UNIVERSITY COMMUNICATIONS AND MARKETING

HIGHLIGHTS OF FISCAL YEAR 2018

Great things to know about Rutgers

Rutgers Today

Your daily source for universitywide news
University Communications and Marketing

UCM Mission
Enhance the public prominence of Rutgers by:
• defining, elevating, and protecting its brand;
• advancing its reputation;
• promoting programs, people, and stories from across the entire institution;
• managing initiatives and priorities of the central administration; and
• supporting the work of other Rutgers communicators.

Core Programs

2 Rutgers.edu and Universitywide Websites
4 Rutgers Today
6 Rutgers Magazine
8 News and Media Relations
12 @RutgersU Social Media Channels
14 Brand Management
18 Universitywide Communications and Initiatives
With more than 3 million visits annually, Rutgers.edu provides information on the university, promotes the Rutgers brand, and is an effective gateway to the institution’s online presence, driving users to other Rutgers websites.

### 3.2 million total visits to Rutgers.edu in FY 2018

Driving traffic to other Rutgers sites

<table>
<thead>
<tr>
<th>Website</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>NewBrunswick.Rutgers.edu</td>
<td>529,339</td>
</tr>
<tr>
<td>RBHS.Rutgers.edu</td>
<td>172,314</td>
</tr>
<tr>
<td>Newark.Rutgers.edu</td>
<td>383,438</td>
</tr>
<tr>
<td>Camden.Rutgers.edu</td>
<td>297,515</td>
</tr>
<tr>
<td>Admissions.Rutgers.edu</td>
<td>265,402</td>
</tr>
<tr>
<td>GradStudy.Rutgers.edu</td>
<td>166,306</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>91,489</td>
</tr>
<tr>
<td>UHR.Rutgers.edu</td>
<td>75,926</td>
</tr>
<tr>
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In addition, UCM maintains other central websites comprising more than 1,800 webpages, including sites for the Office of the President, the Governing Boards, and the Office of the Secretary. We also:

- provide guidance on information architecture,
- develop editorial content and graphics,
- ensure compliance with federally mandated accessibility requirements, and
- assist others with content and site updates.

In Fiscal Year 2018, UCM provided consulting services on web projects for other units:

- Developed a new site for the Office of Postdoctoral Affairs.
- Provided content, site, and navigation updates to the Office of the Senior Vice President for Academic Affairs website.
Rutgers Today

Rutgers Today is the universitywide news center that promotes news, features, and video content through a variety of distribution channels:

- Daily newsletter
- Weekly highlight newsletter
- Rutgers Today website
- Rutgers Today YouTube channel
- Social media promotions
- Findable in online searches through search engine optimization

Rutgers Today Showcases the University

- Rutgers Trailblazer to Become Nation’s First Doctor of Clinical Lab Science (RBHS)
  - Pageviews: 9,982
- A New Front Door to the Sciences at Rutgers University–Newark
  - Pageviews: 1,081
- Hillary Rodham Clinton speaks at Rutgers
  - Views: 430,000+
  - on YouTube, Facebook, and Instagram
- Solar-Powered Sea Slugs Shed Light on Search for Perpetual Green Energy (Rutgers–New Brunswick)
  - Pageviews: 60,380
- Anan Zulfiqar Dissects Complex, Emotionally Charged Issues in Islamic and Criminal Law (Rutgers–Camden)
  - Pageviews: 1,368
- Kelly Dittmar (Rutgers–Camden) speaks to 2018 being the Year of the Woman in an nj.com video and op-ed, featured on Rutgers Today.
  - Views and social impressions: 4,611

Rutgers Today FY 2018

- 997,125 views on our YouTube channel
- 887,000 total pageviews on site
- 603 stories and videos produced
- 159 digital issues published

Rutgers Today audiences:

- All faculty/staff
- Rutgers retirees
- University governing boards
- Alumni
- State and federal policymakers
- Students and parents
- News outlets
- Members of the general public

News.Rutgers.edu
Rutgers Magazine promotes the university, its programs, and its people through engaging and informative stories that inspire pride, enthusiasm, and support for the institution among alumni, the university community, and friends of Rutgers. The magazine content is distributed through:

- a print version,
- the Rutgers Magazine website,
- Rutgers Today, and
- the university’s social media channels.

The magazine is distributed to:

- alumni,
- donors,
- faculty and staff,
- the governor and his cabinet,
- New Jersey legislators,
- New Jersey mayors,
- high school guidance counselors in the state, and
- other friends of the university.

460,000 circulation per issue

Rutgers Magazine Distribution by Reader Affiliation for Three Print Issues Produced in FY 2018

<table>
<thead>
<tr>
<th>New Brunswick</th>
<th>RBHS</th>
<th>Camden</th>
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<tbody>
<tr>
<td>895,896</td>
<td>175,388</td>
<td>67,104</td>
<td>181,634</td>
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</table>

Central Administrative Offices/Policymakers/Mayors/Guidance Counselors

33,879

Magazine.Rutgers.edu

115,088 Pageviews on Website

41,630 Visits to Website

A Call to Action

Daniel Hart, professor of childhood studies and psychology at Rutgers University–Camden, is the author of a new book arguing that young people can be civically engaged, and want to be, if given the opportunity.

Visible Men

A rising star in the world of figurative painting Jordan Casteel, assistant professor of art at Rutgers University–Newark, sees her artwork in high demand.

The Art of the Underground

Nancy Boyle Dodge donates a collection of Soviet nonconformist art worth more than $34 million to the Zimmerli Art Museum at Rutgers University–New Brunswick.

Partnership in Health

Rutgers University and RWJBarnabas Health enter a partnership that will create New Jersey’s premier academic health care system.

Rutgers Magazine online presence available at Magazine.Rutgers.edu.
News and Media Relations

University News and Media Relations manages many issues and media inquiries throughout the year for the institution. The office's work includes:
- Pitching and promoting stories
- Issues and crisis communication
- Emergency communication
- Tracking Rutgers in the news

Pitching and Promoting Stories
In FY 2018, UCM wrote a story about the research of Tracey Shors, distinguished professor in behavioral and systems neuroscience at Rutgers–New Brunswick, who finds a combination of meditation and aerobic exercise can help women after trauma. UCM pitched Shors and her pertinent research on women and sexual assault several times throughout the year to national media, leading to coverage in the Washington Post, Inc.com, Men’s Journal, and the Star-Ledger.

UCM wrote and pitched a story about the research led by physician Steven Schutzer of New Jersey Medical School for a new and improved test that could make detecting Lyme disease easier, resulting in coverage on northjersey.com, CBS New York, Newsday, and the Record.

When the Rutgers team comprised of Rutgers Business School–Newark and New Brunswick students won the Hult Prize for creating a ride-sharing rickshaw service for refugees, UCM created a national and niche media list to broadly promote the story leading to coverage on NPR and CNN, as well as promoting it on our own distribution channels, including Rutgers Today and @RutgersU social media.

Issues and Crisis Communication

Arrest and guilty plea for DDoS attacks
In December 2017, UCM worked with the Office of Information Technology to prepare media statements and internal communications regarding the arrest and guilty plea of Paras Jha, a former Rutgers student who was responsible for distributed denial of service (DDoS) attacks between 2014 and 2016 that disrupted the work of students, faculty, and staff.

The media statements that Rutgers provided were used in 30 news stories.

Sexual harassment complaints and allegations
Throughout the year, UCM handled media inquiries related to sexual harassment complaints against university community members and donors by issuing statements affirming the university’s commitment to be a national leader in sexual violence awareness, education, prevention, and survivor assistance and to fostering an environment that is free from sexual harassment and sex discrimination. Following allegations that donor Harvey Weinstein sexually harassed women for decades, UCM provided statements to the media regarding Rutgers decision to keep the donation he gave to the Gloria Steinem Endowed Chair in Media, Culture, and Feminist Studies.

The statements that Rutgers provided regarding these inquiries were used in 40 news stories.
Emergency Communication

In FY 2018, UCM managed three weather closures in January and March requiring timely and broad communication via multiple channels, including universitywide email, university operating status updates on Rutgers.edu, social media posts, advisories to external news media, and universitywide text alerts. In support of the executive vice president for strategic planning and operations and chief operating officer of Institutional Planning and Operations, UCM coordinated with emergency communication teams at Rutgers—New Brunswick, RBHS, Rutgers—Newark, and Rutgers—Camden to notify the university community about these emergency closures.

Top Rutgers Stories in FY 2018

1. Queen Latifah at Rutgers–Newark commencement
   Stories: 383
   Coverage included stories by NBC Nightly News, Billboard, and People

2. The Selfie Effect: Selfies Make Noses Appear Larger, Leading to More Plastic Surgery Requests. Boris Paskhover, a facial plastic surgeon at New Jersey Medical School and one of the study’s authors, said selfies can make noses appear up to 30 percent larger.
   Stories: 593
   Coverage included stories by the Washington Post, Vox, and U.S. News & World Report

3. Hillary Rodham Clinton visits Rutgers—New Brunswick
   Stories: 517
   Coverage included stories by the Star-Ledger, NBC News, and CNN

4. Anita Hill at Rutgers Law School commencement at Rutgers—Camden
   Stories: 163
   Coverage included stories by ABC News, the New York Times, and Newsweek

5. A Rutgers–New Brunswick study says Hurricane Sandy-like storms will be more frequent.
   Stories: 303
   Coverage included in the Washington Post, CNN, and USA Today

6. New Jersey Medical School collaborates with the CDC on U.S. autism rate study. Walter Zaborosky, associate professor of pediatrics at NJMS, directed the New Jersey portion of the study.
   Stories: 244
   Coverage included stories by NBC News, the Philadelphia Inquirer, and U.S. News & World Report

Tracking Rutgers in the News

UCM develops daily, monthly, quarterly, and annual news coverage reports that are prepared and distributed to university leadership. In FY 2018, University News and Media Relations compiled 259 reports that captured the breadth and sentiment of news coverage of the university as a whole.

Rutgers in the News

FY 2018

592,318

News stories citing Rutgers

394

Experts cited

9.5

Average audience sentiment score of all news coverage YTD

(Sentiment is based on a score of 1–10 where 1 is very negative and 10 is the most positive. A 9.5 score out of 10 indicates that the majority of Rutgers news coverage is favorably ranked as neutral to positive.)
@RutgersU Social Media Channels

UCM manages and tracks the university-wide social media accounts and advises social media administrators across the university about best practices and adherence to university policies. As of June 30, 2018, the universitywide social media accounts had more than a half million followers.

- Facebook
- Instagram
- LinkedIn
- Twitter

@RUTGERSU HAS 576,872 SOCIAL MEDIA FOLLOWERS

As of June 30, 2018

Estimated social media impressions

FY 2018
337,583,903

Social media posts created

6,616
Brand Management

UCM defines, elevates, and protects the Rutgers brand by managing its assets, protecting its trademarks and registrations, delineating key messages, providing approved graphic files, conducting training, and producing communications that enhance the public prominence of the university. Brand management includes:

- Trademark licensing and registrations
- University marks, logos, and visual identity
- Branded merchandise
- Key messages and points of pride
- Policies and guidelines
- Advertising reviews and approvals
- Information and training
- Resources and materials

Information and Training

In FY 2018, UCM revised the Communicators Certificate Program, the brand standards education program, from nine to two courses that focus on Brand and Visual Identity and Communications Policies and Guidelines. In addition, customized brand classes were developed for specific departments and groups and taught at their on-site locations.

Advertising Reviews and Approvals

In adherence with the university’s advertising policy, UCM reviews all university advertisements to ensure that Rutgers is presented in a consistent and coherent manner. In FY 2018, more than 200 ads from 40 different Rutgers departments and offices were reviewed totaling more than $2 million in media buys.

Brand Training Workshops

FY 2018

17 Training sessions provided at Camden, Newark, and New Brunswick

280 University employees completed training

Ad Review

FY 2018

40 departments submitted ads

200+ ads reviewed and approved

$2 Million+ total media buys
Resources and Materials

Rutgers Communicators Network
With a membership of more than 360 individuals, the Communicators Network connects communications professionals throughout the university and is open to all Rutgers employees who perform communication functions. The universitywide network is a forum to share best practices, information, resources, and support via an online forum and periodic in-person meetings. In April 2018, UCM organized a Social Media Panel for more than 100 network members with two outside social media experts and School of Communication and Information professor Mary Chayko to discuss the current state of social media and its future.

Great Things to Know about Rutgers
Promoting Rutgers’ accomplishments and advancing its reputation are goals of the brochure Great Things to Know about Rutgers. Made available to the university community for use in student and personnel recruitment, at conferences, distributed to policymakers, and given to visitors, it gives an overview of more than 200 impressive facts from across the university. The brochure was requested by more than 200 units across Rutgers. Copies were made available for order or download online.

Great Things Print Brochure Distribution across the University FY 2018

<table>
<thead>
<tr>
<th></th>
<th>New Brunswick</th>
<th>RBHS</th>
<th>Camden</th>
<th>Newark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total distribution:</td>
<td>33,751</td>
<td>7,839</td>
<td>1,666</td>
<td>4,861</td>
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<tr>
<td>Universitywide/Central Administration</td>
<td>10,613</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Great things to know about

RUTGERS

520
Original photo shoots and image requests from Rutgers’ Photo Gallery and Library

Photography
UCM provides photography to the university community through our Photo Gallery and Library. As new photographs are taken throughout the year, the images are added to UCM’s library of more than 40,000 images and are made available for the community to use. In FY 2018, UCM conducted photo shoots to update our campus images of Camden, New Brunswick, Newark, and RBHS.

Students walk past the Gateway sculpture at Rutgers–Camden during a fall afternoon.
Richard Weeks Hall of Engineering, the newest building at Rutgers–New Brunswick.
Rutgers–New Brunswick student works on an art project.
New Jersey Attorney General Gurbir Grewal at the presidential spring symposium.
Rutgers–Newark student enjoying a spring day.
A Rutgers Health provider at work.
Students at Rutgers–New Brunswick during class change on Livingston campus.
Universitywide Communications and Initiatives

UCM provides communications planning, coordination, consultation, and support for selected universitywide initiatives, events, and programs.

During FY 2018, UCM:
- responded to inquiries into policies, procedures, and best communications practices;
- created communications campaigns and material that demonstrate Rutgers’ service to the state; and
- developed and produced communications and academic course catalogs that supported and enhanced the student experience.

Rutgers Delivers

This five-month campaign during the months of April through August promoted the positive returns on investments in Rutgers when policymakers were considering the FY 2019 state appropriation for Rutgers, admitted students were considering whether to enroll, and leading up to and following the board’s announcement of FY 2019 tuition and fees in July. The campaign messages supported five themes and were delivered through a broad mix of channels including social media, news coverage, web communications, advertising, and print material.

Five message themes
- Innovation
- Student Success
- Economic Growth
- Health Care
- Community Impact

Target audiences
- New Jersey residents and influentials interested in higher education and its costs
- Students—current and prospective
- Parents
- New Jersey policymakers
- New Jersey media outlets
- Alumni

RutgersDelivers.info microsite
- 18,278 pageviews between April and August 2018

Rutgers Delivers poster
- 120 framed posters were delivered to the offices of every member of the New Jersey Legislature.
- 580 posters were distributed to N.J. guidance counselors and Rutgers departments.
- 550 digital copies of the poster were downloaded from the microsite.

Rutgers Magazine
- Spring 2018 issue, with a circulation of 460,000, featured a Rutgers Delivers themed spread and supporting stories.

Rutgers.edu
- Rutgers Delivers stories featured as rotating banners on the universitywide website Rutgers.edu with over 669,000 visitors from April to August, generating 2,859 visits to Rutgers Delivers microsite and other websites.
Rutgers Delivers on social media
Rutgers Delivers content published on social media produced:
- more than 400,000 impressions
- 1,651 people who took the online quiz “How well do you know Rutgers University?”

Rutgers Delivers at Rutgers Day
UCM designed and staffed Rutgers Delivers exhibits for Rutgers Day on the Camden, Newark, and New Brunswick campuses. Each exhibit showcased facts about how Rutgers Delivers for New Jersey. Thousands of visitors roamed the exhibits in search of answers to a five-question quiz for a chance to win a T-shirt.

Advertising
- Google AdWords from May 15 to August 15
  - 34,703 impressions generated
  - 1,276 clicks that earned a higher than average click through rate of 3.68% (industry standard is 2%)
- Digital Ad Campaign from June 1 to 30
  - 4.6 million impressions generated
  - included display ads on NJ.com, social media ads, and sponsored content that had an above average click through rate of .18% (industry standard is .08%)

The best performing Facebook and Instagram ad was the Economic Growth ad with 209,400 impressions and 811 online comments

Earned news coverage
More than 1,600 news stories illustrating the Rutgers Delivers themes were tracked during April 1 to August 15, specifically targeting New Jersey media outlets—print, digital, broadcast, and cable.

Rutgers Health

Partnership announcement
UCM’s collaboration with the communications staff of Rutgers Health and RWJBarnabas Health to announce the affiliation agreement between Rutgers University and RWJBarnabas Health resulted in 91 print, online, broadcast, and cable stories on the announcement, including by the Wall Street Journal, Philadelphia Inquirer, Star-Ledger, Record, NJTV News, News 12 New Jersey, and FIOS1. An Associated Press story appeared in publications across the nation, including the Los Angeles Times and San Francisco Chronicle.

A new RutgersHealth.org website
In partnership with the Rutgers Health marketing and communications director and an outside developer, UCM worked on the new and enhanced Rutgers Health website. UCM’s work included coordinating the project, developing and organizing content, building pages, testing the website, and providing guidance on its deployment. The new site includes:
- a user-friendly layout with more pathways to information;
- improved location pages with images of facilities;
- an improved taxonomy to provide a more robust search experience for patients;
- accessible, scalable, and robust search for 1,300 providers with the locations, specialties, and other information;
- featured pages for all specialty and subspecialty services with nearly 220 associated pages of content; and
- new images featuring Rutgers Health providers from across the system.
Gubernatorial Debate
Working with colleagues at Rutgers University—Newark, UCM promoted the N.J. Gubernatorial Debate held at NJPAC in October 2017 through media and social media outreach. A pre-debate Rutgers Today series focused on topics of interest to New Jersey voters—property taxes, health care, infrastructure, jobs, and education—and was also pitched to the media. Additional work included developing an op-ed on the New Jersey governor’s race and its national implications as well as a “man on the street” video asking voters their opinions on the race. Additional UCM communications included postings on Rutgers.edu and post-event in a Rutgers Magazine feature, in which Rutgers–Newark’s Chinwe Chinedu Onyemaobi, the only student asked to participate in the debate, recounts the event and an unscripted moment of levity.

Rutgers Day
UCM managed all universitywide media relations, advertising, marketing, and web and digital communications for Rutgers Day, our annual open house to the public that showcases Rutgers’ role in the state. We also documented the day with photography that was made available to the media and university community.

New Faculty Profile Series
Spotlighting a dozen of the 161 new faculty at Rutgers last year, UCM promoted a series of profiles on our newest faculty members and their work and research. The series, showcasing faculty from across Rutgers, was cross-promoted in Rutgers Today, in Rutgers Magazine, on social media, and as rotating feature banners on Rutgers.edu.

Back to School with New, Renovated Facilities
UCM researched, wrote, and pitched a media release on the newest facilities across Rutgers—New Brunswick, RBHS, Rutgers–Camden, and Rutgers–Newark that opened for the start of the new FY 2018 academic year. Media coverage included stories in more than 10 outlets, including the Star-Ledger, NJ.com, NJBiz, CBS Philadelphia, and Courier Post.

We R Here Campaign
UCM provided communications assistance to the We R Here campaign supported through the Enhancing Victim Services throughout Rutgers University grant that established resource centers at each campus to address campus violence and sexual assault. In support of We R Here, UCM created a graphic, a communications plan, feature banners on Rutgers.edu, an op-ed about bystanders placed on NJ.com, and a Rutgers Today story about the initiative with the goal of promoting the university’s commitment to being a leader in addressing sexual assault.
University Commencement

In support of the Office of the Secretary of the University, UCM managed the universitywide website, social media, media relations, and print communications for the 252nd Anniversary Commencement ceremony in partnership with R Comm. Additionally, UCM documented the event through photography that was made available to the media and the university community and used in post-event communications.

Academic Course Catalogs

In support of the Office of the Senior Vice President for Academic Affairs, UCM produced 11 new course catalogs and maintained 19 altogether. The catalogs, a requirement for Middle States accreditation, the New Jersey Administrative Code, and student course registration, had more than 800,000 total pageviews in FY 2018.

<table>
<thead>
<tr>
<th>Location</th>
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<tbody>
<tr>
<td>Pageviews</td>
<td>522,448</td>
<td>25,667*</td>
<td>68,007</td>
<td>204,406</td>
</tr>
</tbody>
</table>

*Most RBHS course information is located on individual school websites, a legacy UMDNJ method for publishing academic course information.

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