

Communicator Certificate Program

The Communicator Certificate Program (CCP) is open to all Rutgers University faculty and staff (Rutgers full-time employees only). The program is a collaboration of University Communications and Marketing, University Human Resources, and a number of other Rutgers university departments. The program supports professional development and enrichment, as well as, provide numerous opportunities for networking and sharing resources with colleagues.

Presented by subject matter experts, the program ensures that employees responsible for promoting the university develop the essential knowledge, skills, and abilities to effectively:

- Understand the appropriate use of the Rutgers University identity and ensure consistent university messaging
- Develop and implement communication and marketing plans
- Identify, manage, and maximize the use of Rutgers communication resources
- Enhance technical skills

Program Requirements

The Communicator Certificate Program requires completion of **six foundation courses and at least three elective courses within 18 months from the date the first course is completed.** Each program is presented in a single, three hour session. There is no charge to the employee or the department for the programs.

All Rutgers employees involved in communications are encouraged to attend as many of these classes as needed, even if they do not wish to complete the whole certificate

Foundation Courses To earn the certificate, you must **complete all of the six (6) courses** listed in this section.

- RPE901 - Understanding the Rutgers University Identity
- RPE902 - Communication Policies and Guidelines
- RPE903 - Communication Resources
- RPE904 - Defining and Serving Today's Audiences
- RPE905 - Developing a Communications Plan
- RPE906 - Media Relations

Elective Courses To earn the certificate, you must also **complete any three (3) of the courses** listed in this section apply toward the certificate program.

- RPE907 - Using Campus Resources to Promote Departmental Events and Activities
- RPE908 - Planning Special Events
- RPE909 - Proofreading and Editing Using the Rutgers Editorial Style Guide
- RPE910 - Understanding Your Audiences Goals and Needs
- RPE911 - Design Basics
- RPE912 - Photography Basics
- RPE913 - Communicating With Video
- RPE914 - Social Media
- RPE915 - Writing and Design for the Web
- RPE916 - Powerful Presentations: Developing Content and Materials
- RPE917 - Powerful Presentations: Public Speaking Skills

To Enroll in the Program

Access <https://hrservices.rutgers.edu/CRS/> Click on the “**Workplace Communications**” category. Then on **RPE900 - Communicator Certificate Program** and register.

Next enroll in programs that fit your schedule, for easy identification they are marked (CCP).

To view course descriptions, visit our program page and select the Workplace Communication category and mouse over the titles. Clicking on the titles will allow you to see more detail and register.

Remember you have 18 months to complete the certificate. Once you have completed the nine programs contact Learning and Development for confirmation and a certificate will be issued. If there are questions or assistance is needed in registering, please contact 732-235-9500.