



Case Competition

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Change the perception of
Rutgers in the minds of the
current students

When Committing to Rutgers

- 1) It was the Cheapest Option
- 2) It's a Party School
- 3) It's not Prestigious Enough

Improving Current Student Pride

- 1) **Scarlet Scribble**
 - a. Alumni and Students can contribute their own scribbles of Rutgers History. Posted daily.
- 2) **GoRutgers Social Network**
 - a) Improve User interface
 - b) Pride Points for posting #RUPride
- 3) **Pride Parade**
 - a) Parade through College Ave Night Before Football Games



Reinitiating Pride in Alumni

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Create programs for alumni around the country that keep them connected to the Rutgers Community

- 1) Social Media Prizes #RUPride
- 2) Food Trucks Expansion
- 3) Alumni surveys: What do you remember from Rutgers?



Quantifying Rutgers Pride

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- Record number of students who click of 'Scarlet Scribble'
- Alumni who post using Rutger Pride Hashtags
- Number of submissions for artistic sketches and college memories
- Attendance at Events

The Bottom Line

Quantifying Rutgers
Pride.

Improving Pride
Through Current
Students.

Improving Pride
Through Alumni
Events.