

Investigating Solutions to Expand and Amplify Cohesive Communications

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Abstract:

With over 22,000 employees and nearly 70,000 students across four chancellor-led units, Rutgers has differing and distinct “personalities” and identifiers, budgets, audiences served, population demographics, aims, challenges, and successes that define each of its locations. Meanwhile, instilling pride in Rutgers and promoting the university as a valuable and accessible higher education institution of excellence are goals shared by each of these CLUs. This project aims to explore the possibility of compiling points of interest and other engaging facts from each CLU and exploring a digital message or notification to serve these facts to passersby such as employees, students, alumni, parents, and members of the general public as they come near a point of interest. The message or notification would include a call to action which would link out to a source of information, such as a Rutgers Today article.

Primary Stakeholders:

- Office of Information Technology
- Rutgers University Foundation
- Institutional Planning and Operations
- Rutgers admissions and students affairs offices
- Institutional Planning and Operations
- University Communications and Marketing
- CLU communications offices

Key Steps/Activities:

- Convene stakeholders and representatives for regular meetings to complete these key steps:
- Identify target audiences to receive the information
 - Select and vet up to 50 geographic locations and related facts from agreed-upon records, such as Rutgers Today or Great Things to Know About Rutgers
 - Select and deploy a digital solution and identify an alternate digital solution as a complement or a fallback
 - Install physical signage to complement digital
 - Launch and analyze performance metrics from a pilot phase

Effectiveness Measures:

- Will use digital measuring tools to analyze engagement across locations, devices, or other means, such as utm codes and QR codes
- We will also use observational data, such as how many people walk by a particular location, and compare it against the engagement metrics to determine how to proceed with the presentation at each location—and the project as a whole.

Communication/Engagement:

- Through regular meetings, we will hear from appointed representatives of various stakeholders about the progress of their areas and will share all recommendations on communications and digital solutions with the group.
- Once a solution has been determined, we will conduct walkthroughs and demonstrations of the solution with the group and any other identified leaders before a pilot launch. The group will have the opportunity to work independently and provide feedback.

Proposed Timeline:

We expect that this project may take up to three years from beginning to completion, depending on the identified digital solution and costs and length of possible contracts.

Current Status/Future Directions:

This project is currently in a hypothetical or conceptual phase. However, an existing mobile application or an email, text, or notification delivery mechanism may be needed to make this project a reality. Alternatively, other solutions like campus screens or digital signage that can be reprogrammed or could be a cost-effective way to track engagement without using the Rutgers app or third-party applications.