Thank you for agreeing to advance our shared goals set forward in our Rutgers University–Camden Strategic Plan by serving on the Marketing and Visibility Committee. This committee will consider opportunities to heighten awareness of Rutgers University–Camden among its many constituent groups. Co-chairs of the Research, Student Success, and Marketing and Visibility committees will serve as ex-officio members of the Implementation Committee.

Each strategic planning committee is charged with developing action plans to ensure each initiative and task identified as a priority is addressed and with, where applicable, ensuring coordination with existing efforts on campus. The action plans will be reviewed and approved by the Chancellor and the Deans. The plans are due June 1, 2015 to allow ample time for the leadership to review and approve the plans by the end of the fiscal year, June 30, 2015.

Organizing Your Work. Our Strategic Plan helpfully provides a blueprint for translating the plan into measurable, actionable tasks. The Strategic Directions each have a number of initiatives identified, and the Dashboard outlines a number of initiatives and tasks related to our agreed upon strategic directions. Below is a list of the initiatives and dashboard tasks associated with your committee. Also included below is a full list of the Strategic Directions and corresponding initiatives.

Developing Action Plans. Your committee is asked to prioritize the items in your subject area and then develop short and long term for the prioritized action items. The plans should include the following elements:

Responsibility: Identify which office, committee or individual is now or should be the primary owner of the function and, where applicable, identify secondary or support offices.

Review: Identify how other colleges and universities address the issue or complete the task.

Rewards: State expected outcomes of action.

Risks: Identify budgetary, personnel or operational barriers to completing tasks.

Timeframe. Your committee is asked to submit interim reports to the Implementation Committee and to submit a final report by June 1, 2015. While some committees have already decided to meet biweekly, each committee may determine its own meeting schedule.

Strategic Directions

5. Increasing Enrollment to Support Strategic Goals

Initiative 3 Improve Marketing and Recruitment Processes

Initiative 4 Transform the Campus Visit Experience
Dashboard

1. Increasing Enrollment to Support Strategic Goals
   - Heightened visibility of Rutgers University–Camden through promotion of targeted initiatives and/or clusters of disciplines
   - Higher profile in value/cost/access rankings such as the Washington Monthly magazine ranking and the White House College Scoreboard

3. Enhancing High-Quality and Interdisciplinary Graduate and Professional Programs
   - Opportunities for showcasing research accomplishments in graduate and professional programs [*Coordinate with Research Committee]
Strategic Directions

The Strategic Plan delineates five (5) strategic directions each with specific initiatives identified. Committee action plans should address these directions and initiatives as well as the tasks on the dashboard.

Strategic Direction One Providing a First-Rate Undergraduate Education Grounded in Research and Providing Experiential Learning
- Initiative One: Transformative Experiential Learning Programs
- Initiative Two: Curricular and Pedagogical Innovation
- Initiative Three: Strength in Undergraduate Research
- Initiative Four: Enhancements to Orientation and Advising
- Initiative Five: Improved Physical and Knowledge Environments
- Initiative Six: Financial Support

Strategic Direction Two Enhancing High-Quality and Interdisciplinary Graduate and Professional Programs
- Initiative One: Sustain the Quality of Current Ph.D. Programs
- Initiative Two: Create New Innovative Ph.D. Programs Across Natural Sciences, Social Sciences, and Humanities
- Initiative Three: Improve the Quality of the Graduate and Professional Student Experience
- Initiative Four: Recruit Top-Quality Graduate Students
- Initiative Five: Explore Opportunities for Programmatic Enhancement

Strategic Direction Three Advancing Faculty Research Excellence
- Initiative One: Innovation in Areas of Strength and Potential
- Initiative Two: Engagement of Undergraduate and Graduate Students in Research
- Initiative Three: Connections across Schools, Campuses, and Institutions, and with Communities and Industry

Strategic Direction Four Playing a Leadership Role in Revitalizing Camden and in the Greater Delaware Valley
- Initiative One: Strengthen K–20 Partnerships and Access
- Initiative Two: Support Economic Development
- Initiative Three: Build Civic Leadership Capacity

Strategic Direction Five Increasing Enrollment to Support Strategic Goals
- Initiative One: Develop the Appropriate Mix of High School Entrants, Transfers, and International Students We Seek as Rutgers–Camden Students
- Initiative Two: Increase Recruitment of High-Potential Students, Including From Low- and Moderate-Income Families from South Jersey
- Initiative Three: Improve Marketing and Recruitment Processes
- Initiative Four: Transform the Campus Visit Experience
- Initiative Five: Use Scholarship Support More Effectively in the Recruitment Process