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

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.

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