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April 29, 2019

To the Stevens Community,

During the last academic year, we solicited a great deal of input from members of the Stevens community, including students, alumni, faculty, and staff, regarding Stevens' upcoming milestone anniversary. Founded in 1870 as the first college of mechanical engineering in the U.S., Stevens will be celebrating its sesquicentennial anniversary starting with Founder's Day in February 2020 and extending through the 2020-21 academic year. I am delighted to provide an update on the activities we will undertake to commemorate this significant occasion.

It was clear from the dozens of creative ideas suggested that our community is energized and excited about this upcoming celebration. In considering the final set of activities to undertake, we focused on planning for a few, high-impact activities to engage all members of our community in meaningful, well-executed programs designed to achieve the following objectives:

- Build awareness of and pride about Stevens' history and promising future
- Engage alumni, students, faculty, and staff to strengthen the spirit of community and commitment to advancing the institution
- Enhance awareness of key external constituencies
- Generate media coverage
- Strengthen the culture of philanthropy

The activities listed below are classified into two major categories: Communications and Branding Activities and Events and Programming. Each initiative will be led by a designated administrative unit with broad and inclusive input from other members of the campus community.

Communications and Branding

- A 150th anniversary website will be developed and will serve as the repository for a number of related communications, including an historical timeline; a curated collection of 150 stories (described below); a "memory bank" for sharing Stevens memories; and 150th-themed social media accounts. The official launch of the website will be February 15, 2020 with a soft launch in Fall 2019.
- *150 Stories of Stevens* is a curated collection of 150 faces, places, and stories about Stevens that will highlight facts and figures of Stevens' past, present, and future. Collected photos, stories, and videos will tell the story of Stevens' and the extended Stevens community's contributions to technological innovation and to society.

- A 150th anniversary logo/brandmark will be created, applied and leveraged throughout the celebration, including on the website, digital stationery, specialty clothing for sale in the bookstore, as well as through a variety of campus branding and signage. Standards and guidelines for logo usage will also be developed.
- *The Stevens Indicator* will have a special sesquicentennial celebration issue in Spring 2021. It will be an expanded, keepsake issue that explores Stevens' history, its current momentum, and its future opportunities through feature articles and profiles.

Events and Programming

- The Founder's Day Ball, a Stevens tradition enjoyed by Stevens students, will lead off the sesquicentennial celebration in February 2020, 150 years after the official charter for the establishment of Stevens was filed with the State of New Jersey.
- The Stevens Awards Gala on May 2, 2020 will celebrate Stevens' sesquicentennial milestone.
- Alumni Weekend in June 2020, marking both the 100th anniversary of alumni weekend and the 150th anniversary of Stevens, will be the official celebration for alumni of the 150th anniversary. Special outreach to engage alumni throughout the U.S. and the world, as well as young alumni and members of the Old Guard, anniversary classes, will be made.
- A campus festival for undergraduate and graduate students, faculty, staff, and friends will be planned for September 2020.
- The academic enterprise will lead the planning for a significant academic symposium intended to both showcase the capabilities of Stevens' three Schools and College and draw renowned speakers and scholars to Stevens for a major academic symposium. Scheduled to take place in May 2021, this event will leverage the annual Innovation Expo with a key goal to generate media coverage and build Stevens' academic reputation.
- A Stevens family reunion will be held to recognize the significant contributions of the founders and engage their descendants in commemorating the university's significant contributions to society is planned in Fall 2021.

In addition to these programs, Student Affairs will facilitate and coordinate with undergraduate and graduate students and student organizations to select and implement 150th anniversary-themed, student-led initiatives over the period of the celebration. Student-generated recommendations to date have included a dedicated community service effort and a social media competition, among others.

Lastly, I would like to thank the members of the [150th Anniversary Implementation Steering Committee](#), chaired by Associate Vice President for Development Dawn DaSilva, for their time, diligence, and thoughtful analysis of the opportunities and effort required for a successful and

strategic sesquicentennial celebration. The Committee will continue to provide oversight during the planning and implementation period to ensure a well-coordinated series of events and activities that reflect our strategic priority of *Excellence in All We Do*.

Per aspera ad astra,



Nariman Farvardin
President

