UNIVERSITY COMMUNICATIONS AND MARKETING
HIGHLIGHTS OF FISCAL YEAR 2019

3 million total visits to Rutgers.edu

470,000+ circulation per issue

400+ ads reviewed and approved

613,369 news stories citing Rutgers

1,046,722 total pageviews

65,000 visitors to Communications.Rutgers.edu

8,545 reviews of art and designs for merchandise

530 photo shoots and image requests

32,661,617 social media impressions @RutgersU channels
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>University Communications and Marketing Overview</td>
</tr>
<tr>
<td>2</td>
<td>Rutgers.edu Universitywide Website</td>
</tr>
<tr>
<td>4</td>
<td>Rutgers Today</td>
</tr>
<tr>
<td>6</td>
<td>Rutgers Magazine</td>
</tr>
<tr>
<td>8</td>
<td>University News and Media Relations</td>
</tr>
<tr>
<td>14</td>
<td>Rutgers Social Media Channels</td>
</tr>
<tr>
<td>16</td>
<td>Brand Management</td>
</tr>
<tr>
<td>22</td>
<td>Universitywide Communications and Initiatives</td>
</tr>
<tr>
<td>36</td>
<td>University Communications and Marketing Contacts</td>
</tr>
</tbody>
</table>
The Department of University Communications and Marketing (UCM) is the universitywide communications and marketing office for Rutgers, The State University of New Jersey, and is part of the university’s central administration.

**Our 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**
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 thousands of users to other Rutgers websites.

### Rutgers.edu Universitywide Website

<table>
<thead>
<tr>
<th>Total Visits</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 million</td>
<td>Rutgers.edu in FY 2019</td>
</tr>
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#### Driving traffic to other Rutgers sites

<table>
<thead>
<tr>
<th>Visits</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>400,868</td>
<td>NewBrunswick.Rutgers.edu</td>
</tr>
<tr>
<td>160,640</td>
<td>RBHS.Rutgers.edu</td>
</tr>
<tr>
<td>280,486</td>
<td>Newark.Rutgers.edu</td>
</tr>
<tr>
<td>202,098</td>
<td>Camden.Rutgers.edu</td>
</tr>
<tr>
<td>321,482</td>
<td>Admissions.Rutgers.edu</td>
</tr>
<tr>
<td>172,600</td>
<td>GradStudy.Rutgers.edu</td>
</tr>
<tr>
<td>60,990</td>
<td>Continuing Education</td>
</tr>
<tr>
<td>66,029</td>
<td>UHR.Rutgers.edu</td>
</tr>
</tbody>
</table>

UCM creates a series of rotating banners on the homepage of Rutgers.edu to showcase Rutgers news and events. Each banner is comprised of an image, headline and teaser text, and a link to a story for more information. In FY 2019, UCM produced 79 banners.
Rutgers School of Dental Medicine providers screen patients at risk for diabetes as part of a new early detection program. Displayed: May 5–20, 2019
Click-throughs: 64
Pageviews: 101,601

Rutgers–Camden hosts National Science Foundation grant winners from across the country. Displayed: August 27–September 13, 2018
Click-throughs: 262
Pageviews: 190,253

The university honors National Hispanic Heritage Month with cultural events at Rutgers–Newark and Rutgers–Camden. Displayed: September 18–October 19, 2018
Click-throughs: 188
Pageviews: 322,173
Rutgers Today is the universitywide news center that promotes news, features, and video content through a variety of different means.

Rutgers Today distribution channels:
- Daily enewsletter
- Weekly highlight enewsletter
- Rutgers Today website
- Rutgers Today YouTube channel
- Social media promotions
- Content tagged by topic for search engine optimization

Rutgers Today FY 2019

1,046,722 total pageviews on website
616,554 views on our YouTube channel
554 stories and videos produced
671 digital issues published with 223 daily emails to faculty and staff and additional customized versions for governing boards

Rutgers Today audiences:
- All faculty/staff
- Alumni
- Current and prospective students and parents
- University governing boards
- State and federal policy makers
- Members of the general public
- News outlets
- Rutgers retirees
Rutgers Today Showcases the University

1. Rutgers Establishes Collaborative Partnership With Botswana University (Universitywide) Pageviews: 1,562
2. Rutgers Launches Youth Behavioral Health and Well-Being Initiative with $30 Million Gift (RBHS) Pageviews: 3,448
3. and 4. UCM created a three-part video series focusing on transgender issues in collaboration with the Rutgers Center for Transgender Health at New Jersey Medical School. The series earned a total of 22,465 video views. (RBHS)
4. One Year Out of Rutgers, Alumna Julie Tsirkin Shines as Youngest Producer at NBC's New York Bureau (Rutgers–New Brunswick) Pageviews: 8,089
6. Rutgers Student Kaity Assaf Organizes the Women’s March on New Jersey (Rutgers–Newark) Pageviews: 783
7. Rutgers Engineering Students Partner with Matheny to Create Medical Devices featured in Rutgers Today video on YouTube (Rutgers–New Brunswick) Pageviews: 1,037
Rutgers Magazine is the only universitywide magazine that promotes Rutgers, 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:

- two print editions
- digital emagazine
- the Rutgers Magazine website
- individual stories placed on Rutgers Today
- the university’s social media channels

Rutgers Magazine is distributed to:

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

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**Rutgers Magazine**

**FY 2019**

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**470,000+**

Circulation per issue

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**146**

Stories and videos produced

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**Magazine.Rutgers.edu**

**80,292**

Pageviews on website

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**42,388**

Visits to website
The Think-and-Do Tank
Darren Spielman, executive director of the Senator Walter Rand Institute for Public Affairs at Rutgers–Camden, and Sarah Allred, the institute’s faculty director, discuss the institute’s work addressing public policy issues that impact southern New Jersey.

Earth in Balance
Four scientists affiliated with the universitywide Rutgers Climate Institute discuss their work and research in climate science, which cuts across academic disciplines.

Career Moves
Alumna Cynthia Augustine, a top human resources executive, gives job tips to recent college graduates in the magazine with an extended interview online.

Gut Check Time
Professor Martin Blaser of RBHS and Professor Maria Gloria Dominguez-Bello of Rutgers–New Brunswick are a married couple and experts in studying the microbiome, the human ecosystem of bacteria that regulates health.

Rutgers Magazine online presence available at Magazine.Rutgers.edu.
University News and Media Relations promotes Rutgers and manages 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**

**Back to School**

UCM promoted how Rutgers prepares students for success at the start of the 2018–2019 academic year. Rutgers’ largest, most diverse, and most accomplished incoming class of students was featured in media reports, while services for students and the recently opened Chemistry and Chemical Biology Building and other new and updated labs and facilities drew coverage.

- Rutgers incoming class of 2022: The Record and KYW News Radio
- New facilities on campus: NJTV News and Tap Into
- Additional stories on how Rutgers prepares students for success: SNJ Today and News 12 New Jersey

**Rutgers Committee on Sexual Harassment Prevention and Culture Change**

UCM also managed the release of the Rutgers University Committee on Sexual Harassment Prevention and Culture Change report, leading with an exclusive story in The Star-Ledger about several policy change recommendations made by the 45-member committee of faculty and students, followed by coverage by other regional and higher education media.

**FY 2019**

**431**

Stories pitched, promoted, and edited
Impact of Teenage Sexual Assault
When Rutgers School of Arts and Sciences professor Tracey Shors released her research on the lasting impact of teenage sexual assault, UCM wrote and pitched her story to national media outlets, resulting in coverage in The New York Times, The Los Angeles Times, NPR, The Cut, and more.

Race and Policing Research
UCM also wrote and pitched a story about the research of Charles Menifield, dean of the School of Public Affairs and Administration at Rutgers–Newark, whose research found police officers of all races disproportionately kill African-American suspects. UCM pitched Menifield and his research to national media, leading to coverage in the Daily News, CBS News, The Washington Post, and more.

Reinvigorating New Jersey’s Hard Cider Industry
UCM wrote and pitched a story on how Rutgers New Jersey Agricultural Experiment Station researcher Megan Muehlbauer is studying more than two dozen heirloom varieties of cider apples to reinvigorate New Jersey’s hard cider industry. Coverage appeared in Food & Wine and The Record.

Op-Eds Placement
This fiscal year, UCM also helped to write, edit, and place nearly 20 op-eds by Rutgers experts, including:

- **Dear NRA, I’m a doctor. My lane? I sit in this chair when I tell parents their kids are dead.**
  Stephanie Bonne, New Jersey Medical School, Rutgers Biomedical and Health Sciences

- **6 things that will drastically change our lives in N.J. if we do nothing about the climate crisis**
  Robert Kopp, School of Arts and Sciences, Rutgers–New Brunswick

- **5 ways to keep the peace around the Thanksgiving table in this age of polarization**
  William FitzGerald, Camden College of Arts and Sciences, Rutgers–Camden
**Issues Management**

**Sexual Misconduct**

Throughout the year, UCM handled multiple media inquiries related to sexual harassment complaints by providing relevant facts and 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.

UCM provided information to the media regarding Rutgers’ decision to remove the two-year statute of limitations on reporting sexual misconduct and to establish a university committee on the prevention of sexual harassment. UCM also provided information to the media on the committee’s recommendations.

**Commitment to Freedom of Speech**

When President Trump signed an executive order concerning free speech on college and university campuses, UCM responded to media inquiries with a statement affirming the university’s position on free speech: that all members of our community are free to express their viewpoints in public forums, and Rutgers is committed to fostering an environment where the rights of all are protected.
Emergency Communication

In FY 2019, UCM alerted community members and the news media of four weather closures and delayed openings, and provided 10 updates on potentially hazardous weather forecasts in timely and broad messaging via multiple channels: 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 emergency closures and potentially hazardous weather forecasts.

<table>
<thead>
<tr>
<th>Emergency Communication FY 2019</th>
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<tr>
<td>295,043 social media impressions</td>
</tr>
<tr>
<td>107,000 reached via universitywide email to all faculty, staff, and students</td>
</tr>
<tr>
<td>64,341 pageviews of Rutgers.edu operating status banner</td>
</tr>
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</table>
Tracking Rutgers in the News

UCM tracks all news coverage of Rutgers and develops daily, monthly, quarterly, and annual news coverage reports that are prepared and distributed to university leadership and governing boards. In FY 2019, University News and Media Relations compiled over 250 reports that captured the breadth and sentiment of news coverage of the university as a whole.

Rutgers in the News

FY 2019

<table>
<thead>
<tr>
<th>News stories citing Rutgers</th>
<th>Rutgers experts cited in the news</th>
</tr>
</thead>
<tbody>
<tr>
<td>613,369</td>
<td>451</td>
</tr>
</tbody>
</table>

Nearly 9 out of 10 Rutgers news stories are favorably ranked for the institution

With an average audience sentiment score of 8.7 out of 10, where 1 is very negative and 10 is most positive, Rutgers news coverage is favorably ranked as neutral to positive.

Select Rutgers News Stories and Expert Citations in FY 2019

   Includes coverage by The Los Angeles Times, The Record, and The Root
   96 stories

2. Rutgers–New Brunswick study finds climate change is causing decline in world fish population.
   Includes coverage by the New York Times, CNN, and National Geographic
   105 stories
Select Rutgers News Stories and Expert Citations in FY 2019

1. Rutgers University commits $40 million to Rutgers Faculty Diversity Hiring Initiative. Includes coverage by The Record, Inside Higher Ed, and NJ Spotlight
   26 stories

2. RWJMS researchers find reading with toddlers reduces harsh parenting. Includes coverage by People, Consumer Affairs, and Big Think
   55 stories

   27 stories

4. Kimberly Mutcherson named co-dean of Rutgers Law School in Camden. Includes coverage by The Courier Post, The New Jersey Law Journal, and Blavity
   Unknown stories

5. Michael Carrier of Rutgers Law School in Camden discusses antitrust probes involving big tech companies. Includes coverage by The Philadelphia Inquirer, Business Times, and CNBC
   95 stories

6. Rutgers–Newark hosts Gov. Phil Murphy’s press conference on his higher education plan. Includes coverage by The Philadelphia Inquirer, Politico, and NJTV News
   42 stories
Rutgers Social Media Channels

UCM manages and tracks the five @RutgersU universitywide social media accounts and advises social media administrators across the university about best practices and adherence to university policies. As of June 30, 2019, the universitywide social media accounts had more than 600,000 followers.

- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube

![@RutgersU Has 616,426 Social Media Followers](chart)

As of June 30, 2019

<table>
<thead>
<tr>
<th>Channel</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>350,226</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>91,079</td>
</tr>
<tr>
<td>Twitter</td>
<td>36,572</td>
</tr>
<tr>
<td>YouTube</td>
<td>6,203</td>
</tr>
<tr>
<td>Total</td>
<td>616,426</td>
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Monitoring Rutgers Across All Social Media Channels

UCM uses social media listening tools to monitor the conversations people are having about Rutgers across all social media to gain insights that inform our understanding of public sentiment regarding Rutgers, its reputation, and its overall brand.

Mentions

During FY 2019, there were a total of 1,006,135 mentions on social media about “Rutgers” or one of the Rutgers-specific search terms we track. Mentions are counted across over 100 million data sources, in 50+ languages, and across 25+ social networks and other platforms.

| Rutgers Brand | 1,006,135 mentions |

Sentiment

Sentiment, which measures the attitude and feelings that people have toward the Rutgers brand based on mentions, was strong during FY 2019. Sentiment about Rutgers during this period was 36% positive and 44% neutral; therefore, the total sentiment that helped to enhance the Rutgers brand was 80%. Positive and neutral sentiment maintains and builds brand strength, while negative sentiment can be a detractor.
Select Social Media Posts

1. Article on Rutgers students named university’s first Schwarzman Scholars. (Universitywide)
LinkedIn Impressions: 21,975

2. Story on the Board of Governors’ approval of the Rutgers Center for Adult Autism Services. (Universitywide)
LinkedIn Impressions: 15,306

3. Article on the dedication ceremony for the Paul Robeson Plaza. (Rutgers–New Brunswick)
Facebook Impressions: 63,019

4. Story on alumna Diala Noofoory who graduated seven years after fleeing the Syrian civil war. (Rutgers–Newark)
LinkedIn Impressions: 25,380

5. Feature on Donna Nickitas, new dean of the School of Nursing–Camden. (Rutgers–Camden)
LinkedIn Impressions: 25,360

Facebook Impressions: 64,203
BRAND MANAGEMENT

UCM defines, elevates, and protects the Rutgers brand by managing the use of brand assets and producing communications that enhance the public prominence of the university. This 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

Trademark Management and Branded Merchandise

UCM manages trademark registration, the Rutgers visual identity system, and all uses of Rutgers logos and marks, including branded materials. The Office of Trademark Licensing manages over 270 licensees who must abide by university standards.

In FY 2019, Trademark Licensing completed:

- 8,545 reviews of art and designs for merchandise supplied by university units for approval; and
- 515 reviews of programs presented through the university’s licensing agent, such as new licensees, distribution channels, and products.

Information and Training

We support the Rutgers community’s understanding of universitywide communications-related policies and best practices through training classes and presentations.

Lunch and Learn Series

Through the new Lunch and Learn series that launched in July 2018, UCM staff traveled to departments across the university to provide customized training on university brand standards and available resources to help communicate about Rutgers. This past year, UCM trained over 300 Rutgers employees during these 90-minute lunchtime sessions.

Which topics from today’s Lunch and Learn apply to your job?

- Visual Identity 28%
- Endorsements & Sponsorships 14%
- News & Media Relations 19%
- External Advertising 15%
- Using Trademarks 24%

Attendees rated the Lunch and Learn presentations a 4.6 out of 5 as being useful to their jobs and improving their Rutgers brand knowledge.
Communicators Certificate Program

UCM continued the Communicators Certificate program, with classes open to all faculty and staff covering communications policies and guidelines and the university’s visual identity. Over 150 people were trained during eight three-hour training sessions. Attendees rated these training classes a 9.5 out of 10 for being likely to use the material they learned in their jobs.

Communicators Network “Best Practices” Events

Last fall, 111 communicators from across the university took advantage of the Communicators Network training event focusing on internal communications. Participants representing over 50 different departments heard from outside experts on how to engage audiences, improve newsletters, and strengthen leader communications. UCM planned and promoted this event to provide industry insight to encourage Rutgers communicators to apply best practices to their work.

In April, 90 communicators attended the Communicators Network Industry Outlook event at the Zimmerli Art Museum. The event focused on trends and technology influencing marketing strategies for audience engagement. Salesforce.org presented findings from its “2018 State of Marketing” research report, and the group heard an update on the Rutgers enterprisewide Customer Relationship Management project. The event, which is part of UCM’s efforts to enhance the Rutgers brand, had an 86% satisfaction rating from attendees.
Brand Resources and Materials

New Website Offers Brand Resources and Communications Guidance

UCM launched Communicating about Rutgers (communications.rutgers.edu)—a comprehensive website for Rutgers communications resources, policies, and processes. The site, which had 65,000 visitors last year, combines four formerly separate departmental sites to provide a streamlined experience for university employees and others working with the university.

On the new site, users can easily:

- Find brand policies
- Access UCM programs and contacts
- Download logos and identity elements
- Find resources including photo/video permission forms and precontracted marketing/communications vendors

FY 2019

65,000

visitors to Communications.Rutgers.edu

Great Things to Know about Rutgers Brochure

In FY 2019, UCM produced a revised reprint of the Great Things to Know about Rutgers brochure, with a print run of 25,000, including 13,200 for undergraduate admissions in New Brunswick, Newark, and Camden for distribution to prospective students. Available digitally and in print, the brochure conveys what makes Rutgers a distinctive and highly respected institution and provides an at-a-glance view of our impressive university, featuring facts, figures, and the accomplishments of Rutgers people and programs. In producing the brochure, dozens of faculty, students, and staff were contacted across the university to supply and verify new content. UCM also updated online information about the availability of the brochure.

Great things to know about Rutgers

© Rutgers University

$712 million in research

500,000+ publications

21 million annual patient visits

Top 100 university in the world

70,000+ students

Great things to know about Rutgers
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 2019, more than 400 ads from 63 different Rutgers departments and offices were reviewed, totaling more than $2.5 million in media buys.

Ad Review
FY 2019

63 departments submitted ads
400+ ads reviewed and approved

$2.5 Million+
total media buys
“This is Rutgers” Presentation

The new “This is Rutgers” overview presentation highlights the university’s mission, locations, leadership, facts, and distinctions in a photo-rich format. This 35-slide presentation, available in PDF or PowerPoint, may be used in its entirety or by incorporating individual slides into a user’s own material. It also includes introductory slide options for New Brunswick, RBHS, Newark, and Camden.

ACE Supplier Program for Rutgers Employees

In January 2019, UCM partnered with University Procurement Services to launch the new ACE Program that makes it faster and easier for Rutgers units to work with external marketing communications firms and independent freelancers. This initiative provides Access to Communications and marketing Experts (ACE) that have master service agreements in place with the university and have been trained on Rutgers brand standards and on communications and procurement policies.

To explain ACE, UCM held four roadshows that combined program training presentations with supplier fairs that included the ACE vendors showcasing their capabilities. Roadshows were held at Rutgers–New Brunswick, RBHS in Newark, Rutgers–Newark, and Rutgers–Camden with 300 Rutgers staff attending overall.

Since the program’s launch in January, ACE vendors have been used by over 30 departments at Rutgers and over $3 million worth of project requisitions have been created.
Photography

UCM provides universitywide 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 2019, UCM conducted photo shoots to update our campus images of New Brunswick, RBHS, Newark, and Camden.

FY 2019

530

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

1. At Rutgers Business School in Newark, a classroom with computers and a LED ticker display for stocks and news simulates a real stock trading room.

2. Rutgers University–New Brunswick’s Center for Ocean Observing Leadership is a worldwide research and educational resource for real-time undersea data that also serves as a training ground for operational oceanography students.

3. Researchers from New Jersey Medical School have developed a tool to help neurologists screen for obstructive sleep apnea in epilepsy patients.

4. Rutgers University–Newark Distinguished Professor and Henry Rutgers Professor in Geophysics Lee Slater’s hydrogeology students learn about well drilling techniques—fieldwork that enhances their study of groundwater and its effects on humans.

5. Rutgers School of Engineering students fabricate integrated circuits onto semiconductor wafers in the Richard Weeks Hall of Engineering clean room.

6. A student consults with an adviser at Rutgers University–Camden’s One-Stop Student Services Center—a single point of contact where students can find help with financial aid, registration, bill paying, and more.
UCM provides communications planning, coordination, consultation, and support for selected universitywide initiatives, events, and programs throughout the year.

**Paul Robeson Centennial**

The university marks in 2019 the centennial anniversary of Paul Robeson’s graduation from Rutgers. UCM commemorates this milestone with a year-long story series in Rutgers Today that celebrates the scholar, athlete, entertainer, and human rights activist with monthly installments that conclude in December. Robeson was also the cover story of the spring 2019 issue of Rutgers Magazine with a feature that examined his life from his early years to his time as a student-athlete at Rutgers and his career as an actor and singer and advocate for human rights and social justice. Posting these features on the homepage of Rutgers.edu and on our social media channels expanded the audiences reached for these biographical essays.

Starting in January 2019, Rutgers.edu has featured the Paul Robeson Centennial Celebration, as well as the Paul Robeson: 100th Anniversary webpage. Through June 30, 2019, the site generated 6,383 visits to content about Robeson and the anniversary on various Rutgers websites.

Supporting the work of Rutgers–New Brunswick in paying tribute to Robeson, UCM promoted the dedication of the Paul Robeson Plaza on campus and Paul Robeson Boulevard by the City of New Brunswick as well as the Zimmerli Art Museum’s exhibit featuring six commissioned portraits of Robeson (one of which was featured on the cover of Rutgers Magazine). On Rutgers.edu, we featured a gallery of images from Robeson’s life and legacy and directed users to robeson100.rutgers.edu, the website chronicling Rutgers’ yearlong commemoration of one of our most accomplished alumni.
HIGHLIGHTS OF FISCAL YEAR 2019
Commencement 2019
Universitywide Commencement Ceremonies

In support of ceremonies across Rutgers, UCM’s creative promotion strategy resulted in broader audience reach and interesting coverage by local media leading up to and after Commencement services.

- Banners on the universitywide Rutgers.edu homepage included pre-Commencement promotion and coverage of ceremonies across the university, linking to commencement.rutgers.edu as well as stories, photos, and videos.

- A Rutgers Today video, released in the week before Commencement featured professors from New Brunswick, Newark, and Camden discussing messages of gratitude from students whose lives they had touched, has drawn nearly 35,000 views.

- The Record ran a story and videos featuring University Secretary Kim Pastva on graduation symbolism.

- NJ.com posted a photo gallery of unique graduation caps.
Promoting Rutgers’ Graduates

Rutgers Today covered the ceremonies and also featured 22 profiles of outstanding graduates from New Brunswick, RBHS, Newark, and Camden. Profiles are included on a dedicated page, which Rutgers.edu linked to for one of its Commencement-themed banners.

In addition to sharing stories and news about Commencement, @RutgersU social media also featured the profiled graduates on #MondayMotivation posts in a series leading up to the Commencement ceremonies in May.

A few top-performing graduate profiles and #MondayMotivation posts:

- Lauryn Adams Profile – 122,943 impressions, 3,539 engagements
- Morit Segui Monday Motivation – 56,872 impressions, 437 engagements
- Sam Gavzy Monday Motivation – 56,343 impressions, 1,155 engagements
- Avina Rami Profile – 46,324 impressions, 638 engagements
The spring edition of the universitywide magazine, delivered in print to more than 470,000 readers in mid-June, included photos and highlights of the Commencement ceremonies from across the university.

Alumni Devin and Jason McCourty of the New England Patriots, New Jersey Governor Phil Murphy, and alumnus Paul Robeson’s granddaughter, Susan Robeson are featured at the commencement for Rutgers University–New Brunswick and Rutgers Biomedical and Health Sciences.

Neal Katyal (top left inset), former acting solicitor general of the United States, and Kenneth C. Frazier (bottom left inset), CEO and board chair of Merck & Co., received honorary doctor of laws degrees from Rutgers Law School at Camden. Patrick Harker of the Federal Reserve Bank of Philadelphia was the keynote speaker for the Camden College of Arts and Sciences and University College–Camden graduation ceremony.

At the Rutgers University–Newark Commencement, scholar and social justice advocate Dorothy Roberts delivered the keynote address. Executive director of the Institute of Jazz Studies Wayne Winborne (inset) acknowledged jazz great Wayne Shorter, who received an honorary doctor of fine arts degree in absentia.
Rutgers’ 253rd Anniversary Commencement

UCM successfully promoted Rutgers’ 253rd Anniversary Commencement held May 19, 2019, at HighPoint.com Stadium. Our coordinated efforts, completed in support of the Office of the Secretary of the University, resulted in the elevation of all ceremonies.

Promotion

UCM’s University News and Media Relations launched a comprehensive, two-phase pitch and promotion strategy for Commencement. Following the Board of Governors’ April announcement of NFL Super Bowl champs and Rutgers alumni Devin and Jason McCourty as the Commencement speakers and honorary degree recipients along with Governor Phil Murphy, UCM targeted media pitches to regional outlets in New Jersey/New York and New England. UCM followed up with a second-phase pitch before Commencement, letting more than 300 outlets know we would be providing video, photos, and a release on the day of Commencement.

News Coverage

The two-pronged pitch and promotion resulted in more than 500 news clips. Coverage highlights include stories on ESPN, NFL.com, CBS Boston, Patriots.com, Boston.com, Boston Herald, NBC News with Lester Holt, The Philadelphia Inquirer, and The Star-Ledger.

Social Media

Commencement social media posts were shared with a follower base of more than 51 million. Notable accounts that shared our news included CBS Boston, NJ.com, and the New England Patriots.

@RutgersU: 1,048,102 impressions
@Rutgers_News: 200,663 impressions

More than 500 news clips

Social media posts shared with 51 million
Photography

UCM photographed the ceremony and provided images to media, posted on social media and websites, and documented the event and its staging for the Office of the Secretary.

UCM captured photos of graduates, families, and faculty, along with Commencement speakers and honorary degree recipients.
New Jersey State Legislative Directory

In conjunction with Rutgers Office of State Government Affairs, UCM generated and designed the Directory of the 218th New Jersey Legislature. The publication demonstrates the university’s partnership with New Jersey’s legislature, the governor, and residents, as well as our ongoing commitment to benefit the state and local communities by advancing common purposes. Five thousand directories were printed for distribution within Rutgers and in Trenton.

An Introduction to Rutgers for State and Federal Leaders

UCM worked with the Office of Federal Relations in Washington, D.C., to create a new brochure that promotes the impressive achievements and rankings of Rutgers. Federal Relations has distributed the brochure to legislators on Capitol Hill and federal funders, while State Government Affairs uses the piece to promote Rutgers to elected officials in Trenton.

Financial Aid Brochure

Working with the universitywide Office of Financial Aid, UCM created a brochure for prospective and current students, and their parents, that lists the costs for the upcoming academic year and outlines the process for applying for financial aid. Over 85,000 copies of this essential financial planning tool were sent to the undergraduate admissions offices at New Brunswick, Newark, and Camden for distribution.
New Jersey Conference on Campus Sexual Violence

In FY 2019, UCM continued to pitch and promote stories that advance the university’s stature as a nationally recognized leader in sexual violence and harassment awareness, education, prevention, and survivor assistance.

UCM worked with the Rutgers Center on Violence Against Women and Children to promote a conference on campus sexual violence that gathered hundreds of educators at Rutgers to share approaches to campus sexual violence response and prevention. UCM advanced the conference with a Rutgers Today interview with Victoria Banyard, a professor in Rutgers’ School of Social Work and a leader in bystander intervention training research, and pitched the conference to members of the regional media.

Media covering the event included The Star-Ledger, The Record of North Jersey, NJTV News and NJ Spotlight, Politico, News 12 New Jersey, Fios1 TV, and WMBC. WNBC-TV 4 promoted the conference on its morning news crawl and NJ101.5 aired an advance story. Other coverage included stories by the San Francisco Chronicle, the New Jersey Law Journal, Insider NJ, and The Press of Atlantic City.

UCM amplified social media posts from the conference throughout the day via @RutgersU official universitywide channels.

UCM also created a video with Victoria Banyard about how the university community can make a difference in preventing and responding to interpersonal violence. A Rutgers Today article highlighting events universitywide for National Crime Victims’ Rights Week and resources available through the Offices for Violence Prevention and Victim Assistance (VPVA) accompanied the video, which was widely shared on social media.

UCM worked with VPVA, which is partially funded by a Victims of Crime Act (VOCA) grant, to promote the expansion of sexual violence education, training, and victim support services at Rutgers.
Rutgers Day

UCM managed universitywide media relations 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.

1. Attendees discovered the life and legacy of alumnus Paul Robeson at Rutgers–New Brunswick.
2. Robert Wood Johnson Medical School students taught young visitors how to give health exams to their stuffed furry friends.
3. A post-event banner on the homepage of Rutgers.edu.
4. Rutgers Day was promoted in universitywide social media, such as this tweet from @RutgersU.
5. Rutgers Today ran a story recapping the events of the day.
Office of Student Accounting, Billing, and Cashier Services Website

UCM worked with the universitywide Office of Student Accounting, Billing, and Cashier Services to redesign the Student ABC website to improve the visibility of services available to students and parents. The redesign, informed by Google Analytics, put the top tasks front and center on the homepage so the audience can easily find the information they need. The changes on the homepage have had positive results: traffic is up 39% to My Student Account and up 21% to Get a Refund.

Office of Information Technology Annual Report

In support of the universitywide Office of Information Technology (OIT) and its efforts to increase awareness across Rutgers of IT services, support, resources, and achievements, UCM worked with the OIT communications staff to produce an inaugural annual review brochure. The piece features facts, figures, and highlights of FY 2018, with an emphasis on collaboration among the “enterprise-wide” OIT office and “distributed” IT units across the university. OIT posted the brochure online and shared the printed brochure with the Rutgers IT community, Rutgers administrators, key stakeholders, and IT colleagues at conferences.

Office of Research and Economic Development Annual Report

In support of the universitywide Office of Research and Economic Development (ORED) and its efforts to increase awareness of the university’s achievements as a research innovator and driver of the economy, UCM worked with the ORED communications staff to produce an annual report for FY 2018. The piece features facts, figures, charts, and highlights of the fiscal year, with an emphasis on sponsored research grants and awards, commercialization activities, and high-profile faculty research and recognition. ORED shared the digital version and the printed brochure with the Rutgers community; Rutgers administrators; business, industry, and research stakeholders; and colleagues at other universities.
A $40 Million Commitment to Faculty Diversity

UCM promoted and pitched to media President Barchi’s announcement of an additional $20 million in funds for hiring, mentoring, and retaining diverse faculty, bringing the total initiative to more than $40 million.

The announcement was covered by 20 news outlets, including Politico, WNYC, Inside Higher Ed, The Record, and NJ Spotlight.

@RutgersU social media posts sharing the news drew more than 30,000 impressions:
LinkedIn: 16,747 | Facebook: 9,268 | Twitter: 5,630

President Barchi announced that he will add an additional $20 million in strategic funding to extend the Rutgers Faculty Diversity Hiring initiative through June 2024.

Since the launch of the initiative in 2016, nearly $22 million has supported hiring 79 new diverse faculty members across the University, and mentoring and retaining faculty from diverse backgrounds.

The Rutgers president noted that, “Since its inception in the fall of 2016, seventy-nine faculty have been hired through this salary support program, in addition to other diverse faculty whose salaries are supported by departments and schools.”
Board Meeting Support – President’s Report on the University Strategic Plan; New Board Leadership

UCM provided the President’s Office with photos, graphics, and design and editorial support as they developed President Barchi’s five-year progress report and PowerPoint presentation on the universitywide strategic plan. President Barchi discussed the accomplishments outlined in the PowerPoint with members of the Board of Governors and Board of Trustees on June 19, 2019.

UCM wrote the news release and the Rutgers Today story on President Barchi’s report, highlighting some of the most significant advances at Rutgers under Barchi’s leadership. UCM also wrote a news release and a Rutgers Today story announcing Mark Angelson as the new chair of the Board of Governors and Dorothy Cantor as the new vice chair.

News Coverage

UCM’s media relations team pitched the strategic plan update and news of the chair and vice chair appointments to New Jersey, regional, local, and higher education media.
**Academic Course Catalogs**

In support of the Office of the Senior Vice President for Academic Affairs, UCM produced five new course catalogs and maintained 18 altogether. Links to Rutgers catalogs, which had more than 900,000 total pageviews in FY 2019, are posted on catalogs.rutgers.edu. Students use catalogs to understand the academic and university policies and procedures that affect them and to know the requirements to complete their academic degrees. The timely generation of catalogs is essential to meet Middle States, New Jersey Administrative Code, and federal Veterans Administration requirements. In order for Rutgers student veterans to receive educational tuition benefits, UCM converts completed and posted online catalogs to PDFs for the Office of Veteran and Military Programs to submit to the state approving agency.

### Catalogs Completed and Posted Online in FY 2019

<table>
<thead>
<tr>
<th>Catalog</th>
<th>Student Enrollment</th>
<th>Date Posted</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edward J. Bloustein School of Planning and Public Policy 2018–2020</td>
<td>346</td>
<td>October 12, 2018</td>
<td>21,285</td>
</tr>
<tr>
<td>Mason Gross School of the Arts 2018–2020</td>
<td>273</td>
<td>February 21, 2019</td>
<td>10,138</td>
</tr>
<tr>
<td>Rutgers Business School: Graduate Programs–Newark and New Brunswick 2018–2020</td>
<td>2,410</td>
<td>December 11, 2018</td>
<td>19,444</td>
</tr>
<tr>
<td>Rutgers University–Newark Undergraduate 2018–2020</td>
<td>5,071</td>
<td>June 18, 2019</td>
<td>196,007</td>
</tr>
<tr>
<td>School of Public Health 2018–2020</td>
<td>380</td>
<td>February 21, 2019</td>
<td>23,682</td>
</tr>
</tbody>
</table>

**FY 2019**

900,000+

Total Pageviews for All 18 Catalogs

<table>
<thead>
<tr>
<th>New Brunswick</th>
<th>562,891</th>
</tr>
</thead>
<tbody>
<tr>
<td>RBHS</td>
<td>38,386*</td>
</tr>
<tr>
<td>Camden</td>
<td>64,875</td>
</tr>
<tr>
<td>Newark</td>
<td>228,373</td>
</tr>
</tbody>
</table>

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

ACE Program
Need help understanding how the program works and which marketing communications vendors have university contracts in place?  
- Contact Francine LaMarr, assistant director, University Brand and Marketing, francine.lamarr@rutgers.edu.

Ad Review
All Rutgers advertising, with a few exceptions, must be reviewed and approved in advance of placement.  
- Contact April Coage, assistant director, University Brand and Marketing, april.coage@rutgers.edu.

Brand Training and Policy Guidance
UCM offers training options to help educate the Rutgers community about policies, guidelines, processes, and resources related to communications and marketing.  
- Contact Rebecca Boucher, senior director, University Brand and Marketing, r.boucher@rutgers.edu.

Communicators Network
Looking to join the network and attend one of our best practices events?  
- Contact Rebecca Boucher, senior director, University Brand and Marketing, r.boucher@rutgers.edu.

Photography
UCM provides the university community with images through our Photo Gallery and Library. Have a photo question?  
- Contact Joanne Dus-Zastrow, senior director, Creative Services, joanne.dz@rutgers.edu.

Pitching and Promoting News
Looking for help to pitch a story to the news media or to reach the right media outlets?  
- Contact Carissa Sestito, director of news and digital strategy, csestito@ucm.rutgers.edu.

Rutgers.edu
The universitywide website and digital front door to all things Rutgers.  
- Contact Jeremee Johnson, associate director, University Brand and Marketing, jeremee.johnson@rutgers.edu.

Rutgers Magazine
With a distribution of over 450,000, it’s the only universitywide magazine for alumni, faculty, staff, and friends of Rutgers.  
- Contact David Major, Rutgers Magazine editor, dmajor@ucm.rutgers.edu.  
- Contact April Coage, Rutgers Magazine advertising manager, for advertising opportunities in the two issues annually, april.coage@rutgers.edu.

Rutgers Today
The universitywide news center distributes Rutgers news daily to a broad audience, reaching more than 1.5 million people a year.  
- Contact Andrea Alexander, Rutgers Today managing editor, andrea.alexander@rutgers.edu.

Rutgers Visual Identity
All university units must use the Rutgers name and the unified visual identity system, which defines the standards for using Rutgers logos and other elements.  
- Contact Rebecca Boucher, senior director, University Brand and Marketing, r.boucher@rutgers.edu.

Social Media
With more than 620,000 social media followers for @RutgersU, content shared on the universitywide channels reaches more than 30 million people.  
- Contact Larry McAllister II, assistant director of social media strategy, larry.mcallister@ucm.rutgers.edu.

Trademark Usage and Branded Merchandise
Have a question on Rutgers trademarks? Need to purchase merchandise with the Rutgers name on it?  
- Contact Gregory McCambridge, assistant director, Trademark Licensing, gmccambridge@ucm.rutgers.edu.

Office of the Vice President
Need further information about UCM or this report?  
- Contact Kim Manning, vice president for University Communications and Marketing, kim.manning@rutgers.edu.

Visit communications.rutgers.edu to access universitywide communications and marketing resources provided by UCM.