# Gauging Understanding of the Rutgers Budget Model

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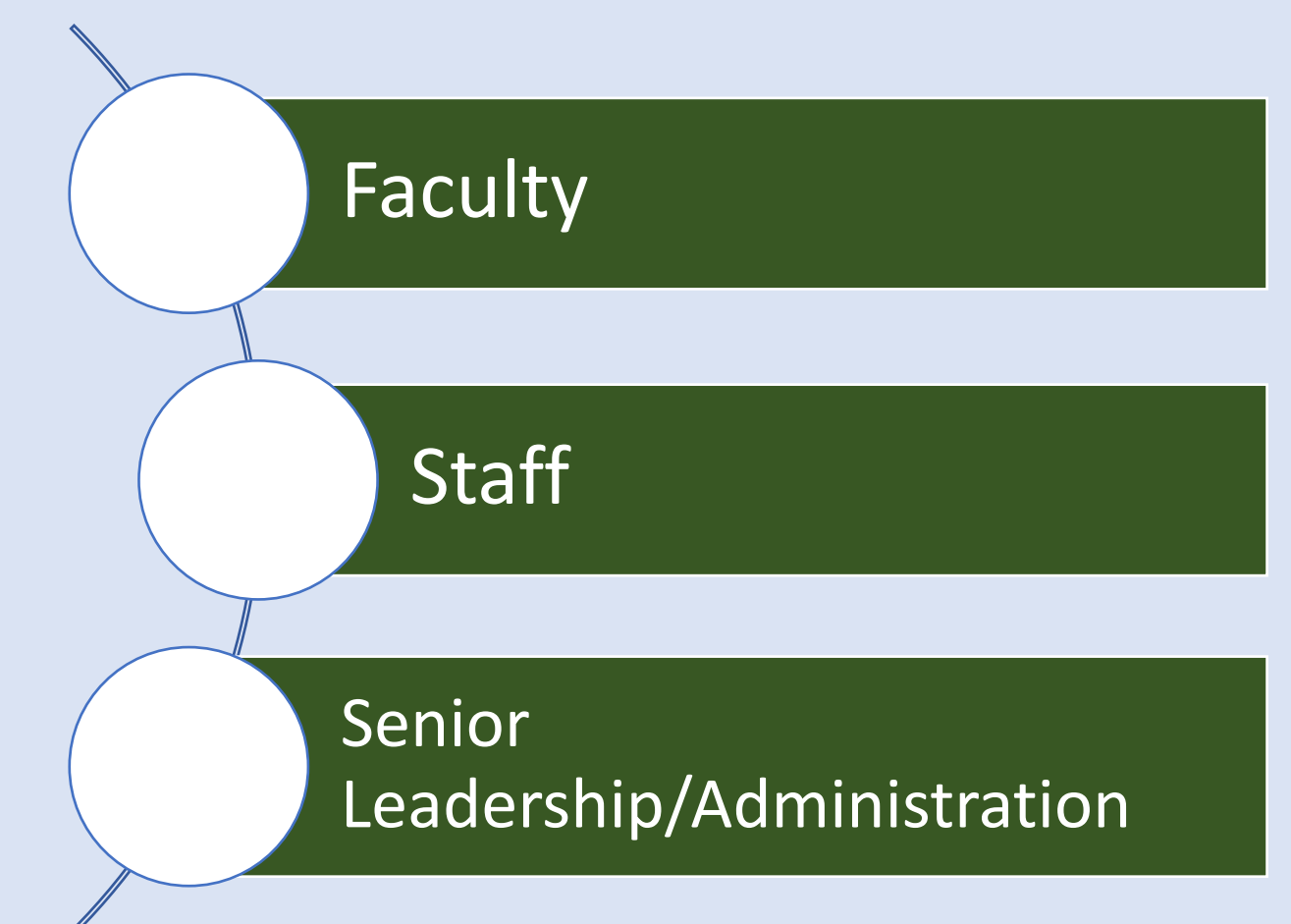
**#RLA_RCMDreamTeam**

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## Abstract

The Office of University Strategy has identified a need to examine the ways in which information about financial priorities and decision making could be effectively conveyed to multiple populations within the university community and develop models that can be used for communicating this information. This RLA Team will (1) identify the different stakeholders within the University to communicate how the Rutgers budget model is used; (2) Target the message based on the various groups and the knowledge base within said community; (3) Conduct benchmarking to determine ways in which other universities disseminate messages about financial priorities and decision making and obtain examples that can be used as a starting point for designing Rutgers communications; (4) Develop and implement pilot survey to our primary stakeholders (faculty, staff, and senior leadership/administration). A report of findings and recommendations will be submitted to the Office of University Strategy. Future directions will include analysis of survey, development of website based on team's market research of other institutions and identify other stakeholders and communication strategies.

## Primary Stakeholders

- Faculty
- Staff
- Senior Leadership/Administration

## Key Activities, Deliverables, & Timeline

| Dissect RCM at Rutgers: Five-Year Review | Benchmarking Other Institutions of Higher Education for RCM Communication Tactics | Collaborate on How to Improve Rutgers RCM Communication Tactics with Senior Leaders | Develop, Disseminate, and Analyze a Rutgers Budget Model Survey | Create Report of Findings and Share Recommendations for Future Directions |
|---|---|---|---|---|
| Oct – Nov '21 | Nov '21 – Jan '22 | Nov '21 – March '22 | March – April '22 | May '22 |

## Effectiveness Measures

- Rutgers website containing RLA Team's market research/ survey analysis recommendations

## Communication/Engagement

- Utilize online survey to gauge community's understanding of RCM and any misinformation
- Assist with creating a website to enhance knowledge base of RCM

## Current Status/Future Directions

- Benchmark RCM budget communication for students by developing, implementing, and analyzing survey and conducting focus groups.
- Enhance Rutgers budget website containing benchmarking information (i.e., glossary of budget terms, FAQ's section, clear budget figures, videos explaining RCM budget model, RCM budget model articles, highlight how the budget model could encourage university collaboration, and address any stakeholders' concerns).

## Acknowledgements