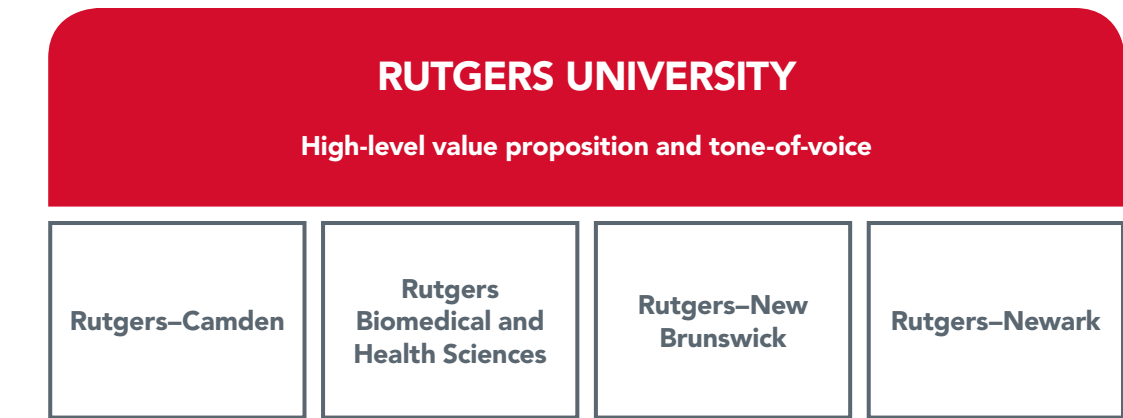


Messaging

Rutgers, The State University of New Jersey

Rutgers, The State University of New Jersey

Core Value Proposition



Rutgers, The State University of New Jersey ← WHO

is an academic, health, and research powerhouse ← WHAT

that leverages outstanding talent, resources, and expertise ← HOW

to improve the human condition, in New Jersey and around the world. ← WHY

Rutgers University, The State University of New Jersey

RUTGERS UNIVERSITY			
High-level value proposition and tone-of-voice			
Rutgers-Camden	Rutgers Biomedical and Health Sciences	Rutgers-New Brunswick	Rutgers-Newark

Core Value Proposition

Rutgers, The State University of New Jersey, is an academic, health, and research powerhouse that leverages outstanding talent, resources, and expertise to improve the human condition, in New Jersey and around the world.

Rutgers University,
The State University
of New Jersey
improves...



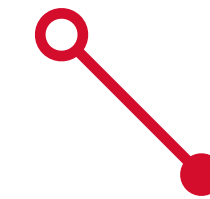
Quality of life by:

Expanding educational opportunities for the next generation of leaders and providing research, health care and services that improve the welfare of individuals and society



Creativity and Innovation by:

Inspiring new thinking and solutions to challenges affecting our state, nation, and world



Economic growth by:

Creating jobs, educating the workforce, attracting investment and funding to New Jersey, and developing local and global partnerships with business, government and communities



Society and Community by:

Providing services, outreach and networks that support common purposes, further social progress, and enhance health and well-being