



Rensselaer

Shirley Ann Jackson, Ph.D.
President

To: All Portfolio Leaders

From: Shirley Ann Jackson, Ph.D.
President
Professor of Physics, Applied Physics, and Astronomy
Professor of Engineering Sciences

Date: January 9, 2015

Re: Consistent and Cohesive Institute Communications

In order to reach the goals of *The Rensselaer Plan 2024*, it is of critical importance that we build the reputation and awareness of Rensselaer with our key audiences. A successful communications strategy will enhance the quality and quantity of applicants, help us reach our diversity goals, attract the attention of prospective faculty and staff, and encourage philanthropic giving to the Institute. Consistent and high impact messaging is essential as we engage alumni/ae, prospective students, parents, peer and aspirant institutions, the research community, industry, potential donors, and the public at large.

I have charged the Office of Strategic Communications and External Relations (SCER) with ensuring that all schools and portfolios adhere to standards that promote and protect Institute identity. This includes, but is not limited to, all Rensselaer-associated web pages, media and public relations activities, print and electronic materials, paid advertising, direct mail, and signature events that are officially associated with Rensselaer.

Effective immediately, I am asking all Portfolio owners to work closely with SCER, consulting with them on all Institute-related communications, external relations, and branding opportunities. The specific processes and protocols will be articulated and put in place by David Brond, Vice President for Strategic Communications and External Relations, working closely with Dot-CIO for web pages and electronic materials. These will be communicated to you by February 2015.

In the meantime, should you have any questions, please do not hesitate to contact David Brond at brondd@rpi.edu.

Thank you.