

Our Moment of Opportunity

National Trends

- ‡ What We've Done
- ‡ Where We Are Going
 - ‡ Enrollment
 - ‡ Retention & Graduation
 - ‡ Internationalization
 - ‡ Facilities
 - ‡ Fundraising

WHAT DEFINES QUALITY?

Washington Monthly

Definition of Best Value

- ‡ At least 20% students must receive Pell Grants
- ‡ Graduation rate at or above 50%
- ‡ Graduation rate must be greater than statistically expected for the student demographics
- ‡ Loan default rate of 10% or less

Forbes Magazine

Best Value Criteria

- y Student Satisfaction
- y Graduation Rates
- y Career Success
- y Student Debt

THE CHALLENGES TO REACHING THE GOAL

- y Costs of quality education
- y Lack of state support
 - Ⓞ Data on state support nationally
- y Current education policy and practices inhibit rather than promote upward mobility-the stratification of higher education
- y The track record is not good
 - Ⓞ Consider typical graduation rates
 - Ⓞ Gallup-Purdue survey

GALLUP PURDUE STUDY

AMERICAN FUTURE IS NOW

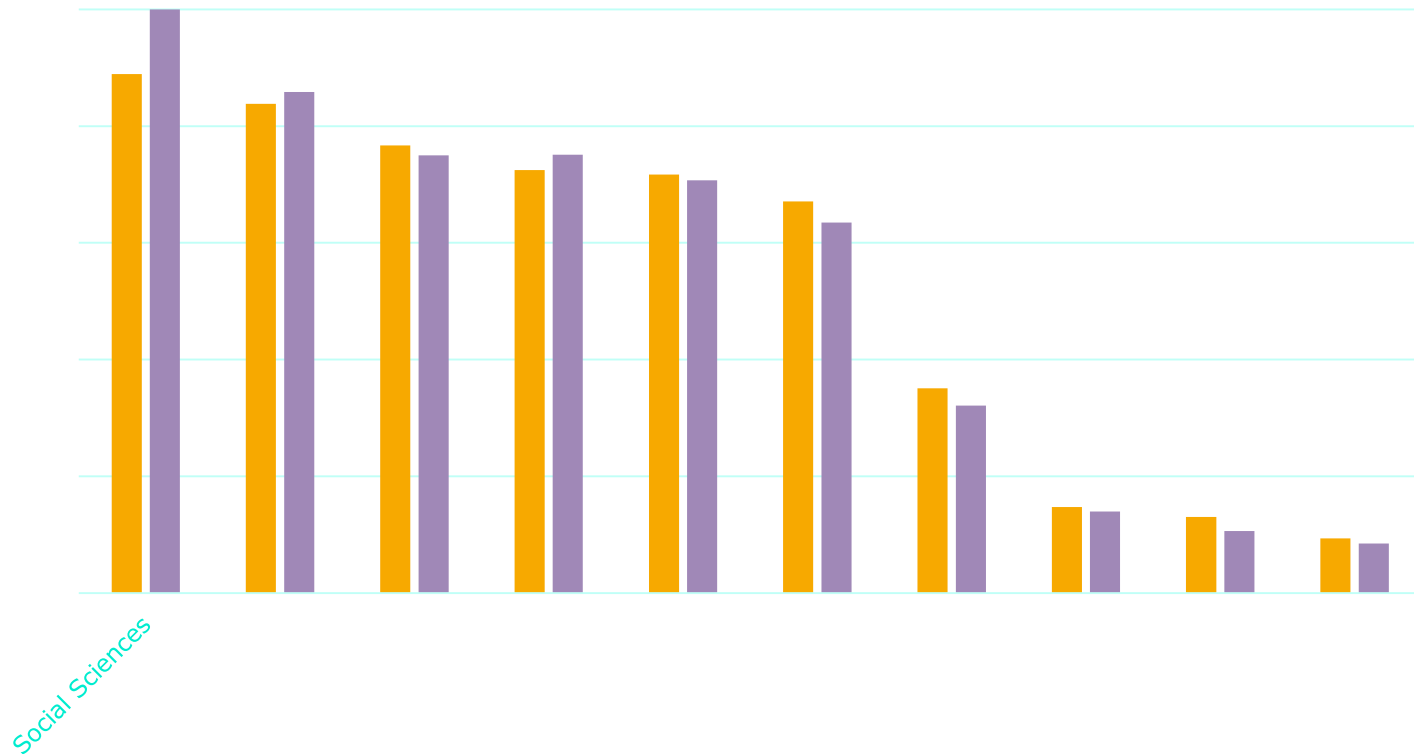
Georgetown University Center on Education and the Workforce

- y By 2020, 65% of jobs nationwide will require post-secondary education
 - 9 Will be higher in 27 states and District of Columbia
- y Level of post-secondary education required
 - 9 33% some college/associate degree
 - 9 23% bachelor degree
 - 9 11% master degree or better
- y Almost all states have current attainment below future required levels

2010-2020 Projected Growth NJ and NY

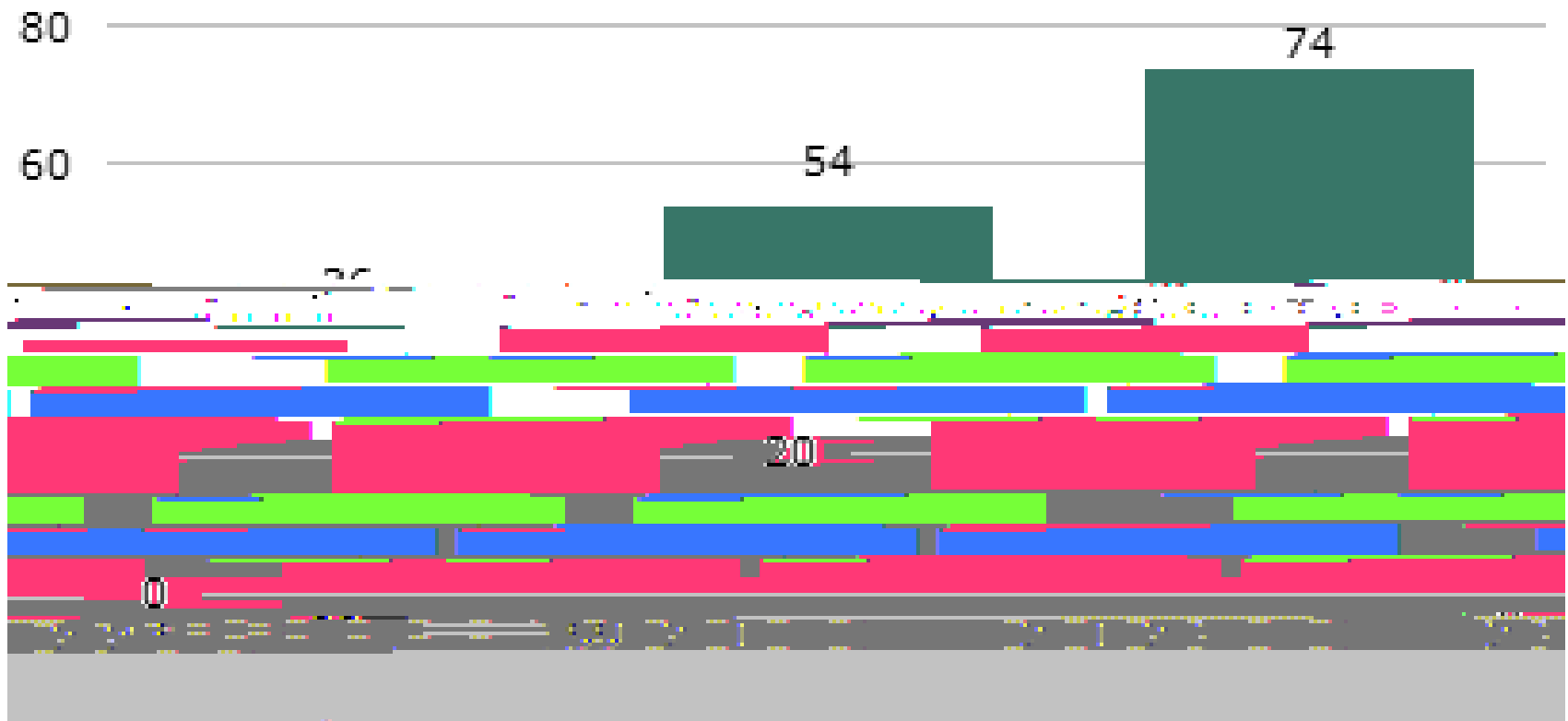


2010-2020 Jobs Requiring Bachelor Degree or Better, NJ and NY 6 X



HISPANICS ACCOUNT FOR GROWING SHARE OF LABOR FORCE GROWTH

% Actual and Projected





Pell Institute: Bachelor Degree Attainment by
Age 24 for **Dependent** Family Members

THE ESSENTIAL COMPONENTS

(1)

y A collaborative effort with the state to keep tuition low even as state support declines

Cobbying with legislators

x State, Federal, Local

x Legislation to encourage alternate revenue streams

y Fundraising strategies

C Student scholarships

C Emergency funding

THE ESSENTIAL COMPONENTS

(2)

- y A Freshman Year Initiative that supports students in a host of ways
- y A meaningful and connected General Education
- y High touch education and career advising
 - Ⓞ Early warning
 - Ⓞ

WHAT WE HAVE DONE

- C General Studies Reform
- C Reduction of graduation requirement from 128 credits to 120 credits
- C Creation of Centralized Tutoring HUB
- C

WHAT WE HAVE DONE

C Dunkin Donuts

C Renewal of NJCU @ Brookdale

C Student Success Collaborative (EAB) implementation

C Expanded internationalization efforts (i.e. ACE Lab, Academic International Partnerships, etc.)

C Administrative Restructuring for Increased Efficiencies (i.e. Centralized University Admissions, Public Private Partnerships, etc.)

C Athletics

x Development of year-round camp offerings by Athletics

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WHAT WE HAVE DONE

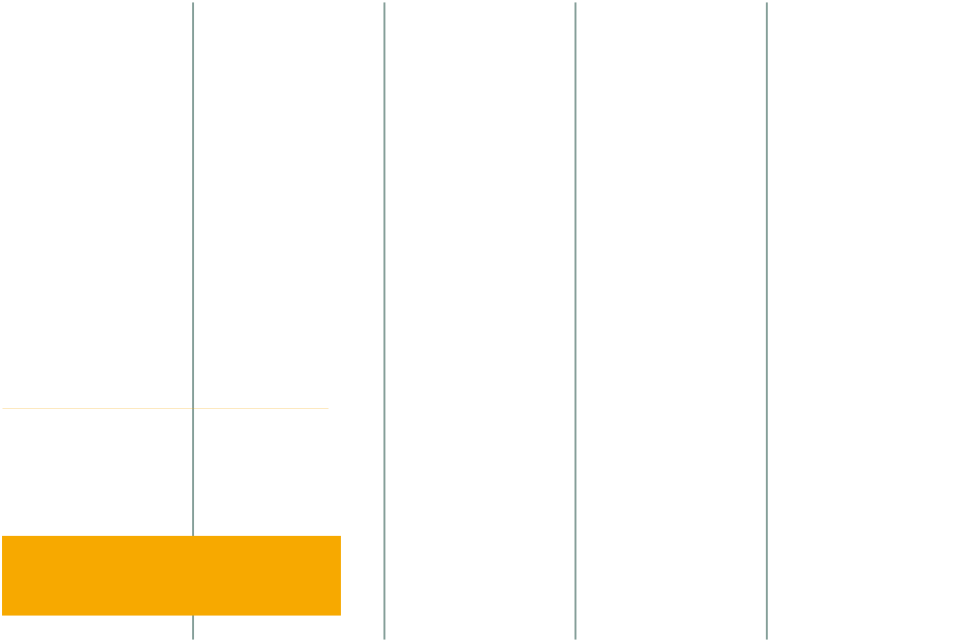
New Academic Programs

- y Program Option ± Master of Science (M.S.) in Nursing with a Specialization in Nursing Education
- y Bachelor of Science (B.S.) Program in Exercise Science
- y Academic Minor Program in Accounting
- y Interdisciplinary Minor Program in Cinema Studies
- y Proposal for a Multidisciplinary Minor in Entrepreneurship

COMMENCEMENT ATTENDANCE

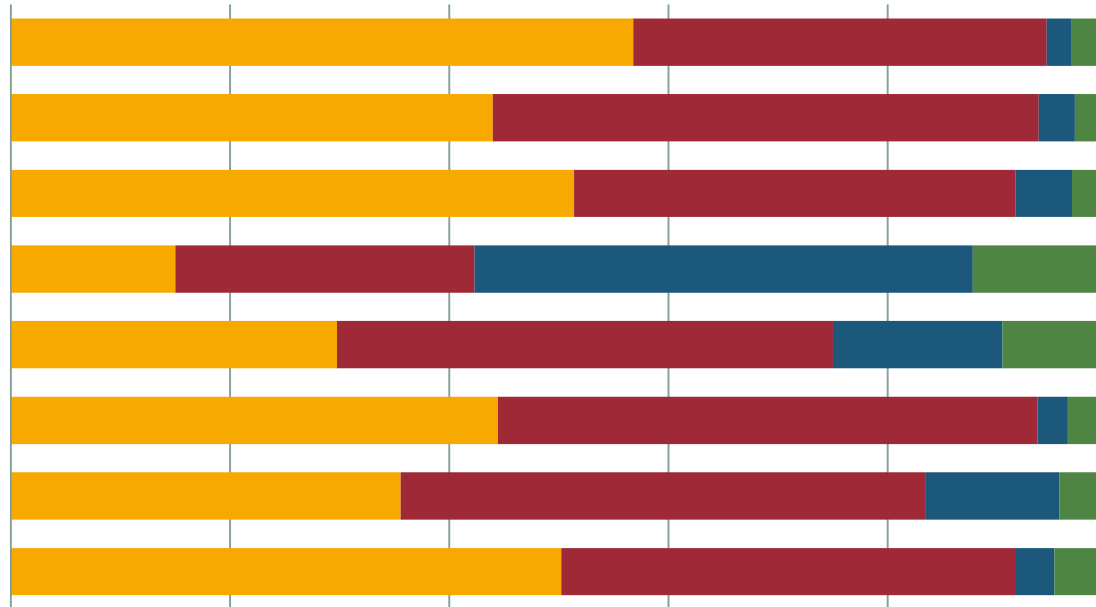
WHAT OUR GRADUATES THINK

Ratings of NJCU



WHAT OUR GRADUATES THINK

Instruction and Coursework in the Major



WHERE WE ARE GOING

1. Enrollment Management
2. Retention & Graduation
3. Internationalization
4. Facilities
5. Fundraising

ENROLLMENT MANAGEMENT

Fall 2014 Top five competitors (% gains in NJCU market shares over the past 8 years)*

Montclair State (182%) ±Competitor position in 2006 #5

Kean University (125%) ±Competitor position in 2006 #4

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Competitor position in 2006 #3 ±

Hudson Community College (-11%) ±Competitor position in 2006 #1

Rutgers University ±Newark (236%) ±Competitor position in 2006 #8

*National Clearinghouse Data 2006 & 2014

Enrollment Management

WINNING BACK THE MARKET

- y Marketed to more prospective students (100,000+)
- y Aggressive tele-counseling program (50,000+)
- y Restructured scholarships to improve yield of high ability students
- y Institutional video and mini-view book
- y Implemented Hobsons Radius CRM
 - Q Launched 10 campaigns the last two weeks
 - Q Predictive analytic tracking

Recruitment Insights

- y 70% of prospective students use mobile devices to engage
- y Top geographic areas with very strong interest in NJCU:
 - C New Jersey: New Providence, Jersey City, Newark, North Bergen, Union City, Tom River, Edison, Elizabeth, Flemington, Freehold
 - C New York: Brooklyn, Bronx, Staten Island
 - C Philadelphia, PA
 - C Hartford, CT
- y Realign high school visits to ~~Ad~~ ~~Pro~~ ~~Loc~~ ~~ations~~
- y Residence halls are crucial for out-of-state growth



Enrollment Management

RECRUITMENT RESULTS

y New undergraduate deposits are up +12%

y New graduate admits are up +55%

y Honor program is at full capacity

y New internal program for TLC population

RETENTION & GRADUATION

June 18 Student Success Summit Pivotal Questions

1. What would a prospective student want?
2. What does success look like?
3. What is the role of faculty, staff and administration in student success?
4. What do the data tell us?
5. How do we market the strengths of the NJCU experience?
6. What is a student-centric recruitment process? What is our role in that?

INTERNATIONALIZATION

May 18th Internationalization Retreat

‡ Comprehensive Task List

‡ Confucius Institute

‡ ACE Internationalization Lab



ACE Internationalization Lab


- ‡ NJCU accepted to join Lab w/12 other institutions
- ‡ Work underway by a faculty-driven team of 17
- ‡ First Town Hall is today: 2-3 pm, GSUB 129
- ‡ ACE Lab Steering Committee
- ‡ Four focused, but overlapping committees
- ‡ Final report of recommendations to Provost and President on 6/1/16

1) Study Abroad Committee

- y Studying short-term faculty-led courses & study abroad for longer semester/summer stays
- y Committee members
- y Completed review of proposed faculty-led programs
- y Working with Student Affairs and SGO for study abroad scholarships
- y Idea: % of incoming international student revenue be set aside for study abroad scholarships, which would scale up as international recruitment grows



3) Committee on Curriculum,

- 
- y Studying issues such as internal communication for internationalization, and Ap concierge services A for visiting international students/scholars
 - y Committee members
 - y Working to ensure that library, residence life, and other NJCU services support international students
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Remaining Lab Work

- y Today: Town Hall 2-3 pm, GSUB 129
- y July: Update ACE coach Sue Sutton, Senior Advisor for International Initiatives at Bryn Mawr.
- y July: campus-wide Internationalization survey
- y Fall 2015: Ongoing Committee work, Town Halls, additional data gathering from survey
- y Winter 2015: completion of self-assessment report
- y Spring 2016: Peer Review site visit by ACE experts
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Building Community Through Our Learning Spaces

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Main Campus Enhancements

Main Campus Enhancements

Science building

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SCIENCE BUILDING

Main Entrance Lobby

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Realize the Dream of West Campus

Realize the Dream of West Campus

Block 2 and 3 Combined Development

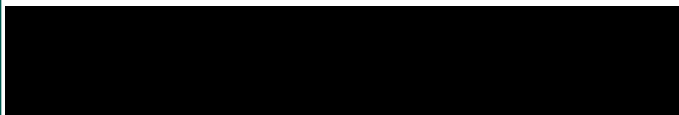
Block 6 Development

ET Shop Rite **ET** LA Fitness **ET** Rooftop Restaurant **ET**
Tennis Courts **ET** Recreation Field **ET** Parking Garage

Block 4 Development

Center for Music, Dance and Theater
a.k.a. Academic Building

FUNDING NEW INITIATIVES





47% growth in FY15

11% growth since Dec

FUNDING

Grants Awarded 2014-15



Joyce Wright Associate Professor, Nursing	United States Department of Health and Human Services/Health Resources and Services Administration	\$879,781
Fran Levin Co-Chair/Associate Professor, Literacy Education	New Jersey Department of Education/Common Core Academy	\$320,680
Barbara Blozen Professor, Nursing	Robert Wood Johnson Foundation New Careers in Nursing	\$55,000

