



August 25, 2020

To the Stevens Community:

I am writing to announce that Mr. Edward Stukane, Vice President for the Division of Communications and Marketing (DCM), has announced his retirement from Stevens effective November 6, 2020.


Ed joined Stevens in February 2013 to lead the newly-formed Division of Communications and Marketing with the goal of enhancing the reputation and increasing the recognition of Stevens among key constituencies. During his tenure in this role, the Stevens brand has become sharper and better known among peer institutions, prospective undergraduate and graduate students, and the public.

Under Ed's leadership, the DCM launched and implemented a number of strategic initiatives, including a new website that attracts more than one million visitor experiences each year; an aggressive social media presence; a virtual campus tour for prospective students; the graphic identity for Stevens' 150th anniversary celebration and many other university programs and events; a refreshed look and revitalized content of the alumni magazine, *The Stevens Indicator*; as well as numerous video, digital and print communications in support of institutional and school specific objectives to build awareness of Stevens and its academic programs, strengthen the university's reputation, and increase engagement by prospective undergraduate and graduate students, alumni and friends. He collaborated with the Division of Information Technology to develop a new campus announcement template and system and the Stevens Weekly Bulletin Board (SWEBB). He and his team led the development of and launched the *Stronger. Safer. Stevens.* website and published the Return to Campus Guide in support of our Fall 2020 campus reopening plans.

I look forward to sharing additional information about next steps in the transition to new leadership of our communications and marketing efforts as well as a celebration to thank Ed for his dedicated service to Stevens.

Please join me in thanking Ed for his contributions to Stevens over the last seven and a half years, supporting him and his colleagues in the coming months, and wishing him a most enjoyable and productive retirement.

Per aspera ad astra,


Nariman Farvardin
President