

The Edge in Knowledge

A MESSAGE FROM THE PRESIDENT

The past year has been one of great progress and achievement at NJIT as we work toward the goals of our Strategic Plan. Numerous examples of our progress are identified on the following pages. These include the growth of research emphasizing commercial potential as well as technological breakthroughs, the introduction of innovative educational programs, and the enrichment of the quality of life on campus, of which the introduction of Division I sports at the university is an exciting example. Especially notable milestones in our ongoing program of physical improvements were the formal opening of the Campus Center and the completion of landscaping that included transforming the green at the center of our campus into a more attractive and welcoming space.

While NJIT is widely recognized for excellence in education and research, one of the key goals of our Strategic Plan is to raise our university's profile even higher, fostering greater awareness of our strengths and accomplishments in New Jersey and throughout the nation. Such awareness is of great importance as we accelerate our effort to recruit even higher achieving students and continue to build world-class research programs.

It is an indisputable, challenging reality that the nation's universities of science and technology must attract even greater numbers of our most talented students if we are to maintain our lead in the global economy of the 21st century. We intend that NJIT will be a leader in this effort — and an important step we are taking is to communicate in exciting ways the attractiveness and potential rewards of participating in the life of science and technology.

We have thus begun to change how we present our university to the public, especially with respect to communicating what we offer to young women and men making one of life's most important decisions. This is why we dedicated considerable effort in 2004-2005 to developing a new communications and branding program for the university that reflects this perspective. One example that you may have already noticed includes the redesigned NJIT logo on the cover.

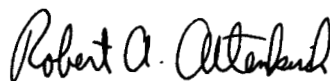
Iconic of great energy and momentum, our new logo is intended to convey, in visual form, the phrase that summarizes the many facets of NJIT's mission. That phrase

is *"The Edge in Knowledge."* These four words are a succinct expression of why NJIT is exceptional in higher education. It expresses a spirit long dominant at NJIT, and it illustrates the emblematic spirit of our university in an intensely competitive world.

It is a truism often acknowledged, but too little acted upon, that the global economy is becoming knowledge-driven at an increasingly furious rate. An NJIT education responds to that truism in the most direct and practical sense — it provides individuals with the edge in knowledge essential for professional success in the scientific and technical fields that comprise the economic engine of the decades ahead.

At NJIT, faculty and students are engaged in research to reveal the edge in knowledge on numerous frontiers, sharing the intellectual excitement of discoveries that will ultimately benefit society at large. The edge in knowledge also denotes a commitment to pioneering the implementation of new technologies, whether on campus as with the SmartCampus project that will make NJIT a model for wireless, on-line communities or in entrepreneurial partnership with businesses in the private sector. It is truly an image of energy and accomplishment.

Our new initiatives are designed to transform this image into reality at every turn, in everything we do — in the classroom, the laboratory, on the athletic playing field. We are at the beginning of an exciting long-term journey to achieve at ever higher levels and gain even wider recognition of who we are: NJIT — New Jersey's Science and Technology University.



Robert A. Altenkirch, PhD

