



The Life Cycle of Engagement model embraces the idea that students become aware of Michigan Technological University through the prominence of our academic program offerings, through the media, from a relative or alum, or perhaps because one of our athletic teams is playing in their area. No matter what the initial connection is, these students may then look at Michigan Tech as an option for college. They visit campus, attend a Summer Youth Program, or simply apply for admission.

Once a student is enrolled, our team of staff/faculty and other students works to incorporate these students into the life of the University. Students are quickly immersed into the academic rigors of Tech while also receiving rich opportunities to become involved in campus life.

Over the course of four or five years, students gain not only the knowledge and expertise to be successful in their career or graduate pursuits, but also some of the life skills that will help them become engaged and successful citizens. As these students become alums, we hope that they will keep Tech in their hearts but also in their thoughts as they refer others or send their own children to us. We also hope they will consider giving back by providing the same type of resources and support they received.