

UNIVERSITY RELATIONS

Office of the Vice President

Department of University Relations

Under the leadership of [Kim Manning](#), University Relations supports and promotes the image and mission of Rutgers, The State University of New Jersey. This is achieved through a variety of services and programs for the university community, the news media, and the public. The department also establishes official policies and standards for the university visual identity system and institutional advertising and for the content and design of Rutgers' printed publications, websites, official trademarks and logos, and other media and assists university clients in producing selected communications. University Relations coordinates the [Rutgers Communicators Network](#) and [Communicators Listserv](#) which allow Rutgers communications professionals to share ideas, information, tools and resources that help them in their daily work to promote the university more broadly and more consistently.

The vice president for university relations is a member of the president's cabinet and oversees the following functional areas:

[Campus Information Services](#) provides accurate, timely, useful information and communication services and resources to the campus community and its constituents through innovative and creative use of technology and personal interaction.

Key Responsibilities

- [Rutgers Information and Referral Center](#)
- [RU-info](#)
- [Rutgers University Television \(RU-tv\) Network](#)
- [Historical and Specialty Campus Tours](#)
- [University Events Calendar](#)
- [Off-Campus Housing Service](#)
- [Ask Colonel Henry](#) (Email question and answer service)
- [Online Campus Maps](#)

[Community Affairs](#) serves as a link between Rutgers and the community at-large to deepen Rutgers' civic engagement by matching community needs with the university's resources and to coordinate the efforts of faculty, staff, and students in numerous volunteer, public service, and research programs. The staff also arranges access to Rutgers facilities for commercial media, film crews/photographers, and production companies.

Key Responsibilities

- [Friends of Rutgers Advocacy Network](#)
- [Rutgers Speakers Bureau](#)
- [New Faculty Traveling Seminar](#)
- Annual Employees' Charitable Campaign
- [Filming on Campus](#)
- [Senior Citizen Audit Program](#)
- Assisting Civic and Community Groups with Access to Rutgers

[Creative Services](#) provides support for print and web communications for the central administration and other key units, programs, and projects to support marketing of the university; develops policies and standards for these areas; and offers guidance to the Rutgers community in their communications needs.

Key Responsibilities

- [Editorial and Design Services](#) offers project management, writing, editing, and graphic design services for high-quality communications in all media.
- [Photo Services](#) provides original still photography services and maintains an extensive archive of high-quality stock images of scenes, people, and activities at Rutgers.
- [Rutgers Magazine](#) is a general interest publication that promotes Rutgers through articles on campus culture, contemporary issues, and alumni, faculty, and student achievements.
- [Trademark Licensing](#) regulates the commercial and internal use of the university's name and identifying marks.
- [Web and Multimedia](#) consults university units on the best use of electronic media, offers support for websites and multimedia, and oversees the Rutgers universitywide and New Brunswick Campus websites.

[Media Relations](#) serves as the primary contact with campus, local, state, regional, and national media to manage inquiries concerning institutional initiatives, emergent issues, and policies; promotes Rutgers activities and accomplishments; and manages universitywide and New Brunswick Campus crisis communications through its interaction with the news media.

Key Responsibilities

- Promotion of Major University Initiatives
- Promotion of Key Accomplishments by Faculty, Students, Staff, and Programs
- Daily Interaction with Print and Broadcast Media
- Management of Media Inquiries
- Crisis Communications
- Publishes [Rutgers Focus](#), an Online Newspaper for Faculty and Staff

[Strategic Communications](#) supports communications about Rutgers to its key constituents and ensures

that Rutgers' messages are clear, consistent, and effective.

Key Responsibilities

- Institutional Communications Management/Strategic Planning/Campaigns
 - Develops Statements, Talking Points, and Remarks for Major University Spokespersons
 - Project Management for Campaigns and Integrated Promotional Communications
 - Marketing Management
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