R-Comm Highlights
Fall ’23-Jan ’24

R-COMM
Rutgers Communications and Marketing
Grounded in strategy. Ready for anything.

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rcomm.rutgers.edu
R-Comm is no stranger to transition. In fact, we thrive on it. The fall 2023 semester is proof: During a shift in R-Comm leadership, we have championed a long list of high-level, high-impact projects. Ours is a team comprised of highly effective, internally motivated, outwardly creative, strategically proactive, solution-oriented professionals, and together we continue to deliver exceptional work that aligns with the missions of Rutgers–New Brunswick and Rutgers Health.

The work itself is demanding, but coupled with campus climate concerns, school mergers, campus-wide rebranding, and supporting leadership goals, this semester brought extraordinary new challenges. Through it all, R-Comm persevered, and our collective work would become award-winning, as you’ll see.

We are proud of our team, our accomplishments, and our commitment to our goal, always: elevating the brands of Rutgers–New Brunswick and Rutgers Health.
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## Our Impact in Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out-of-home Ad Impressions</td>
<td>6M+</td>
</tr>
<tr>
<td>Social Media Posts</td>
<td>531</td>
</tr>
<tr>
<td>Social Media Impressions</td>
<td>7M+</td>
</tr>
<tr>
<td>Incoming Media Inquiries</td>
<td>388</td>
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<tr>
<td>Website Views Generated in Last 6 Months</td>
<td>1.2M+</td>
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<tr>
<td>Press Releases</td>
<td>119</td>
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<tr>
<td>Discovery Advantage Page Views</td>
<td>4.4K</td>
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<tr>
<td>Social Media Impressions</td>
<td>7M+</td>
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<tr>
<td>National, Multi-Channel Marketing Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>Average Unique Monthly Visitors to Published Media Hits</td>
<td>6,560,000</td>
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<tr>
<td>Events/Webinars</td>
<td>16</td>
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<tr>
<td>Event/Webinar Attendees</td>
<td>1,530</td>
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# Our Latest Award-Winning Work

<table>
<thead>
<tr>
<th>Council for Advancement and Support of Education (CASE)</th>
<th>Collegiate Advertising Awards</th>
<th>Educational Advertising Awards</th>
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<tbody>
<tr>
<td>1 Best in Show</td>
<td>3 Gold</td>
<td>1 Best in Show</td>
</tr>
<tr>
<td>1 Gold</td>
<td>2 Silver</td>
<td>4 Gold</td>
</tr>
<tr>
<td>3 Silver</td>
<td></td>
<td>5 Silver</td>
</tr>
<tr>
<td>9 Best in District</td>
<td></td>
<td>4 Bronze</td>
</tr>
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</table>
To create a stronger medical education program that is well-equipped to meet the challenges of the future, the Rutgers University Board of Governors voted on July 10, 2023, to seek combined accreditation between New Jersey Medical School and Robert Wood Johnson Medical School, creating Rutgers School of Medicine.

Once the decision was made to seek combined accreditation, a communications plan was implemented to inform and engage the medical school communities about the integration process while fostering transparency, collaboration, and trust. R-Comm’s unified campaign encourages information sharing and transparency across departments and units for the duration of the five-year accreditation period.

**Efforts include:** Creation of a website, ongoing messages to the medical school communities, op-eds, press coverage, town hall events, and a letter to the editor by Chancellor Brian Strom.

*Read the op-ed on NJ.com*  
*Read the Letter to the Editor*  
*Visit the Medical School Integration landing page*
RBHS 10 Year Celebration

A decade of transformational achievements in life-changing health care, leading educational programs, groundbreaking research, and valued partnerships is undoubtedly a milestone worth shouting about. Beginning in July, R-Comm has showcased Rutgers Biomedical and Health Sciences’ years of local/statewide impact with articles and staff spotlights across numerous Rutgers Today stories and media, newsletter features, video promotion, social, events in New Brunswick and Newark (plus an upcoming symposium in March), and a dedicated 10th anniversary microsite.

› Visit the 10 Year Celebration microsite
› Commitment to community health
› View photos from the events
› Covid-19 mobilization
› Brian Strom op-ed
› Decade of breakthrough research
› Powerhouse turns ten
› Research informs policy changes
› Oral history
› People of Rutgers Health

800+ Event Attendees
11,524 Social Media Impressions
Rutgers Health Rebrand

The transition from RBHS to Rutgers Health represents a major evolution. Much more than a mere name change, this was an important change for brand clarity that presented some unique challenges in communication.

In July, R-Comm announced the rebranding of Rutgers Health and updated all social platforms with the new brand. We also led the complex transition of the academichealth.rutgers.edu website in support of the rebranding and created a landing page to support the launch of the successful million-dollar Rutgers Health campaign, introducing the new brand and its mission areas to the general public.

› Visit the Breathing new Life Into Health landing page

› Watch the campaign commercials

3.5M+ Out-of-Home Impressions
99% Video Completion Rate
350k Google Ads Impressions
22k+ Google Ads Clicks
Rutgers Health Internal Launch

Rallying around the new name within the internal community has proven equally important to building brand equity. This move to a singular, simplified brand name reflects our continued commitment to excellence and unites us around a collective goal: health and wellness for all people.

Moreover, the change aligns with our vision to provide innovative and comprehensive health-related educational programs and services to meet the evolving needs of our students, faculty, staff, trainees, and the broader New Jersey community. To help accomplish this, R-Comm managed the internal transition by developing a custom toolkit with new assets, designing and distributing a series of bold posters, created a new logo, and sharing a variety of Rutgers Health-branded items.
15+ to Finish

Research has shown that students who take at least 15 credits per semester are more likely to reach their educational goals while earning higher GPAs, too. The 15+ to Finish initiative has successfully encouraged students to enroll in 15 credits or more, thereby keeping them on track to graduate sooner, saving on both tuition costs and living expenses.

In continuation of this ongoing campaign, R-Comm implemented a multi-channel communication plan to promote 15+ initiatives, including regular emails to students, social media content, customized communication to SGS and GSG students, and digital signage. Content included campaign and event promotion; coverage of the Career and Internship Mega Fair before, during, and after the event; and a reminder that registration for the Learning Center study groups is now open. At the same time, the redesigned Learning Centers website enhanced the user experience for Rutgers–New Brunswick learners to help steer them to greater success during their tenure here, driving increased visitor engagement of more than 20%.

› See more of our work on 15+ to Finish

366,325
Total Impressions

20,849
Total Engagements

5.7%
Average engagement rate across all platforms for the last fiscal year (July 1, 2022-June 30, 2023) was 2.5% for comparison
Staying Social

One of our greatest successes in expanding an already thriving social media presence has been the R-Comm Student Ambassador Program. Currently in its second year, it’s grown to include five students who work to create fun, informative, and relevant content that speaks to the genuine Rutgers–New Brunswick student experience.

R-Comm also began promoting the 10th anniversary of Rutgers Biomedical and Health Sciences. Since then, various pieces of content have been shared on the Rutgers Health social platforms, including articles highlighting various milestones and staff spotlights.

Beyond popular campus tour videos, move-in tips, and coverage of Welcome Week events, ambassador-led content has delivered via the @rutgersnb and @rutgershealth social channels unique insights on everything from highlighting students and staff to our U.S. News & World Report rankings to the Rutgers Marching Band’s appearance at the Macy’s Thanksgiving Day Parade. R-Comm also promoted original content highlighting The Today Show’s national coverage of move-in with New Brunswick student Ethan Thai.
New Brunswick Brand Work

As the university moves to align values and goals institutionally, R-Comm has developed a brand platform we can all rally around: a strategic guide that articulates our mission, strengths, and personality, differentiating us from other universities. This clear identity not only attracts people by conveying Rutgers’ unique offerings but creates a shared sense of purpose and community.

We’ve implemented this brand platform in two local and nationwide reputational marketing campaigns:

“Excellence is earned”
Expressing our driven persona by focusing on individuals striving for their version of “excellence.”

“What kind of world do you want?”
Highlighting our awareness and desire to implement change, starting right here.

These are the first statements of our brand platform. Remaining true to this platform throughout future work will be paramount to our success in marketing; influencing perceptions; attracting students, faculty, and staff; and maintaining a consistent and compelling presence in the competitive landscape of higher education.

› Check out the Excellence is Earned page
› Check out the What Kind of World Do You want page
› Watch the commercials

2.2M
Ad Impressions

16,446
Ad Clicks
Competitive rankings remain one of the most valuable assets a university can leverage to enhance reputation and ultimately assure attendance. Thankfully, Rutgers–New Brunswick continues climbing and has earned a spot among *U.S. News & World Report*’s Top 15 Public Schools in the Nation, and so R-Comm mounted a far-reaching multimedia push to spread the good news.

The latest rankings campaign yielded several million total impressions across out-of-home, Google, and programmatic digital, in addition to the @rutgersnb social channels during the 6-week campaign.

› See the *U.S. News & World Report* Ranking

› Rankings Landing Page

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<thead>
<tr>
<th></th>
<th>Total Impressions</th>
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<tbody>
<tr>
<td>Out-of-Home</td>
<td>2,915,13</td>
</tr>
<tr>
<td>Programmatic Ads</td>
<td>952,184</td>
</tr>
<tr>
<td>Social Media</td>
<td>38,311</td>
</tr>
<tr>
<td>Ad Clicks</td>
<td>2M+</td>
</tr>
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> see the *U.S. News & World Report* Ranking
> Rankings Landing Page

 Rankings Campaign
Disability Awareness Month

Individuals with disabilities are a vital part of our vibrant and inclusive community, and Disability Awareness Month at Rutgers—one of the most diverse institutions in the Big Ten—is an opportunity for us to cultivate awareness.

Working with the Office of Disability Services, R-Comm developed a cross-channel introduction to the campaign including a dedicated microsite as well as a suite of communications and well-received social posts; promotion of select on-campus resources, including the new Aira app; video coverage of Adaptive Sports, Health, and Wellness Day; student ambassador-led videos about invisible disabilities and how to be an ally on campus; and an Instagram Story takeover led by a Rutgers student who utilizes the services of ODS, resulting in three Rutgers Today stories during the month-long campaign.

See more on Disability Awareness Month  
Read Rutgers Today story

113,756
Social Media Impressions

7,629
Social Media Clicks

52%
Increase in Events

Rutgers Celebrates Disability Awareness Month

Rutgers–New Brunswick aims to recognize, raise awareness and learn about disabilities and the disability community.

Javier Robles, director of the Center for Disability Sports, Health and Wellness and co-chair of the Rutgers University Disability Studies committee, discussed this initiative to evoke change.

What is the importance of Rutgers raising awareness about disabilities?

Rutgers is a place of diversity, learning and problem-solving. Rutgers Disability Awareness Month is an opportunity to continue our search for understanding and education about people with disabilities both on and off campus.
AMP Support/Workshops

The Academic Master Plan is a vital, living document that will serve as the roadmap for Rutgers–New Brunswick’s future, and as such a proper understanding of its intent and its intricacies is crucial. For this reason, R-Comm has initiated the Academic Master Plan Workshop Series which has brought us two live events thus far, “Student Success” in October and “Innovative Research” in December. The next two workshops are currently targeted for the spring 2024 semester.

Through a series of live events in September, October, and November, the Operational Excellence Listening Tour highlighted the successful working relationships between Rutgers–New Brunswick and the universitywide administrative offices that help us achieve our goals.

In addition to responsive support of the chancellor’s website, R-Comm worked to promote the chancellor’s strategic priorities and initiatives, including the Academic Master Plan, Discovery Advantage, and the Campus Improvement Initiative, among others.
Communicators Collaborations

R-Comm has evolved its partnership with school communicators to better coordinate university priorities and to ensure consistency across the Rutgers brand. Through this partnership, R-Comm is also offering advanced learning and skill development activities led by our new director of enterprise marketing with input from our communicators.

Our first skill-building session, dubbed “CollaborEats,” was held in November and future sessions will be held in response to a communicator survey to determine areas of interest. The well-attended All-Communicators Meeting for the fall semester was held in October. R-Comm also initiated a weekly huddle meeting to facilitate a quick touch-base.

R-Comm completed its regular review of annual marketing plans from communicators to continue offering support and to begin a deeper collaboration between R-Comm and schools/units in the execution of goals. As a result of this review, four projects have been kicked off and five additional planning sessions have been scheduled for January.

› View the latest CollaborEats presentation
› View the latest All-Comms Meeting presentation

- 80% Participation in All-Comms and Huddle Meetings
- 18 Marketing Plans Received
- 4 New Collaborative Projects Completed
Looking Ahead

What we’ve shared here is a snapshot of our standout accomplishments, above and beyond R-Comm’s countless day-to-day duties that help Rutgers keep thriving. And of course, there’s still plenty of important work yet to do. Another great Rutgers Day will be here before we know it, and preparations have already begun. Media Relations is gearing up for coverage of the upcoming presidential election, while the Rutgers Health rebrand continues to roll out, with an exciting new partnership version in the works. Also coming soon is an Impact Map project that will provide New Jerseyans with an entertaining interactive guide that highlights some of the many ways Rutgers makes a positive difference in their lives across the state.

It’s been a rewarding semester here at R-Comm, and it is with great enthusiasm that we set our sights on next year and beyond.