Metrics Snapshot
Reach, Consumption, and Engagement
REACH

947,393
Online Visitors to MSUToday

31.7 billion
Media Impressions

83.9 million
Social Impressions

61.4 million
Digital Advertising Impressions

12.8 million
E-mails Delivered

CONSUMPTION

1.5 million
Online Content Hub Page Views

2.2 million
Facebook Photo Views

764,837
YouTube Video Views

ENGAGEMENT

186,156
New Social Followers

3,138
New Weekly E-mail Subscribers

2.5 million
Social Actions
*Likes, comments, shares, retweets, favorites

6.2 million
Social Content Interactions
*Link clicks, photo views, video plays, hashtag clicks

Date Range: Dec. 1, 2014 to Nov. 9, 2015
You are an MSU ambassador.
MSU AND DETROIT
WORK SIDE BY SIDE FOR A STRONGER TOMORROW.

MSU VIEW
MSU Shadows
Alumnus Joshua Davis sings his new arrangement of the alma mater, MSU Shadows.

MSU TODAY
MSU hires Office of Institutional Equity director, Title IX coordinator
Spectacular halftime show coming to Spartan Stadium
A gender revolution - minus the bigger paycheck

EVENTS
NOVEMBER 6
Land of the Feathered Dragons
MSU Museum
9 a.m. to 5 p.m.

@esscutler14: Sure was cool meeting someone who swam at MSU in the 80s today and getting to talk about our ex...
MSU DIGS IN.

USING SCIENCE TO PREDICT GANG KILLINGS

EASING DISTRACTION, ANXIETY WITH BRAIN GAME

REVEALING ATOMIC-LEVEL SECRETS
Setting sights on glaucoma medication to treat TB

A new discovery by MSU scientists suggests that a common medication used to treat glaucoma could also be used to treat tuberculosis, even the drug-resistant kind.

Gauging consumer confidence

Although consumer confidence in Michigan is nearing record highs, the economy still lags in some respects, indicates the latest State of the State Survey from MSU.

Surveying Michiganders

For the first time, Michigan residents say the condition of the state’s roads is a bigger problem than its education system.
FROM THE EDITOR:
WAIT, WHAT?

In the words of my youngest nephew, “Wait, what?” How is it already Aug. 12? How is it that they’re already testing the speakers in Spartan Stadium, some students are already moving things into the neighborhoods, store aisles are filled with back-to-school supplies and we’re planning for campus move-in day? There is no way that summer is almost over—where the heck did it go?

I do take consolation in the fact that we still have a few weeks to cling to. Summer construction is still pounding away outside my building, the elevator is still down, the weather is still hot, the parking lots aren't as full and I have 33 mosquito bites on my feet and ankles. Yes—33. And they all itch at the same time—usually in the middle of the night or at work when I’m trying to carry on a conversation. Backyard volleyball in my bare feet? Never again.

I have done some fun things this summer. I’ve been camping and to the beach. I’ve ridden my bike and hung out at the pool. I’ve enjoyed my new deck (even if I do have to fight the mosquitos...what is with this year?). My daughter and her boyfriend came to visit and we crammed a lot of fun into a few days. I’ve tried to stop and smell the flowers as often as I can, because I know that too soon they’ll get hit with a freeze.
More than 70 Spartan researchers and specialists are dedicated to soil research around the world. More >>

Keep the MSU pride going by checking out msutoday.msu.edu—a front-row seat for the most recent MSU headlines and the most inspiring Spartan adventures and achievements.

You are subscribed as todd.carter@cabs.msu.edu. To manage your subscription or change your email address, click here. To unsubscribe, click here.
WHO WILL?
SPARTANS WILL.

Who can we depend on to tackle the big problems of our time? Push the boundaries of discovery and forge partnerships that lead to better answers? Who will work for the common good with uncommon will?

SPARTANS WILL.

UNCOMMON WILL.

ASK THE BIG QUESTIONS.

GAIN PERSPECTIVE.

IT'S NOT JUST WHAT WE DO, BUT WHY AND HOW WE DO IT, THAT DISTINGUISHES US AS SPARTANS.

SEE THINGS CLEARLY.

THINK AHEAD OF THE CURVE.
MSU Facts

Michigan State University Spartans work to advance the common good in uncommon ways. The nation’s pioneer land-grant university, MSU began as a bold experiment that democratized higher education and helped bring science and innovation into everyday life. Today, MSU is one of the top research universities in the world—and one of the biggest campuses in the nation—and is home to a diverse community of students and scholars, athletes and artists, scientists and leaders.

ABOUT MSU

History

Founded in 1855

Prototype for 69 land-grant institutions established under the Morrill Act of 1862

First institution of higher learning in the United States to teach agriculture

Official name changes

February 12, 1855 – Agricultural College of the State of Michigan

March 15, 1861 – State Agricultural College

June 2, 1909 – Michigan Agricultural College

May 1, 1925 – Michigan State College of Agriculture and Applied Science

July 1, 1955 – Michigan State University of Agriculture and Applied Science

January 1, 1964 – Michigan State University

Presidents

1. Joseph R. Williams (1857–1859)
2. Lewis R. Fisk (1859–1862)
3. Theophilus C. Abbot (1862–1884)
4. Edwin Willits (1885–1889)
5. Oscar Clute (1889–1893)
8. Frank S. Keedle (1915–1921)

Rankings and Recognitions

As Michigan State University advances knowledge and transforms lives through innovative academic programs, research, and outreach, the university is recognized internationally as a top research university and a leader in international engagement.

University-wide distinctions

Michigan State’s global standing as a top-notch research and teaching institution continues to improve in the 2014-15 World University Rankings by Times Higher Education, a London-based publication. MSU ranks 82, up one spot from last year. Times Higher Education ranks some 400 universities around the world on a host of measures related to teaching, research, and international presence.

MSU ranks in the top 100 on the Top Universities by Reputation 2014 list published by Times Higher Education. The list—which looks solely at the reputations of institutions for teaching and research—is based on responses to an invitation-only survey from nearly 17,000 academics at institutions in 444 countries worldwide.

Michigan State is among the top 100 universities in the world, according to a new set of rankings from U.S. News & World Report.
MI SPARTAN IMPACT

MSU works side by side for a stronger Michigan.

Every day, Michigan State University works to advance prosperity for the people of Michigan—making a positive impact on the state's economy in the areas of technology, agriculture, manufacturing, health care, education, energy, environment, and the arts.

MSU's talent and expertise help position Michigan as an uncompromising competitor in a global market, and we make vital contributions to the state's economy. In fiscal year 2013, MSU attracted more than $477 million in external funding. The University Research Corridor—comprising Michigan State University, the University of Michigan, and Wayne State University—has a combined $16 billion annual economic impact in Michigan.

Michigan State—particularly through AgBioResearch and Extension—plays a key role in the state's annual $91.4 billion food and agriculture system through partnerships, research, and educational programs in all 83 counties.

MSU is making a difference—everywhere—in Michigan.

EXPLORE THE MAP
Move your cursor over regions of the map for an overview of MSU's impact in that part of the state.
Click on a region of the state to view additional detail.

STATEWIDE IMPACT
Click the button below for highlights of MSU's overall impact in Michigan.
Read overview.

SUBSCRIBE TO UPDATES
Receive the latest information from the MI Spartan Impact website in your email inbox.

STAY CONNECTED
Like our Facebook Page and follow us on Twitter to see how the university's research, partnerships and programs impact MI's economy across the state & in your community. Spartans make a difference every day.
MSU is committed to providing our students and families access to an affordable world-class education. And as a Spartan Advocate you strengthen our efforts by lending your voice to educate and influence policymakers and media on the importance of higher education funding.
Some thoughts on Journal Impact Factor

A colleague just e-mailed me to ask me how I felt about journal impact factor being such a big part of the Academic Ranking of World Universities – they say that 20% of the ranking weight comes from # of papers published in Nature and Science. So what do I think? On evaluations I'm really...

More →

(11/11/2014) C. Thais Brown

Polen diet helps honeybees fend off pesticides

People have been worried about the decline in honeybees over the past few years, and one factor that has not helped their situation has been their sometimes-constant exposure to pesticides. Pesticides are sprayed by gardeners on their flower beds, by farmers on their flowering crops, and beekeepers use certain pesticides in beehives to keep harmful mites...

More →

(11/12/2014) Randy Olson

Wandering physicists

Japan's Folly

Japan's economy has been in the doldrums for years. So what are they doing? Their central...
Spartans fight crime on multiple fronts and in extraordinary ways.
http://go.msu.edu/JvB #SpartansWill
Introduction

The Michigan State University (MSU) Guidelines for Social Media apply to Michigan State University faculty, staff, and students, employees, and interns who create or contribute to blogs, university websites, social networking, virtual worlds, or any other kind of social media as part of their work, social networks, virtual worlds, or as a part of their university lives. Social media play a role in shaping the university's image and promoting institutional responsibilities. Social media is a great way to tell the MSU story and promote the university's work.

The online spaces in which you engage when using social media tools are visible to all. The public will perceive you as representing MSU, so they are the university. You may encounter unexpected circumstances when sharing information about the university or yourself. Public response to you and what you choose to share online will vary. In order to be a positive guardian of MSU, it is important to understand social media and how it means to engage online, as well as what risks to anticipate and how to triage problems. Awareness and deliberate professionalism will enable you to participate online in a responsible, relevant way that protects the university's reputation.

Note: These guidelines do not supersede any existing MSU policy.

Social media and what it means to affiliate with MSU online

What is social media?

Defined broadly, social media encompasses communications and experiences that are:

- Distributed electronically by organizations and individuals
- Consumed on desktop and mobile devices
- Shared electronically and in print by diverse individuals
- Discussed by an engaged population

Today, social media is commonly encountered in the context of online software applications like Facebook, Twitter, LinkedIn, YouTube, and Flickr where text, media, links, and opinions are shared, discussed, and redistributed.

How do members of the MSU community engage online?

When communicating MSU-related messages in a work capacity, you should interact with others in ways that reflect MSU's core values—quality, inclusiveness, and connectivity. Interactions should protect and enhance the university's reputation and reflect the university brand—a commitment to hardworking excellence springing from a values-driven approach to all MSU commitments. These guidelines also apply to others who create or contribute to social media on behalf of MSU (e.g., contractors or volunteers).