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RUTGERS
250

A Report on Our Yearlong Anniversary Commemoration

November 2015–November 2016

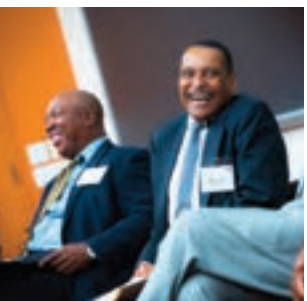




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A Proud and Unifying Moment

Dear Colleagues:

Rutgers 250: A Report on Our Yearlong Anniversary Commemoration is a comprehensive look at how we as a community joined together to commemorate a remarkable milestone: the 250th anniversary of the founding of Rutgers, The State University of New Jersey, on November 10, 1766. What came to be known as Rutgers 250 was a deeply collaborative effort, engaging university leaders, faculty, staff, students, alumni, New Jersey residents, policymakers, and friends of Rutgers over months and even years. With focus and purpose, together we created a wealth of opportunities for celebrating the historic journey of a colonial college—the nation’s eighth-oldest—which, across the centuries, evolved into one of the world’s leading public research universities.

Several years in the making, Rutgers 250 began as a concept and grew into a broadly inclusive undertaking, with hundreds of programs and initiatives that were educational, scholarly, contemplative, philanthropic, and, of course, celebratory.

Our goals focused on cultivating a feeling of connection to Rutgers’ anniversary year among individuals, groups, and organizations and on enlisting their assistance in the design and execution of innovative Rutgers 250 programs. The many participants who enthusiastically embraced these goals were encouraged and supported by the Department of University Communications and Marketing and its Rutgers 250 Office, which was charged with day-to-day oversight of anniversary activities.

I invite you to review this final report, which conveys the breadth of the anniversary effort and the extraordinary dedication of so many people who worked with enthusiasm and devotion to celebrate everything that Rutgers has been, is now, and hopes to be. We believe there has never been a finer, more comprehensive anniversary celebration by an American university in the past 250 years—a reflection of our community’s commitment to and pride in Rutgers.



Kim Manning
Vice President for University Communications and Marketing



A Historic Milestone, An Exceptional Year



As Rutgers approached its 250th Anniversary, resources were coordinated and leveraged to ensure that the celebration of this remarkable milestone would be an unqualified success. It all began with a commitment to taking a thorough, inclusive, celebratory—and, at times, frank—look at Rutgers’ colonial origins, how it evolved, and how it became The State University of New Jersey. The commemoration united students, faculty, staff, and administrators across Rutgers in an effort to make the anniversary year as meaningful as possible—together we achieved remarkable results. It is unlikely that any university in America has ever had a more successful and comprehensive commemoration.

Sweeping Impact of the Celebration

Rutgers’ 250th Anniversary celebration—dubbed Rutgers 250—was unparalleled in vision, scope, quality, and involvement across the state and beyond. More than 300,000 individuals participated in activities between November 2015 and November 2016. Millions heard about the anniversary through a variety of channels including news coverage from New Brunswick to Beijing, and through televised, digital, and print communications and social media campaigns that had the Rutgers name trending nationally. Over 14,000 earned media stories were

generated. Programs hosted by academic units magnified historic events and influences. President Barack Obama spoke to the university’s largest-ever commencement audience—a crowd of 52,000 with thousands more watching remotely and online—when he delivered the 250th Anniversary Commencement address.

All expectations were exceeded as our great university family came together at every level to create a world-class commemoration—extraordinary in its originality and breadth. In short, it was a revolutionary celebration, one that embraced the spirit of our anniversary theme, Rutgers: Revolutionary for 250 Years.

Years of Planning

By 2011, the research and benchmarking phase was completed, and a planning committee structure was in place. The Rutgers 250 Planning Committee, chaired by Jorge Schement, included representatives from across Rutgers. Six working groups focused on academic and scholarly activities, community engagement, historical documentation, marketing and sponsorship, merchandise, and major programs and events. The committee established overarching goals including promoting Rutgers’ past, present,





and future; strengthening the Rutgers brand; acknowledging constituencies involved with Rutgers' development; and providing multiple opportunities for participation.

In September 2012, the drumroll began as convocation was held for the 6,000 incoming students of the Class of 2016: the university's 250th Anniversary class. They donned anniversary-themed T-shirts to mark the occasion and to kindle awareness that their senior year, four years hence, would be historic.

In 2013, the Rutgers 250 Office was established within the Department of University Communications and Marketing (UCM) to serve as Rutgers 250's day-to-day coordinating unit. As the "go-to" Rutgers 250 resource, UCM supported more than 300 anniversary-based projects in close collaboration with units from across Rutgers, including the offices of the chancellors of Rutgers University–New Brunswick, Rutgers Biomedical and Health Sciences, Rutgers University–Newark, and Rutgers University–Camden.

Actions and Accomplishments

Leading into 2015, UCM created the anniversary theme (Revolutionary for 250 Years) and Rutgers 250 logos and marks as well as the Rutgers 250

website, which served as a portal and repository for 250 information and messaging. Underwriting sponsors were secured. Informal briefings began with members of the media, which eventually led to a multitude of news stories. Videos, television spots, social media campaigns, and photo projects informed our community and the public, while inviting them in as participants. Rutgers' first illustrated history book was published in the summer of 2015. Anniversary events and activities were proposed, supported, and refined in the months leading up to a kickoff event on Charter Day (the day in 1766 when the university's charter was signed), November 10, 2015, and continued until Charter Day 2016. Throughout the year, the anniversary was recognized with official resolutions and congratulations from the Governor of New Jersey, the New Jersey State Senate and General Assembly, and both houses of the United States Congress.

A multiyear effort to invite President Barack Obama to deliver the 250th Anniversary Commencement address resulted in the unprecedented success of the first sitting president to speak at a Rutgers commencement. The address was broadcast worldwide from High Point Solutions Stadium on May 15, 2016, with President Obama's resounding message to the Rutgers community that "America converges here."

In the end, we built a 250th Anniversary worthy of this institution, its people, and its history. What began as a small, private, all-male colonial college stands today as one of the world's finest, largest, and most diverse public research universities. We have awarded more than half a million degrees. Our faculty and alumni have distinguished themselves in every field of human endeavor. Our research creates game-changing products, practices, and thought. We have altered New Jersey's social and educational terrain and nurtured its residents. We will continue to build on our proudest traditions as Rutgers moves forward—and there is no telling what we will accomplish in the next 250 years.

The 250 Celebration Begins

The 250th Anniversary launched with activities tied to Rutgers' colonial roots on November 10, 2015, kicking off a year of programs, exhibits, publications, online courses, commemorations, and signature events honoring our two and a half centuries of teaching, research, and service. Despite the drizzly weather, a few thousand attendees enjoyed colonial-themed festivities on the Old Queens lawn at Rutgers University–New Brunswick, the historical birthplace of the university. Participants played trivia, listened to monologues by costumed actors portraying influential alumni and to performances by a fife-and-drum corps, viewed premiere screenings of the short film *Our Revolutionary Spirit*, signed a commemorative scroll, snacked on chili and hot chocolate, and enjoyed a community bell-ringing that marked the official start of the anniversary.

1 Ahead of the kickoff, the Revolutionary monument—literally under wraps as Rutgers' first birthday gift—generated intrigue as it appeared in multiple spots during the daytime. At night, the mysterious, cloaked package was stored away beneath High Point Solutions Stadium.

2 To herald the start of the kickoff celebration, a fife-and-drum corps marched up to the Old Queens Building after parading through Voorhees Mall.

3 This electronic invitation to the kickoff event went out to the Rutgers community.

4 In Kirkpatrick Chapel, visitors signed a scroll commemorating Charter Day 2015 and the start of the 250th Anniversary year. Each participant received a miniature souvenir scroll complete with a wax seal of the Rutgers shield.





5 To keep revelers warm on a chilly November evening, fire pits dotted the Old Queens lawn. Student greeters, dressed in colonial garb, gathered around the fire's glow.

6 What's a Rutgers celebration without cupcakes? Rutgers Dining Services prepared 2,500 of them, arranged in the shape of a bell, to the delight of guests.

7 As a harbinger of the bell-ringing ceremony to come later in the evening, a bell choir charmed visitors at Kirkpatrick Chapel.



8 Before helping to unveil the Revolutionary monument—a gift from Johnson & Johnson—alumna Sarah Colamarino, J&J's vice president of corporate equity and partnership, announced the Donate a Photo campaign to support scholarships.

9 The kickoff crowd helped unwrap the Revolutionary monument. In the coming weeks and months, the monument would be trucked to various locations, including the New Jersey State House in Trenton, to celebrate Rutgers 250.



THE 250 CELEBRATION BEGINS

1 Rutgers president Bob Barchi and Rutgers Biomedical and Health Sciences chancellor Brian Strom were among hundreds who took a selfie at the unveiled Revolutionary monument, a gift from Johnson & Johnson. J&J would donate one dollar for scholarships for every photo uploaded to its Donate a Photo app.



2 Notable alumni from Rutgers' past came to life as actors portrayed (left to right) Kusakabe Taro, the first Japanese graduate of an American university; Julia Baxter Bates, champion of civil rights; and W.J. Leggett, early football team captain.



3 Drawing on a Rutgers commencement tradition, students ceremoniously rang the Red Lion Bell, a replica of the original bell gifted by Rutgers namesake, Colonel Henry Rutgers. The original hangs in the cupola of the Old Queens Building.



4 President Barchi and Rutgers 250 planning committee chair Jorge Schemet (right) prepared the crowd for a community bell ringing as they welcomed guests, including the mayors of New Brunswick and Piscataway.



5 The Rutgers Marching Band closed out the evening with a medley of traditional and contemporary songs, including the alma mater, "On the Banks of the Old Raritan," and "Revolution" by the Beatles.





Newark Celebrates Rutgers and the City

On November 17, 2015, President Barchi joined Rutgers University–Newark chancellor Nancy Cantor and others to cut the ribbon on the grand reopening of 15 Washington Street, a landmark building transformed into a 17-story residence for students. The celebration marked Rutgers’ 250th anniversary as well as the 350th anniversary of the founding of the City of Newark.



6 Guests celebrated in the Great Hall at 15 Washington Street.

7 (Left to right) Rutgers–Newark chancellor Nancy Cantor; the Rev. Dr. M. William Howard Jr., former chair, Rutgers Board of Governors (BOG); Richard Roper NCAS’68, BOG member; and Oliver Quinn NLAW’75, chair, Rutgers–Newark Advisory Board, honored Howard for his BOG service.

8 The dedication of 15 Washington Street included: (left to right) Tony Calcado, executive vice president for strategic planning and operations and chief operating officer; Philip Yeagle, former interim chancellor, Rutgers–Newark; president Robert Barchi; state senator Ronald Rice SCJ’86; the Rev. Dr. M. William Howard Jr.; Steven Diner, former chancellor, Rutgers–Newark; Henrietta Parker, producer and writer; Nancy Cantor; Oliver Quinn; and Richard Roper.

THE 250 CELEBRATION BEGINS

Writers House Opening Marks Camden Commemoration

President Robert Barchi and Rutgers University–Camden chancellor Phoebe Haddon hosted the opening of the Writers House at 305 Cooper Street on November 17, 2015, to mark the start of the anniversary. The transformed building serves both the Department of English and the master of fine arts program in creative writing.



1 Rutgers University–Camden’s Rutgers 250 kickoff celebration included the bathing in red light of *The Gateway*, a sculpture and landscaping project that serves as a portal to the campus and as a significant work of public art in Camden.

2 Spanning the Delaware River and connecting the cities of Camden and Philadelphia, the Benjamin Franklin Bridge was illuminated in red in honor of Rutgers’ anniversary.

3 At the Writers House ribbon cutting: (left to right) Tony Calcado, executive vice president for strategic planning and operations and chief operating officer; Rutgers–Camden chancellor Phoebe Haddon; president Robert Barchi; Kriste Lindenmeyer, dean of the Faculty of Arts and Sciences and the Graduate School, Rutgers–Camden; and state assemblywoman Patricia Egan Jones CCAS’94.



Our Revolutionary Spirit, Captured on Film

This 12-minute film, shot throughout the university and in Washington, D.C., tells the story of Rutgers trailblazers, blending archival photos and footage with narrators, scenes, and stories from present-day Rutgers. To tell the story of *Our Revolutionary Spirit*, seven Rutgers pioneers were selected whose achievements continue to influence our world today: Simeon DeWitt, a 1776 alumnus who served as General George Washington's geographer; Selman Waksman, alumnus, Nobel laureate, and microbiologist; athlete, actor, activist, and alumnus Paul Robeson; alumnus and Nobel Prize-winning economist Milton Friedman; sculptor and alumnus George Segal; Lt. Gen. Flora Darpino, alumna and the judge advocate general for the U.S. Army; and Supreme Court Justice Ruth Bader Ginsburg, a former law school faculty member. They were paired with present-day students, faculty, or alumni whose narration underscored the connections. A year in the making, the film involved five separate shoots; multiple faculty, students, and staff; myriad facilities, libraries, and classroom services; and a couple of drones to bring it to fruition. *Spirit* premiered at the kickoff event and had many other screenings. Along with the full-length version, individual segments of the pairings were available as short videos for use on websites and social media platforms.

A Day in D.C.

In order to capture both Lt. Gen. Darpino and Justice Ginsburg in a single day, the *Spirit* team arrived at the Pentagon by 7 a.m. The Darpino segment was shot partly in Lt. Gen. Darpino's office, which has a view of the 9/11 Memorial, and partly in a meeting room with members of Lt. Gen. Darpino's staff. The video team of five individuals wrapped up the Darpino segment at 10 a.m. The crew then moved to the Supreme Court for the Ginsburg shoot in the lounge where lawyers arguing before the Court await their appearances. The Rutgers crew had previously worked out a script with Justice Ginsburg, who spoke about her time as a Rutgers professor in the 1960s and the role her students played in leading her to the country's highest court.



Rutgers Day 2016

Rutgers Day went big on April 30, 2016, in honor of the 250th, drawing a record crowd of 100,000. The university expanded its annual celebration at Rutgers–New Brunswick to include Rutgers–Newark and Rutgers–Camden and to coincide with alumni reunions organized by the Rutgers University Alumni Association. So many people shared their experiences on social media that #RutgersDay was trending nationally that afternoon. Hundreds of free performances, exhibits, hands-on activities, and demonstrations highlighted all the exciting goings-on in the sciences, arts, and humanities, with themed events tied to the 250th. The Rutgers Day website was rebranded and expanded with more than 650 programs, and was visited by 55,000 virtual users.

At Rutgers–New Brunswick, events included an alumni parade from the College Avenue Gym to Old Queens with revolutionary characters, a 250 tent on Voorhees Mall with an interactive historical timeline and trivia, “Sketch Out Loud, 250 Sketches” honoring the 250th anniversary and World Landscape Architecture Month, “Picture Yourself as a Revolutionary Learner” with “time-travel” photos, a plant sale featuring Rutgers 250 varieties, and a historical scavenger hunt.

Rutgers–Camden handed out anniversary cupcakes and held a “Make Your Mark! Rutgers 250 Mural” booth and a historical scavenger hunt. Rutgers–Newark events included historians in colonial attire recounting revolutionary tales, a historical scavenger hunt, and a “Finding Our Roots, Telling Our Stories” oral history and genealogy project booth. In fact, because the expanded format was wildly successful, Rutgers Day again was held at Rutgers–Camden and Rutgers–Newark, in addition to Rutgers–New Brunswick, in 2017.





1 The Rutgers 250 Tomato—a re-creation of the wildly popular Rutgers-bred tomato of the mid-20th century—debuted in celebration of Rutgers 250. Seedlings sold briskly on the G.H. Cook Campus at Rutgers–New Brunswick on Rutgers Day.

2 Youngsters tested their spatial relations and fine motor skills as they built with K'nex while visiting the Busch Campus at Rutgers–New Brunswick.

3 Rutgers University–Camden chancellor Phoebe Haddon (right) and Camden mayor Dana Redd (left) helped celebrate World Tai Chi Day during the first Rutgers Day at Rutgers–Camden.

4 Crowds strolled the campus and enjoyed exhibits and presentations at Rutgers–Camden.

5 Rutgers University–Newark chancellor Nancy Cantor took a moment to pose for a photo with students during the first Rutgers Day at Rutgers–Newark.

6 Rutgers Day participants at Rutgers–Newark took on the challenge of a giant Jenga game.

The 44th President of the United States Comes to Rutgers

After a three-year campaign, the White House accepted Rutgers' invitation for President Barack Obama to deliver the 250th Anniversary Commencement address at High Point Solutions Stadium. The planning and logistics for the president's visit were complex and involved many areas of the university, but commemorating the 250th Anniversary with the first commencement address by a sitting U.S. president was well worth the effort. The excitement at Rutgers and throughout the state was incredible, from the announcement of the president's participation—confirmed just one month before the May 15, 2016, event—through the months following his speech. There were more than 52,000 graduates and guests gathered at the stadium with thousands more at on-campus overflow locations, and hundreds of thousands watching from around the world through live feeds online and live broadcasts on the Big Ten Network and other outlets. The Rutgers University commencement website alone boasted over 98,000 views that day. The event earned 13,120 news stories in the media.

President Obama made mention of our enthusiastic recruitment efforts in his speech:

The truth is, Rutgers, I came here because you asked. Now, it's true that a lot of schools invite me to their commencement every year. But you are the first to launch a three-year campaign; emails, letters, tweets, YouTube videos. I even got three notes from the grandmother of your student body president. And I have to say that really sealed the deal. That was smart, because I have a soft spot for grandmas.





1 President Barack Obama greeted the 52,000 students and guests at High Point Solutions Stadium on May 15, 2016.

2 In a shot from the student-produced video inviting President Obama to commencement, Jessica Dotson SC&I '17 "passed" the invitation on to a fellow student and then on to its destination: the White House.

3 President Obama's helicopter did a fly-by of the stadium before landing nearby, causing the crowd to erupt in applause.

4 Commencement regalia was made even more festive by the specially designed 250 zipper pulls handed out to all graduating students.

5 President Obama shared a laugh with the audience on the longstanding New Jersey debate over the choice of name for Taylor Ham vs. Pork Roll.



THE 44TH PRESIDENT OF THE UNITED STATES COMES TO RUTGERS

1 Rutgers President Robert Barchi awarded President Barack Obama an honorary doctor of laws degree during the ceremony.

2 It threatened rain all afternoon and was unseasonably cold for May, but the mood was exuberant among the largest audience ever—some 52,000 in all—to witness a Rutgers commencement.





3 Chair of the Rutgers Board of Governors Greg Brown, who had hand delivered a commencement invitation to President Obama years earlier, delivered welcome remarks.

4 Astrophysicist S. Jocelyn Bell Burnell—who as a research student in 1967 helped discover the collapsed stars known as pulsars—received an honorary doctor of science degree.



5 Journalist Bill Moyers was awarded an honorary doctor of laws degree. Later that day, he addressed graduates at the School of Arts and Sciences convocation.

6 President of the Rutgers University Student Assembly Matthew R. Panconi, who helped convince President Obama to come to Rutgers, saluted peers and fellow graduates following his commencement address.



7 More than 7,000 people watched the ceremony at seven remote locations set up across the university to witness Rutgers' first-ever commencement speech given by a sitting U.S. president.

8 With scarlet pride shining on their faces, two School of Arts and Sciences graduates relaxed waiting for the ceremony to begin.

THE 44TH PRESIDENT OF THE UNITED STATES COMES TO RUTGERS

1 Students from Rutgers–Camden arrived in New Brunswick in high spirits for commencement. Rutgers chartered a New Jersey Transit train to bring students from Newark and Camden to the event.



2 Rutgers–Newark students and other guests boarded buses outside the train station for the trip to the stadium.



3 Patrick Gardner, director of choral activities at Rutgers, conducted members of the university choirs as they sang Rutgers' alma mater, "On the Banks of the Old Raritan."



4 Metal detectors and barriers were part of the security measures put in place for President Obama's special appearance and were taken in stride by guests.



5 There were many standouts during the commencement, but this School of Environmental and Biological Sciences graduate actually climbed on a chair in his enthusiasm.



6 Resplendent in scarlet, graduates gathered for a portrait after the ceremony.





7 Tony Calcado, executive vice president for strategic planning and operations and chief operating officer, led multiple strategic planning meetings to prepare for commencement.

8 Behind the scenes, video and audio engineers worked to ensure a seamless program feed across the university, and nationwide.

9 Staging and flooring setup began days ahead of the big day. Rutgers had just one month to prepare for President Obama's commencement visit.



10 Standing in front of the tweet wall of social media posts, volunteer commencement marshals used signage and smiles to direct students to their designated seating sections.

Commencement by the Numbers

- Impressions of RutgersU Facebook page after Obama visit was announced: **1.16 million**
- Meetings and phone conversations with White House staff in final month: **Too numerous to count**
- Total news stories generated: **13,120**
- Number of buses shuttling guests: **120**
- Police officers on duty: **270, plus Secret Service agents**
- Members of the press receiving credentials to cover ceremony: **140**
- Satellite trucks on site: **10**
- Students and guests in stadium: **52,000**
- Images captured by Rutgers photographers during commencement: **6,100**
- Livestream views of commencement: **87,776**
- Commencement website page views: **377,537**
- Total social media impressions for commencement: **236 million**

Academic Inquiry: Past, Present, and Future

During the yearlong commemoration, departments hosted an array of programs designed to provoke inquiry and a deeper understanding of our enduring—and at times controversial—heritage. Faculty, alumni, students, and visitors had access to scholarly expertise as well as opportunities to explore Rutgers’ history and diversity through innovative academic programs. The variety of offerings included seminars and symposia, research presentations and lectures, conferences and projects—from the Women Business Undergraduates in Leadership Development summit to the Rutgers Annual Microbiology Symposium and everything in between. Along with the sampling of programs highlighted here, they reflected the very best of the university and the anniversary year.

Black on the Banks Conference

The acclaimed conference “Black on the Banks: African-American Students at Rutgers in the 1960s,” in November 2015, drew 50 African-American alumni speakers back to the university to share their trailblazing experiences seeking equity and access in higher education. These alumni, who attended Rutgers during one of the most racially turbulent periods in its history, brought a crucial perspective to the challenges and achievements that are their legacy.

Organized by Douglas Greenberg, alumnus and distinguished professor emeritus of history, the conference was cosponsored by the Rutgers 250 Office; chancellor, Rutgers University–New Brunswick; School of Arts and Sciences; vice chancellor, Undergraduate Academic Affairs; and a number of other departments including the departments of Africana Studies and History. The five panel discussions held over November 6 and 7 were open to the public.

1 Conference organizer, alumnus, and distinguished professor emeritus of history Douglas Greenberg (right) chatted with Edward Ramsamy (center), chair of Africana studies in the School of Arts and Sciences, and alumni after the panel “Intercollegiate Athletics and Black Students at Rutgers College in the 1960s.”

2 Juanita Wade Wilson DC’66 addressed the opening discussion for the two-day conference, “African Americans in a White University, Part I: Black Student Life at Rutgers College and Douglass College, 1961–1965.”

3 (Left to right) Charles Bowers RC’69, Bryant Mitchell RC’69, and Siddeeq-El Amin RC’68, all former Rutgers athletes, enjoyed a lighthearted moment during their panel discussion.

4 After their panel discussion, the former athletes took a private tour of High Point Solutions Stadium. Later, they had dinner at the Audi Rutgers Club where they discussed the “new” stadium.





Presidential Symposia Series

In April, September, and October 2016, Rutgers welcomed distinguished national scholars and academic leaders to the 250th Anniversary Presidential Symposia on Higher Education, developed under the direction of president Robert Barchi by the Office of the Senior Vice President for Academic Affairs to explore the changing roles of the research university and the challenges and opportunities those changes present. Each of the three events had its own keynote speakers, panelists, and esteemed guests. The series drew more than 1,000 attendees and raised the visibility of the university among its peer institutions and beyond.

“The Future of the Research University” April 7, 2016

Keynote speakers:

- Rebecca Blank, chancellor of the University of Wisconsin-Madison and former acting U.S. secretary of commerce
- William Bowen, president emeritus, Andrew W. Mellon Foundation, and former president, Princeton University



“Transformational Science” September 28, 2016

Keynote speakers:

- The Honorable Rush D. Holt, chief executive officer of the American Association for the Advancement of Science and former U.S. Representative for New Jersey’s 12th congressional district
- Eric Green, director of the National Human Genome Research Institute at the National Institutes of Health



“Why the Humanities Matter” October 26, 2016

Keynote speakers:

- Kwame Anthony Appiah, professor of philosophy and law at New York University and author of “The Ethicist” column in the *New York Times Magazine*
- Pauline Yu, president of the American Council of Learned Societies and former dean of humanities at the University of California, Los Angeles

ACADEMIC INQUIRY: PAST, PRESENT, AND FUTURE

Other Academic Events Celebrating the 250th

1 “The History of Rutgers University,” an online course exploring Rutgers’ 250 years, brought hundreds of students and alumni together in a first-of-its-kind learning experience developed by distinguished Rutgers historians Paul Clemens and Rudolph Bell. Response to the course was so strong that it was offered two additional times during the anniversary year.



2 “Newark ’74: Remembering the Puerto Rican Riots—An Unexamined History,” included an exhibition of historical materials and images, a lecture honoring the important history of Puerto Rican students at Rutgers, and an evening reception.



3 “Beacons of Light: The Black Student Protest Legacy at Rutgers—Camden” was a full-day panel discussion held on March 30, 2016, exploring the history and impact of student protests and the struggle for desegregation at Rutgers, with a closing reception featuring U.S. Olympian John Carlos.



4 The School of Environmental and Biological Sciences offered the yearlong Executive Dean’s Distinguished 250th Anniversary Lecture Series. Focused on the theme “Exploring the Anthropocene: The Age of Us,” the series included environmental expert talks, author appearances, a debate, and lectures on environmental research and the impact of human activity on the climate.



A Byrne Seminar for the Ages

Byrne Seminars are 1-credit courses offered to first-year students and are designed to introduce students to faculty research. The seminars adopted the theme “Revolutionary Research and Academic Innovation” for 2015–2016 and offered the course “Rutgers 250: A Taste of Culinary History.” Developed by the Department of Human Ecology and Rutgers Dining Services, the seminar provided students with an interactive experience with period food and drink, including a “Tea Culture and Etiquette” presentation.





5 The Eagleton Institute of Politics sponsored a lecture on April 11, 2016, featuring Supreme Court Associate Justice Sonia Sotomayor, the first Hispanic and third woman to serve on the high court.

6 The New Jersey Agricultural Experiment Station hosted the Rutgers 250 Breeding Celebration and Luncheon spotlighting an array of traditionally bred trees, plants, and shellfish that were featured as 250 All-Star Varieties.



7 “From Exclusion to Inclusion: 250 Years of Women at Rutgers,” sponsored by the Department of Women’s and Gender Studies, the Institute for Women’s Leadership, Rutgers University Libraries, and the Office of the Vice President for Undergraduate Education, included a directed research course, a symposium held on March 6, 2016, and a documentary.

8 Rutgers’ Cinema Studies Program celebrated the university’s esteemed alumnus Paul Robeson, actor, singer, and activist, with a free film festival that included screenings of *Body and Soul*, *The Emperor Jones*, and *Proud Valley*.



9 Hosted by Rutgers–Camden on April 14–15, 2016, “Bright Futures: Improving Education and Transforming Outcomes for Girls of Color,” examined how discrimination and disparities in education affect these young women.

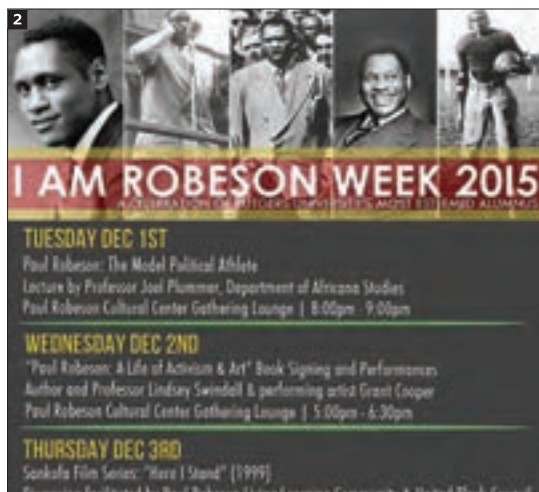
10 On June 12, 2015, the Edward J. Bloustein School of Planning and Public Policy hosted the Sustainable Raritan River Conference, embracing the river as part of the 250th celebration.

Hundreds of Events Around the University

A multitude of events that amplified anniversary themes and goals were hosted throughout the university during the anniversary year. Many were broad, communitywide activities; others were small, focused programs, performances, or annual events rebranded for the 250th. The diverse interests of the Rutgers community are reflected in the sampling of activities featured here. A list of additional events is located on pages 51–53.



1 On May 31, 2015, the Rutgers University Glee Club performed a joint concert in the Netherlands at the University of Utrecht in honor of the 250th, singing, among other things, “On the Banks of the Old Raritan.” Rutgers also presented Utrecht with a commemorative plaque honoring the “common bonds and shared values” with Rutgers.



2 Hosted by Rutgers–New Brunswick, I Am Robeson Week, December 1–4, 2015, honoring Paul Robeson, one of the university’s most esteemed alumni, included lectures, a book signing, and a bus trip to the Paul Robeson House in Philadelphia.



3 The 2016 Hall of Distinguished Alumni celebrated Rutgers 250 and included a special multimedia performance at this annual event, which was held on May 7, 2016.





4 Jazz@Rutgers250: Music, Art, and the Written Word, on March 2, 2016, at Rutgers–Newark, featured performances, an exhibition, and other presentations in collaboration with the New Jersey Center for the Book, the Jazz Institute, the Brodsky Center, and Rutgers University Libraries.



5 On June 9, 2016, Rutgers Biomedical and Health Sciences students offered healthful food and health screenings to Newark-area residents at the local farmers market in honor of Rutgers' service mission and its anniversary.

6 The Rutgers Business School–Newark and New Brunswick hosted "Coming Home: Honoring Our Rutgers Heroes and Heritage," which included a lecture with Steve Forbes, editor in chief of Forbes Media, on September 24–25, 2016.



7 The Rutgers vs. Indiana football game on October 31, 2016, included a halftime 250 celebration with the possibility of \$1,000 cash awards for fans, and featured the Revolutionary monument at High Point Solutions Stadium in Piscataway for photo opportunities.

8 In fall 2016, a Rutgers Biomedical and Health Sciences staff and faculty appreciation event included cupcakes, enamel lapel pins for lab coats, and a sampling of Thomas Sweet chocolates in the shape of the 250 marks in honor of the anniversary. Activities recognizing the contributions of Rutgers faculty and staff were held throughout the university.

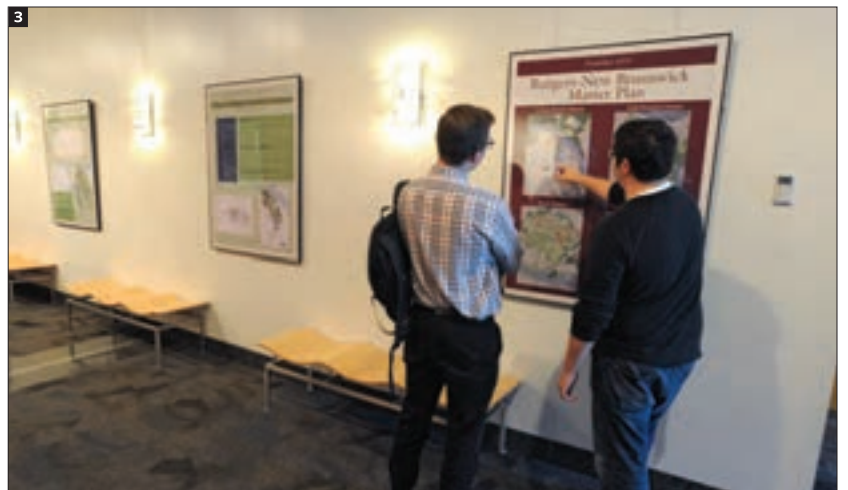
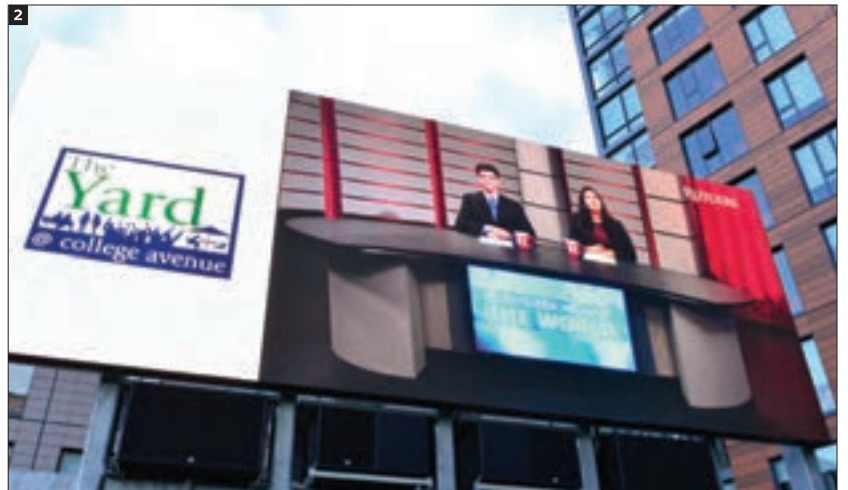
Outreach Far and Wide

Our 250 efforts extended far beyond the university's footprint and fulfilled one of the core objectives for the anniversary: using it to raise Rutgers' visibility. Activities included a reception at the U.S. Botanic Garden in Washington, D.C., hosted by the Office of Federal Relations for more than 200 guests, including members of New Jersey's congressional delegation; a six-episode television show produced by the Centers for Global Advancement and International Affairs that celebrated our international history and global footprint; corn mazes designed with Rutgers' name and icons on three New Jersey farms; a 250 All-Star Varieties celebration of fruits, vegetables, plants, and shellfish bred by Rutgers researchers; Rutgers booths at 12 New Jersey county fairs; and hosting the 2016 International Association for College Admission Counseling Conference at Rutgers. These events and many others bolstered the connection between the university, the state, and the world.

1 President Robert Barchi (left, background) spoke with New Jersey Rep. Donald Norcross (right, background) while Anthony Covington SAS'15 (right, foreground), student charter trustee on the Board of Trustees, spoke with New Jersey Rep. Rodney Frelinghuysen (left, foreground) during the Rutgers 250 congressional reception in April 2016 at the U.S. Botanic Garden, in Washington, D.C.

2 The Centers for Global Advancement and International Affairs produced a six-part television show, *Rutgers Around the World*, celebrating Rutgers' international history, seen here on the big screen at The Yard at Rutgers–New Brunswick.

3 Visitors to the Civic Square Building in New Brunswick reviewed historical and current master plans at the Bloustein School's 250 exhibit Past Rutgers Campus Master Plans, which ran from September 2015 to December 2016.





4 Three standout New Jersey farms—Etsch Farm in Monroe, Happy Day Farm in Manalapan, and Stony Hill Farms in Chester—featured corn mazes during the fall of 2016 highlighting Rutgers’ 250th.



5 Extending from Passaic to Cape May County, Rutgers Cooperative Extension booths at 12 New Jersey county fairs provided info on Rutgers history and 250 agricultural products.



6 Hosted by Rutgers Undergraduate Admissions during the anniversary year, the 2016 International Association for College Admission Counseling Conference drew 1,300 individuals from 90 countries to Rutgers–New Brunswick.

Rutgers 250 Exhibitions

Revolution: A Student Art Exhibition, Undergraduate Annual Art Open, Mason Gross Galleries, Rutgers–New Brunswick

Simeon DeWitt: Mapping the Revolution, Zimmerli Art Museum, Rutgers–New Brunswick ►

HereNow: Rutgers 250, Zimmerli Art Museum, Rutgers–New Brunswick

Rutgers Through the Centuries: 250 Years of Treasures from the Archives, University Archives Gallery, Alexander Library, Rutgers–New Brunswick

Melvin Edwards: Five Decades, Zimmerli Art Museum, Rutgers–New Brunswick

George Segal in Black and White: Drawing and Sculptures, Stedman Gallery, Rutgers–Camden

Making a Place: Rutgers University–Newark as a Microcosm of 1960s America, John Cotton Dana Library, Rutgers–Newark



A Day of Revolutionary Thinking

Alumni Return to Share Knowledge With the Next Generation

To showcase the contributions and achievements of Rutgers' remarkable graduates, some 80 distinguished alumni were nominated by Rutgers academic departments to become Rutgers 250 Fellows and give lectures in their fields of expertise to current students. As part of the 250th birthday celebration, public presentations were held throughout the day on November 10, 2016, in New Brunswick, Newark, and Camden, and featured topics like black holes and dark energy, fighting the Ebola virus, rock and roll and Rutgers, science exploration and the law, and many others. Through these lectures and presentations, Rutgers graduates passed their wisdom on to a new generation of students. The day concluded with elegant dinner receptions honoring the anniversary fellows, a powerful end to a memorable year.



1 In New Brunswick, Kagendo Murungi DC'93, activist, artist, and independent film producer, discussed the value of layered multimedia projects as a means to explore contentious narratives about Africa.



2 Michelle Dickinson GSNB'05, a senior lecturer in engineering at the University of Auckland in New Zealand, demonstrated how she confronts stereotypes that can prevent children from pursuing the study of science.



3 Former White House pastry chef, science educator, and owner of an artisanal pie-making company, William Yosses GSNB'78 discussed the alchemy, chemistry, and "magic" of cooking.



4 In Newark, James Oleske NJMS'71, François-Xavier Bagnoud Professor of Pediatrics and director of the Division of Pediatric Allergy, Immunology, and Infectious Diseases, New Jersey Medical School, gave a talk about pediatric palliative care.





5 Flora D. Darpino CLAW'86, judge advocate general for the U.S. Army, spoke to a rapt audience during her presentation, "A Career in Military Law/Inclusion in the U.S. Army." She and 20 other alumni were inducted into the Rutgers–Camden Finest in recognition for their contributions to society and to the advancement of knowledge.

6 A Day of Revolutionary Thinking in New Brunswick culminated with an elegant reception and dinner honoring returning distinguished alumni presenters, and was held at the grounds of the new Academic Building.

7 President Robert Barchi (left) and Dorothy Cantor GSAPP'76, member of the Rutgers Board of Governors, presenter, and president of the American Psychological Foundation, talked with attendees at the Rutgers 250 Fellows dinner in the evening.

8 The 50-member Rutgers Kirkpatrick Choir, the most advanced of the choirs at the Mason Gross School of the Arts, performed for assembled guests and presenters at the closing reception.

9 Overall, 80 alumni returned to Rutgers to give presentations including this group of Fellows from Newark.

10 Steven Miller (third from right), director of undergraduate studies in journalism and media studies for the School of Communication and Information, poses with Rutgers 250 Fellows and their medals, which were specially designed for the event and awarded to all Day of Revolutionary Thinking presenters.

Rutgers 250 Closing Events

A Celebration for the Ages

The yearlong anniversary culminated in a joyful celebration of Rutgers' global impact, teaching, research, and accomplishments on the 250th Anniversary of its founding, November 10, 2016. It was a birthday of presentations, scholarly discussions, bell ringing, tree planting, flag flying, national promotion, buildings lit up in scarlet, and simultaneous fireworks at Rutgers–New Brunswick, Rutgers–Newark, and Rutgers–Camden. Crowning the day's festivities, the Empire State Building was lit in scarlet in honor of Rutgers, The State University of New Jersey, and all it has meant to the region, the nation, and the world for 250 years.

1 ROTC cadets raised the American flag on Old Queens lawn. This commemorative flag flew over the U.S. Capitol in 2016, and was donated to Rutgers by Congressman Rodney Frelinghuysen.

2 (Left to right) School of Environmental and Biological Sciences executive dean Robert Goodman, president Robert Barchi, and Rutgers University–New Brunswick chancellor Richard Edwards planted a Rutgers 250 All-Star Variety Scarlet Dogwood tree on Old Queens lawn.

3 Marking Rutgers' colonial heritage, colonial reenactors fired the cannon at Old Queens following the raising of the flag.

4 Just a few of the 3,000 students who joined in a birthday celebration at Deiner Park, where they enjoyed music, inflatables, giveaways, fireworks, and food—including the block "R" cookie.

5 Medical students at Rutgers Biomedical and Health Sciences found time to enjoy 250th Anniversary cupcakes, which were available throughout Rutgers.





6 The Scarlet Raptor, the Rutgers–Camden mascot, got into the birthday spirit with students at the Camden Campus Center.

7 Students at Rutgers–Newark enjoyed anniversary activities while waiting for the fireworks to begin.

8 The first 250 students who arrived at the Deiner Park birthday festival at Rutgers–New Brunswick got free commemorative T-shirts.

9 The Scarlet Knight, flanked here by students at Rutgers–New Brunswick, appeared to wear a crown of fireworks during the festivities.

10 Resplendent with 250 marks, Old Queens was just one of several area buildings illuminated for the nighttime anniversary celebrations.

RUTGERS 250 CLOSING EVENTS

New Brunswick

The birthday celebration concluded with musically choreographed fireworks, which were streamed online for alumni around the world to enjoy. The displays were simultaneously launched from three university locations, including this one at Johnson Park, which lit up the skies over New Brunswick and Piscataway.



Camden

Onlookers watched a scarlet storm of light deployed from 330 Cooper Street in Camden and timed to sync with the fireworks at other locations.





Newark

Bradley Hall at 110 Warren Street served as the launching pad for the simultaneous fireworks display in Newark.



New York City

Seen by millions far and wide, the Empire State Building was lit up in scarlet in honor of Rutgers' 250th Anniversary, a dramatic end to a glorious celebration.

(The Empire State Building image ® is a registered trademark of ESRT Empire State Building, L.L.C. and is used with permission.)

News Headlines Told the 250 Story

Outreach to news media led to extensive coverage of the 250th Anniversary and produced positive exposure for Rutgers. More than 14,000 media stories generated millions of impressions worldwide. Media interest intensified during signature events like the 250th Anniversary kickoff, Commencement featuring President Barack Obama, and the 250th birthday celebration on November 10, 2016, but the year's activities were consistently and widely promoted through varied media outlets. Here is a selection of media coverage during the anniversary year.



COURIER-POST
PART OF THE USA TODAY NETWORK

SEARCH

HOME **LOCAL NEWS** SPORTS OPINION ART LIFESTYLE BUSINESS TECHNOLOGY SERVICES **CLASSIFIED** REAL ESTATE

Rutgers-Camden Writers House opens

Photo: Thomas J. GCP_Photos

Published 5:57 p.m. ET Nov 17, 2013 | Updated 5:58 p.m. ET Nov 17, 2013

Facebook 155 | Twitter | LinkedIn | Email | Print | Share



GAMDEN - "To the poets to come!"

English department Chair Tyler Hoffman raised his fist and said those words after reading Walt Whitman's "Poets to Come," in which the onetime Camden resident exhorts young writers that he is "Leaving it to you to prove and define it/Expecting the main things from you."

It will be up to the next generation of writers, students and scholars at Rutgers University-Camden to define its new Writers House, which opened Tuesday morning.

USA TODAY

SEARCH

HOME NEWS LOCAL SPORTS OPINION ART LIFESTYLE BUSINESS TECHNOLOGY SERVICES **CLASSIFIED** REAL ESTATE

Obama gives interview to college newspaper editor — just because he asked

552 Shares



WASHINGTON, D.C. — When President Obama was asked to give a 10-minute interview to a college newspaper editor, he did so. It was a gesture of respect and a sign of the president's openness to the press.

BTN
BIG TEN NETWORK

SCHEDULE SHORTS TV SCHEDULE VIDEO SPONSOR WITH EXPERTS SCORES IN-DEK SHOP LIVING ABOUT

Rutgers looks back on 250 years of amazing alumni and faculty: BTN LiveBIG

By @Phenom14880 Staff, 4 months ago



NorthJersey.com

SEARCH

From The Ground Up: New 'Rutgers 250' tomato an improvement of the classic



philly.com

SEARCH

Obama to speak at Rutgers; Christie calls it 'great honor'

November 14, 2013 - 1:28 PM EST

By Jonathan Lee, Staff Writer

President Obama will be the featured speaker at Rutgers University's commencement ceremony on the New Brunswick campus and will do so at the ceremony's celebration of 250th anniversary.

The ceremony will be the first time Obama has spoken at a commencement ceremony. The Air Force Academy in Colorado Springs, Colo., and Howard University in Washington also were the president's initial stops at their graduation ceremonies. They will be the first three commencement speeches Obama delivers as president.


"That is a great thing, great honor for the state, for the president of the United States to

NEW JERSEY Stage

SEARCH

SECTIONS MAGAZINE EVENTS CLASSIFIEDS RADIO NEWSLETTER

Jazz @Rutgers 250: Music, Art and the Written Word



(NEWARK, NJ) — On Wednesday, March 2 at 4:30pm, the Jazz @ Rutgers 250 presents Jazz performances from the Leo Johnson Quartet and the NJPAC Tivens Jazz Quartet; a solo exhibition mounted by the Brodsky Center of the paintings and prints about jazz by the artist Faith Ringgold; an exhibition of the works of Walter Dean Myers, as well as inspiring works from additional authors presented by the New Jersey Center for the Book. Refreshments will be served at the reception.

Registration is limited, [click here for more information or to register](#)

The Jazz @ Rutgers 250 performances will take place on the Newark Campus of Rutgers

Marketing and Advertising

Two years before the launch of the anniversary year, the Rutgers 250 Marketing, Sponsorships, and Promotion Work Group began positioning the anniversary as an opportunity to demonstrate pride in Rutgers and to recognize a significant milestone that few other institutions had reached. Through support from the 250 Office and a dedicated resources page on the 250 website, it was easy for participants to amplify these messages using the Rutgers 250 fact sheet, message points, marks and graphics, social media images, exhibit kits, brochures, and promotional items. With the development of design and 250 graphic standards, a consistent look and feel were created for all materials. In addition to news coverage, newspapers and magazine ads, billboards, and banners on buildings and train stations kept Rutgers and the anniversary in the public eye throughout the year.

1 Rutgers ran this newspaper advertisement in: the *New York Times*, *Wall Street Journal*, *Philadelphia Inquirer*, *Star-Ledger*, and 11 regional newspapers on our birthday, November 10, 2016.

2 A student newspaper advertisement for the 250th birthday event.

3 *NJBiz* carried several ads throughout the year, thanking our supporters and the business community.

4 This student newspaper ad and flyer were the official announcements of the kickoff event on November 10, 2015.

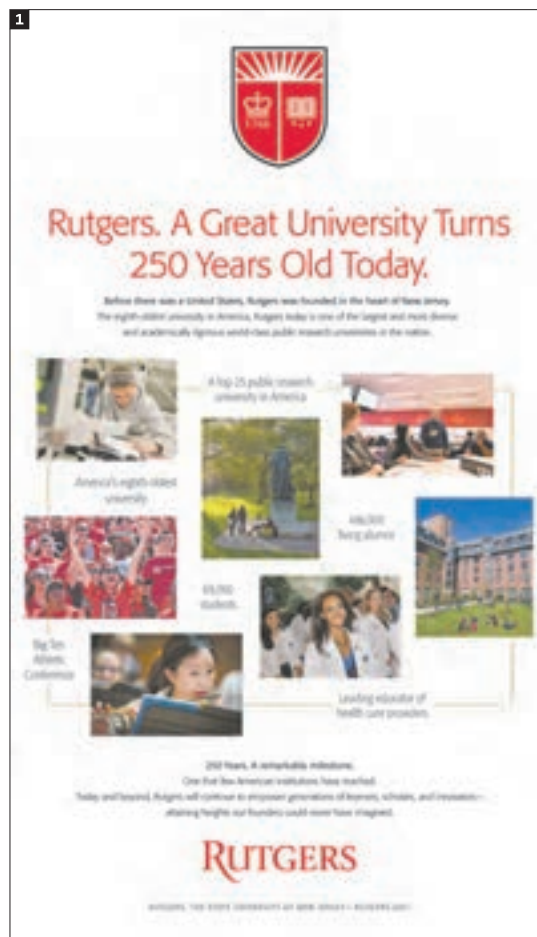
5 A building banner marking the Conklin Hall Takeover of 1969 was featured at Rutgers–Newark.

6 Student Katherine Lau was featured on a building banner at Rutgers–New Brunswick.

7 Civil rights pioneer and alumna Julia Baxter Bates NJC'38 is honored in this *PhillyBiz* ad.

8 The Kirkpatrick Chapel window gets play in this digital display board.

9 A web banner advertisement for the birthday event.



4



Let's Get Revolutionary!

JOIN RUTGERS' 250 KICKOFF CELEBRATION!



- ★ FREE FOOD ★ GRAB A CELEBRATION STARTER KIT
- ★ FLASHBACK PHOTO BOOTH ★ THE SCARLET KNIGHT ★ SCRIBBLE SIGNING
- ★ MARCHING BAND ★ BELL RINGING ★ QUIZ BOWL WITH PRIZES
- ★ RUTGERS 250 FILM ★ BIRTHDAY GIFT UNVEILING
- ★ AND MORE!

ALUMNI, FACULTY, STAFF, AND STUDENTS ARE WELCOME!

TUESDAY, NOVEMBER 10, 4-5:30 PM
OLD QUENDS LAWN, COLLEGE AVENUE

IN CASE OF UNPLEASANT WEATHER, NOVEMBER 11, 4-5:30 PM, COLLEGE AVENUE 6TH

LEARN MORE AT 250.rutgers.edu
#Rutgers250

5


1766-2016

RUTGERS 250




Revolutionary for 250 Years

6



Revolutionary for 250 Years




Katherine Lau
Class of 2016

CREATED

a child's prosthetic hand
with a 3-D printer.

[HOW *REVOLUTIONARY* IS THAT?]



7



Revolutionary Reformer

The first African-American student admitted to the New Jersey College for Women, now known as Rutgers' Douglass Residential College, Julia Baxter Bates was head of research at the NAACP for two decades. Her research directly influenced Supreme Court rulings against discrimination, including *Brown v. Board of Education*, which declared school segregation unconstitutional.






Continuing Bates's dedication to the education of underserved populations, Educational Testing Service and Rutgers University-Camden present "Bright Futures: Improving Education and Transforming Outcomes for Girls of Color." The April 14 and 15 symposium will explore the educational and economic challenges that these young minds face, as well as strategies to overcome their struggles. Learn more at camden.rutgers.edu/bright-futures.

Measuring the Power of Learning.™

Celebrate Rutgers' 250th Anniversary by visiting 250.rutgers.edu, posting Rutgers photos tagged #Rutgers250 on social media, and downloading the Rutgers 250 app.

THANK YOU TO OUR RUTGERS 250 SUPPORTERS

8



250.rutgers.edu

Revolutionary for 250 Years



RUTGERS

9



RUTGERS

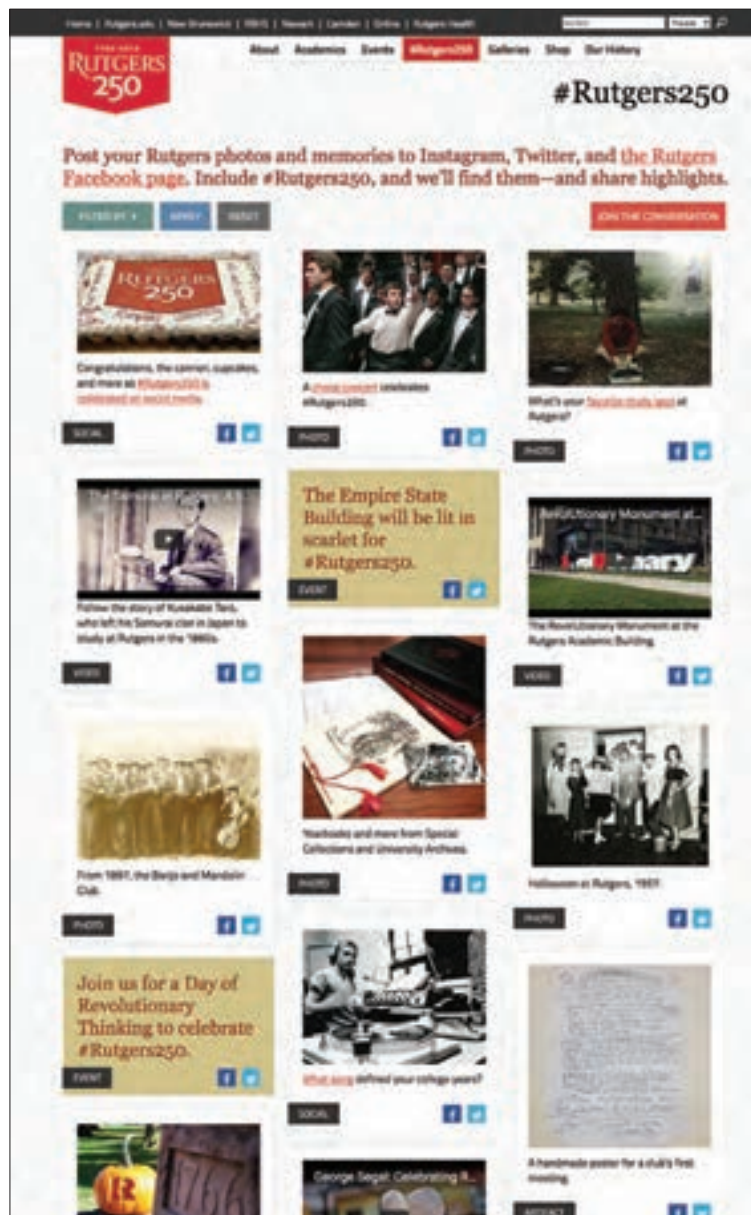
A Great University Turns
250 Years Old Today.

Social Media Delivers

Social media enabled our constituents—no matter how far-flung—to participate during the year through platforms both easy to access and fun to use. Information on the 250th Anniversary Commencement, signature events, lectures, student activities, opportunities for participation, and news associated with the anniversary was funneled to more than 75,000 Facebook followers, 110,000 Twitter followers, and the Rutgers Instagram feed. The #Rutgers250 Project sought photos, stories, and videos about the Rutgers experience for a curated, stand-alone page on the 250 website that garnered 279,000,000 total impressions. The Rutgers community also enhanced the impact of social media by posting photos of 250 activities on many platforms.

#250PointsofPride

Rutgers–Camden put social media to creative use through the #250PointsofPride contest, which sought contributions on Camden news and history in exchange for a chance to win prizes.



#Rutgers250

#Rutgers250 Project coordinators assembled 250 of the exceptionally varied submissions—such as an 1897 photo of the Banjo and Mandolin Club and a video about Kusakabe Taro, who left the Samurai clan in Japan in the 1860s to study at Rutgers—and featured them on the 250 website.



Facebook Reach: 59,806



Twitter Reach: 12,901



Twitter Reach: 56,450



Twitter Reach: 11,493



Twitter Reach: 9,406



Facebook Reach: 1,163,485



Twitter Reach: 78,033



Twitter Reach: 9,590

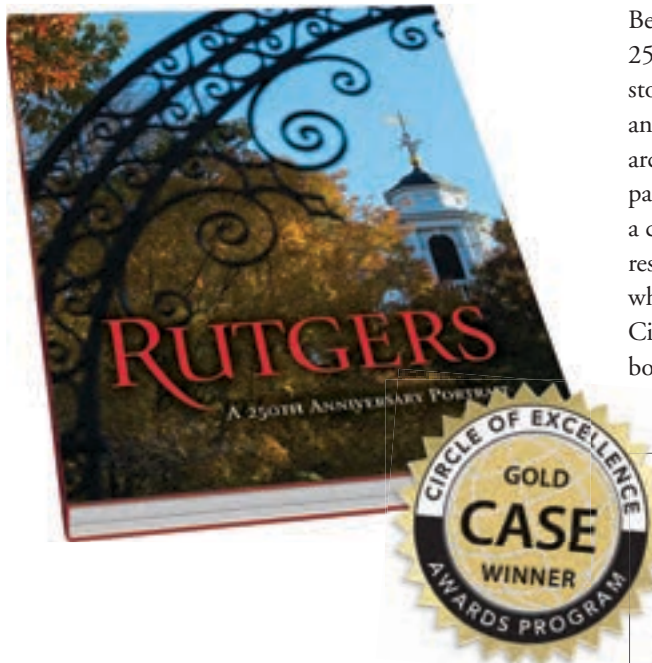


Twitter Reach: 40,615



Facebook Reach: 3,677

Special Book Project: Our First Fully Illustrated History



Begun in 2012, *Rutgers: A 250th Anniversary Portrait* was one of our earliest 250 projects. The first fully illustrated history of Rutgers ever, *Portrait* tells our story through chapters on history and politics, academics, campus life, students and alumni, and our evolving relationship with the wider world. A rich store of archival and contemporary images showcases our vibrant university life on every page. Authors were invited to write candidly about everything from our roots as a colonial college to the effects of war to coeducation to our diversity and our research. The result is a distinguished work of historical and reportorial value, which received a 2015 Council for Advancement and Support of Education Circle of Excellence Gold Award. *Portrait* can be purchased through all major booksellers and Rutgers University Press.

The Primary Authors

Our primary authors spent 18 months researching, compiling, and coordinating material for the main chapters comprising *Portrait*:

Nita Congress, U.S. editor

Eileen Crowley, writer and alumna, “Students & Alumni”

Tom Frusciano, University Archivist, “History & Politics”

Benjamin Justice, associate professor, Graduate School of Education, “History & Politics”

Marie Logue, academic and student life administrator, “Campus Life”

Barry V. Qualls, University Professor of English, “Academics”

Linda Stamato, former chair, Rutgers Board of Governors; codirector, Center for Negotiation and Conflict Resolution, “Rutgers & the Wider World”





Casting a Wide Net

We wanted our first fully illustrated history to be inclusive of the entire university community. So, in the early stages of production, an email went out to faculty, staff, alumni, students, and parents asking for ideas and images that might enrich our shared *Portrait*. The response was overwhelming and helped generate excitement for the book. We chose more than 60 contributing writers to turn their ideas into sidebars, with topics such as the creation of the Puerto Rican studies program; Demarest Hall, built for “the young and the green;” recollections about professor Roger “Doc” Locandro and his epic field ecology trips; and the experience of singing with the Rutgers University Choir the day after President John F. Kennedy was assassinated. These pieces provided the personal points of view and insights that enrich the book.



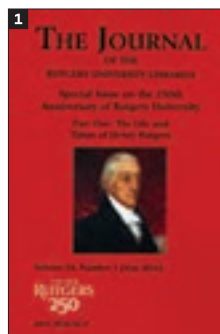
More Publications

Several scholarly and commemorative publications addressed our history through a variety of lenses, including historical surveys, scholarly journals and booklets, an anniversary edition of *Rutgers Magazine*, marketing brochures, and a collection of museum images. All incorporated the spirit of the 250th Anniversary with different perspectives on how Rutgers has evolved.



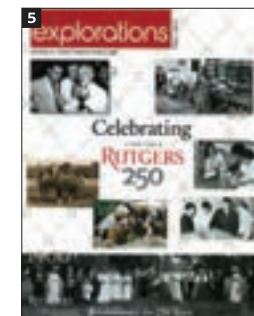
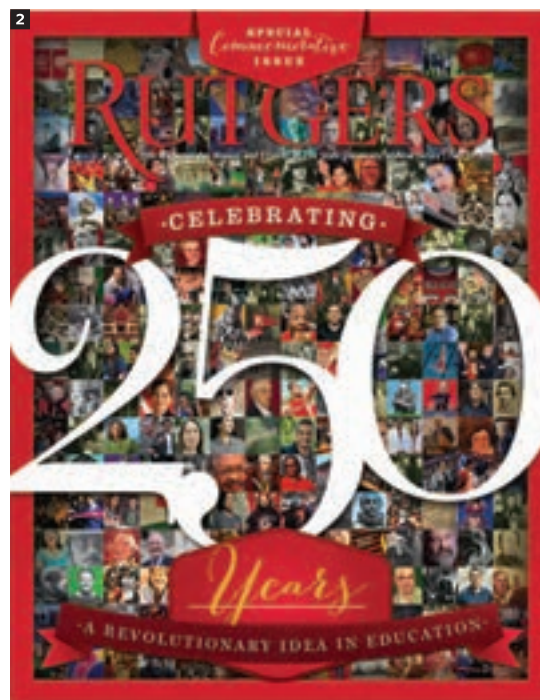
Rutgers since 1945: A History of the State University of New Jersey (Rutgers University Press, 2015) by historian and Rutgers professor Paul Clemens chronicles the university's remarkable transition from the Cold War to the student protests of the 1960s and 1970s to the growth of political identity on campus and the increasing commitment to big-time athletics.

Rutgers University–New Brunswick chancellor Richard L. Edwards initiated the Committee on Enslaved and Disenfranchised Populations in Rutgers History that, as part of its mission, published *Scarlet and Black, Volume 1: Slavery and Dispossession in Rutgers History* (Rutgers University Press, 2016) edited by professors Marisa J. Fuentes and Deborah Gray White. A forthright accounting of Rutgers' colonial past and the story of its founders as slave owners, the book includes findings on early displaced Native Americans, researched by Rutgers students who sifted through archives and records.



1 *The Journal of the Rutgers University Libraries*, Vol. 68, Numbers 1 and 2, (2016), special 250 editions.

4 *HereNow: Rutgers 250*, published by the Zimmerli Art Museum, was a compendium of photographs submitted through the HereNow: Rutgers 250 project.



2 *Celebrating 250 Years: A Revolutionary Idea in Education*, the fall 2016 commemorative edition of *Rutgers Magazine* included a specially commissioned Rutgers history crossword puzzle.

5 *Explorations: Celebrating Rutgers 250*, fall 2015 magazine of the School of Environmental and Biological Sciences.



3 *Rutgers Revolutionaries*, the lives of 20 celebrated Rutgers people, written and compiled by the staff of the Office of University News and Media Relations.

6 *Great Things to Know about Rutgers*, a 250 edition of the brochure with an opening spread on "Our Legacy" and enduring impact.

Photo Fun for the 250th

Photographic projects for the anniversary year engaged the entire Rutgers community by soliciting photo memories both historical and contemporary and turning them into assets that could be enjoyed by all. Images were used to fund scholarships for Rutgers students; to develop a powerful mosaic of the Rutgers community; and to fuel a multimedia presentation by the Zimmerli Art Museum.

Donate a Photo

Unveiled in November 2015 at the 250th Anniversary kickoff as part of a gift from Johnson & Johnson, the Donate a Photo project turned photos into a way to help others. Participants uploaded photos through a free mobile app. For every photo submitted, J&J donated \$1 toward \$1,000 need-based scholarships for Rutgers students studying in health care-related fields. More than 30,000 photos were donated, and 30 scholarships were funded through the project.

250 Mosaic

The stunning 250 Mosaic grouped 2,500 individual photographs into an online image of the Kirkpatrick Chapel charter window. Developed by the Rutgers University Alumni Association and powered by photo mosaic technology, the project allows viewers to hold a cursor over an image—or section of images—until enlarged, captioned versions emerge from the field.

HereNow: Rutgers 250

The Zimmerli Art Museum's first crowd-sourced initiative, HereNow: Rutgers 250, provided students, alumni, and friends with a chance to capture what campus life looks like today. Photos were submitted online through a Zimmerli microsite to populate a digital gallery, a museum exhibition, and a limited-edition fine arts book of the same title featuring 250 photographs selected from the many submissions.



Johnson & Johnson's Gift to Rutgers

Johnson & Johnson, our New Brunswick neighbor for nearly 130 years, donated scholarships to Rutgers health care students and, as part of their sponsorship, underwrote the cost and contributed to the design of the 42-foot-long steel monument spelling “RevolUtionary” in bold white and red letters that was unveiled at our kickoff event on November 10, 2015. The monument aligns with our “Revolutionary for 250 Years” theme. Starting with the kickoff at Old Queens as Rutgers’ “First Birthday Gift,” the monument moved to 12 locations throughout the year. From the kickoff event where president Bob Barchi posed for a selfie to alumni gathered in front of the State House in Trenton, the monument cast our celebration into form. It has been permanently installed at the Rutgers Visitor Center where it serves as a reminder of everything we have to celebrate.



The Revolutionary monument traveled to the following sites during the anniversary year:

- Old Queens lawn, New Brunswick
- Voorhees Mall, New Brunswick
- New Jersey State House, Trenton
- Newark Plaza, Newark
- Engineering Quad, Piscataway
- High Point Solutions Stadium, Piscataway
- Livingston Campus, Joyce Kilmer Avenue, Piscataway
- Passion Puddle, New Brunswick
- The Quad, Camden
- Eagleton Institute of Politics lawn, New Brunswick
- Seminary Place, New Brunswick
- Permanent Installation, Rutgers Visitor Center, Piscataway



Our 250th Anniversary Sponsors

The Rutgers 250 sponsorship program actively sought external partnerships to support the anniversary. The program lifted marketing efforts to a higher level and enabled us to strengthen relationships with the business community. Sponsors helped offset costs through financial contributions, gifts-in-kind, promotional events, cobranding (as with the Pepsi cans and Coca Cola bottles wrapped with Rutgers' marks), and advertisements underwritten by magazines and newspapers. We were pleased to have the generous contributions of these supporters.

Johnson & Johnson

**Robert Wood Johnson
University Hospital**

**RWJBarnabas
HEALTH**

Let's be healthy together.



Local 456



PSEG
Foundation

More Than Just Insurance.

Plymouth Rock
assurance



In addition to our sponsors, support for the 250th was received from the following companies and media:

- Pepsi
- Coca-Cola
- NJBiz
- Philadelphia Business Journal*



Elements That Marked an Anniversary

1766-2016
RUTGERS
250

Graphics and a theme designed specifically for the anniversary knit the commemoration into a cohesive experience. University Communications and Marketing developed a package of two core marks and a tagline to be used for all anniversary material, ensuring a consistent theme with visual impact: the Rutgers 250 mark, the “Revolutionary for 250 Years” tagline, and the R250 spirit mark. These marks appeared on every 250-branded deliverable, from websites to merchandise to social media. Even athletic fields and Rutgers buses were branded, calling the public’s attention to the anniversary year. As a service to the community, the Rutgers’ Visual Identity System website featured a 250 resources page with graphic files and guidelines on using the 250 marks in communications.



*Revolutionary for
250 Years*



The **Rutgers Shield** was revised for the 250th Anniversary with a simple design and a rich, connotative use of iconography. Rendered in vivid scarlet and white, the shield’s elements include the following:

The **sunburst** conveys illumination—light as metaphor for knowledge.

The **crown** represents our founding in 1766 as Queen’s College. We are one of America’s nine original colonial colleges.

The three **stars** represent New Jersey, the third state to ratify the U.S. Constitution.

The **book** is a timeless symbol of our enduring commitment to teaching, learning, academic inquiry, and scholarship.





1 Inspiring reminders of the university's milestone anniversary, pole banners in striking scarlet-and-white flew high in New Brunswick, Newark, and Camden.

2 The R250 spirit graphic was front and center on the Scarlet Knights' football field throughout the 2016 season. "Revolutionary for 250 Years" also appeared on banners around the stadium.

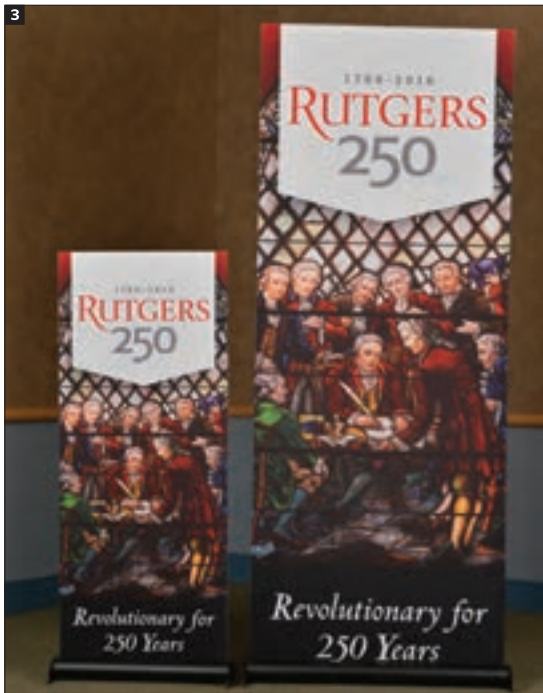
3 Balloons at a 250th event are but one example of how the core marks were used to heighten awareness and create a celebratory mood.

4 Anniversary planners worked with the university bus vendor to brand the fleet of campus buses with the tagline, "Revolutionary for 250 Years."

Giveaways, Merchandise, and Branding

The 250 marks were implemented across a range of promotional items, merchandise, and digital platforms to generate excitement and pride in the anniversary. Merchandise available at Rutgers bookstores and online included 250 teddy bears, key chains, coasters, hats, bookmarks, lapel pins, window clings depicting various scenes, a 250 limited-edition Lionel trolley, and T-shirts featuring Paul Robeson and “Cool Henry,” among others, that were part of the 250 apparel collection. The anniversary marks were added to all major university websites along with newsletter banners and mastheads, the Faculty & Staff Bulletin, the myRutgers portal, the Official Student Listserv website and newsletter, and social media. Exhibit kits and giveaways rounded out the offerings staff and faculty used to publicize events. Featured are some of the ways the 250 marks were applied.





1 Table throws were part of the exhibit kits made available to staff and faculty for use alone or with departmental displays.

2 The masthead for Rutgers.edu was rebranded with the 250 mark, and a Celebrate Rutgers 250 button linked users to the 250 website.

3 Tabletop and floor banners carrying the 250 marks and the charter window scene from Kirkpatrick Chapel could be borrowed or purchased by offices.

4 The Faculty & Staff Bulletin carried the 250 mark with a white ribbon graphic added as emphasis.

5 MyRutgers portal, (my.rutgers.edu) carried a 250-themed background beginning in the fall of 2015.

6 Released monthly, the 250 newsletter was developed exclusively for use during the anniversary year to highlight news and events.

7 The New Brunswick Official Student Listserv website and newsletter were redesigned with a 250 graphic and informational text about 250 activities.

Going Digital With the 250

A multimedia promotional plan included several major digital and video projects. The 250 website was a one-stop source for all things 250, from an events calendar to resource information and photo galleries. Two historical timelines were developed, “Rutgers Through the Years” and “Today in Rutgers History,” to interest our communities in standout events like Paul Robeson’s first football game or the first faculty meeting of the New Jersey College for Women. Television spots were produced for mass-market exposure and ran on the Big Ten Network. And a free mobile app developed by Rutgers students provided information on how to participate in everything from historical trivia to local walking tours. These communications initiatives drew thousands of individuals into the 250 fold.

A Comprehensive Website

The 250 website went live in the fall of 2015 and became one of the anniversary’s most important sources of information. Anchored by vivid, full-color photographs and a homepage feature area, the website included anniversary information, academics, events, the #Rutgers250 project feed, video and photo galleries, special 250 product availability, and a history section including a comprehensive timeline and multimedia package. By the end of November 2016, the 250 website had logged more than 600,000 views.

“Rutgers Through the Years”

Our rich and fascinating history was given its own scholarly platform in this user-friendly, visually pleasing timeline that featured more than 400 entries covering 1766 to the present. Entries included multimedia packages ranging from audio clips of WRSU radio jingles to NBC News archival footage of John F. Kennedy’s inaugural parade and a video montage of the classic Rutgers tomato. With university milestones, alumni accomplishments, and historical references, the timeline presented Rutgers in its 250-year history.

250.rutgers.edu





Look Henry, We're on TV

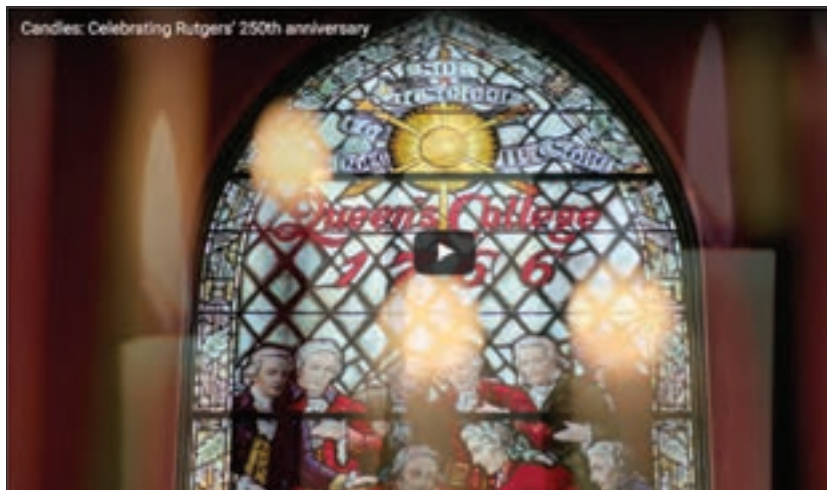
Rutgers produced two television spots highlighting the 250th: “Revolutionary for 250 Years” and “Candles,” which ran during Rutgers athletic events televised on the Big Ten Network, CBS Sports, ABC, ESPN, Fox Sports 1, and other networks.

“Revolutionary for 250 Years”

“Revolutionary” included both a 15-second and a fuller 30-second version featuring Revolutionary War reenactors, a ballet dancer, a Rutgers neuroscience lab, and a student who donned an old-time football jersey.

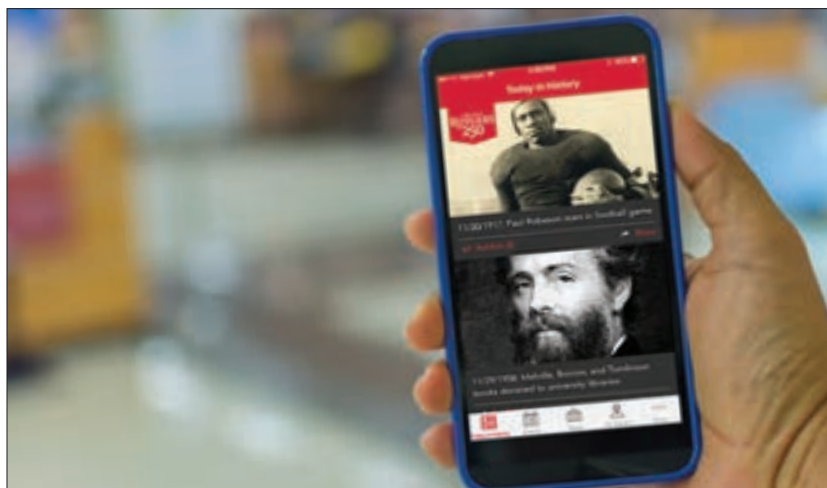
“Candles”

“Candles” was a 30-second spot highlighting “a landmark few have reached, marked by achievements few can match,” like the first treatment for tuberculosis and the accomplishments of alumnus Paul Robeson, celebrating the university’s past, present, and future with stirring music and footage.



We R Ready to Roam

The Rutgers 250 app made anniversary information instantly available through mobile devices and was developed largely in collaboration between undergraduate and graduate students. The app included a virtual history tour of university locations, a popular “Today in Rutgers History” feature, info on walking tours, and one of the first forays into gamification undertaken by the university with a 250 Rutgers quiz offering ongoing prizes. By the end of the anniversary year, the app had been downloaded 7,000 times.



A Video Retrospective

Part thank-you letter to the university community, part multimedia promotional video, the retrospective *Highlights from Our 250th Anniversary Year* encompasses the anniversary's signature events with material drawn from film footage, photo stills, time-lapse photography, drone shots, newspaper photographs, and a flyover of the Empire State Building lit up in scarlet. The video, produced in collaboration with iTV Studio and RU-tv Network, was finalized and distributed just one week after our November 10, 2016, birthday. *Highlights from Our 250th Anniversary Year* can be viewed at 250.rutgers.edu.



Happy 250th Birthday Crossword Puzzle

Developed in collaboration with nationally recognized puzzle master Jeffrey Wechsler GSNB'76 and edited by Cindy Cohen Paul RC'81, the Rutgers 250 Crossword Puzzle had nearly 75 Rutgers clues, like "Rutgers is New Jersey's _____ school under the 1862 federal Morrill Act" (Land Grant), and "Famous 1960s cartoon alumnus of Rutgers" (Mr. Magoo). It appeared in the fall 2016 issue of *Rutgers Magazine*, and ran in New Jersey newspapers on November 10, 2016. To complete the puzzle, visit 250magazine.rutgers.edu.



Additional Events During Our 250 Year

FALL 2015

Rutgers 250 Diversity Fair

A library-sponsored online exhibit and resource for Rutgers 250, “A History of NJ Medicine in 100 Objects”

Mason Gross School of the Arts Undergraduate Annual Art Open, “Revolution”

Rutgers 250 International Scholars Reception

Eagleton Institute of Politics public lecture with former U.S. Sen. George J. Mitchell, “What Are Our Choices in a Complex, Changing World?”

“Remembering the Rutgers Puerto Rican Student Movement of the 1970s” conference, featuring keynote speaker Johanna Fernández of Baruch College-City University of New York

Rutgers–Camden, #250PointsOfPride

Rutgers 250 Choral Concert featuring works by Mason Gross School of the Arts professor and director of music Robert Aldridge

Bloustein School Isadore Candeub lecture, “Rutgers History of Campus Master Planning”

Italian Graduate Society at Rutgers University Conference “Performing Revolution: Parole in Movimento”

“Rutgers Through the Centuries: 250 Years of Treasures from the Archives” with lectures, Alexander Library, New Brunswick

Paul Farmer, humanitarian speaker, part of Honors College Dedication for Rutgers 250 ▶

Rutgers 250 Faculty and Staff International Ambassadors Programs

New Jersey Hall of Fame Mobile Museum, Rutgers–New Brunswick

President Robert Barchi’s Elected and Government Officials 250th Anniversary Reception

Rutgers 250 International Education Week 2015

Rutgers–New Brunswick Chancellor’s First Rutgers 250 Luncheon for Staff and Administrators

Mason Gross Presents, “Radical Means: Technology and Media Activism in the New Millennium”

Dedication and opening, “History Wall of Nursing at Rutgers 1928–2014”

Rutgers 250th and City of Newark 350th anniversaries’ Alumni Oral History Project at Rutgers–Newark

Book signing with Paul Clemens: *Rutgers Since 1945: A History of the State University of New Jersey*

SPRING 2016

Rutgers 250 I-Beam Signing for Rutgers–Camden Nursing and Science Building ▶

“Rutgers at 250 Years” Online History Course

Diversity at Rutgers–Camden Panel Discussion

Faculty Celebration for Aresty and Byrne Professors



ADDITIONAL EVENTS DURING OUR 250 YEAR

“Building upon a Revolutionary Legacy,” Dean’s Distinguished Lecture and Reception at School of Engineering, Rutgers–New Brunswick

30th Annual Louis Faugères Bishop III Lecture given by Roger L. Geiger, distinguished professor of higher education at Pennsylvania State University, Rutgers–New Brunswick

Rutgers University Board of Governors approves the creation of Rutgers Health, a statewide academic health care provider organization

Rutgers–Camden, Silent March in Protest of Anti-Black Racism and Violence

Zimmerli Art Museum Art After Hours, Rutgers–New Brunswick Jazz Project trio

“Sister Republics: The Netherlands and America — Exploring the Connections between Rutgers and the University of Utrecht,” sponsored by the School of Arts and Sciences Honors Program

Writers in Camden featured authors series begins

Rutgers Kirkpatrick Choir performance before the American Choral Directors Association Eastern Conference

Black Law Student Association’s MLK, Jr. Champions of Social Justice Awards Banquet

Access Week 2016, increasing access to higher education for historically underrepresented students

Crossroads of the American Revolution Informational Interactive Kiosk at Rutgers–New Brunswick Visitor Center

Rutgers Annual Microbiology Symposium with Rutgers 250 theming

Rutgers 250 Tour, Elmwood Cemetery, New Brunswick

“The Cold War at Camp Kilmer: Hungarian ‘56ers, Cubans, and U.S. Refugee Policy in New Jersey,” symposium commemorating 60th anniversary of Hungarian Revolution, Alexander Library, New Brunswick

“Revolutionary Round Table: Shifting Paradigms of Impact and Innovation with Inspiring Change Leaders,” sponsored by the Rutgers Business School Public-Private Community Partnership

Robert Wood Johnson Medical School Class of 2016 Match Day, including a Rutgers 250 Donate a Photo booth

Turfgrass Symposium, “Revolutionary Alumni” of the Rutgers Turfgrass Program

250 Ways We Love “R” Employees, Rutgers–Camden

“Rutgers Reformed: A Historical Look at Religion in American Public Higher Education,” Endowed Law and Religion Lecture

Rutgers 250 Gala Concert, Rutgers University Orchestra and Choirs, Lincoln Center, New York City ▼

Women’s History Month Conference: “Disrupting Power and Privilege to Empower Women”

Lecture by Craig Steven Wilder, author of *Ebony and Ivy: Race, Slavery and the Troubled History of America’s Universities*

The Women BUILD Program at Rutgers Business School Summit on Women’s Business Leadership

Rutgers 250 Charity Ice Hockey Game between the dental school and NJ Medical School

Comic Con 2016 with Rutgers 250 Theme, Rutgers–Camden

Rutgers 250 Gala Concert, Rutgers University Orchestra and Choirs

Dancer, choreographer, and filmmaker Yvonne Rainer: “Doing Nothing/Nothin’ Doin’”: Revisiting a Minimalist Approach to Performance,” Mason Gross School of the Arts

Special screening, *Racing Extinction* at Rutgers Cinema

Dr. Kenneth S. and Audrey S. Gould Lecture in Molecular and Cellular Medicine with keynote speaker Thomas C. Südhof, M.D. of Stanford School of Medicine, Stanford, California

17th Annual HIPHOP 5K Fun Run/Walk sponsored by Robert Wood Johnson Medical School, at Johnson Park, Piscataway

Annual Hot Dog Day for students, Voorhees Mall, Rutgers–New Brunswick

Digital Blackness Conference featuring *Being Mary Jane*, Zimmerli Art Museum

Rutgers University Glee Club 144th Annual Spring Concert and Rutgers 250 Celebration

Rutgers–New Brunswick Annual Day of Service



Rutgers Community Engagement Day, Rutgers–Newark, celebrating student, staff, faculty, and alumni volunteers

Buffy to Batgirl: Women & Gender in Sci-Fi, fantasy and comics interdisciplinary conference, Rutgers–Camden

Celebration of Graduate Research featuring research, creative activity, Graduate School–Camden

The Little Investment Bankers of Rutgers Finance Summit and Finance Alumni Network event, New York City

Rutgers Future Scholars Dream Team: The Dreamers' Rally

World's Fair for Cultural and Ethnic Diversity, sponsored by Rutgers–Newark, Norman Samuels Plaza

The 12th Annual Aresty Undergraduate Research Symposium

Alumni Weekend at Rutgers Day

Revitalized and Revolutionary: New Brunswick, Rutgers, Johnson & Johnson, and New Brunswick Theological Seminary presentation

New Jersey Folk Festival Salutes Rutgers 250 and Honors Workers, Wood Lawn Mansion, Rutgers–New Brunswick

Senior Reception for the 250th Anniversary class, Old Queen's Lawn

Celebrating a Partnership: Rutgers at 250 and the New Jersey Center for the Book

SUMMER 2016

Somerset Patriots Rutgers Night at TD Bank Ballpark

Rutgers 250 Alumni United Nations Tour

Shuji Nakamura, public lecture on evolution of lighting and the emergence of LED light bulbs

FALL 2016

Rutgers 250 Student Convocation, Rutgers–New Brunswick

“Revolutionary Race and Challenge” scavenger hunt, Philadelphia

Rutgers 250 Pharmaceutical Sciences & Chemoprevention Symposium, Ernest Mario School of Pharmacy

Homecoming Rutgers 250

Fall Fest Street Fair including Homecoming festivities and Scarlet Spirit Day, Rutgers–Newark ▲

“Uncovering American Jewish Life in 1766, 1866, and 1966,” a presentation on the state of Jewish life in America on key dates tied to Rutgers' founding, sponsored by the Allen and Joan Bildner Center for the Study of Jewish Life, New Brunswick

Division of Student Affairs Rutgers 250 Faculty and Staff Appreciation event

Rutgers–Newark 250 Faculty and Staff Appreciation BBQ

Camden Campus Activities Board, performance by Solo Circus



Guinness World Record Plank attempt at High Point Solutions Stadium in celebration of the 250

Alumni Leaders Conference and Rutgers Excellence in Alumni Leadership Awards

Thomas A. Edison Papers Innovation Lecture Series

Ribbon-cutting at Alumni House, the first-ever alumni house at Rutgers, a historic Camden landmark

Institute for Women's Leadership Consortium, “From the Boarding House to the Board Room: 250 Years of Women at Rutgers”

The Future of Nursing: Alumni Scholarship and Awards Dinner, Rutgers School of Nursing

Rutgers Reading and Writing Program Conference, Hyatt Regency, New Brunswick

Rutgers Dining Services Quarter Millennial Celebration Dinner

Rutgers–Newark Faculty and Staff 250th Anniversary Happy Hour

Rutgers Breeding Celebration, New Jersey Agricultural Experiment Station, with Rutgers 250 All-Star Varieties promotion

Rutgers Kirkpatrick Choir and Rutgers University Glee Club celebration of Charter Day

“Rutgers Discovery” puzzle room and scavenger hunt campus-wide adventure game sponsored by the School of Arts and Sciences' Cyberlearning Innovation and Research Center at Rutgers–New Brunswick

Rutgers–New Brunswick Chancellor's Rutgers 250 Faculty and Staff Celebration

Rutgers Biomedical and Health Sciences, “A Day of Revolutionary Thinking” reception

“Tribute to 250 Years: Dear World Portrait” photo shoot and portrait unveiling at Rutgers–New Brunswick

Book publishing presentation and reception for *Scarlet and Black, Vol. I: Slavery and Dispossession in Rutgers History*

Thank you gathering at Rutgers–Camden Alumni House

SPRING 2017

Journal of the Rutgers University Libraries Special Issue Part II: 250th Anniversary of Rutgers University

The Rutgers 250 Team

The Rutgers 250 Office within the Department of University Communications and Marketing served as the primary coordinating unit for Rutgers 250th Anniversary commemorative activities. Working in conjunction with the Rutgers 250 Planning Committee, chaired by Jorge Schement, vice president for institutional diversity, and under the direction of Kim Manning, vice president for university communications and marketing, the office collaborated with departments and units across the university and other constituents to ensure that this historical milestone was understood and supported by the Rutgers community and beyond.

Rutgers 250 Office Staff

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Assistant Director
Julie Park,
Graduate Assistant
Steve Shimchick,
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Student and Alumni Volunteers and Contributors

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Saskia Kusnecov
Mohammad Nazmussadad
Elijah Reiss
Aishwarya Sharma
Tom Struble

Coordinating Liaisons

Designated by each of our four chancellors, coordinating liaisons worked with the central Rutgers 250 Office to plan and produce activities at each location throughout the anniversary year.

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New Brunswick:*
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Judith McLane

*Rutgers Biomedical and
Health Sciences:*
Gwendolyn Mahon
Robert Schwartz
Alexis Fulks

*Rutgers University—
Newark:*
Peter Englot
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*Rutgers University—
Camden:*

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Kristen Walker

250 Planning Committee

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Pamela Blake –
Assistant Vice President,
University Communica-
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Vice President, Rutgers
University Foundation*

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Librarian, Rutgers
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Assistant Director,
Rutgers 250*

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School of Education

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The Daily Targum

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**Executive Committee Member*

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The above listings reflect committee standings as of December 2014.



Members of the Rutgers 250 Planning Committee, work groups, and others attended a thank-you reception on November 10, 2016.

A Special Thanks to the Rutgers University Communications and Marketing Staff Who Helped Make Rutgers 250 a Success

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*Includes all UCM staff
from November 10, 2015,
to November 10, 2016.*



Produced by Rutgers' Department of University
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