Opportunity: Punch up the language—continued

Admitting a new student—it’s a perfect opportunity to declare our break-the-rules ethos while putting out the welcome mat.

Current

Congratulations on admission to Cornell’s College of Engineering! As you start the exciting process of preparing for the future, we would like to introduce you to Materials Science and Engineering (MS&E). This is an exciting and important major—and one we believe may well match your interests and skills.

Potential

Congratulations! You’ve been admitted to Cornell Engineering, where a break-the-rules mentality is how we approach our subjects. Now you’ve got a big question to answer: What exactly do you want to engineer? In the Materials Science and Engineering School, you can become a capable, broad-thinking scientist and engineer who can shape virtually any product and technology in the world.