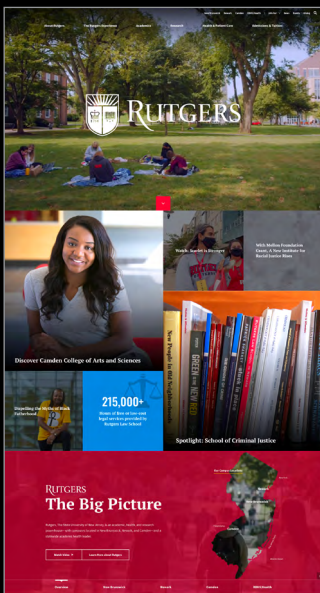


University Communications and Marketing

HIGHLIGHTS OF FISCAL YEAR 2020



2,056,000
total pageviews



624,416
news stories citing Rutgers

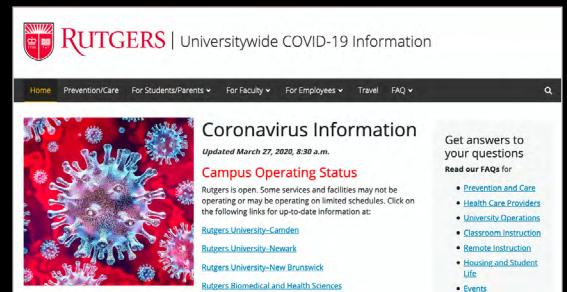
430,000+
circulation



475 photo shoots and image requests



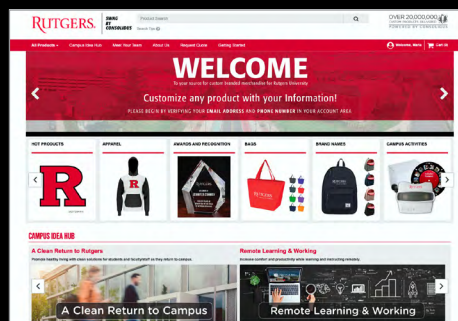
695,793 total pageviews



4 million
visitors to Rutgers.edu



\$1.9 million
total sales at swag.rutgers.edu



2,727,434
total views of videos produced



46,239,656
social media impressions
@RutgersU channels

2	Select Initiatives
16	Rutgers.edu
18	Rutgers Today
20	Rutgers Magazine
22	University News and Media Relations
24	Rutgers Social Media
26	Brand Management
29	Photography and Videography
31	University Communications and Marketing Contacts

University Communications and Marketing

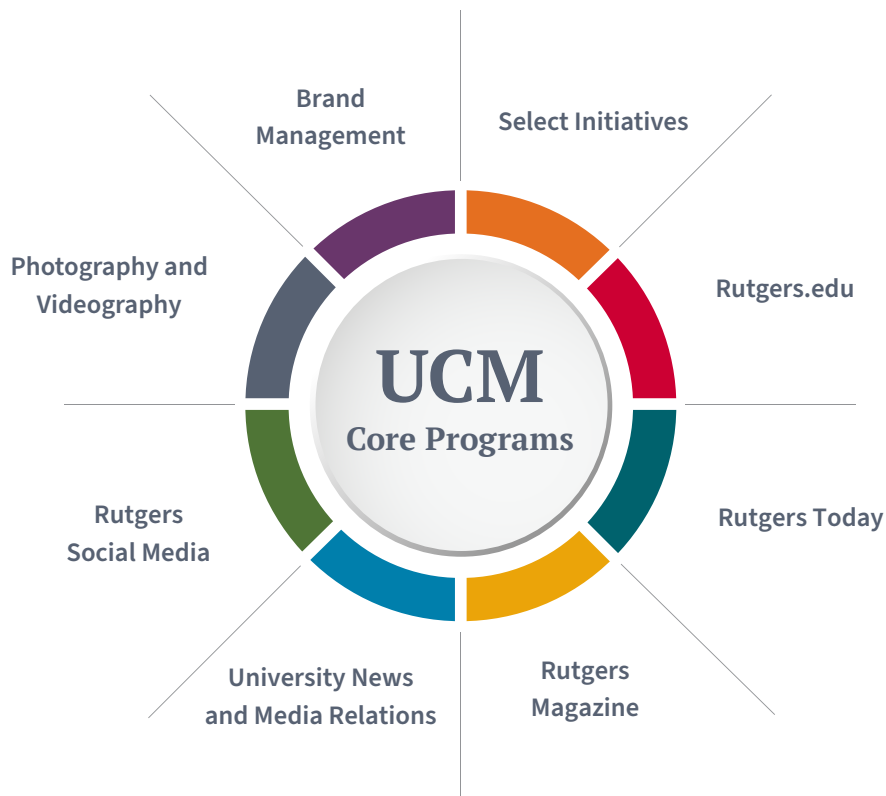
The Department of University Communications and Marketing (UCM) is the universitywide communications and marketing office for Rutgers, The State University of New Jersey, and is part of the university's central administration.

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



Select Initiatives

The University's Response to the COVID-19 Crisis

With the coronavirus pandemic unfolding in early 2020, it was vital for the university to convey accurate and coordinated communications to the Rutgers community and media. With the focus on providing timely, multi-channel outreach to all appropriate university audiences, UCM managed and disseminated coronavirus-related communications. The department continues to facilitate this work, and the following reflects our efforts through the end of June 2020. UCM:

- served as the primary communications team for the COVID-19 Task Force;
- prepared and/or disseminated universitywide announcements;
- responded to over 100 media inquiries from news outlets;
- compiled and tracked more than 370 news stories on Rutgers activities in the early days of the COVID-19 crisis;
- posted COVID-19 information on rutgers.edu, including the operating status banner;
- developed and pitched to news media information on the university's urgent response to the financial crisis stemming from the COVID-19 crisis;
- developed and pitched to news media information on the Board of Governors' decision to freeze tuition and fees for the 2020–2021 academic year to support students and families struggling financially during the pandemic;
- promoted COVID-19-related innovations and advances of Rutgers researchers and health care providers;
- launched a dedicated COVID-19 news section on Rutgers Today; and
- developed and pitched to news media stories promoting Rutgers experts.

Social Media Posts

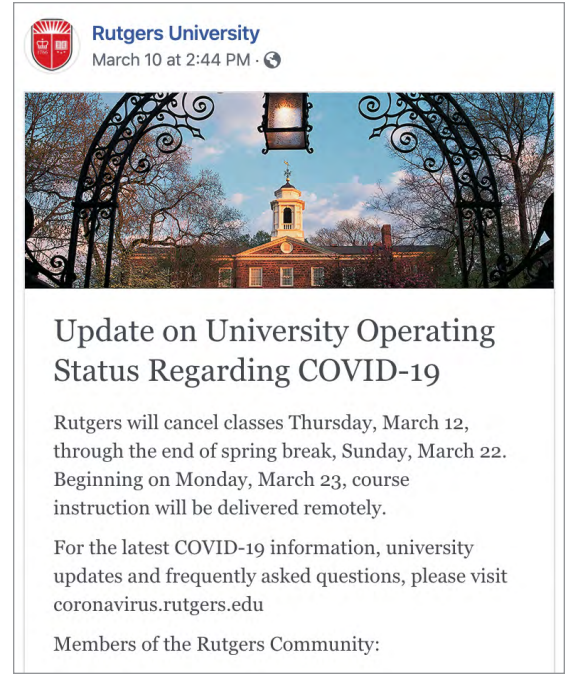
UCM used social media channels to communicate university messages and updates, research innovations, health care discoveries and advances, and monitored commentary related to the university and the pandemic. UCM:

- produced 291 social media posts related to COVID-19 on various Rutgers-owned social channels that generated 4,251,602 impressions; and
- monitored social media commentary related to Rutgers and COVID-19 across all platforms, which generated:
 - 90,258 mentions
 - 11 million average daily impressions

COVID-19 Social Media

291
posts produced

4.2 million+
impressions



COVID-19 Website

On March 6, UCM launched a comprehensive website, coronavirus.rutgers.edu, to serve as Rutgers’ official source of information about the university’s response to COVID-19. The website includes a broad range of information for students, parents, faculty, and staff including:

- health and safety guidance;
- COVID-19 communications and policies;
- resources and reports;
- comprehensive list of FAQ;
- required app usage for the university community; and
- university testing strategy and dashboard.

The coronavirus website remains Rutgers’ official document of record on the university’s response to the pandemic; content updates to the site continue as the university addresses the challenges that the virus poses to the institution’s operations and beyond.

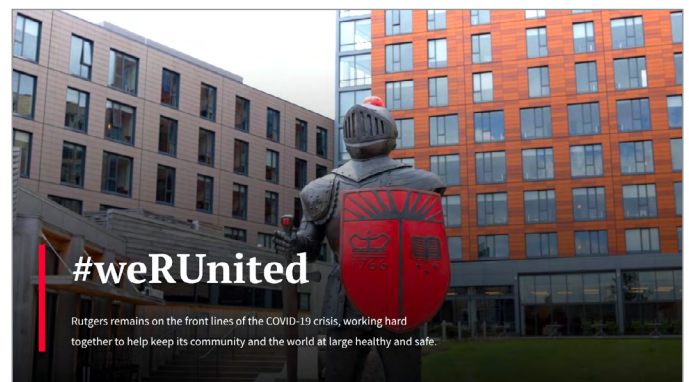
Coronavirus.Rutgers.edu
 Since launching in March 2020

695,793
 pageviews on website

268,599
 visits to website

Rutgers United Against COVID-19

UCM and R-Comm worked together to launch the Rutgers United Against COVID-19 webpage at rutgers.edu/united. This promotional page complements the coronavirus operational site by featuring Rutgers experts in the news related to COVID-19 research, treatments, and discoveries. The page also showcases videos, resources, and ways to donate to Rutgers’ COVID-19 related support funds.



Presidential Transition

The year from July 2019 to 2020 was a transitional time for Rutgers' leadership, from President Robert Barchi announcing his intent to complete his presidential tenure to the appointment in January of his successor, President Jonathan Holloway, to his first day in the position on July 1, 2020.

The Announcement of Jonathan Holloway as Rutgers' 21st President

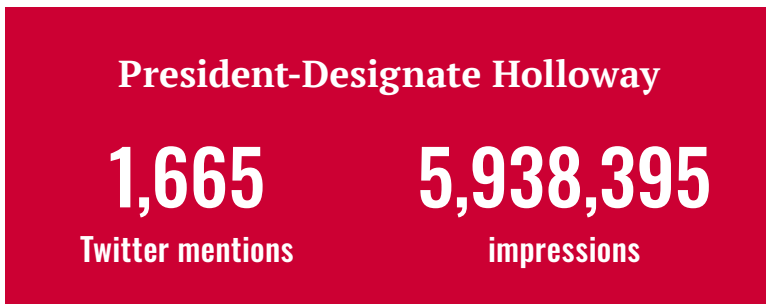
Leading up to, during, and following the January 21, 2020, joint Board of Governors and Board of Trustees meeting where Jonathan Holloway was appointed as the next president of Rutgers, UCM:

- managed communications for the announcement;
- handled media queries and outreach;
- planned for a media availability post-meeting with 15 news outlets;
- featured the announcement on Rutgers.edu and Rutgers Today;
- managed and monitored social media, ran a [Facebook photo gallery](#), and prepared a [roundup of social media reactions](#); and
- captured the day's events in photography and video.



President-Designate Jonathan Holloway
Rutgers University

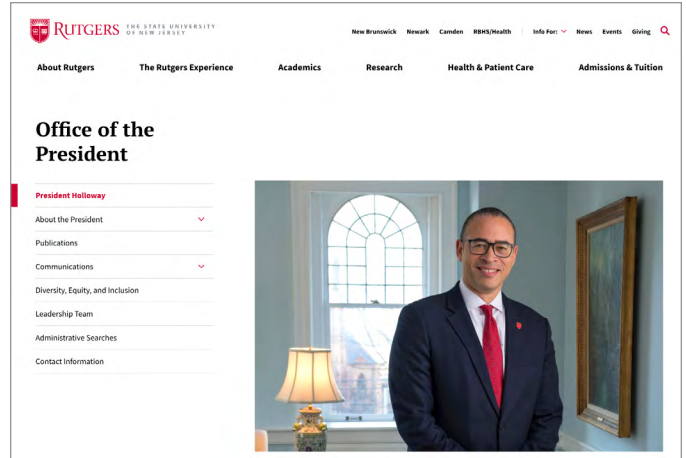
[Video of Rutgers President-Designate Jonathan Holloway Addressing Board of Governors \(Full Remarks\)](#)



Introduction of President Holloway

Preparing for President Holloway to begin his position on July 1, 2020, UCM:

- built a new website for the Office of the President at president.rutgers.edu;
- photographed the new president for his formal portrait; and
- produced three videos—a welcome, the president’s introductory remarks to the university community, and a long-format conversation with Jonathan Holloway—that were distributed to faculty, staff, students, alumni, and news media through email, social media, Rutgers Today, and rutgers.edu on his first day in office.



president.rutgers.edu



[Video of Rutgers Welcomes 21st President, Jonathan Holloway](#)



[Video of President Jonathan Holloway’s Message to the Rutgers Community](#)



[Video of Rutgers New President Jonathan Holloway Talks With Rutgers Today](#)

● SELECT INITIATIVES

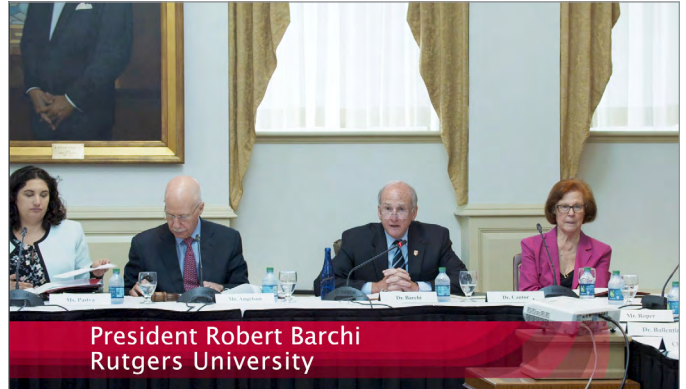
President Barchi's Final-Year Announcement

UCM supported President Barchi's announcement at the July 2019 Board of Governors meeting that he planned to serve an eighth and final year as Rutgers' president. For inclusion in the media kit and the Board of Governors meeting materials, UCM created a chart highlighting the changes that had occurred over the previous seven years under President Barchi's leadership.

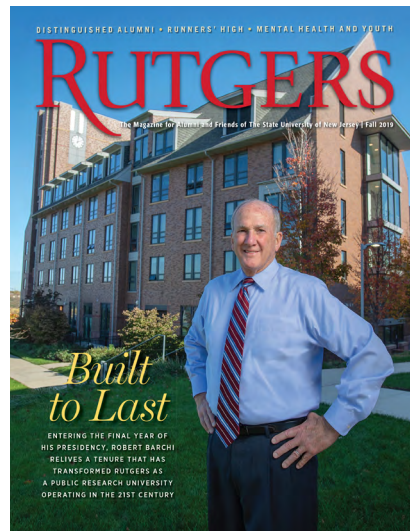
[An in-depth profile of President Barchi](#) reflecting on his experience leading Rutgers and devising and implementing a transformative strategic plan for the university was the cover story of the fall 2019 issue of *Rutgers Magazine*.

The Presidential Search

UCM wrote about and promoted the launch of the [search for Rutgers' 21st president](#) on Rutgers Today and via @RutgersU social media and media pitches. UCM shared Board of Governors and Presidential Search Committee Chair Mark Angelson's announcement about the members of the committee and his call to the university community to share the characteristics and qualifications they believe the next president of the university needs. UCM promoted the town hall meetings for university community members to share their ideas.



[Video of President Barchi's announcement](#)



Rutgers University @RutgersU

Want to have a say in who will be the next President of @RutgersU? Share what qualifications and characteristics you think our next president should have by attending a soon-to-be-announced Presidential Search town hall meeting or by emailing presidentalsearch@rutgers.edu.

Rutgers Presidential Search
rutgers.edu

NJBIZ READER RANKINGS EVENTS LATEST HEADLINES DIGITAL EDITIONS EXECUTIVE MOVES

EDUCATION ENERGY FOOD & HOSPITALITY GOVERNMENT HEALTH CARE LAW MANUFACTURING MONEY REA

Rutgers University begins search for next president

By: **NJBIZ STAFF**
September 4, 2019 9:15 pm

Rutgers University Board of Governors Chair Mark Angelson called on members of the Rutgers community Wednesday to share the characteristics and qualifications they believe the next president of the university needs.

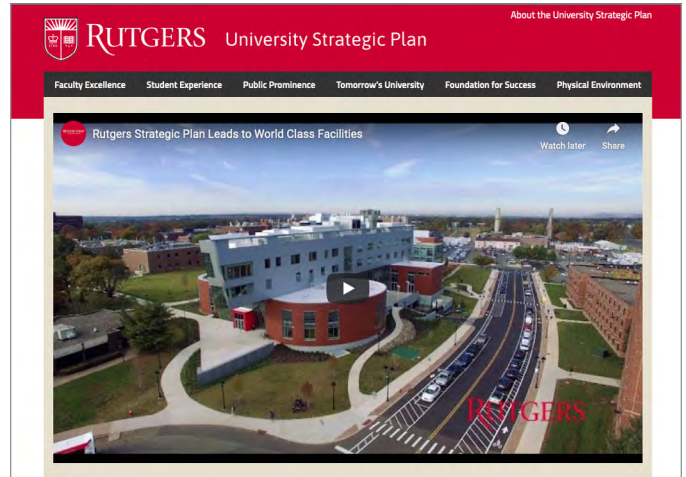
In July, Rutgers President Robert Barchi informed the board of governors and the university community of his plans to step down from the presidency at the end of the 2019-20 academic year.

Strategic Plan Outcomes

Adopted in 2014, the University Strategic Plan had guided a new Rutgers undergoing seismic changes. For President Barchi’s final update on the strategic plan undertaken during his tenure, UCM:

- redesigned and updated the [University Strategic Plan website](#), which highlights the advances Rutgers has achieved under the plan. Featured content covers initiatives to further elevate faculty excellence; improve the student experience; achieve gains in public prominence; make strides toward building tomorrow’s university; and realize transformational growth with the construction of major new or expanded facilities; and
- produced two videos that were shared on Rutgers Today, social media, and the strategic plan website:
 - [Rutgers Strategic Plan Leads to World-Class Facilities](#) featuring researchers across Rutgers talking about how the newest state-of-the-art facilities at Rutgers support their innovative work and elevate the university.
 - [Rutgers Strategic Plan Attracts World-Class Faculty](#) showcases some of our newest faculty members and why they chose to pursue their scholarship and research at Rutgers.

A Lot Has Changed in Seven Years		
	2012	2019
Student Impact		
Enrollment	58,000	70,000
Degrees Conferred Annually	13,942	18,825
Average Tuition Increases	3.9% ('07-'12)	2.4% ('13-'20)
Residential Honors Colleges	0	2
Alumni Houses	0	3
Faculty Excellence		
Endowed Professorships	41	89
Faculty Members of National Academies/AAAS*	34	54
Research Expenditures	\$474.5 million	\$736.8 million
Rutgers Health Patient Visits	0	2 million+
Institutional Growth		
Operating Budget	\$1.9 billion	\$4.6 billion
Endowment	\$690 million	\$1.3 billion
Annual Fundraising	\$95 million	\$250 million
Capital Construction	\$870 million ('07-'12)	\$2.5 billion ('13-'19)



Strategic Plan Outcomes: A Bigger, Better Rutgers

After creating a strategic plan in 2014—led by former President Robert Barchi, with input from tens of thousands across the university—Rutgers is positioned to take its place among the best universities in America. Today, Rutgers is well situated to fulfill its expanded mission as 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.

Highlights and Accomplishments



OUTSTANDING FACULTY

More than doubling the number of named professorships—from 41 to 89—and a leap in faculty elected to the National Academies.



RICHER STUDENT EXPERIENCE

State-of-the-art Honors Colleges that attract brilliant students, and a renewed focus on affordability and student-friendly procedures.



GREATER PROMINENCE

Capitalizing on a spectacular 250th commemoration to make continuing gains in our reputation.



MODEL 21ST CENTURY UNIVERSITY

Innovative partnership with New Jersey’s leading health care system to deliver world-class academic health care.



FINANCIAL STRENGTH

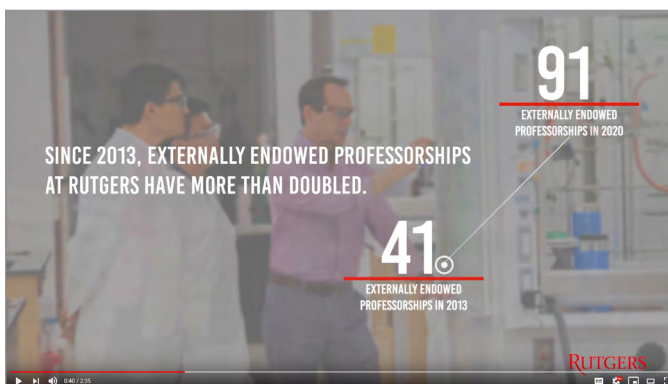
Record fundraising and endowment totals backed by revamped administrative and budgeting systems.



TRANSFORMED CAMPUSES

The most extensive period of construction at Rutgers in a half-century, with \$2.5 billion invested across all campuses.

[University Strategic Plan website](#)



[Rutgers Strategic Plan faculty excellence video](#)



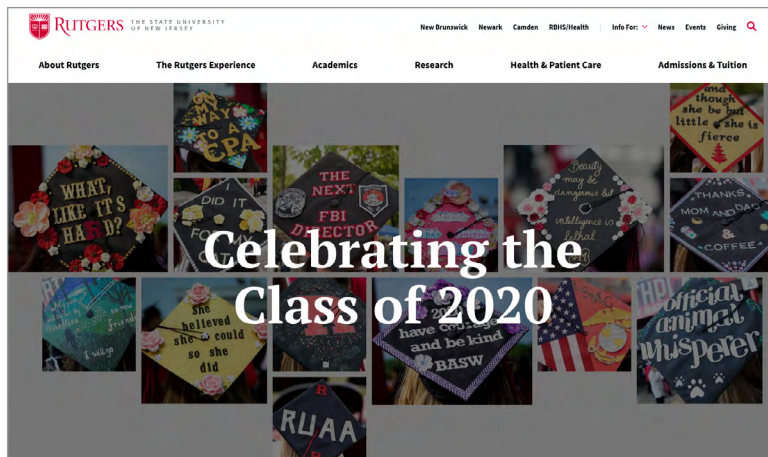
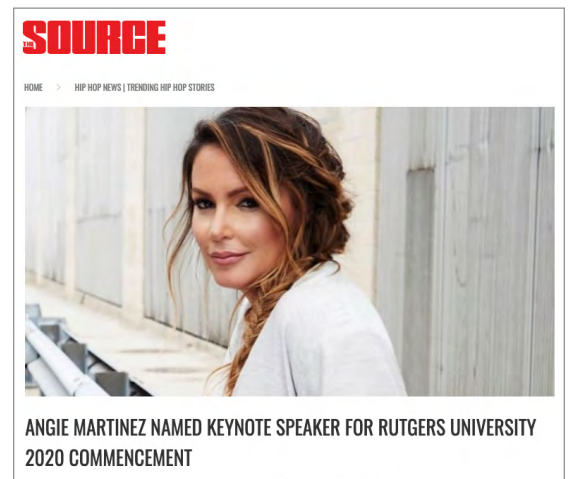
[Rutgers Strategic Plan facilities video](#)

Commencement 2020

Universitywide Commencement Ceremonies

In February 2020, before the COVID-19 pandemic hit and altered our ceremonies, Commencement speakers for Rutgers–New Brunswick and Rutgers Biomedical and Health Sciences, Rutgers–Newark, and Rutgers–Camden were all announced at the Rutgers Board of Governors meeting. UCM:

- wrote the news release about awarding-winning journalist [Lester Holt being named speaker](#) and honorary degree recipient for the 254th Anniversary Commencement;
- collaborated with NBC Nightly News to share the announcement jointly on social media and promoted the news on university channels and pitched it to the media;
- collaborated with Rutgers–Newark and Rutgers–Camden to handle media relations and to promote the news on Rutgers Today and Rutgers.edu and to the news media. The result: nearly 30 news stories featuring the various speakers;
- shared news on @RutgersU social media about the announcements that drew more than **320,000 impressions** and **nearly 8,000 reactions, comments, and shares**; and
- promoted Commencement on Rutgers.edu
 - created Celebrating the Class of 2020 with total pageviews: 21,000; and
 - produced a celebration page that featured: Rutgers Today Class of 2020 senior profiles, the Class of 2020 badge, senior stories from Rutgers schools and colleges, graduate quote spotlights, celebratory videos, social media content, and links to university-wide commencement celebration resources.



[Class of 2020 Celebration Page](#)



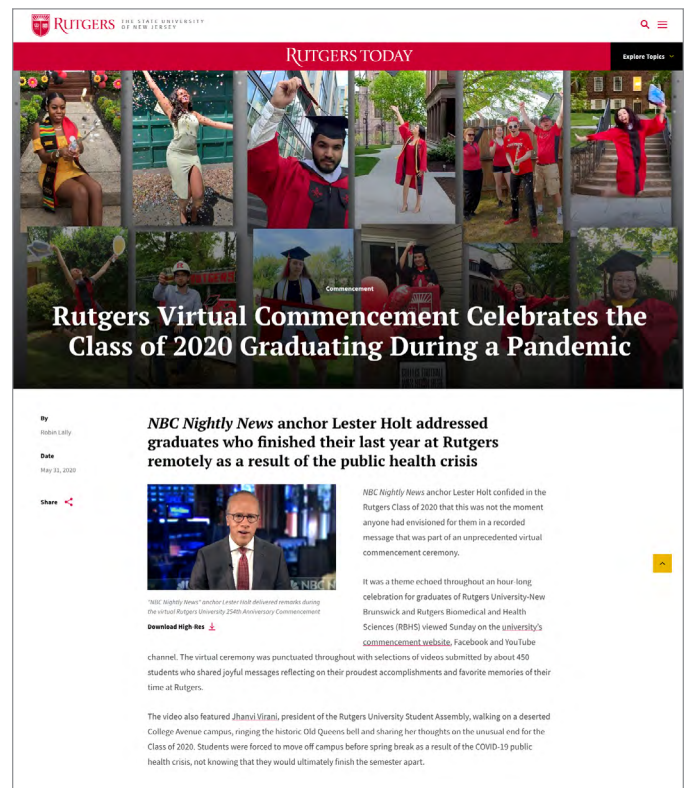
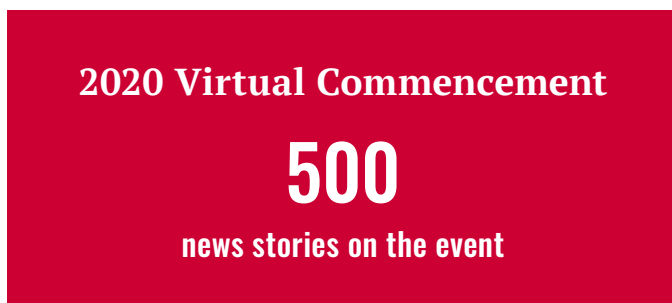
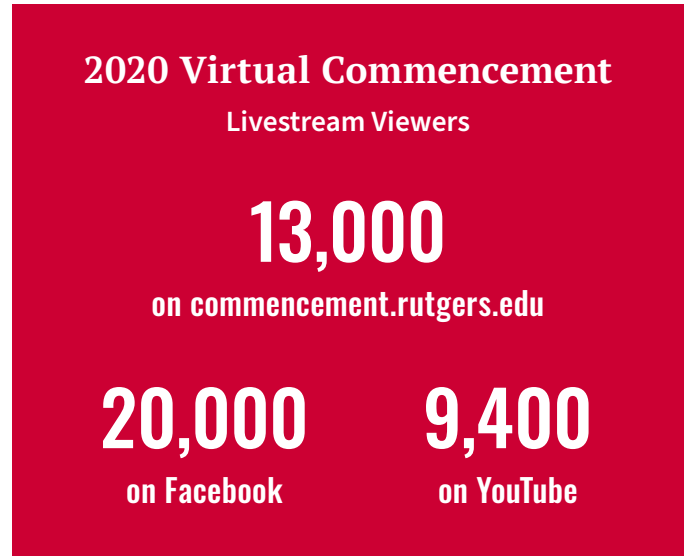
Rutgers' 254th Anniversary Commencement—A Virtual Ceremony

UCM successfully promoted Rutgers' 254th Anniversary Commencement that was held online on Sunday, May 31, 2020. The virtual celebration, which was livestreamed on the UCM-developed and maintained commencement website, was watched by nearly 13,000 viewers. The event was also viewed by 20,000 users on Facebook and nearly 9,400 people on YouTube.

News Coverage

UCM supported the virtual commencement ceremony by preparing and releasing communications and fielding media inquiries. UCM:

- invited a group of higher education and regional media to participate in interviews with Class of 2020 students to discuss their time at Rutgers, the experience of graduating during a pandemic, and their plans for the future;
- distributed a Commencement At-a-Glance media release to a wide list of regional, national, and higher education reporters;
- published and distributed a [multimedia Rutgers Today story](#) featuring graduate stories, photos, and video and provided that multimedia story and additional video to a large list of regional, national, and higher education journalists as well as reporters on media and entertainment beats.



[Rutgers Virtual Commencement](#)

● SELECT INITIATIVES

Preshow Video

As commencement moved to a digital format, the Office of the Secretary approached UCM for assistance in creating a preshow video program intended to act as a celebratory gathering. UCM:

- solicited graduates to submit short videos; several hundred students—from across the globe—submitted video clips;
- selected submissions along with congratulatory messages from New Jersey Governor Phil Murphy and U.S. Senators Cory Booker and Bob Menendez; and
- combined submissions to create a 13-minute video that helped establish an uplifting tone for the ceremony.

Social Media

UCM helped promote the ceremonies and highlighted the Class of 2020 across universitywide social media accounts, including posting student profiles, commencement details, videos, and event reminders.

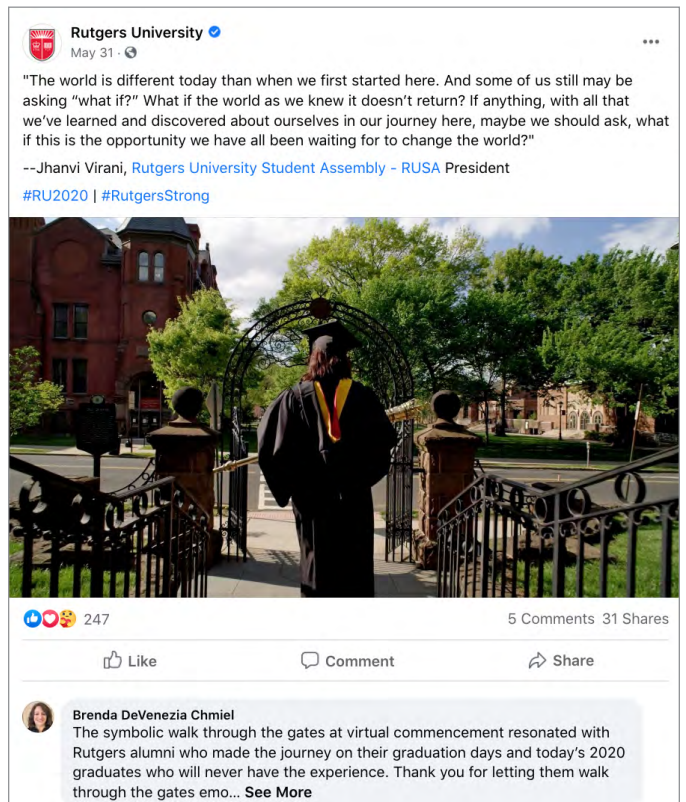
- **154 posts** were created for @RutgersU social media accounts
- The result: **1,648,482** impressions

Rutgers Magazine

The spring issue of the magazine honored the Class of 2020's accomplishments and resiliency during the extraordinary times in which they completed their degrees with a [congratulatory message from President Barchi](#) and a summary piece on the virtual ceremonies held in May.



[Virtual Gathering video](#)



Rutgers Strong

Congratulations to the extraordinary Class of 2020

By Robert Barchi

One of the saddest consequences of the coronavirus lockdown for me is that I was not able to salute our graduating students in person on a beautiful May day, with their proud families and friends cheering them. Here is what I would have said to them.

Members of the Rutgers Class of 2020:

This is an awesome moment for all of you, nearly 19,000 strong. Each of you has earned a degree from Rutgers and that is worth cheering. What's more, you can be certain that you have done so in a way that has never been done before.

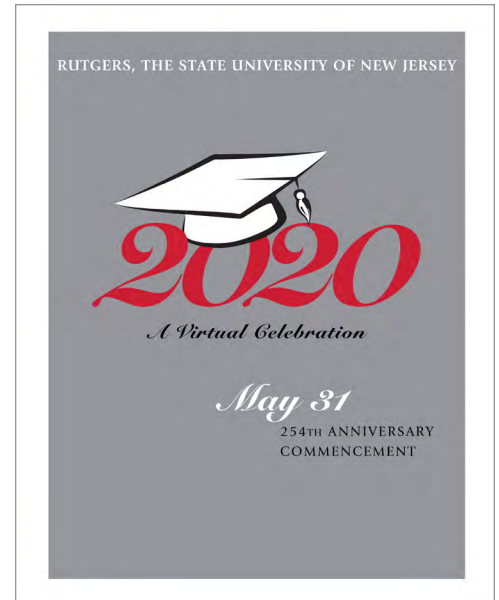
you what it will be like a year from now is only guessing. Most of you are in your early 20s, and yet this is already your third major crisis, after 9/11 and the Great Recession. Given what we know about climate change's effects, it likely will not be the last defining crisis you will encounter.

I firmly believe that Rutgers has prepared you to be resilient. You have already had to think on your feet—certainly in this final semester but also throughout your academic careers. Many of you have had to balance your studies with one or two jobs and family responsibilities. Some have had the burden of being undocumented and unsure of your future, or facing racial or ethnic discrimination, or enduring

Website, Program Book, and Digital Toolkit

When the decision was made for a virtual celebration, UCM:

- updated the website accordingly;
- produced a Show Your Scarlet Pride page with downloadable files that received nearly 8,000 pageviews;
- created a digital program book that was made available on the commencement website to view as an [ebook](#) and as a pdf in both [single-page](#) and [double-page](#) formats; and
- created a new [digital toolkit](#) that included the following elements:
 - social media elements that could be incorporated into posts
 - congratulatory yard signs
 - virtual backgrounds for video conferencing apps or as wallpaper for desktop and laptop computers.



Yard Sign



Facebook and Instagram Camera Frames

17,979 impressions, 1,812 captures



Facebook Profile Frames

78,200+ impressions, 2,000+ shares



Virtual Background



Facebook and Instagram Stickers

22,136 impressions, 2,011 captures



commencement.rutgers.edu

125,579

total pageviews from May 1 to June 2, 2020

The 150th Anniversary of the Birthplace of College Football

In honor of Rutgers' role as the birthplace of college football, UCM recognized the 150th anniversary milestone of the first game on November 6 in several ways.

- UCM collaborated with Athletics at Rutgers–New Brunswick to profile and promote Rutgers alumni whose involvement in the football program helped shape their lives and fuel their success.
- The stories were cross-promoted on UCM's Rutgers Today, @RutgersU social media channels, and on Scarlet Knights channels including ScarletKnights.com and Athletics social media (@Rfootball). The 150th anniversary stories drew more than **330,000 impressions** on university-wide social media channels and more than **9,000 pageviews** on Rutgers Today. [Read the stories honoring 150 years of college football.](#)
- UCM designed and produced a collection of themed merchandise to recognize Rutgers as the birthplace of college football.
- In the fall 2019 issue of *Rutgers Magazine*, a multipage feature on the anniversary also included other memorable football firsts and highlights, marking the sport's growth as a national pastime from that first game 150 years ago.



150th anniversary feature in *Rutgers Magazine*

Rutgers Today > Athletics

Terrell Barnes Followed His Dream From Rutgers Football to the Minnesota Vikings

By Paul Franklin | October 15, 2019

Fifteen former Scarlet Knights are currently on NFL rosters. Sixteen if you count Terrell Barnes.

Barnes, a 2014 Rutgers graduate, didn't get there because of his speed or strong throwing arm. Instead, his energy and skills are put to use behind the scenes preparing the team to always be ready through his role as an equipment manager.

It's not a high-profile calling in sports, but it led to a coveted job. Barnes is currently in his fifth year as an assistant equipment manager with the Minnesota Vikings.

Rutgers Today > Athletics

Former Rutgers Football Star and Super Bowl Champ Never Gives Up

By Robin Lally | October 8, 2019

Gary Brackett does not believe in giving up.

He didn't give up when Rutgers told him he wasn't good enough to be a football recruit. He brushed off being overlooked by the NFL. And when his father, mother and brother all died within 16 months of each other, he stayed strong, remembering what he had been taught by his working-class parents.

"I never wanted to be the victim," says Brackett, who ultimately not only became a Scarlet Knight, but also the team captain, went on to play for nine seasons in the NFL and helped lead the Indianapolis Colts to win the 2007 Super Bowl. "I had two hardworking parents who instilled in me that anything was possible if I worked hard enough."

Today, the 39-year-old entrepreneur and Rutgers alum – who owns a chain of 10 sports bars in Indiana called the Stacked Pickle, and is franchising, four more in Ohio, Houston and Orlando – follows the same personal code: make no excuses and don't give up on yourself.

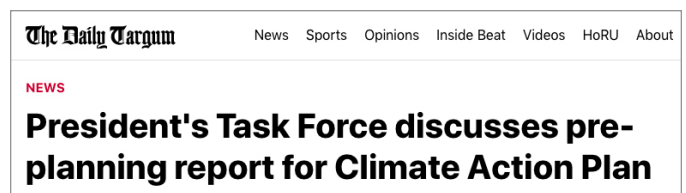
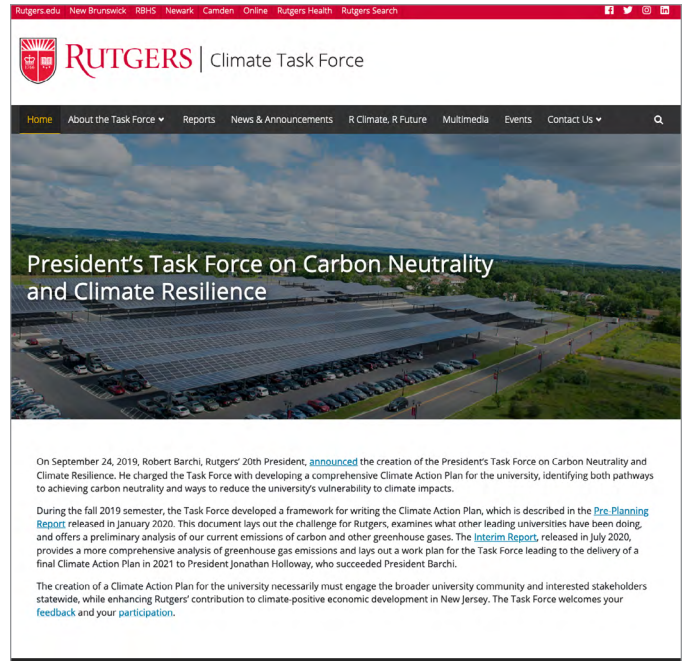
This inner voice has served him well. After being a walk-on at Rutgers in 2001 as a college sophomore, Brackett was almost forced a year later to quit, not just football but also school, because his parents could not afford his tuition.



President’s Task Force on Carbon Neutrality and Climate Resilience

During the fall 2019 semester, President Barchi announced the creation of the task force and charged it with developing a comprehensive Climate Action Plan for Rutgers. Working with professors and co-chairs Robert Kopp and Kevin Lyons, UCM created a [website for the climate task force](#) using OIT’s Sites@Rutgers platform, a template-based website creation tool.

In January 2020, as the president’s task force prepared to release its pre-planning report to the University Senate and the wider university community, UCM promoted the establishment of the task force to the news media and prepared a communications plan. UCM set up interviews with the task force co-chairs with interested journalists ahead of the University Senate meeting and wrote and distributed a [news release](#), which was sent to a targeted list of media outlets. The story ran on Rutgers Today and was promoted on @RutgersU social media.



Sexual Misconduct Prevention

Early in the fall 2019 semester, several university projects on sexual misconduct prevention were preparing to announce results and updates. Recognizing the need to coordinate communications, UCM worked with a team of professionals from R-Comm, RBHS, Student Affairs, Academic Affairs, and the Center on Violence Against Women and Children to coordinate the releases. Each area developed its own communications plan. UCM developed an overarching plan that would allow these areas of the university to work together to leverage Rutgers' strengths, develop and share coordinated messages, and outline the sequence of communications that each area would follow. The coordinated releases and updates included:

- Rutgers University–New Brunswick: releases results of second campus climate survey and launch action plans
- RBHS: releases results of pilot campus climate surveys and launch action plans
- Center on Violence Against Women and Children: announces award of third Victim of Crime Act (VOCA) grant for two more years; provides testimony at New Jersey Attorney General public hearing on sexual harassment; and posts all survey data from campus climate surveys
- Universitywide Committee on Sexual Harassment and Gender Discrimination Prevention and Culture Change: announces progress and development of new website, which UCM consulted on and provided site design and development

UCM also wrote a story for [Rutgers Today](#) that highlighted the two-year renewal of the VOCA grant and featured the efforts to expand sexual violence education, training, and victim support services across the university.

In June 2020, UCM helped to prepare and distribute a message on the updated policy on consensual relationships in academic settings to the Rutgers community and to media.

When can a Rutgers professor date a student? Here are the university's sweeping new rules.

Updated Jun 17, 2020; Posted Jun 17, 2020

By [Kelly Heyboer | NJ Advance Media for NJ.com](#)

Rutgers University [professors are prohibited from having romantic relationships](#) with graduate students in their departments -- and all undergraduates -- under a sweeping new policy created in response to concerns about sexual harassment on campus, school officials said.

The new rules, which went into effect June 2, were recommended by the Rutgers University Committee on Sexual Harassment Prevention and Culture Change. The group was created two years ago following an [NJ Advance Media investigation](#) into the state university's failure to investigate some sexual harassment complaints in the wake of the #MeToo movement.

Under the [new policy](#):

- Academic supervisors -- which include professors, adjunct instructors and anyone who oversees or mentors students -- are forbidden from having a romantic or sexual relationship with any Rutgers undergraduates.
- Professors and other supervisors are also banned from having consensual relationships with graduate students if there is a potential conflict of interest. Conflicts could include that both people are in the same department, the supervisor oversees the graduate student or if the professor has the power to affect the student's future career.
- Internship supervisors, postdoctoral fellows and other university employees are also prohibited from having relationships with any students or interns they manage, advise or evaluate as part of their jobs.

The new policy replaces Rutgers' old rules, which said the university "strongly" discouraged, but did not ban, sexual relationships between students and professors.

Couples who are currently in a relationship in violation of the new policy must apply to a university chancellor for [an exemption](#) within 30 days, campus officials

RUTGERS TODAY
Your daily source for universitywide news

Rutgers Expands Support for Sexual Violence Victims

Grant renewal will provide outreach to more students, training and education for faculty and staff

September 9, 2019

Christie Howley listens every day as students share their experiences with relationship violence, but for the director of the Rutgers University–Newark Violence Prevention and Victim Assistance (VPVA) office three students' stories affirm the need for the support and programs the office provides.

While their experiences with sexual violence, assault and harassment differed, "all were terrified and unsure of where to go for support," Howley said. But each told her that the awareness campaign by the VPVA office "allowed them to see a safe space on campus, and seeing staff at campus events helped them feel comfortable with friendly faces, which ultimately led them to reach out for help."

The state grant that helped establish the VPVA office at Rutgers–Newark is renewed for a third and fourth year at \$2.5 million annually. For the past two years, funding by the New Jersey Attorney General's Office through the federal Victims of Crime Act has helped Rutgers provide and expand sexual violence education, training and victim support services across the university.

The funds helped establish VPVA offices at Rutgers–Newark, Rutgers–Camden and Rutgers (Biomedical and Health Sciences) (RBHS) and expand services through the 28-year-old Rutgers–New Brunswick VPVA office. With matching university funds, investment in expanded services and support at Rutgers over the four years will total nearly \$11.4 million.

RUTGERS Sexual Harassment Prevention and Culture Change

Home About Help and Support Training Policies Progress Updates Reports News and Announcements

An Environment Free from Sexual Harassment

Rutgers University is committed to ensuring a universitywide environment—that is free from sexual harassment, retaliation, gender-based discrimination, and all forms of sexual misconduct.

Our Commitment

Encouraging an Inclusive and Respectful Culture and Climate

[Rutgers Sexual Harassment Prevention and Culture Change website](#)

Academic Course Catalogs

In support of the Office of the Senior Vice President for Academic Affairs, UCM produced 11 new course catalogs and maintained 18 cumulatively. Students use catalogs to understand the academic and university policies and procedures that affect them and to learn 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 must convert digitally published catalogs to PDFs so Rutgers' Office of Veteran and Military Programs may submit them to the state approving agency. Links to Rutgers catalogs, which had more than one million total pageviews in fiscal year 2020, are posted on rutgers.edu/academics/catalogs.

Academic Course Catalogs Fiscal Year 2020

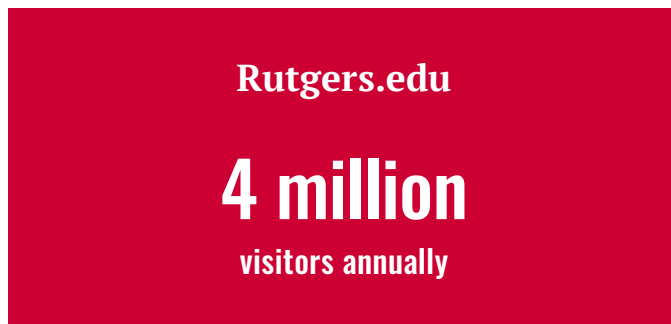
1 million
total pageviews for all 18 catalogs

Catalogs Completed and Posted Online in FY 2020

Catalog	School Enrollment	Posted	Pageviews
Graduate School–Newark	746	July 2019	17,422
Graduate School of Applied and Professional Psychology	255	August 2019	57,875
Graduate School of Education	1,005	December 2019	41,053
School of Communication and Information	660	July 2019	7,646
School of Criminal Justice	866	August 2019	1,004
School of Management and Labor Relations	587	December 2019	3,271
School of Public Affairs and Administration	628	December 2019	6,246
School of Social Work	1,745	December 2019	15,070
Rutgers Law School	1,226	August 2019	2,226
Rutgers University–Camden Graduate	479	November 2019	15,316
Rutgers University–Camden Undergraduate	5,739	November 2019	43,640

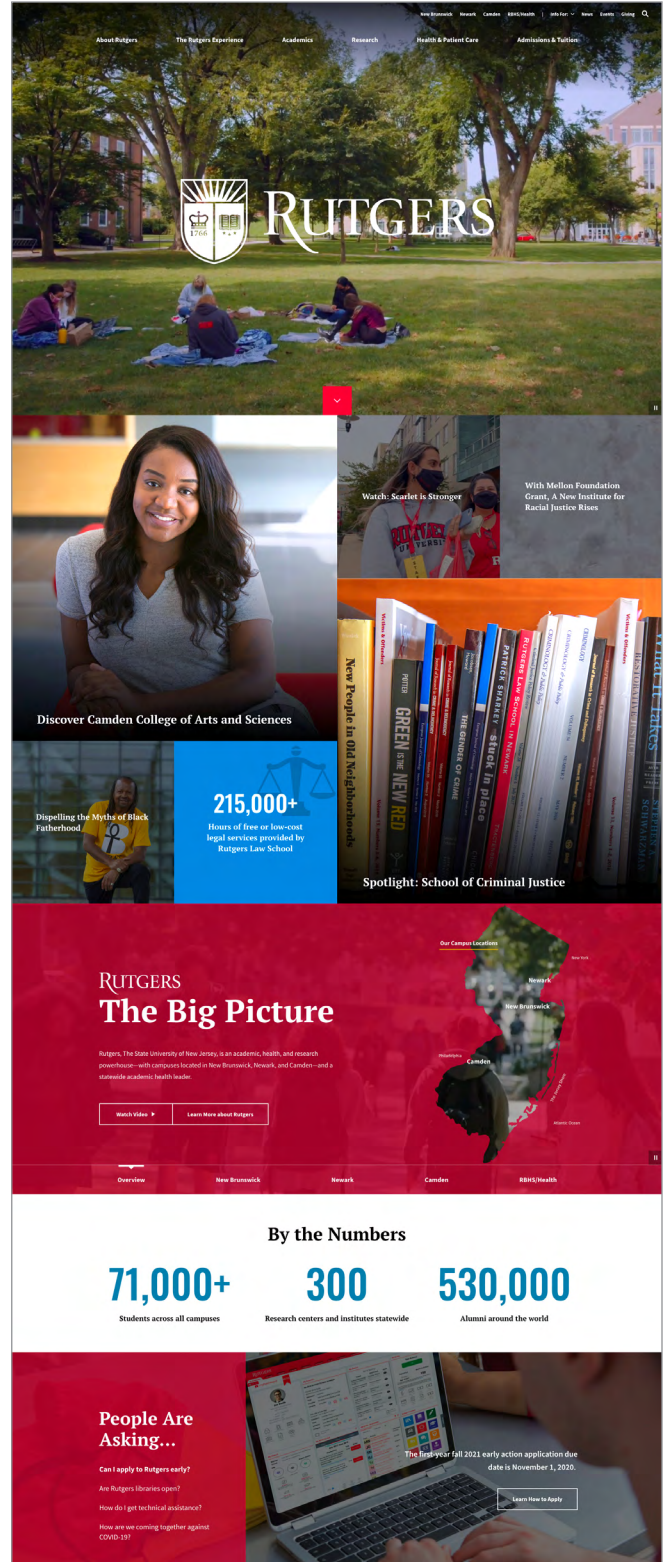
In March 2020, UCM launched the newly redesigned Rutgers.edu website, that serves an estimated 4 million visitors annually. The new site's approach is:

- focused on our external audiences of prospective students and parents;
- visually engaging with photos, videos, and scannable facts and figures;
- streamlined with shorter and well-tested text;
- scalable for ease-of-use on mobile phones, tablets, and desktop computers; and
- designed to be accessible for visitors with disabilities and compliant with Web Content Accessibility Guidelines.



The site includes:

- 100+ new site pages
- 500+ new images sourced or produced
- 3,000+ articles in the Rutgers Today news portal
- 100+ Rutgers academic and administrative units highlighted site-wide
- Family of five brand videos along with ambient, background video
- An interactive cost calculator for estimating tuition and fees
- Information for all audiences through the site's super navigation at the top of the page
- Landing pages for all 29 schools and colleges
- An events calendar
- A social media feed that aggregates all universitywide social media accounts into one accessible display
- The foundation for the Rutgers Core Component Library, reusable components, templates, and designs that will help other units create websites in a cost-effective manner.

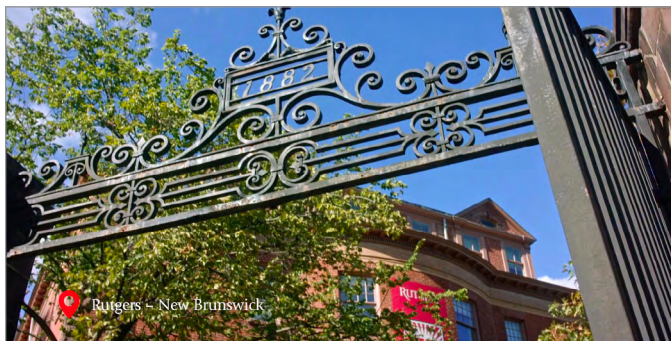


New Brand Videos Showcase Each Location

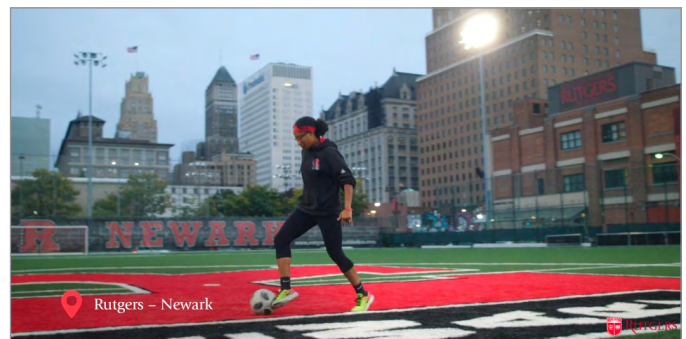
UCM produced a family of five brand videos—one for the university as a whole and one each for the chancellor-led units—that convey through imagery, music, and voiceover the unique personalities, attributes, and experiences of each area. The Rutgers overview video showcases the strength of the entire Rutgers enterprise through the power and combination of its individual parts. This suite of videos is featured on Rutgers.edu and used on campus pages.



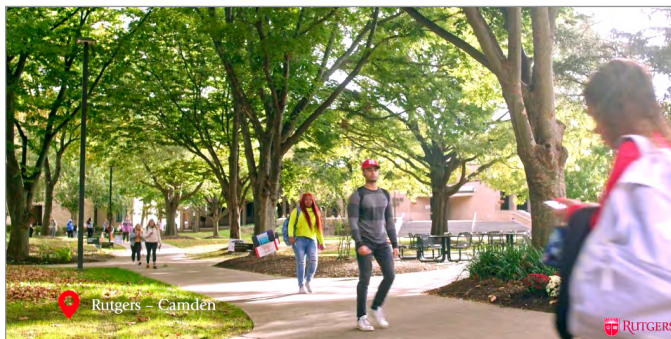
[Rutgers, The State University of New Jersey](#)



[Rutgers-New Brunswick](#)



[Rutgers-Newark](#)



[Rutgers-Camden](#)



[Rutgers Biomedical and Health Sciences](#)

The redesigned Rutgers.edu was recognized with a WC3 Gold Award from the Academy of Interactive and Visual Arts.



Rutgers Today

Rutgers Today is the universitywide news center that promotes news, features, and video content through a variety of different means.

Rutgers Today
Fiscal Year 2020

2,056,000
total pageviews on website

615+
daily and special issues published

Over 320
stories written or edited

Rutgers Today distribution channels:

- Daily newsletter
- Special newsletters for targeted audiences
- [Rutgers Today website](#)
- Social media
- Video channels (YouTube, Vimeo, and social media)
- Content library tagged by topic for search engine optimization

Rutgers Today audiences:

- Faculty and staff
- Alumni
- Current and prospective students and parents
- University governing boards
- Fellows, visiting scholars, and research partners
- State and federal policy makers
- News outlets
- Rutgers retirees
- Residents of New Jersey
- K-12 administrators

RUTGERS TODAY

Your daily source for universitywide news

Top Stories for Thursday, June 11, 2020



ADMINISTRATION

Jonathan Holloway on Race Relations and the Making of the United States

Tune in Monday to hear the president-designate in conversation with the United States Studies Centre about how America arrived at this fraught moment in its history.



CAMPUS LIFE

Rutgers #BlackLivesMatter Vigil

About 400 students, faculty, staff and others came together in a call for justice and an end to racial violence in a virtual vigil.



ACHIEVEMENTS

Rutgers Rising Senior Lands Truman Scholarship

Whether it's delivering life-saving messages to teens through leadership in a national organization or volunteering as an EMT, Dylan Serrentino-Mullins doesn't hesitate to give back.



HEALTH CARE

Rutgers to Support Statewide Contact Tracing Program

Rutgers School of Public Health is working to train the first group of the state's auxiliary COVID-19 contact tracing workforce.

Rutgers In the News

The New York Times

In a news roundup, **Jessica Methot (SMLR)** talks about her paper on the pros and cons of office small talk.

CNN

Reynold Panettieri (RITMS/RWJMS) appears on *Coronavirus Fact vs. Fiction with Dr. Sanjay Gupta* to discuss potential long-term health consequences after recovery.

CNBC

Bill Rodgers (Bloustein) joins *Power Lunch* to discuss what the Federal Reserve can do to address racial inequality.

What's Trending

@Rutgers_Newark

Don't miss a virtual celebration for the 2020 Mountainview Community graduates this Friday.

@RutgersBSchool

Read about Class of 2020 graduate **Anna Pisklarov's** Rutgers journey.

@Rutgers_Camden

Find out how director of the Office for Violence Prevention and Victim Assistance **Laura Luciano** stays motivated.

Follow @RutgersU official social media channels:

[f](#)
[t](#)
[in](#)
[@](#)
[v](#)

rutgers.edu/news

Rutgers Today Showcases the University



1



2



3



4



5



6



7



8

1 A Quick Guide to College Life at Rutgers

2 In November 2019, Supreme Court Justice Ruth Bader Ginsburg invited Rutgers-Camden Chancellor Phoebe Haddon to her chambers to congratulate Haddon on receiving the 2019 Ruth Bader Ginsburg Lifetime Achievement Award from the Association of American Law Schools.

3 Esder Chong, a Rutgers-Newark student and an advocate for undocumented immigrants, named Schwartzman Scholar.

4 Rutgers-New Brunswick and RBHS alumnus Aaron Kowalski leads charge to find cure for diabetes.

5 The Best Ways to Kill Coronavirus in Your Home, Rutgers-New Brunswick Experts Explain

6 Honoring the Dead While Social Distancing, Rutgers Experts Describe How COVID-19 has Upended Burial Rituals

7 Rutgers Law Students Help Newark Tenants Facing Eviction

8 Missing Protein in Brain Causes Behaviors Mirroring Autism, Rutgers-Newark scientists study possible genetic link to autism and Alzheimer's disease

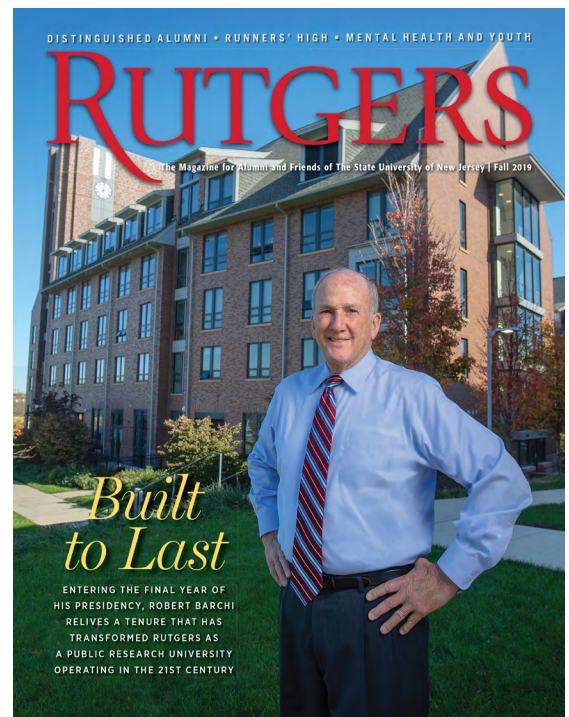
Rutgers Magazine

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 the institution. The magazine content is distributed through multiple channels:

- two print editions
- [a newly updated Rutgers Magazine website](#)
- digital emagazine
- email promotions
- individual stories in Rutgers Today
- the university's social media channels

Rutgers Magazine is distributed to:

- alumni
- donors
- university administrators and board members
- faculty and staff
- other friends of the university



Rutgers Magazine
Fiscal Year 2020

430,000+
circulation per issue

377
stories produced

rutgers.edu/magazine

90,000+
pageviews on website

49,000+
visits to website

Magazine Stories Feature People and Programs from Across Rutgers



1



3



4



RUTGERS
MAGAZINE

Check Out the Latest Issue of
Rutgers Magazine Online

December 2019




Fall 2019 Issue

- Take a look at the profile of Rutgers president Robert Barchi and his success leading the university.
- Read about the Rutgers—Camden veterans behind the nursing program that prepares vets to care for vets.
- Learn how Rutgers works with law enforcement to safeguard at-risk communities vulnerable to violence.
- Meet the newest members of the Rutgers Hall of Distinguished Alumni.

5

RUTGERS MAGAZINE

Current Issue Past Issues About Advertising Contact Us Search




Testing on a Grand Scale

Rutgers creates cultiva-based, at-home analytical tool to quickly test for COVID-19.


Crisis Management

The heroic work of the Rutgers COVID-19 Task Force was instrumental in safeguarding the university community during the pandemic.




Jersey Strong

Alumna Megan Coyne co-manages New Jersey's popular official Twitter account.



Learning From Afar


How faculty and students made the best of the remote learning experience to conclude the semester.



Agents of Change

Scholars, authors, and media commentators Naomi Klein and Salamishah Tillet join the Rutgers faculty to much anticipation.

Top Stories




Changing of the Guard

Rutgers names Jonathan S. Holloway its new president.


Learning From Afar

How faculty and students made the best of the remote learning experience to conclude the semester.




COVID Cabin Fever

A staff member copes with parenthood and work from home during the COVID-19 crisis.




Back on the Banks

Greg Schiano returns to be the head coach of the Scarlet Knights football team.




The Tales of Two Cities

Two Rutgers research historians will be researching the histories of Newark and New York City.




Olympic Dream, On Hold

The COVID-19 outbreak interrupts medical student Kianuli Thompson's bid to gain a spot on the U.S. women's fencing team.



The Perfect Storm of Pandemics

Brian L. Strom, chairman of Rutgers Biomedical and Health Sciences, answers questions about the uniqueness of COVID-19 and its dangers.



RUTGERS TODAY

Your daily source for universitywide news

[Visit Rutgers Today](#)

2 rutgers.edu/magazine

1 Agents of Change
Scholars, authors, and media commentators Naomi Klein and Salamishah Tillet join the Rutgers faculty to much anticipation.

2 Magazine Website
[Rutgers.edu/magazine](https://rutgers.edu/magazine)—the new web presence for the magazine takes advantage of the expanded tools developed for the redesign of Rutgers.edu. The site includes longer read versions of some stories and a digital page-turner option for issues. With telecommuting, it's the primary way faculty and staff receive the magazine.

3 Crisis Management
The Rutgers COVID-19 Task Force, led by Antonio Calcado, worked around the clock to safeguard the university while facing a near tragedy of its own.

4 Learning from Afar
From a high-tech classroom, historian and Rutgers president emeritus Richard McCormick leads his undergraduate seminar as remote instruction became the norm during the spring semester.

5 Rutgers Magazine Email
Reaching faculty, staff, alumni, and more, the magazine emails announce the availability of new issues and content.

HIGHLIGHTS OF FISCAL YEAR 2020 21

University News and Media Relations

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. This fiscal year, University News and Media Relations compiled about 250 reports that captured the breadth and sentiment of news coverage of the university as a whole.

Rutgers in the News

624,416

news stories citing Rutgers

537

Rutgers experts cited in the news

Nearly 9 out of 10

Rutgers news stories are favorably ranked for the institution

With an average audience sentiment score of 8.8 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 Fiscal Year 2020



1 Rutgers research shows India-Pakistan nuclear war could kill 100 million. Includes coverage by [USA Today](#), [The Weather Channel](#), and [Voice of America](#)
273 stories

2 RBHS study finds one in four children with autism go undiagnosed. Includes coverage by [NJTV News](#), [the Philadelphia Inquirer](#), and [U.S. News & World Report](#)
95 stories

Pitching and Promoting Stories

- The genesis of the Impossible Burger, a mock meat revolution that got its start at Rutgers Food Innovation Center.
- Innovative climate change research at the Oyster Creek Nuclear Power Plant by Tom Grothues of the School of Environmental and Biological Sciences that examined the way the generating plant affected the local ecosystem.
- *Police Use of Fatal Force Identified as a Leading Cause of Death in Young Men*, highlighting research by Frank Edwards, assistant professor in the School of Criminal Justice at Rutgers–Newark, received widespread media coverage in 187 news stories.
- UCM also helped to write, edit, and place about a dozen op-eds by Rutgers experts.

Issues, Emergency, and Crisis Management Communications

- **Financial Crisis and COVID-19 Shutdown** The COVID-19 shutdown took a significant toll on the university's finances, resulting in hiring freezes, pay cuts, furloughs, and layoffs. UCM responded to inquiries from media regarding cost-cutting measures.
- **Foreign Affairs Investigation** When the Department of Education launched an investigation into the receipt of foreign gifts and contracts by U.S. universities, UCM responded to inquiries about Rutgers' involvement in the investigation.
- **University Operations** When the COVID-19 pandemic interrupted normal operations, UCM helped to prepare or disseminate messages related to operational status, study abroad, the postponement of in-person events, and more.
- **Closures and Hazardous Weather** UCM coordinated with emergency communication teams across the university to notify the university community about emergency closures and potentially hazardous weather forecasts in timely and broad messaging in channels including social media, universitywide emails, text messages, and on rutgers.edu.
- **Sexual Misconduct** Throughout the year, UCM provided updates to media on sexual misconduct and harassment policy changes, statistics on reported assaults and sexual violence, and status of employees accused of misconduct.



Emergency Communication

Fiscal Year 2020

804,064

social media impressions

107,000

reached via universitywide email to all faculty, staff, and students

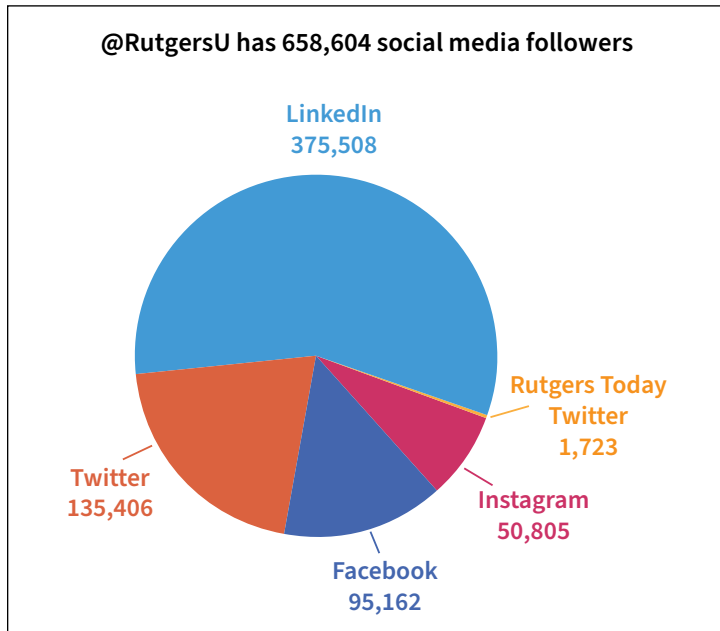
2,548

shares on social media

Rutgers Social Media

Managing the Universitywide Social Media Accounts

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, 2020, the universitywide social media accounts had nearly **660,000 followers**.



Monitoring Rutgers Across All Social Media Channels

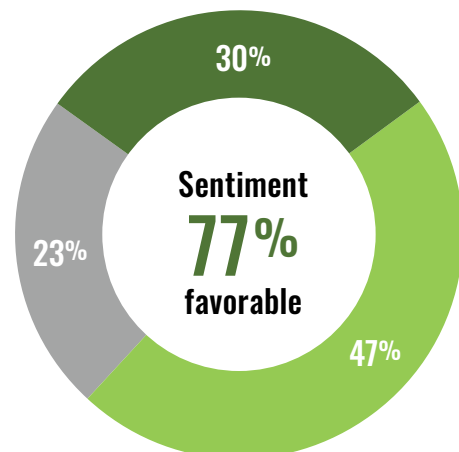
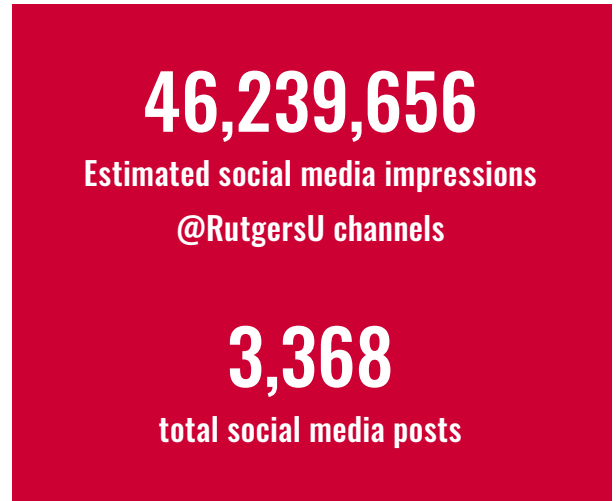
UCM uses social media listening tools to monitor the conversations people are having about Rutgers across all social media to gain insights that inform our understanding of public sentiment regarding Rutgers, its reputation, and its overall brand.

Mentions

This fiscal year, there were a total of 1,187,224 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.

Sentiment

Sentiment, which measures the attitude and feelings that people have toward the Rutgers brand based on mentions, was strong during this fiscal year. Sentiment about Rutgers during this period that helped to enhance the Rutgers brand was 77 percent favorable (30% positive and 47% neutral).



Select Social Media Posts

Rutgers University
382,875 followers
10mo • 🌐

"Being the first Rutgers student awarded a Marshall Scholarship serves as a recognition of the dignity of immigrants and an affirmation of the value of the arts and humanities."

Get to know [Rutgers University–New Brunswick](#) alumnus Diego A. Atehortúa, one of only 46 people in the United States awarded the prestigious postgraduate scholarship: <https://lnkd.in/eWhYdJ4>




Rutgers University - Camden
53,980 followers
11mo • 🌐

Yesterday, Supreme Court Justice Ruth Bader Ginsburg invited Chancellor Phoebe Haddon to her chambers to congratulate our campus leader on receiving the 2019 Ruth Bader Ginsburg Lifetime Achievement Award. The [Association of American Law Schools](#) honored Chancellor Haddon with the prestigious award earlier this year.



Rutgers University
382,778 followers
1yr • 🌐

Get to know Yelky Perez, a Rutgers Law School student who raised \$10K to help first-generation students who cannot afford textbooks: <https://lnkd.in/epRsGNB>



Rutgers University
382,875 followers
7mo • 🌐

Congratulations to Rutgers head men's basketball coach Steve Pikiell on being named the Jim Phelan National Coach of the Year! Read more about the honor: <https://lnkd.in/eeafkjin>



Rutgers University
382,778 followers
9mo • 🌐

New Jersey rock legend Jon Bon Jovi came to [Rutgers University - Newark](#) today to unveil the new JBJ Soul Kitchen at the university's Paul Robeson Campus Center, which will allow guests to pay for their farm-to-table meal and contribute to feed others or work for their food.

Read more: <https://lnkd.in/eMM95uF>



Rutgers University ✓
March 30 • 🌐 Public

In case you missed it, [Rutgers New Jersey Medical School](#) has announced that 192 final-year students will graduate early and be eligible to start their residencies in the coming weeks to help in the fight against COVID-19.



RUTGERS.EDU
Rutgers University among first in country to expedite graduation of medical students

Brand Management

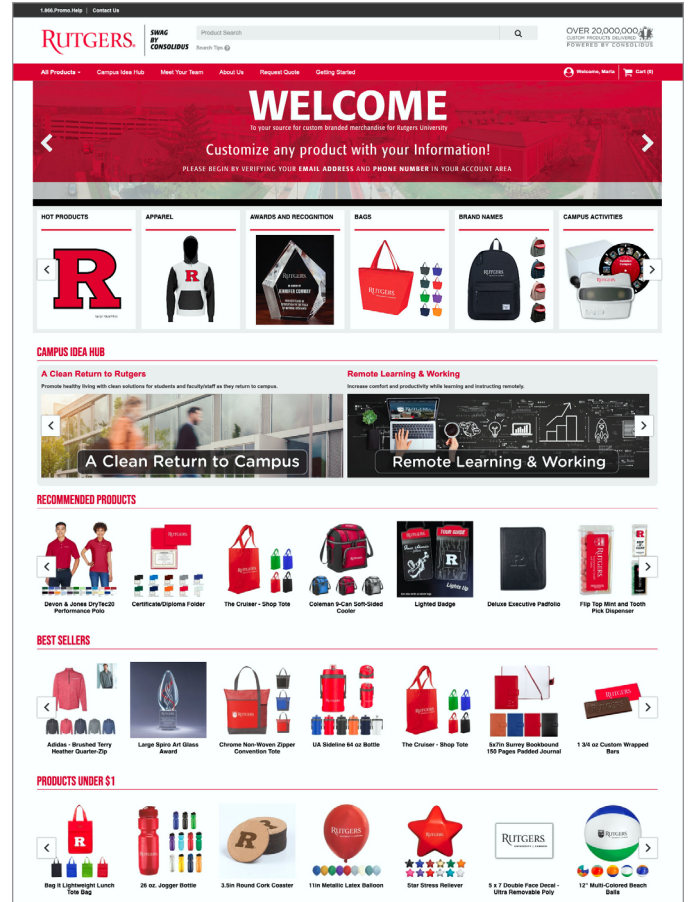
UCM defines, elevates, and protects the Rutgers brand by managing the use of brand assets and producing communications that enhance the public prominence of the university.

“Swag Portal” for Rutgers-Branded Merchandise

UCM in collaboration with University Procurement Services unveiled a new user-friendly “swag portal,” a virtual platform that encourages the strategic sourcing of Rutgers-branded merchandise. The swag portal streamlines the purchasing and design process to secure promotional items. Since the launch of the portal in June, sales have surpassed \$1.9 million.

Information and Training

- **Communicators Network Web Trends and Resources Event**
Last November, more than 150 communicators from across the university attended the UCM-hosted event that focused on website trends and resources. UCM surveyed the attendees who gave the event a 95% satisfaction rating.
- **Lunch and Learn Series**
UCM held three department lunch and learn sessions training over 60 Rutgers staff members on communications-related policies and procedures. These trainings received an average score of 4.7 out of 5 when attendees were asked how useful the training content was to their work at Rutgers.
- **Communicators Certificate Program**
UCM presented eight Communicators Certificate Program training classes with over 85 attendees. When attendees were asked “How likely are you to use what you learned in this training session back on the job?”, the classes received an average score of 9.8 out of 10.



Brand Resources and Materials

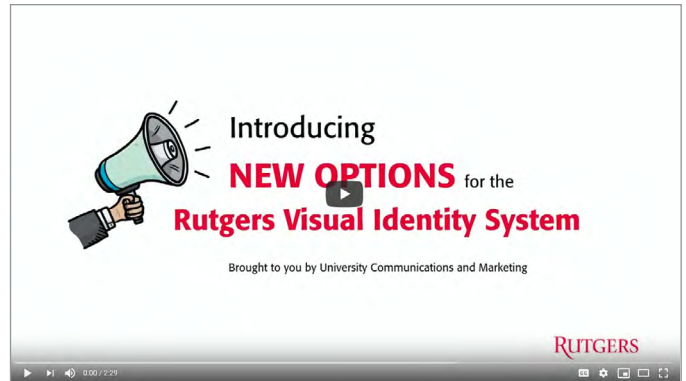
- **Visual Identity Resources** UCM delivered an enhanced Rutgers Visual Identity System with two new signature options, revised user and quick reference guides, and added an online signature generator. [A short video](#) was developed to explain the new signature styles that bring more flexible branding options to schools, departments, programs, and other units at Rutgers.

UCM programmed a customized, online signature generator that allows university users to download an existing visual identity signature or create a new one. Signature packages include various file types and color options suitable for digital and print communications; they also include letterhead stationery and PowerPoint files. Since the generator launched in October 2019, 1,926 signatures have been downloaded by users.

- **Communicating About Rutgers Website** UCM manages a comprehensive [website](#) with communications resources, policies, guidelines, and processes available to help the university community effectively and accurately communicate about Rutgers. With more than 138,000 total pageviews, site updates and additions last year included the following.

- Expanded visual identity resources
- Updated *Rutgers Editorial Style Guide*
- Revised “This is Rutgers” overview presentation
- Additional photo/video resources and releases
- New section highlighting university rankings and fast facts

- **ACE Supplier Program for Rutgers Employees** UCM continued its partnership with University Procurement Services for the Access to Communications (and marketing) Experts (ACE) program that makes it faster and easier for Rutgers offices to work with external marketing and communications firms and independent freelancers that have master service agreements in place with the university and have been trained on Rutgers brand standards and communications and procurement policies. Additional firms and contractors were assessed in fiscal year 2020 and added to the vendor pool, bringing the total ACE vendors to 84. ACE vendors have been used by more than 40 departments at Rutgers in 2020 with project requisitions exceeding \$2 million.



● BRAND MANAGEMENT

- **Great Things to Know About Rutgers** UCM produced a revised and expanded version of *Great Things to Know About Rutgers* brochure. The brochure conveys what makes Rutgers a distinctive and highly respected institution and provides an at-a-glance view of our impressive university. It delivered just as the university switched to remote learning and telecommuting, so the distribution was delayed. A [digital version](#) of the brochure may be downloaded and used for electronic distribution.

Advertising Reviews and Approvals

In adherence with the university's advertising policy, UCM reviews all university advertisements, ensuring that Rutgers is presented in a consistent, coherent, and brand-standard manner. In fiscal year 2020, more than 400 ads from 36 different Rutgers departments and offices were reviewed, totaling more than \$2.7 million in media buys.



Ad Review

Fiscal Year 2020

36

departments submitted ads

400+

ads reviewed and approved

\$2.7 million+

total media buys

Photography and Videography

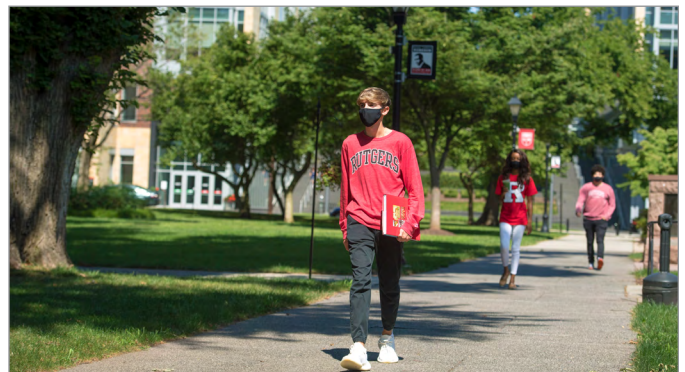
Photography

UCM provides photography to the university community through our online photo library. As new photographs are taken throughout the year, they are added to UCM's library of thousands of images. UCM images are used for social media, Rutgers.edu, Rutgers Today, *Rutgers Magazine*, and other print and digital communications. In fiscal year 2020, UCM conducted photo shoots of field work, essential service employees, leadership transition, and campus images across our multiple locations.

Photography
Fiscal Year 2020

475

Original photo shoots and image requests completed from Rutgers' Photo Library



Videography

In addition to producing video content for Rutgers.edu and Rutgers Today, UCM created several video series over the fiscal year. With the *Why You Should Care* series, Rutgers experts explained the importance of their field in 60 seconds or less. In *Scarlet Stories*, viewers had a glimpse at the lives and work of Rutgers students, faculty, and staff. To end the year, *Meet the Class of 2020* highlighted standout students graduating from the university.

Two projects developed in direct response to the COVID-19 pandemic include the *Monday Motivation* and *Mindful Minutes* series. In *Monday Motivation*, Rutgers athletic coaches and alumni offered words of encouragement to help the Rutgers community navigate a difficult time. With the *Mindful Minutes* series, the UCM team collaborated with Kathy Shoemaker from the Graduate School of Education to share simple mindfulness exercises to help viewers cope with the stress brought on by the pandemic.



[Why You Should Care series](#)



[Scarlet Stories series](#)



[Monday Motivation series](#)



[Mindful Minutes series](#)

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. 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

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 units must use the Rutgers name and the unified visual identity system, which defines the standards for using Rutgers logos and elements.

- Contact **Rebecca Boucher**, senior director, University Brand and Marketing, r.boucher@rutgers.edu.

Social Media

With nearly 660,000 social media followers for @RutgersU, content shared on the universitywide channels results in more than 46 million impressions.

- Contact **Larry McAllister II**, assistant director of social media strategy, larry.mcallister@ucm.rutgers.edu.

Swag Portal

Need help purchasing Rutgers-branded merchandise?

- Contact **Rebecca Boucher**, senior director, University Brand and Marketing, r.boucher@rutgers.edu.

Trademark Usage

Have a question on Rutgers trademarks?

- Contact **Aaron Spiegeland**, associate director, Trademark Licensing, aaron.spiegeland@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.

University Communications and Marketing Staff

Office of the Vice President

- Kim Manning, Vice President
- Rosemary Lyons

Business Affairs

- Todd Slawsky, Manager
- Marcie Aboff
- Maryhelen Dzuban
- Rae Frisch

Computing

- Richard (R.J.) Donato
- Ekaterina (Kate) Ivanova

Creative Services

- Joanne Dus-Zastrow, Senior Director

Graphic Design

- Maria Hall
- Gerald Meccia
- John Van Cleaf

Editorial and Project Management

- Catherine Denning
- Lisa Elwood
- Aimee Eng
- Karen Imperiale
- Cindy Paul
- Jeanne Weber

Photography

- Jane Hart
- Nick Romanenko

Rutgers Magazine

- David Major

Web and Multimedia

- Eve Burris
- Kenneth Robinson
- Danielle Weber-Soares

University Brand and Marketing

- Rebecca Boucher, Senior Director
- April Coage
- Francine LaMarr

Rutgers.edu

- Jereme Johnson
- James Foley

Trademark Licensing

- Elyse Carlson
- Aaron Spiegeland

University News and Media Relations

- Dory Devlin, Senior Director
- Evie Duvert
- Lisa Intrabartola
- Robin Lally
- Kevin Lorincz
- Carissa Sestito

Rutgers Today

- Andrea Alexander

Universitywide Social Media

- Larry McAllister
- Marques Ruiz

Videography

- Cameron Bowman



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