

# Town Hall Meeting

Sue Henderson, Ph.D.  
President  
October 2015



# ABOUT New Jersey City University

The mission at New Jersey City University is to provide a diverse population with an excellent education.

The University is committed to the improvement of the educational, intellectual, cultural, socioeconomic, and physical environment of the surrounding urban region and beyond.

Established in 1927 as a training school for teachers, today NJCU is among the most comprehensive universities in the state.

# ABOUT New Jersey City University

- 43 Undergraduate programs
- 27 Graduate programs
- 2 Doctoral programs
- More than 6,000 undergraduates
- Approximately 2,000 graduate students
- 60 percent undergraduates are female
- 35% of undergraduates are Hispanic; 21% Black; 9% Asian
- 77% of undergraduate students receive financial aid
- Average amount of undergraduate aid is \$11,151
- 40,000+ alumni

# ABOUT New Jersey City University

## *NJCU – A Great Place to Invest.*

$$\left( \text{Lowest Tuition and Fees in NJ} \right) + \left( \text{Lowest Debt in NJ} \right) + \left( \text{Graduates Who Earn A Higher Salary than The National Average} \right) = \text{Great Return on the Student's Investment}$$

# NJCU RANKINGS 2015

- *Washington Monthly* ranked NJCU one of the **Top 10 “Best Bang for the Buck”** schools in the northeast, and **#2 in New Jersey** for serving students in need.
- NJCU ranked **2<sup>nd</sup> among New Jersey’s four-year nursing programs** in “America's Best Nursing Schools for the Eastern Region” for 2015 by *Nurse Journal*, and is in the **top 20 percent in the nation**.
- **Tuition remains at the lowest of all the public 4-year colleges and universities** in New Jersey.
- *U.S. News & World Report* ranked NJCU as the **best public school in New Jersey for ethnic diversity**.

# NJCU RANKINGS 2015

- NJCU is the **safest public four-year college or university** in New Jersey (2014 *Clery Report*).
- **NJCU's Music Business program ranks in top 10 in the U.S.** *Billboard* magazine placed NJCU in its list of **top U.S. schools** at which students can learn about the business of music.
- NJCU's National Security Studies Program was designated as a **National Center of Academic Excellence in Cyber Defense** by the Department of Homeland Security and National Security Agency.

# NEW FACULTY

- Meriem Bendaoud, Microbiology– Rutgers, UMDNJ
- Andrew Bossie, Economics – CUNY Grad Center
- Gunhan Caglayan, Mathematics – University of Georgia
- Mary Fortier, Nursing – Seton Hall
- Elizabeth Galetz, Nursing – University of Texas, Tyler
- Vanessa Garcia, Criminal Justice – SUNY, Buffalo
- JeanGeorgiou, Counseling - Argosy University
- J.D. Jayaraman, Finance – Oklahoma State University
- Eunsu Lee, Management – North Dakota State University
- Helen Li, Marketing – Temple University
- Yung-Wei Lin, Counseling – University of North Texas
- Ashley Lyon, Art – Virginia Commonwealth University
- Amit Mokashi, Management –University of Delaware
- Yufeng Wei, Chemistry – Columbia University
- Mingshan Zhang, Accounting - UCLA

# NJCU SCHOOL OF BUSINESS AT HARBORSIDE





# MAIN CAMPUS ENHANCEMENTS— SCIENCE BUILDING

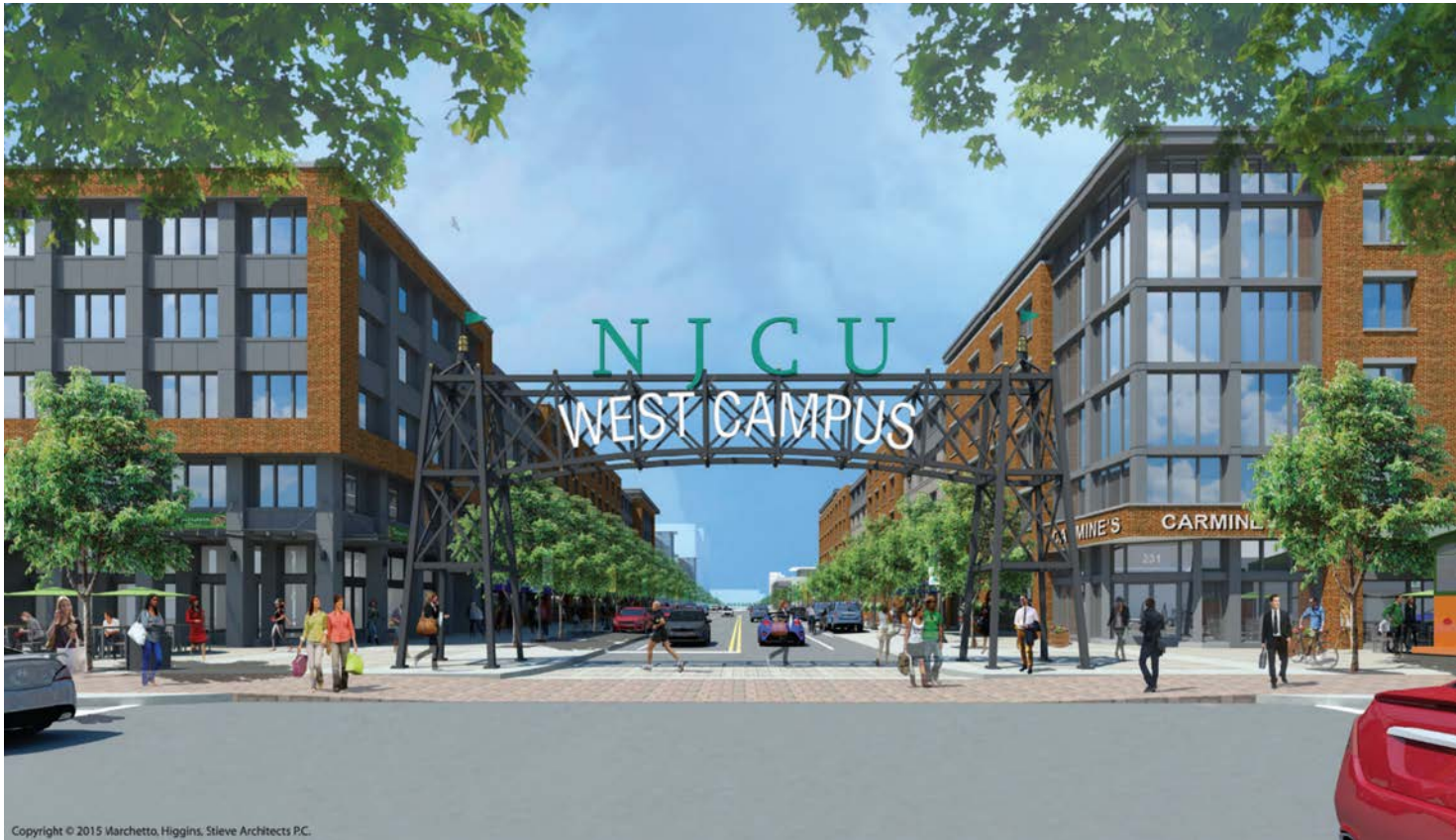


# WEST CAMPUS SITE PLAN – RESIDENCE HALL





# WEST CAMPUS



# WEST CAMPUS—ShopRite | LA Fitness | Rooftop Restaurant | Tennis Courts | Recreation Field | Parking Garage



# WEST CAMPUS—MORE

- 69,000-square-foot ShopRite, including a 7,000-square-foot mezzanine
- 37,500-square-foot LA Fitness, with Health/Wellness Center, Pool & Basketball Court
- 8,000-square-foot Rooftop Restaurant with Outdoor Seating
- 2 acres Recreational Space including 6 NCAA Tennis Courts, Playing Field with amenities
- 650 spaces for parking
- An approximate \$60 million project that will be built prevailing wage



# ACADEMIC CENTER (CENTER FOR MUSIC, DANCE AND THEATER)



# ACADEMIC AND COMMUNITY INITIATIVES

- Rollout of General Education
- New Majors and Minors
- New Sports Teams
- Summer Camps

# COMMUNITY OUTREACH

- Summer Concert Series
  - Wynton Marsalis
  - La Charanga 76
  - NYC Slickers
  - Winard Harper & Jeli Posse
- National Society of Leadership and Success Speaker Series
  - Al Roker – October 3
  - Jesse Eisenberg – November 4
  - John Leguizamo – November 11
  - More speakers & dates coming
- Presidential Lecture Series
  - Michael Moshen – February 4, 2016
  - Erik Weihenmayer – March 2016
  - Carolyn Porco – April 4, 2016
- Performances and Exhibitions
  - Art
  - Performances





# 2015-16 AREAS OF FOCUS

- Academic Quality and Sustainability
- Student Success
- Internationalization

# ENROLLMENT MANAGEMENT— STATE-OF-THE-ART TECHNOLOGY

- **Hobson's CRM**  
Tracks students through the admissions life-cycle stages
- **Fire Engine Red**  
Customizes the sophomore/junior search campaign
- **Naviance**  
Allows high school counselors to securely send recommendations, transcripts, and secondary school profiles electronically to NJCU
- **Common Application**  
NJCU is now a member of the common app
- **Education Advisory Board (EAB)**  
Student Success Collaborative

# ENROLLMENT

- Largest freshman class in a decade
- Largest new graduate class in five years
- New transfer class larger than last year
- Continuing undergraduate and graduate enrollment down

# ENROLLMENT

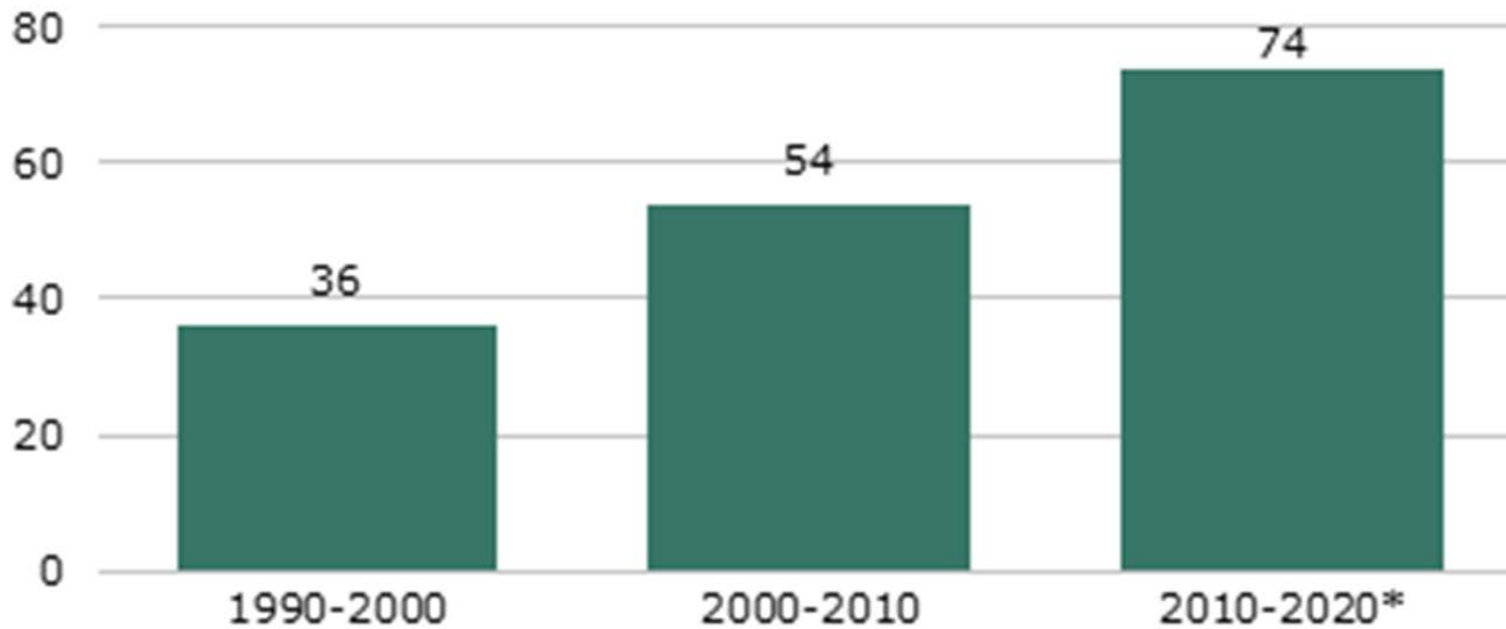
- **New Jersey state peers update**
- Record new freshman classes
- New transfer class generally down
- Demand for housing down at Newark, Kean, and the College of New Jersey
- Increasing focus on retention:
  - Student success grants
  - Renewed scholarship support

# ENROLLMENT MANAGEMENT – HIGH SCHOOL PARTNERS

- Charter School
- Innovation High School
- Bayonne High School – Business Institute
- High Tech High School
- Bergen Community College

# HISPANICS ACCOUNT FOR GROWING SHARE OF LABOR FORCE GROWTH

*% Actual and Projected*



\* Projected

# MEASURES OF QUALITY AND VALUE

- *Washington Monthly* defines 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'* best value criteria:
  - Student Satisfaction*
  - Graduation Rates
  - Career Success
  - Student Debt*
- *Money* magazine's criteria for quality, affordability, and outcomes:
  - Total cost of the degree*
  - Time to degree
  - Career earnings relative to economic and academic profile of the student body*

# GALLUP PURDUE STUDY

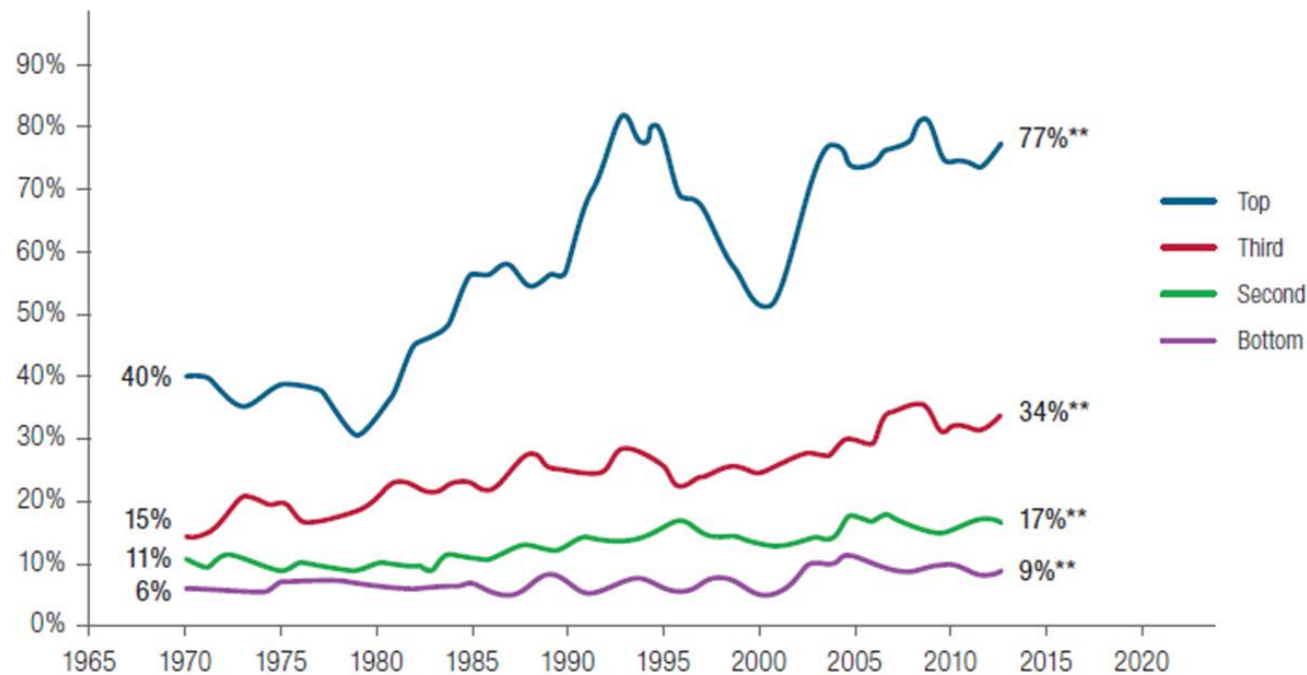
- What does a great life look like?
  1. Purpose—Liking what you do each day
  2. Social—Having strong and supportive relationships
  3. Financial—Effectively managing your economic life
  4. Community—Sense of engagement in the community
  5. Physical—Having good health and energy



# GALLUP PURDUE STUDY

- My professor made me excited about learning 63%
- My professor cared about me as a person 27%
- A mentor encouraged me to pursue my goals 22%
- A project that took a semester to complete 32%
- An internship that applied classroom learning 29%
- Active in extracurricular activities 20%
- Percentage that experienced all six factors 3%

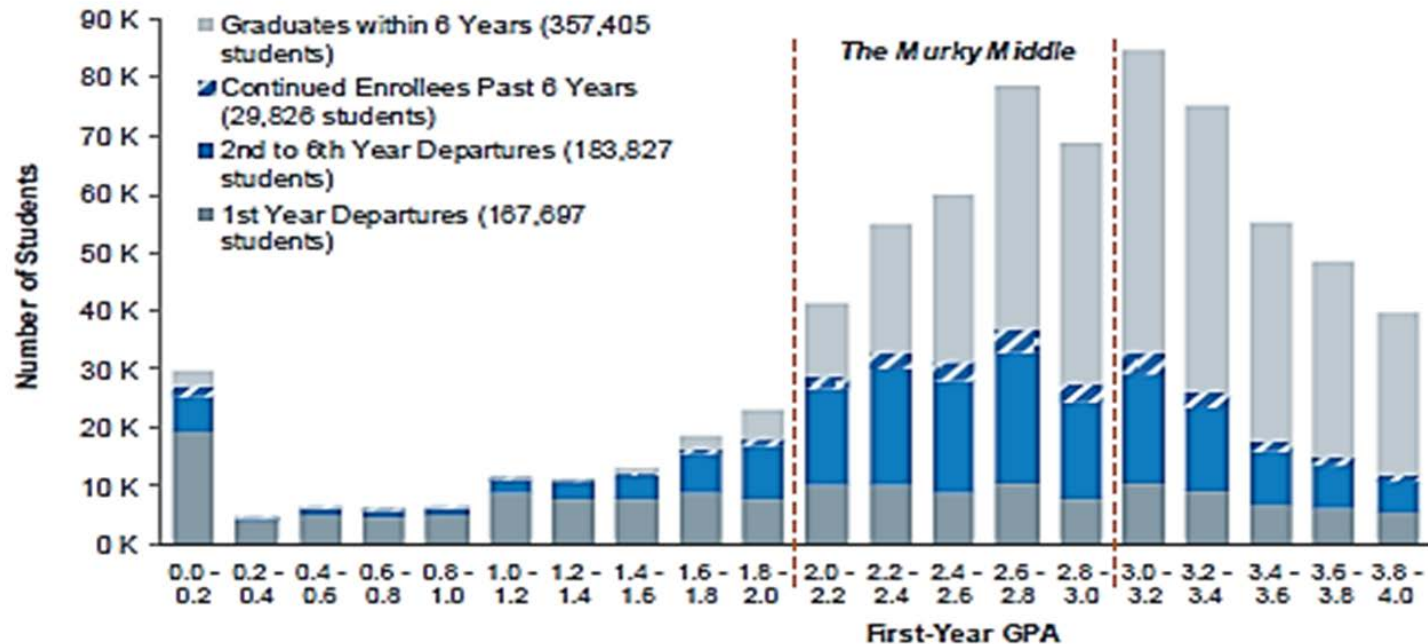
# PELL INSTITUTE: BACHELOR DEGREE ATTAINMENT BY AGE 24 FOR *DEPENDENT* FAMILY MEMBERS



# RETENTION AND GRADUATION: THE MURKY MIDDLE

Large Numbers of Murky Middle Students Leaving After the First Year

Histogram of All Students by First-Year GPA  
SSC National Data Set



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Source: Education Advisory Board interviews and analysis

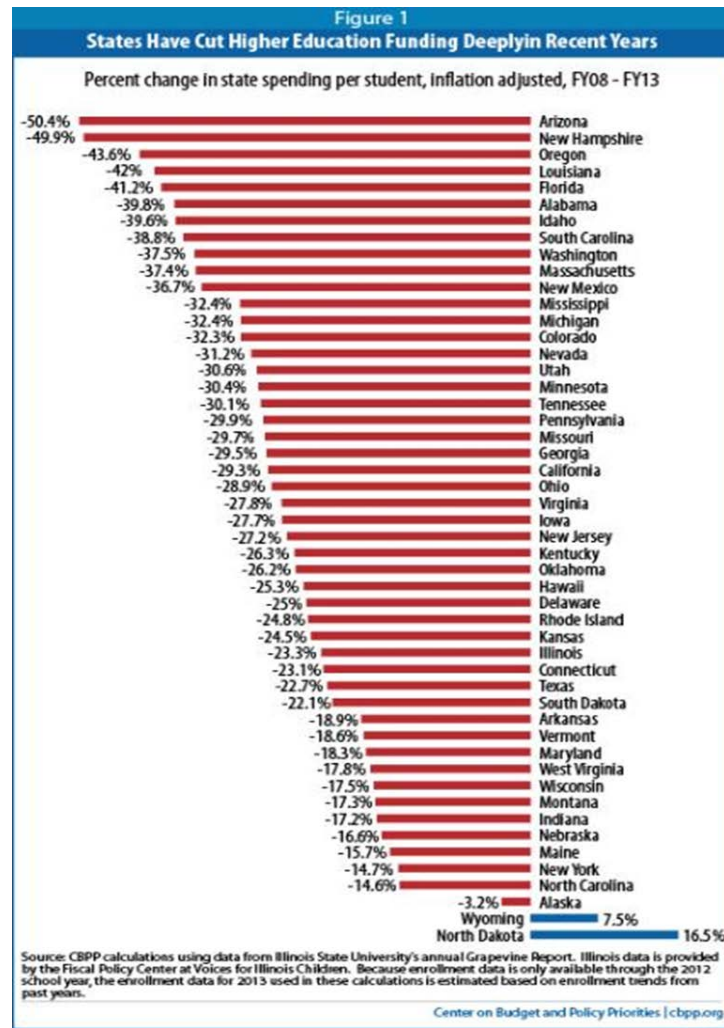
# RETENTION—STUDENT SUCCESS INITIATIVE

- NJCU has made a commitment to student success as one of its highest institutional priorities
- Multifaceted plan to restructure student advisement through cutting-edge, data-driven advising technologies
- We will increase the number of professional advisors on campus over the next 6-12 months

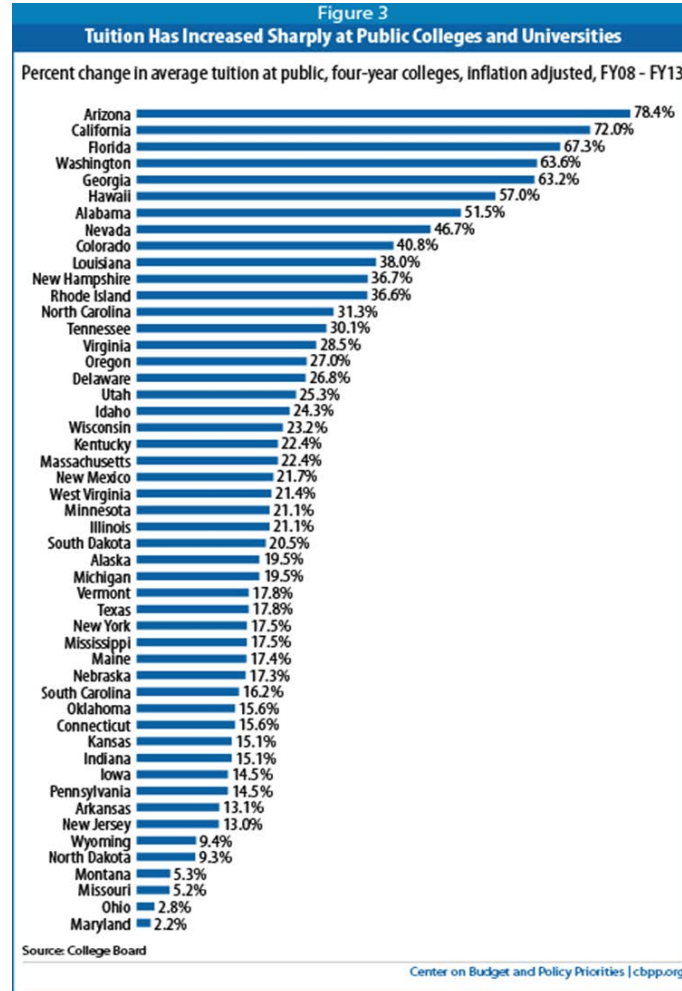
# ENROLLMENT MANAGEMENT— INTERNATIONAL INITIATIVES

- Argentina
- Australia
- Brazil
- China
- Costa Rica
- France
- Israel
- Italy
- Japan
- Oman
- Scotland
- Korea
- Spain
- United Kingdom

# DECLINE IN STATE SUPPORT FOR HIGHER EDUCATION

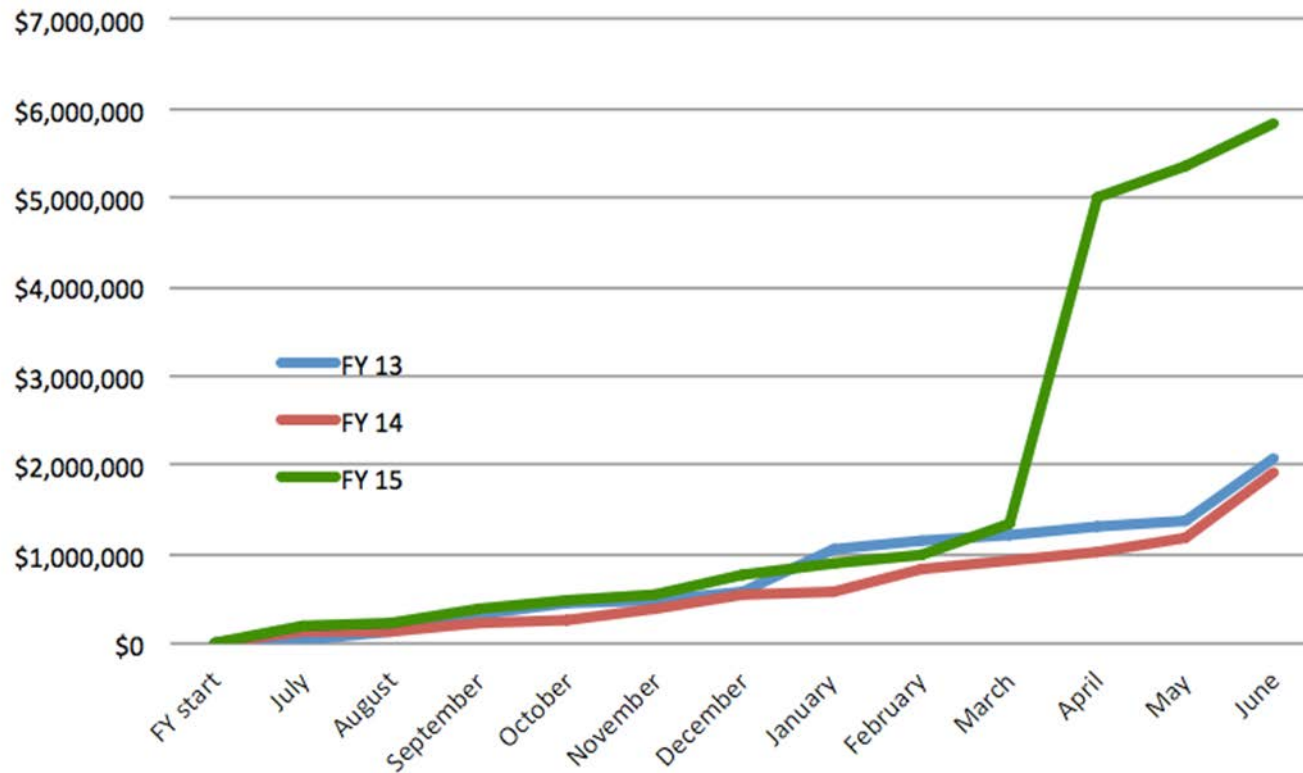


# TUITION INCREASE AT PUBLIC INSTITUTIONS



# ADVANCEMENT—DEVELOPMENT

FY15 was a record year—3-year-over-year growth





# ORGANIZATIONAL UPDATES

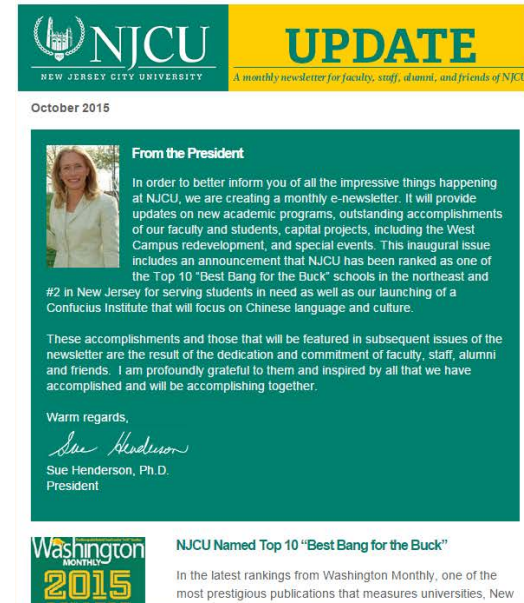
- Human Resources (Finance and Administration)
- Continuing Education (Academic Affairs)
- Parking Services (Public Safety)
- Advancement (Search for AVP, Individual Giving)
- Dean's Search (School of Business, College of Arts & Sciences)

# MOVING FORWARD

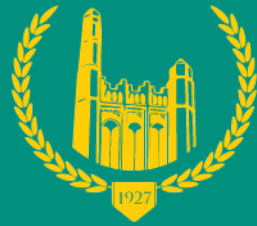
- Maintaining our full-time faculty
- Providing opportunity to faculty, staff and students
- Assessment of our academic and administrative processes
- Ensuring strong retention and graduation
- Internships
- International experiences
- Expanded revenue streams
- Ensuring state-of-the-art working and learning spaces
- Best practices/comparable standards

# TELLING OUR STORY

- Internal Communications
  - *NJCU Update*—Monthly e-newsletter featuring top news items, faculty briefs, departmental events
  - Faculty and staff resources—Easy-to-use NJCU communications tools (PowerPoint, email templates).
- External Communications
  - New NJCU website underway (May 2016) to include streamlined user experience, and robust, standardized faculty directory
  - Media Relations Strategy in progress
  - Social Media Strategy in progress



**QUESTIONS?**



NJCU

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NEW JERSEY CITY UNIVERSITY