

Arts and Sciences Communication Connection

Rutgers Leadership Academy Capstone Project

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School of Arts and Sciences

School of Arts and Sciences Office of Communications

- ◆ Storytellers and Brand Managers
 - Web Communications
 - Social Media
 - Marketing Events
 - Print Media, including ACCESS
- ◆ Help others in units across SAS manage all these modes of communication while developing a unified and cohesive image following school and Rutgers Visual Identity standards



Global Africa, Migration, Literature, and the Arts

Intercollegiate Symposium · March 28-30, 2019

Join us to explore the lived experiences of migration of the people of Africa and its Diaspora through the prism of the arts—literature, visual cultures, and performances including film, comics, graphic arts, painting, photography, music, and dance—and the multidimensional nature of the interchange between Africa and other regions of the world as experienced in the realm of the arts, demonstrating the global/international reach and scope of the arts and art movements from Africa and the African Diaspora.

March 28

Registration: 8:00am

Symposium: Teleconference Room Alexander Library, Rutgers College Avenue Campus, 9:00am - 6:15pm

Keynote: Manthia Diawara, NYU, 11:30am

Reception: 6:30pm

An Opera of the World Film screening and discussion with Director Manthia Diawara, 7:30pm

March 29

Registration: 8:00am

Symposium: Teleconference Room 9:00am - 6:30pm

Dinner, Tributes, Play Performance, Poetry Reading, Music

Zimmerli Museum, 7:00pm - 10:00pm

In the Gray Solo play performance by Anu Yacob, 7:00pm

March 30

Global Africa, Migration, Foodways, and Storytelling

K-12 Teachers Workshop, Rutgers Academic Building, Rm. 2150, 9:00am - 3:00pm

Co-convenors:

Center for African Studies, French Department, Rutgers Business School, and School of Environmental and Biological Sciences

Contact: globalafrica@sas.rutgers.edu



Artwork by Manthia Diawara. Adapted: Tina Trasher, 2010

Global Africa and the Humanities

An Initiative of the Department of African, Middle Eastern and South Asian Languages and Literatures

Global Africa, Migration, Literature, and the Arts

Intercollegiate Symposium · March 28-30, 2019



Global Africa and the Humanities

Marketing materials for the Global Africa series creates a cohesive campaign across media

An Opera of the World



Join us for the film screening and conversation with director Manthia Diawara as part of the Global Africa, Migration, Literature, and the Arts Intercollegiate Symposium.

March 28, 2019

6:30pm: Reception

7:30pm: Welcoming Remarks: Humanities Dean Michelle Stephens
Introduction: Genese Sodikoff, Director, Center for African Studies
Film screening and conversation

Teleconference: Room Alexander Library, Rutgers College Avenue Campus

An Opera of the World

Manthia Diawara, Director
University Professor, Film Director and Producer, Writer
New York University, Tisch School for the Arts

Manthia Diawara writes "My film, *An Opera of the World* (2017), is...a kind of tribute to Lamko's libretto, through which I freely interpret the themes in my film. I have taken some of the key characters in *Bintou Wiro*, a Sahel Opera, whose performances aim to mirror the drama of the current migration crises in the world... My second goal with *An Opera of the World* was to build a meeting point between the genre of opera and the medium of film and see what new meanings emerge out of that porosity of borders, transgression of frontiers between Africa and the rest of the world. I wanted to ask if film can be the new opera medium par excellence because of the easy access the masses have to it, and because it is the perfect vessel for carrying several contradictory emotions at the same time."

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Rutgers Visual Identity

- ◆ In 2006 when the Board of Governors approved the current logotype and signature system, Rutgers University provided a set of guidelines for establishing and maintaining the university visual identity as well as communications and marketing protocol and policies.
- ◆ Deans may establish standards for their school and units with the Rutgers Visual Identity



The image shows the Rutgers logo, which consists of the word "RUTGERS" in a large, red, serif font. The letter "R" is stylized with a long, sweeping tail that extends downwards and to the left. Below "RUTGERS" is the text "School of Arts and Sciences" in a smaller, black, sans-serif font.

Challenges to reaching unit communicators

- ◆ School and Visual Identity System is “new”
- ◆ Communications and Marketing is “new” for university community
- ◆ Size and location of school: BIG
 - 750 faculty, 1000 part-time workers, 500 administrative staff members across Busch, College Ave, Douglass, and Livingston
- ◆ Engaging faculty and staff in this project at a time of challenges and changes
- ◆ Small, specialized communications staff, not part of administrative structure
- ◆ Identify communicators
 - Who does these tasks in the units?
 - How to find them?
 - How we can best support them?



Benchmarking Communication Networks

- ◆ Rutgers University Communications and Marketing
 - Almost 400 communications professionals across Camden, New Brunswick, and Newark, with periodic events related to best practices
 - Communicator Certificate workshops
- ◆ Michigan State University Communications and Brand Strategy
 - More than 200 communications professionals across campus, with monthly meetings and an annual conference with workshops and presentations from nationally acclaimed marketing experts.
- ◆ Ohio University (the same size as the School of Arts and Sciences)
 - Annual Campus Communicators Network Expo to present information about new website content management systems and present awards to university marketers and communicators

GOAL

Establish a communications network for staff across the school that will:

- ◆ Improve communications across the School of Arts and Sciences about the school and university visual identity and brand messaging
- ◆ Connect individuals charged with communications tasks for units to the larger school and university mission
- ◆ Create a community of communicators working on these tasks across the school
- ◆ Learn from those doing communications in the units
- ◆ Recognize and reward engaging communications work in the departments
- ◆ Improve communications and marketing in alignment with school and university messaging

PLAN: Step by Step

- ◆ Create Communications Advisory Group
 - Represent all areas of the school
 - Engage and educate group
 - Build their identities as brand ambassadors
- ◆ Work with UCM and existing Rutgers Communicators Network
 - Advisory Group attends Communicators Workshop sessions
 - Pilot group of SAS staff attends shortened Lunch and Learn
- ◆ Listen, listen, listen
 - Hear from Advisory Group
 - Hear from SAS pilot group

Communications Advisory Group

Mathematical and Physical Sciences

Kostas Bekris, Faculty, Computer Science

Amy Meerovich, Outreach Coordinator, Chemistry

Social and Behavioral Sciences

Michelle Finney, Director of Administration

Thomas Prusa, Chair, Economics

Humanities

Elizabeth Folk, Senior Department Administrator, French, Cinema Studies, Classics, Comparative Literature, German, Russian, & East European Languages & Literatures, and African, Middle Eastern & South Asian Languages & Literatures

Jenny Gehrmann, Department Administrator, Jewish Studies

Carla Yanni, Undergraduate Director, Art History

Life Sciences

Martha Haviland, Director Undergraduate Instruction, Biological Sciences

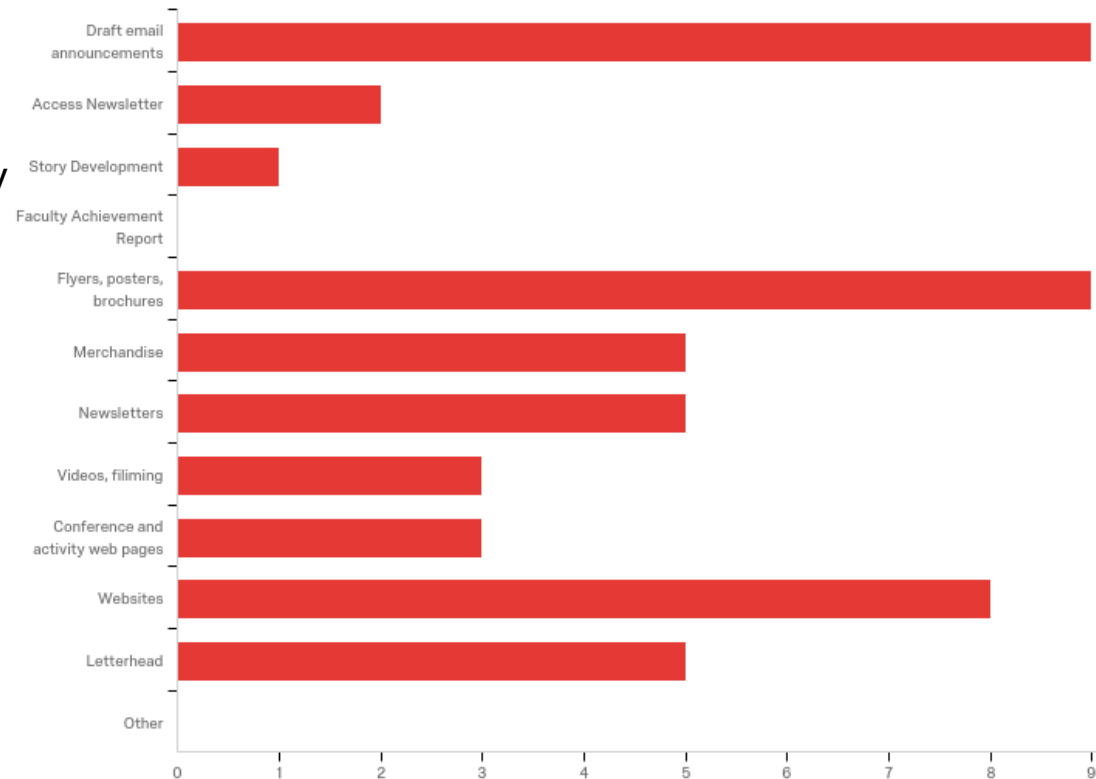
Sara Pixley, Executive Director, Center for Cognitive Sciences

Undergraduate Education

Vanessa Coleman, Assistant Dean and Director of Student Records and Administrative Systems, Office of Academic Services

SAS Pilot Lunch and Learn: What did we learn?

- ◆ 25 staff members from various units across school attended workshop on Rutgers Visual Identity and Brand Management
- ◆ 90% response rate on survey
- ◆ Two respondents strongly agreed and six somewhat agreed that they knew the Rutgers Visual Identity. The rest did not answer
- ◆ We learned about most common tasks: Drafting emails; making flyers, posters, and brochures; updating unit websites
- ◆ Overall, they liked the workshop and learning about policy and how to apply it



Listen to staff doing communications tasks

- ◆ Identify staff communicators and build brand ambassadors
- ◆ Design and send out a survey to find communicators
 - Rely on Directors of Administration in each academic area
 - Email tree: DOAs email survey individually to their direct reports
 - Direct reports forward email to those they supervise
 - Personal touch will improve survey completion rates
- ◆ Create Communicators List
- ◆ Analyze survey results
- ◆ Apply results to design Communicators Connection

Lead by Listening, Engage through Teamwork

- ◆ Communications Advisory Group
 - Share knowledge and frustrations about communications
 - Harness and rely on their knowledge
 - They are charged with developing each step and giving final shape
- ◆ Associate Dean of Planning and Communications
 - Convener and facilitator – “mentee”
 - Provide information, structure, follow through
 - Adapt to proposals, timeline, new information
- ◆ Plan: Create two-way contact with staff
 - Build on original survey responses to build survey for first contact
 - Pitch network as theirs to shape