

Rutgers Environmental Engineering: A New Beginning

- **The goal of this project is to market Rutgers Environmental Engineering**
- **The objective is to increase program visibility for students, alumni and faculty**
- **The outcome will be to increase: (1) student enrollments, (2) faculty recognition and (3) student-faculty-alumni engagement opportunities**

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Professor

Rutgers Environmental Engineering: What's our story?

Who cares?
Tell the new story...
(Thanks Jesenia!)

What's the student story?



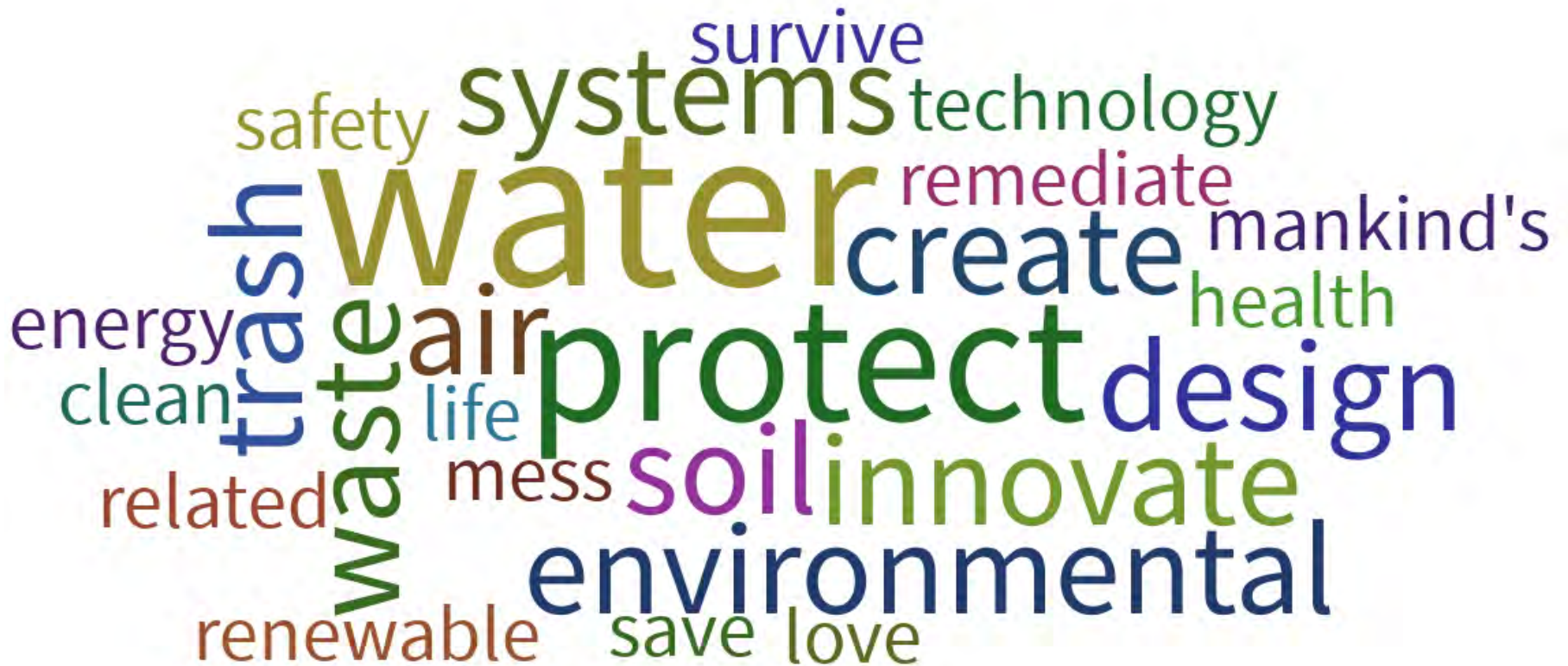
Rutgers Environmental Engineering is...

A word cloud where the word "interdisciplinary" is the largest and most prominent, written in a dark purple font. It has a smiley face with a colon and a dash inside the letter 'i'. Surrounding it are various other words in different colors and sizes, including: "super" (green), "growth" (green), "dynamic" (brown), "opportunity" (brown), "stimulating" (brown), "awesome" (green), "above" (green), "water" (blue), "unique" (green), "fun" (blue), "wet" (purple), "family:-)" (blue), "beyond" (green), "family" (brown), "far-reaching" (green), "innovative" (blue), "great" (blue), "smooth" (green, oriented vertically), "thorough" (blue), "variety" (blue), "challenging" (blue), and "dirty" (green).

What are we marketing?

- A unique, interdisciplinary, inter-school, and interdepartmental undergraduate academic program (SOE-SEBS; DES-CEE)
- Outstanding students with compelling stories
- Outstanding faculty with innovative research, education, and outreach programs
- Undergraduate Environmental Engineering degree [MS, eventually PhD]
- Alumni who save the world

Rutgers Environmental Engineers serve the world...



Benchmarks and Competitors

- Who else offers a BS in Environmental Engineering??
 - Nation wide ~76 accredited programs
 - In the Big 10: University of Michigan (brand new), University of Minnesota, Northwestern University, The Ohio State University, Pennsylvania State University and Purdue University
 - In New Jersey: Stevens Institute of Technology
 - In the region: CCNY, Columbia, US Military Academy, Cornell, RPI, SUNY-ESF, Syracuse, Clarkson, Univ. Delaware, Penn State, Lehigh, Bucknell, Drexel and a few others

Major Project Tasks

- Establish a website for the program AND generate unifying content
- Establish social media outlets and a pipeline for generating new materials to be posted on social media
- Identify alumni
- Organize an (annual?) faculty-alumni-student symposium
- Bring a national meeting of the Association of Environmental Science and Engineering Professors (AEESP.org) to Rutgers
- Brand DES and CEE seminars hosting environmental engineering speakers under an Environmental Engineering seminar series banner

How will RLA help?

- **This project allows me to use my vision and values to promote the status and visibility of an important academic program**
- **This project will use my leadership competencies when I work with faculty, staff, students and administrators with differing views**

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