

**MAPO  
COLLE**



## **RAMAPO COLLEGE MISSION**

Ramapo College is New Jersey's public liberal arts college, dedicated to providing students with a strong foundation for a lifetime of achievement. The College is committed to academic excellence through interdisciplinary and experiential learning, and international and intercultural understanding. Ramapo College emphasizes teaching and individual attention to all students. We promote diversity, inclusiveness, sustainability, student engagement, and community involvement.

## **RAMAPO COLLEGE VISION**

Ramapo College delivers a transformative education in a diverse community dedicated to welcoming and mentoring students who bring with them a range of lived experiences. We will achieve national distinction for developing empathetic problem solvers, ethical change agents, and responsible leaders who make a positive impact and thrive in a changing world.

## **RAMAPO COLLEGE BRAND**

Every time we communicate — whether we're posting on social media, sending promotional material by

## **COLLEGE COMMUNICATIONS ROLE**

College Communications is charged with strengthening Ramapo's positive reputation and increasing awareness of its many accomplishments. To do this, we:

- Highligh

# COLLEGE GOALS

- Achieve academic excellence and student success through the advancement of intercultural, global, and interdisciplinary education, experiential learning, and individualized student-centered resources.
- Objectives
  - a. Provide learning environments and opportunities that encourage the development of deep content knowledge that leads to discerning engagement in work and in the world.
  - b. Increase high-impact practices that promote creative expression, scholarly research, and applied learning.
  - c. Grow service opportunities and civic engagement to explore personal identities and diversity, and make a positive societal impact locally, regionally, and internationally.
  - d. Strengthen our culture of mentorship through integrated and individualized support systems and resources that help students succeed.
- Foster a diverse, empathetic, and vibrant community that inspires a culture of inclusivity, accountability, and collaboration.
- Objectives
  - a. Prioritize personal well-being by promoting healthy practices and environments.
  - b. Advance a culture of belonging, equity, inclusion, and trust by embracing diversity, access, and accountability.
  - c. Promote an environment that elevates voices, examines structures of power and privilege, and creates justice-oriented actions and solutions.
  - d. Develop future leaders who gain self-awareness, mentor others, and emerge as change agents.
  - e. Foster school pride by building relationships and partnerships, amplifying creative collaboration, and enhancing community engagement.
- Drive institutional distinction, sustainability, and pride by galvanizing our community members and partners, and building organizational agility, accountability, and resilience.
- Objectives
  - a. Drive institutional distinction through student and alumni satisfaction and success, faculty scholarship, thought leadership, national and international collaborations, and organizational expertise.
  - b. Bolster Ramapo pride through serving as both a public college of choice and an employer of choice.
  - c. Secure long-term fiscal sustainability through the entrepreneurial management and development of resources at every level.
  - d. Strengthen organizational resilience and agility through sustainable practices and data-informed

# COLLEGE COMMUNICATIONS GOALS

Long considered a hidden gem in New Jersey, Ramapo College strives to become a public liberal arts college exemplar known throughout New Jersey, the Northeast region, and nationally. Increasing earned media through our presence in newspapers, magazines, podcasts, and television is a key component to this goal. By consistently monitoring developing news, we can identify trends in the news and connect media outlets with campus members as thought leaders and subject matter experts to speak on issues, raising the visibility of Ramapo College and the work of its community members.

The College's owned media play an important role in raising the visibility of Ramapo College. Consistent message sharing while leveraging the College's brand will enable target audiences to know more about Ramapo, its tight-knit community, and the caliber of its students, faculty, staff, alumni, and partners. Keeping apprised of social media trends and assets in order to create timely and engaging content relevant to each platform's audience is critical in our efforts to increase the visibility of the College and generate motivation for our stakeholders to talk about, promote, and share our stories in their personal and professional circles online. To achieve this, we will develop a cohesive content plan that supports the Ramapo College Brand Strategy spanning the entire College.

## Target Audiences

- RCNJ students, faculty and staff
- Alumni
- Donors
- Prospective students and families
- Media



Achieving the objectives outlined in this plan requires a campus community equipped with the necessary and evolving skills to create and develop content for current and evolving communication strategies. Our ability to effectively support Ramapo College relies on our proficiency in maintaining up-to-date practices and continuously improving our work. Additionally, it requires fostering a culture that highly values collaboration, ideation, celebration, risk-taking, accountability, and mentorship. We must possess a deep understanding of institutional priorities, exhibit discipline in recognizing our core expertise, and remain attentive to the elements that ignite our passions. With an all-hands-on-deck approach to understanding and employing how we communicate about who we are, our collective efforts strengthen the ability to share our stories with a uniform and unified delivery. The convergence of these three components—priorities, expertise, and passion—establishes a team poised to excel and surpass expectations in our pursuits.

#### Target Audiences

- RCNJ president and Mission Element Team
- Office of Marketing
- RCNJ faculty and staff
- Communications and PR staff

#### Shared Priorities

1. Foster an environment that prioritizes collaboration, idea generation, recognition, innovation, and mentorship.
2. Ensure that the College's brand is leveraged when communicating and networking with peer institution colleagues; regional, national, and international conferences and organizations; alumni; donors; government officials; and key stakeholders.
3. Ensure that the College's brand is leveraged and social media best practices are employed when creating content for social media platforms.
4. Conduct regular evaluations of the tools, services, and applications utilized to facilitate our work, encompassing project management, digital asset management, surveys, social media monitoring, third-party hosting, proactive media outreach, media subscriptions, and more.

#### Objectives for Content and News

1. Develop and enhance an exceptional content curation strategy that promotes collaboration among internal teams and fosters close coordination with stakeholders throughout the organization.
2. Act as a valuable source for providing communications guidance across the organization.
3. Formulate a comprehensive approach to engage influencers and media, establish relationships that lead to favorable and accurate coverage while amplifying our news.
4. Ensure a consistent alignment between the College's strategic objectives, the content plan, and proactive media tactics.

## KEY PERFORMANCE INDICATORS (KPIs)