

Strategic Priorities

Presentation to the Senate
September 2018



2018-2019 Strategic Priorities

1. Student Success
2. Workplace Excellence
3. Engagement and Branding
4. Revenue Growth

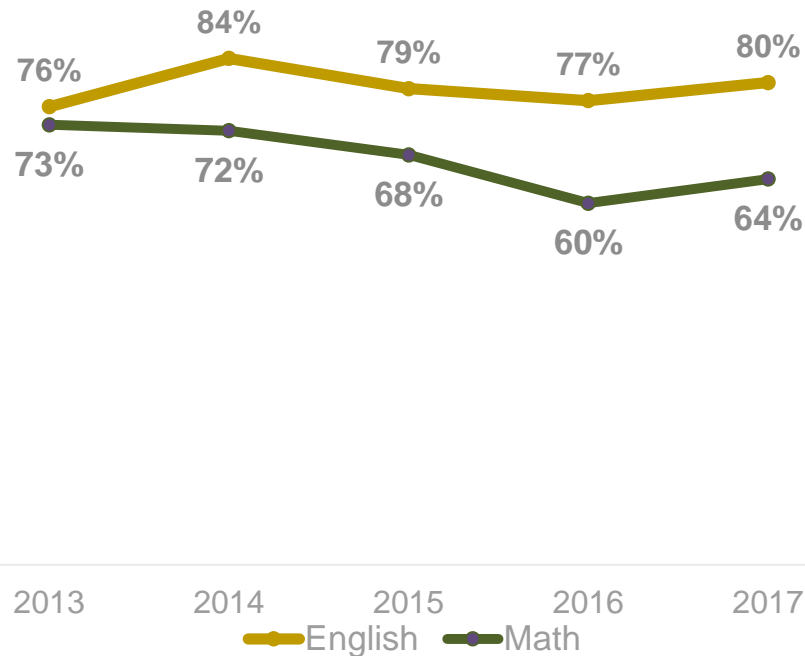
Priority 1: Student Success

1. Improving Student Learning Outcomes
2. First Year Programming
3. Mental Health and Wellness
4. Student Leadership Development



Outcomes: Academic Foundations Program

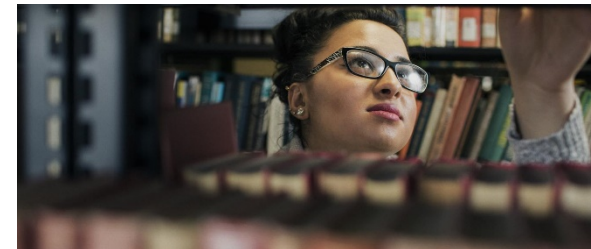
First Time Pass Rate, Developmental Courses



Freshmen Needing
Developmental Coursework

33% one subject

53% both subjects



First Year Programming

Orientation to College (OTC)

Common Reading

Block Scheduling

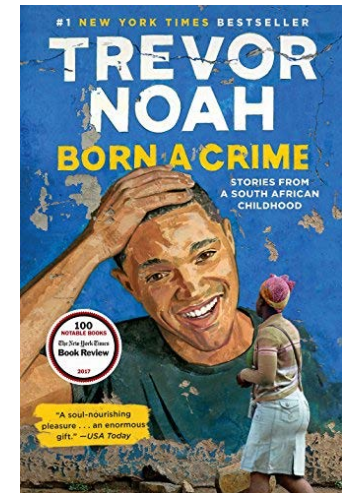
43 Blocks: English, Gen Ed, OTC

Early Alert

Week 3 → Tutoring Referrals

Convocation

December 5



Mental Health and Wellness

- NASPA National Benchmarking
- Social worker position
- Food Pantry



MENTAL HEALTH AND COLLEGE STUDENTS

College students can easily feel anxious trying to balance school, work, friends and family while also trying to figure out the rest of their lives.

Anxiety disorders are one of the most common mental health problems on college campuses.

FORTY MILLION

U.S. adults suffer from an anxiety disorder and 75 percent of them experience their first episode of anxiety by the age of 22.

30%

of college students reported that stress had negatively affected their academic performance.¹

85%

of college students reported they had felt overwhelmed by everything they had to do at some point within the past year.¹

41.6%

stated anxiety as the top presenting concern among college students.²

24.5%

of college students reported they were taking psychotropic medication.²

FIND HELP

Most college and university campuses have mental health resources available for students.

ON-CAMPUS

- Visit your campus health or counseling center and ask about their counseling services.
- Call the psychology or behavioral health department and ask about counseling sessions with graduate students.
- Visit your school's chaplain, religious or spiritual leader.
- Confide in a friend, RA, professor or mentor. Ask him or her to go with you to seek professional help.

OFF-CAMPUS

- Visit your family physician, who may be able to treat you or refer you to a professional who specializes in the specific disorder.
- Confide in a parent or relative. Ask him or her to support your efforts in finding help.
- Search the ADAA "Find a Therapist" database for a mental health professional in your area.
- Find a local support group. Many counseling centers, hospitals, community centers, and places of worship run or host support groups.

Learn more about mental health and college students at: www.adaa.org

ANXIETY AND DEPRESSION ASSOCIATION OF AMERICA

1. 2015 National College Health Assessment
2. 2013 Association for University and College Counseling Center Directors Survey

Student Leadership & Engagement

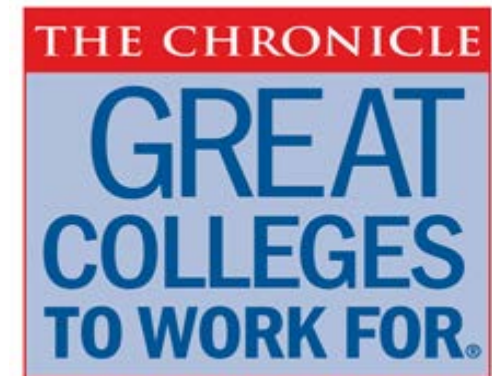


OSP



Priority 2: Workplace Excellence

1. Communication
2. Recruitment and Retention of Faculty and Staff
3. Shared Governance
4. Trust and Mutual Accountability



Priority 3: Engagement and Branding

1. Website redesign
2. Athletics
3. Arts Center
4. Fort Monmouth



Website Redesign

Launch: March 2019



Section Title

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Adipiscing elit

Integer imperdiet

Libero vitae maximus
vitae maximus

Maecenas

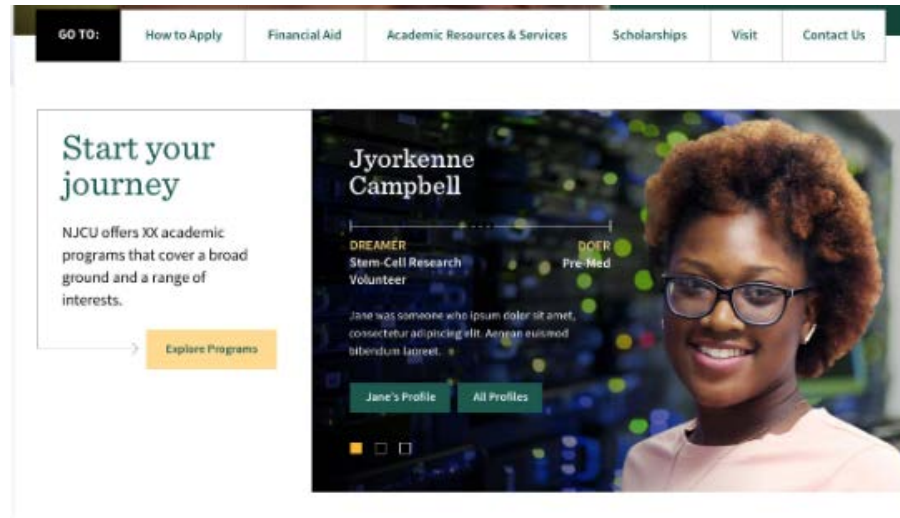
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News

See all

MAR 1

NJCU Selects Rutgers' Shawn Tucker as Director of Athletics

FEB 19

NJCU School of Business and Fidelity Investments – Academics Meet Business

FEB 19

NJCU Invites Students in Hurricane-devastated Puerto Rico to Continue Studies Tuition-Free

Events

See all



2:00 PM - 3:00 PM

Softball vs. Albertus Magnus College

NJCU Field

5:30 PM - 7:00 PM

Writers on Campus | Helene Stapinski: Murder in Matera

Vodra 101 Conference Room D



Athletics



- 16 sports: Track is back
- Facilities feasibility study
- New leadership and coaches





Arts Center

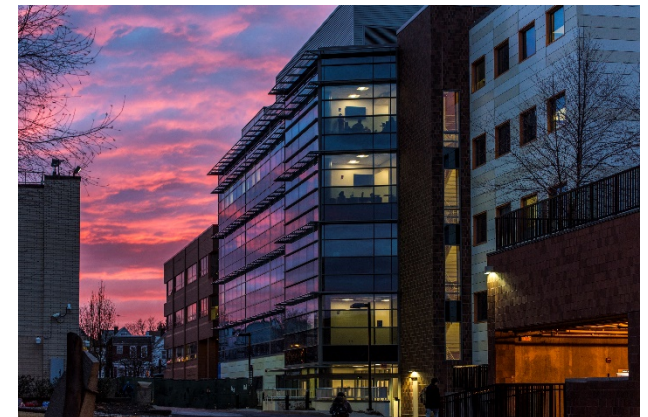


Fort Monmouth

September 2019

Priority 4: Revenue Growth

1. Auxiliary Services
2. Events Services
3. Professional Education and Lifelong Learning
4. Grants and Sponsored Programs





Auxiliary Services

Bookstore: Merchandise rebranding

Parking: Efficiency analysis



Events Services

Incentivizing units to maximize income

Cultivating corporate relationships

2018-2019 Revenue Streams	Est. Gross Revenue
New Pathways to Teaching	\$661,200
Local school districts training cohorts	\$250,000
Logistic Center	\$350,000
Customized training	\$48,600
Online 3 rd party non-credit classes	\$16,000
In-person non-credit classes	\$124,000
TOTAL ESTIMATED GROSS REVENUE	\$1,449,800

Professional Education and Lifelong Learning

2017-2018	
Submitted	35
Awarded	13
Amount	\$2.9

Total Active Grants
\$20 Million

Grants and Sponsored Programs



NJCU

NEW JERSEY CITY UNIVERSITY