

Improving communication between RU-Animal Care and Faculty through targeted partnerships

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Abstract:

Rutgers Animal Care (RUAC) manages all the animal facilities at Rutgers across all 4 chancellor units serving over 320 faculty. Communicating effectively with faculty users about changes in the regulatory landscape, services offered, new capabilities etc., is essential to accelerate the research. Currently communications through newsletters, emails, list-serve, website updates and user group meetings has not been very effective. A key issue could be the information overload through digital channels that faculty researchers get on a daily basis in their email boxes. An important goal will be to partner with the Chancellor units and faculty user groups to identify the methods of communication that has the highest penetrance among the research community. This project will look at partnering with RU-NB Chancellor unit to coordinate the dispersal of information with the faculty users. The assumption here would be that faculty are more likely to pay attention to information coming out of the Chancellor and local dean offices than from central offices. Also, by communicating with one voice with the local units we can avoid overload and ineffectiveness of information. Better more targeted information will result in timely actions that faculty researchers can take to maximize the services and resources provided by Rutgers Animal Care.

Primary Stakeholders:

- Animal Care team
- Faculty
- NB-Chancellor Unit
- Research Deans
- Graduate and Undergraduate students
- Post-Doctoral fellows

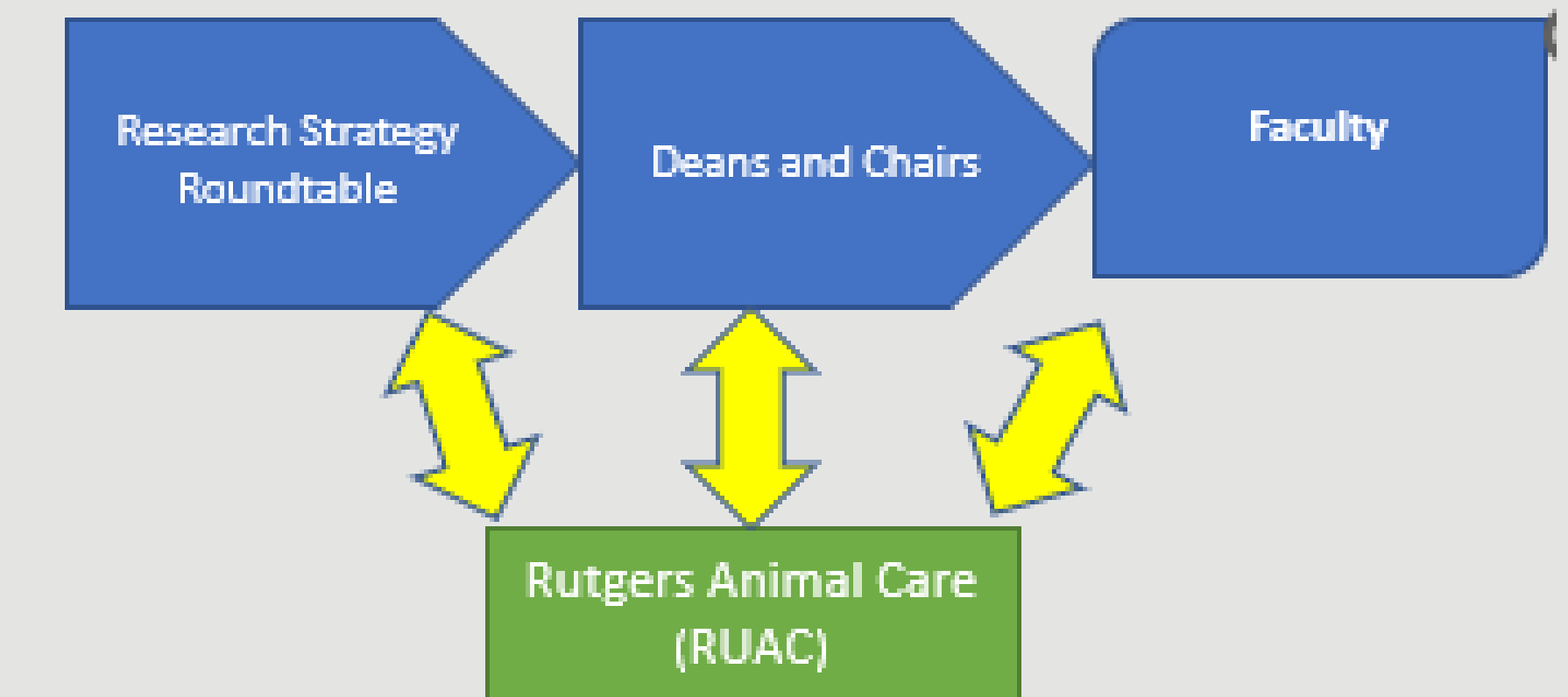
Key Steps/Activities:

- **Phase I:** Pilot with RU-NB CLU
 - Content development
 - Engage Leadership
 - Emails, newsletters, website, user group meetings
- **Phase II:** Evaluate and Expand
 - Qualtrics Survey
 - Website/newsletter clicks
 - Expand to other CLU's – RBHS, RU-Newark, Camden

Effectiveness Measures:

- **metrics** for how many users clicked on the message or viewed the newsletter.
- Poll or survey researchers using RU-NB regarding the knowledge about the message communicated in user group meetings. Provide a \$25 per diem incentive to encourage participation (Qualtrics survey under development).
- Data analysis of survey to measure effectiveness of the new communication method.

Communication/Engagement:



Proposed Timeline:



Current Status/Future Directions:

- Content development is ready for distribution
- Space policy has been submitted for input from stakeholders
- Quarterly newsletter has been published
- Meeting dates with administrators has been requested
- Expand this to RBHS in 2024, RU-Newark and Camden -2025