



# **Student Senate**

## **February 15, 2006**



***THE EDGE IN KNOWLEDGE***



- **Highlander Club**
- **Campus Master Plan**
- **Newark redevelopment**
- **Lock and Central complex**
- **Athletics**
- **06-07 tuition/fees**
- **Marketing/branding**

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- **Highlander Club**
  - **Design to be finished prior to end of spring 06 semester**
  - **Renovation to be finished prior to start of fall 06 semester**
  - **Preliminary cost estimate ≈\$250K**

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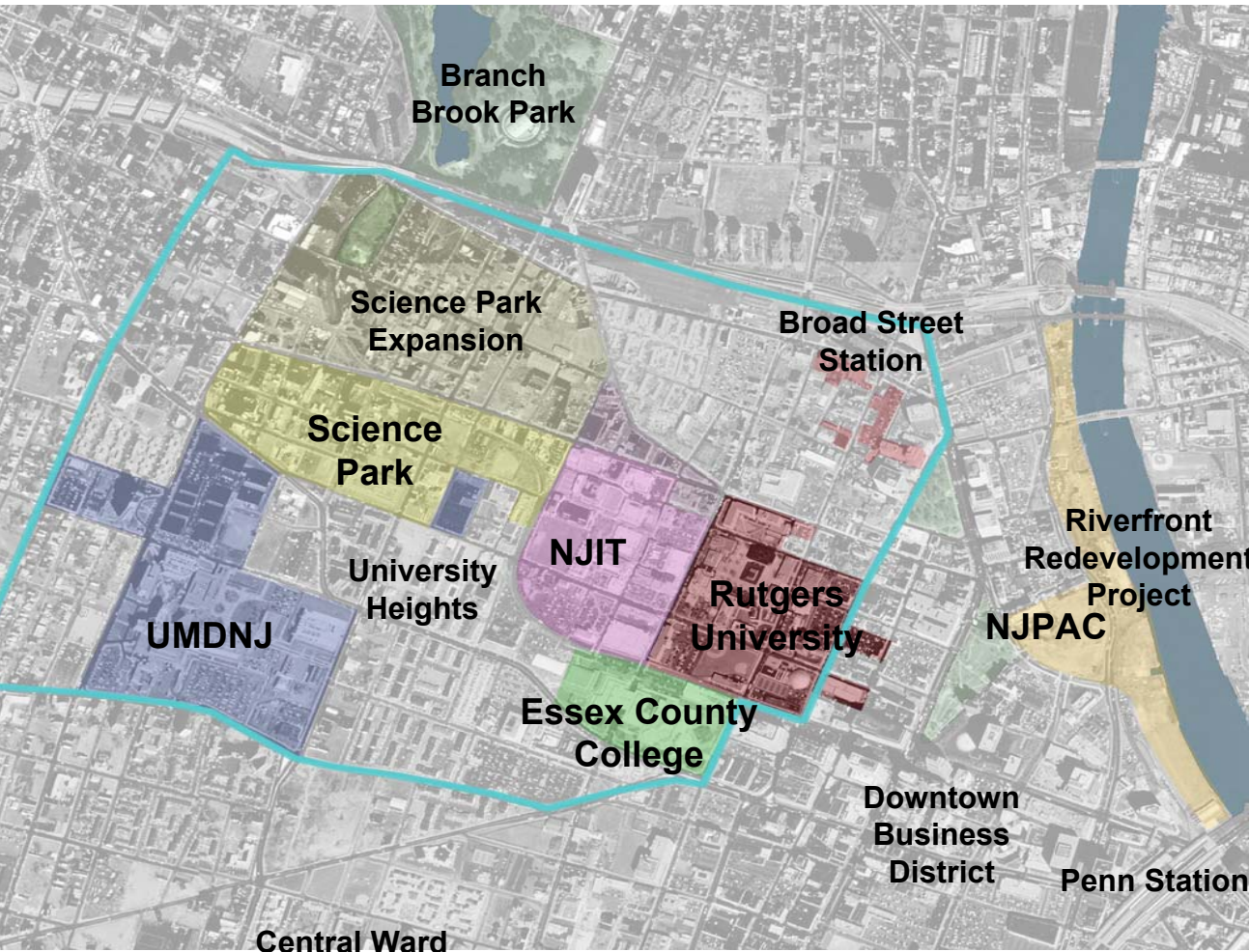


- **Campus Master Plan**
  - **Student focus group discussions to occur this spring**
  - **Space utilization, building sites, integration with academic, research, landscape, and student/quality of life plans**

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# ● Newark redevelopment

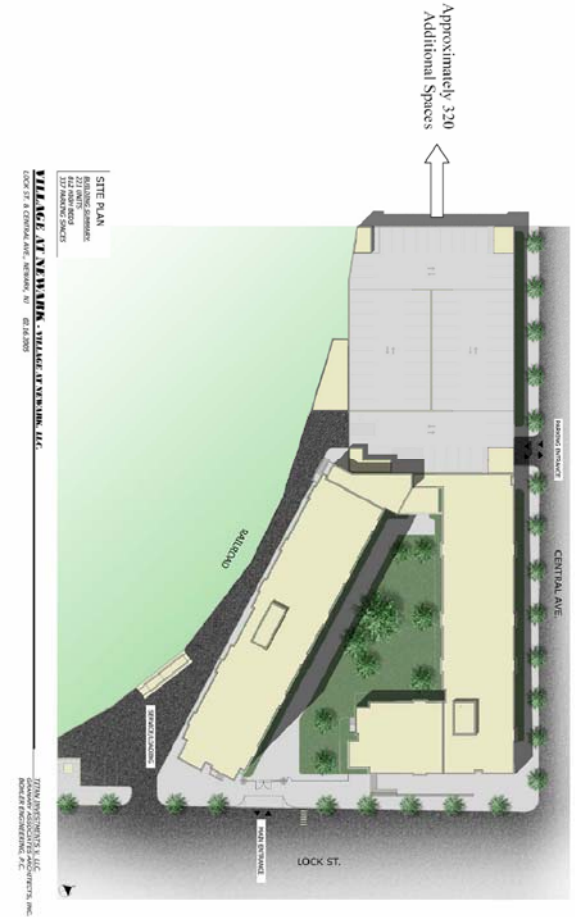


NJIT chairs Newark  
Downtown Core  
Redevelopment Corp.

**KNOWLEDGE**



- **Lock and Central complex**
  - Target completion date is fall 2007
  - Student housing, retail, parking
  - Develop MOU's between NJIT and American Campus



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# NJIT

New Jersey's Science &  
Technology University

## ● Athletics-Attend!

- Transition from Div II to Div I proceeding
- Men's soccer team full Div I member
- Women's soccer team full Div I member '07
- Program full Div I member '09
- All teams play Div I schedule in '06-'07
- Pursuing conference affiliation
- Cheerleading team formed
- Basketball schedules being built with St. Johns (M), Cornell (M), Princeton (W), Yale (W)
- Working with Devils' owner on Arena scheduling
- 10-year contract (5-year extension) on Riverfront Stadium facility use/marketing with Bears complete
- Fleisher Gym renovations completed this summer
- NYT feature on Div I

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## ● Athletics-Attend!

- Athletic logo/graphic identity preliminary design complete
- Focus group feedback over the next several weeks/month
- Feedback from focus groups used to make final selection
  - Logo will be different from institutional logo

UCLA



Georgia  
Tech



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## ● **FY07 budget/tuition and fees**

- **Submitted to OMB in Dec**
- **Major request above FY06 budget total about \$25 plus million (Fundamental Core Needs/Legislative asks)**
  - **3.5% to base operations**
  - **Funding for negotiated salary programs**
  - **Property development**
  - **Homeland security research and development**
  - **Incubation of minority owned businesses**

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- **FY07 budget Issues**
  - **State issues**
    - **Structural deficit (\$5 B)**
    - **Transportation Trust Fund**
    - **School construction**
    - **Pensions**
    - **Property taxes**

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- **FY07 budget Issues**
  - **Higher Ed issues**
  - **Capital bond issue**

	<u>STATE REQUEST</u>	<u>STATE APPROPRIATION</u>	<u>FISCAL YEAR SHORTFALL</u>	<u>%FISCAL YEAR SHORTFALL</u>	<u>TUITION/FEE REVENUE</u>	<u>TUITION/FEE REVENUE Δ</u>	<u>Annual % Increase Tuition</u>	<u>% Tuition Cap</u>	<u>BUDGET EXPENDITURE REDUCTIONS</u>
FY02	56,110	52,133	(3,977)	-7.1%	62,378	N/A	6.9	-	N/A
FY03	55,896	49,621	(6,275)	-11.2%	67,596	5,218	9.7	-	2,896
FY04	52,367	48,690	(3,677)	-7.0%	72,777	5,181	8.5	9.0	3,936
FY05	51,526	50,112	(1,414)	-2.7%	74,462	1,685	8.0	8.0	6,070
FY06 (a)	53,131	50,912	(2,219)	-4.2%	80,024	5,562	7.0	8.0	3,303
Cumu-lative			(31,147)			17,646			16,205

(a) proposed

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# ● Marketing/branding

Brand Identity

Tagline

Diploma



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# What a brand is . . . and is not

“NJIT”

- This symbol is NOT your brand.
- How people “feel” and “think” about you IS your brand.
- Your mark is a “trigger”— sparks your brand in people’s minds.
- The brand perception triggered may be “strong” or “weak,” “good” or “bad” — depending on what has been connected to and infused into it over time. (Experiences, images, environment, stories, word-of-mouth, behavior, etc.)

# Every “touchpoint” is an opportunity to add meaning to your brand

## **Active Paid Messages**

- Advertising
- Direct Mail
- Publications
- Web Sites
- Web Banners
- Trade Shows
- Exhibits
- Images

## **Passive Institutional Messages**

- Stationery Systems
- Business Cards
- Business Forms

## **Active Institutional Messages**

- Speeches
- Presentations
- Public Relations
- Media Relations
- Public Affairs
- Civic Marketing
- Affinity Marketing

## **Grass Roots Messages**

- Word of Mouth
- Networking

## **Environmental Messages**

- Vehicles
- Facilities
- Grounds
- Signage
- Uniforms

## **Behavioral Messages**

- Employee behavior
- Programs
- Special Events

## **Electronic Messages**

- Telephone
- E-Mails
- Voice Mails