

POINT BY POINT

THE LATEST NEWS ABOUT NJIT SPORTS:
njithighlanders.com

“We were the center of the basketball universe for a short time, and that time keeps getting extended a little as we continue to win.”

– Athletics Director Lenny Kaplan

MAKING HISTORY ON THE COURT

On December 6, 2014, the Highlanders stunned the University of Michigan Wolverines in a contest that NJIT won 72-70 – setting off a tsunami of publicity for NJIT that crested in thousands of media outlets in the U.S. and other countries.

Commenting on the Highlanders’ victory, Athletics Director Lenny Kaplan says, “The win will go down as one of the biggest upsets in college basketball history. As a university, we continually say we are one of the best-kept secrets – well, I can say millions more know about us now. It definitely helped put the word out there about NJIT.

“Our websites – both njit.edu, and njithighlanders.com – spiked with activity during and after the game with people wondering who we were. Social media exploded as well, with our Facebook and Twitter mentions. On Twitter, we were ‘trending’ for hours after the game.

“We were the center of the basketball universe for a short time, and that time keeps getting extended a little as we continue to win, and people find our story fascinating. The NJIT brand has been highlighted on some of the country’s biggest media stages, including *The New York Times*, *Wall Street Journal*, *Sports Illustrated* and *The Washington Post*. But our name has not only been put in front of an adult audience. We have been front and center with the high school students who follow college sports on ESPN, sportsillustrated.com and many social media sites.

“I am very proud of our guys. They have been close a few times in games like the one with Michigan, and to finally win one is an unbelievable feeling. We could not be happier for the players, Coach Jim Engles, and his staff. It shows you that the good guys do win one once in a while.” ■



Junior guard Ky Howard scored 17 points in NJIT’s upset win over Michigan.

PHOTO: ANDREW WEBER PHOTOGRAPHY