, announces the launch of its new, online community designed to revolutionize the admissions process. The new community experience, [Bridge](#), was brought to life by social business agency [7Summits](#), and is designed to provide prospective students, parents and counselors with a place to deepen engagement throughout the admissions process. Bridge provides a platform for students and parents to better understand what MSOE has to offer, access shared resources, converse with currently enrolled students and manage their own candidacy. MSOE is one of the first universities to harness this new level of social engagement, pushing standards in the world of admissions as colleges and universities compete for precious student enrollment.

“As a university, we are constantly looking to advance our capabilities in the classroom and in admissions. We recognize the need to engage students in a way that resonates with their daily lives and social media has reshaped those interactions. We worked with 7Summits to develop a social business strategy and community plan,” said Tim Valley, vice president of enrollment management for MSOE. “Now, Bridge allows us to interact with students on a level where they are comfortable. The most important thing to us is student success, and having a community available that helps them determine whether MSOE is the right fit is beneficial to everyone.”

Launched on October 1<sup>st</sup>, Bridge has already amassed over 1,500 members and is adding 150 new members per week. Beyond student engagement, the community also provides a launch pad to the admission process. Candidates can plug into a powerful application platform directly integrated with MSOE’s admissions system. An online dashboard provides an advanced application monitor that helps to manage the task-based admissions process, review accomplishments and learn what steps are needed to gain acceptance to their program.

“MSOE espouses a culture of innovation and that really came through here. They are now one of few leaders in the evolution of online college admissions. Their cross-functional engagement, forward-thinking nature and willingness to make Bridge something truly revolutionary made this an exciting project for us,” said 7Summits CEO Paul Stillmank. “To embark on a project this advanced in the admissions space required a confident university that was prepared to let candidates ‘see under the hood’ and engage with students who were already experiencing the culture and environment. We are happy to be involved.”

The community is proprietary to MSOE and includes convenient functionality, such as allowing sign-on through Facebook.



“7Summits took the time to listen to and understand our needs,” said Valley. “Their approach to social business helped us create a new platform for reaching prospective students, and we’ll soon be discussing ways to extend Bridge’s capabilities.”

#### **About 7Summits**

7Summits, [www.7SummitsAgency.com](http://www.7SummitsAgency.com), is a Social Business Agency founded in 2009 to help clients engage customers, partners and employees to grow their business. 7Summits’ solutions deliver results by improving both social relevancy and community enablement. The firm refers to this approach as Applied Social Media, and has helped many Fortune 500 brands to become more socially connected organizations. 7Summits offers deep expertise in social business strategy, community experience design, platform development, and community activation.

#### **About Milwaukee School of Engineering**

MSOE is an independent university with 2,500 students. MSOE offers 18 bachelor’s degrees and 10 master’s degrees in the engineering, engineering technology, building and infrastructure engineering, computer, business, nursing and health-related fields. The university has a national academic reputation; longstanding ties to business and industry; dedicated professors with real-world experience; and extremely high placement rates and the highest starting salary of any Wisconsin university, according to PayScale Inc. MSOE graduates are well-rounded, technologically experienced and highly productive professionals and leaders.

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