

New Jersey Presidents' Council

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Dear Presidents:

I am pleased to share with you the website for the *Learn More, Earn More, Be More in New Jersey* campaign - www.BeMoreInNJ.org. This campaign is an initiative of the New Jersey Presidents' Council Marketing and Branding Task Force, which includes representatives from the various sectors of higher education, the Office of the Secretary of Higher Education, and business and industry. The campaign is a concerted effort to brand and market New Jersey as home for a broad array of higher education institutions as well as robust post-graduate opportunities in vibrant industries throughout our state.

Phase 1 of the branding campaign is the free distribution portion of sharing the *Be More* messaging, which includes a high-energy, professional market-tested video. The *Be More* link will be distributed to all member colleges and universities, Higher Education Student Assistance Authority, Office of the Secretary of Higher Education, numerous business and industry associations, high school principals and guidance counselors, school boards, and parent teacher organizations in New Jersey.

We are asking that your institution post this link www.BeMoreInNJ.org on your website and disseminate it via social media channels such as Twitter, Facebook, and Instagram. In addition, we are hopeful that this video can be used in the yield phase of your recruitment efforts.

Thanks to a collaboration with Choose NJ, which is hosting our webpage, we are able to track traffic to the webpage and will use data we collect to help shape Phase 2 of the campaign. Phase 2 would include paid media buys and distribution featuring the *Be More* video. In addition, a Phase 3, which would promote our higher education institutions outside of New Jersey with paid media advertisements, could also be considered in the future. Both Phases 2 and 3 would require substantial funding and investment from outside sources, such as the State and the New Jersey business community.

Thank you for your continued support as we implement what we hope will be a highly successful and sustainable branding and marketing campaign for New Jersey and our excellent institutions.

Sincerely,



Joel Bloom
Chair

Joel Bloom
Chair
President
New Jersey Institute of Technology

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President
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Warren County Community College

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