



BRAND STANDARDS

MISSION

LEADERSHIP
INNOVATION
EXCELLENCE

T A B L E
O F

CONTENTS

GUIDELINES

Typography	3
Logos	4 - 7
Color Breakdown (Print and Digital)	8 - 11
OCC Block Lock-Up	12 - 13
Photography	14 - 15
Social Media (Email, Web, Imagery, URLs)	16 - 17
TV (Digital, Video & Broadcast)	18 - 19
Presentations / Powerpoint	20 - 21
Newsletter / Booklet	22 - 23
Corporate Stationery	24
Email Signatures	25
OCC Map	26



TYPOGRAPHY

Ocean County College's primary typeface is the **GOTHAM FONT FAMILY**, which serves as a fundamental title font applied throughout the OCC brand. Gotham is applied to all title headlines and their subheadings.

SOURCE SANS PRO is Ocean County College's secondary typeface employed primarily for body copy (ie: body heading, subheading, body copy, bulletpoints and disclaimers).

GOTHAM (primary)

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Gotham Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Gotham Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

SOURCE SANS PRO (secondary)

Source Sans Pro Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Sans Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Sans Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Sans Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Sans Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

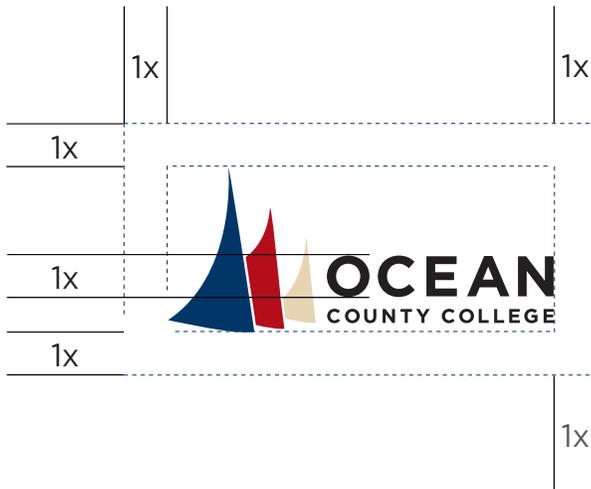
Source Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Sans Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

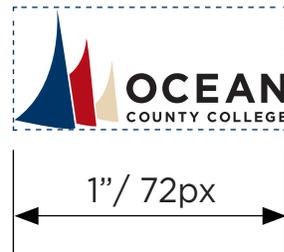
The logo is an integral part of the OCC brand and is used thoughtfully and consistently. The logo will primarily be presented in full-color blue, red and sand with black lettering, and may be adapted for single color use in black, white or blue in either approved horizontal or vertical formats. Black is used for the locator "ex. COUNTY COLLEGE" and for any tagline underneath.

- For 1 Color Print Ads: Black or white logos can be used for all departments
Note: If logo is black, the department locator and/or tagline would be black.
- The entire logo should be used and not cropped.
- The OCC logo may incorporate a department "locator" name below a horizontal dividing line (see page 6 for department examples like STUDENT LIFE).

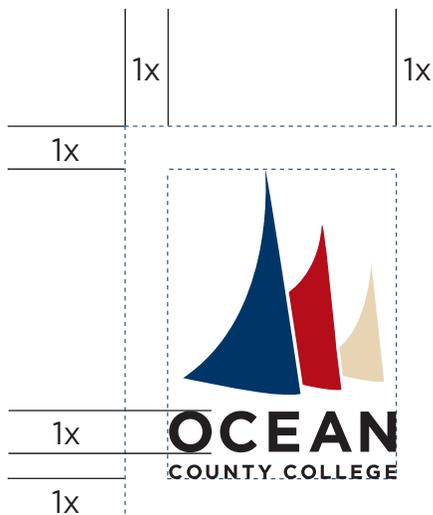
HORIZONTAL: Clear Space - 1" x "O"



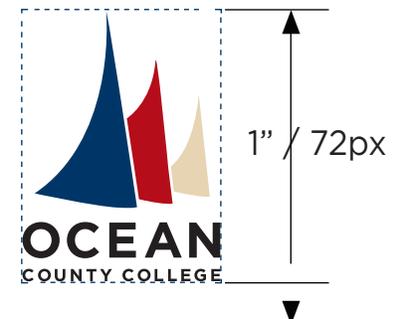
Minimum Size - 1"



VERTICAL: Clear Space - 1" x "O"



Minimum Size - 1"



Contact OCC College Relations Office for samples of acceptable forms and formats.

LOGO | VIKINGS / KEAN

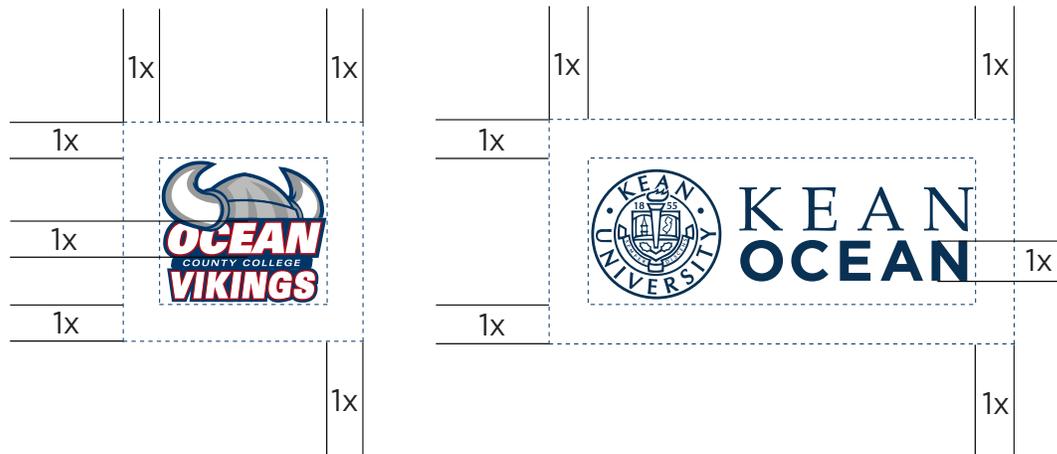
Color (Ocean County College Vikings Color Breakdowns):

- Pantone 540 Blue: C=100, M=55, Y=0, K=55 is primary
- Pantone 1807 Red: Ocean Vikings Outline
- Pantone Cool Grey 1C: Vikings Helmet Word
- Pantone Cool Grey 4C: Helmet Highlight
- Pantone Cool Grey 7C: Helmet Shadow
- Pantone Cool Grey 8C: Helmet OCEAN Word Outline
- Pantone 4535C: Horns
- Pantone Black: C=0, M=0, Y=0, K=100

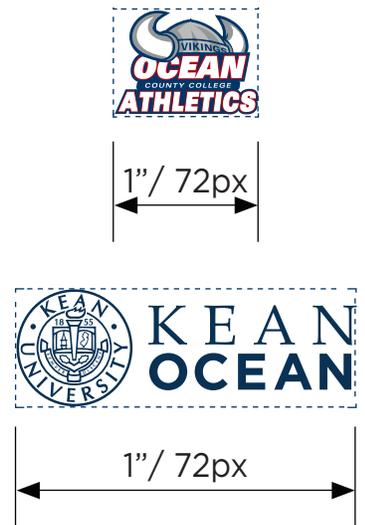
Color (Kean Color Breakdowns):

- Pantone 540 Blue
- CMYK Blue: C=100, M=55, Y=0, K=55
- Pantone Black
- CMYK Black: C=0, M=0, Y=0, K=100

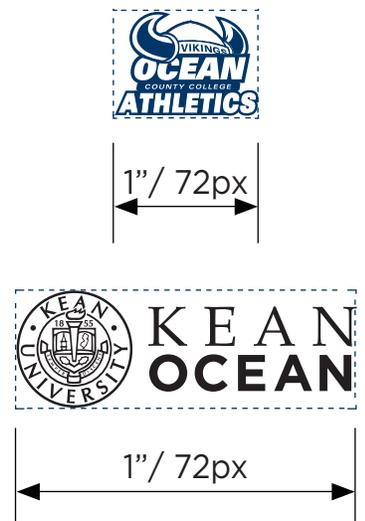
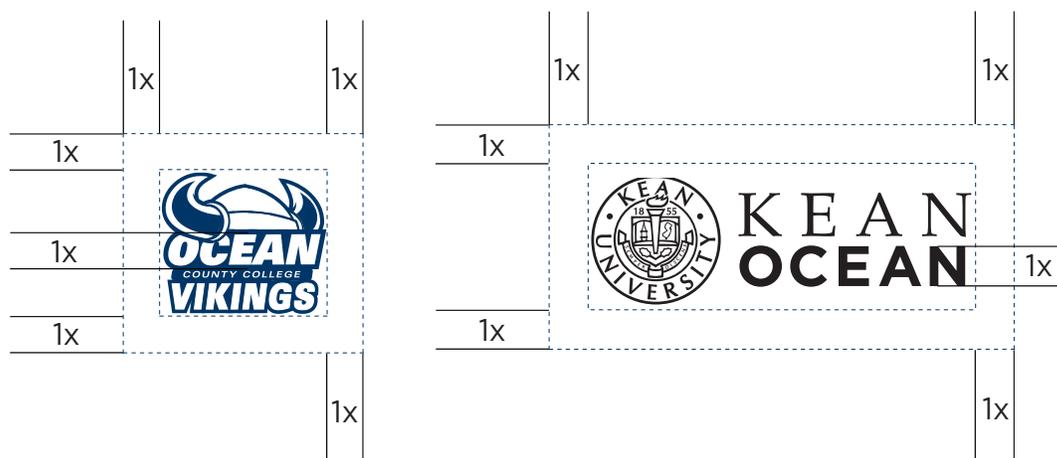
4 COLOR: Clear Space - 1" x "O"



Minimum Size - 1"



1 COLOR: Clear Space - 1" x "O"



The OCC logo is limited to three 1-color printing: black, white and OCC Blue.
A positive OCC Red logo is to be used in limited applications.

If the OCC logo is knocked out to white, the preferred background color is Pantone 540 Blue or Pantone Black. Colors may be selected based on content and may be used for headlines, subheadings and taglines.

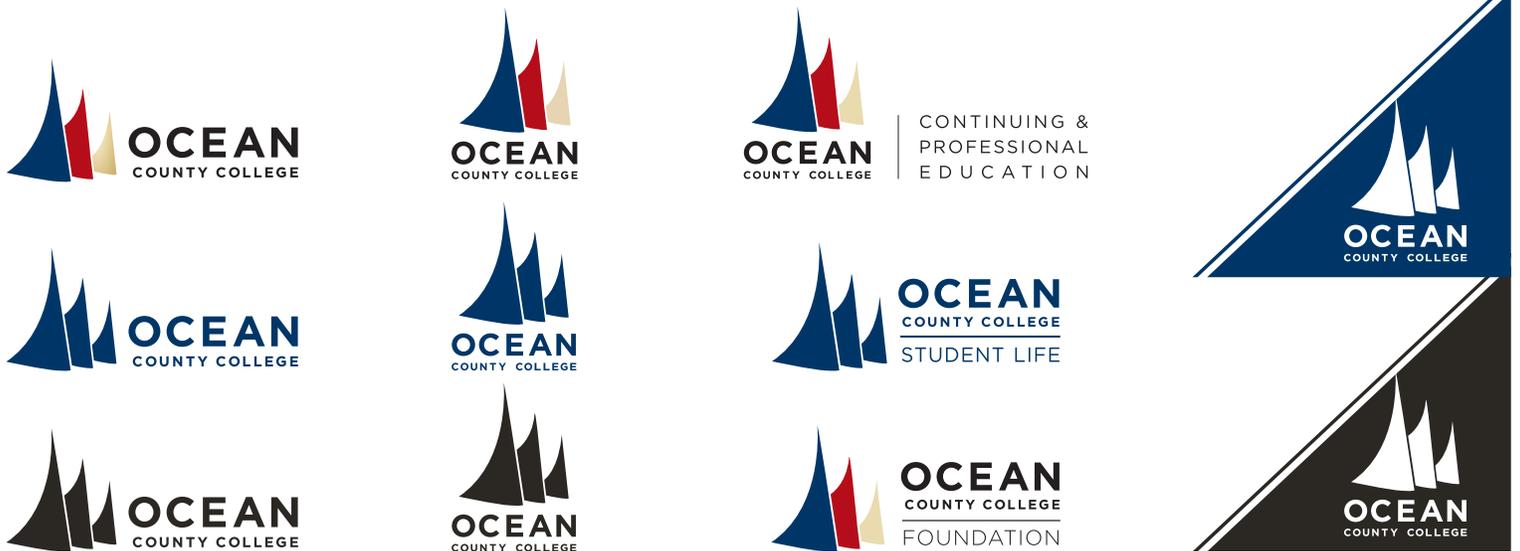
Secondary accent colors: Pantone 1807 Red, Pantone 7501 Sand

ADA Section 508 compliant for legibility.

FOR **POSITIVE** & **REVERSE** COLORS:

The preferred color for the OCC logo is 4-color with the OCC tagline in Black Gotham Bold.
When featuring a sister department with the horizontal OCC logo, a horizontal rule under Ocean County College wording will divide departments containing 1 - 2 names.

Departments with more than two names will require a vertical OCC logo, with a vertical rule on the right of the Ocean County College lettering, to divide the OCC logo and the department name. Note all department names are to be written in Black Gotham Book. This OCC and department standard lockup may also be knocked out to white over one of the brand's colors. As necessary, the standard lockups can appear in OCC Black or knocked out to white over black. For special applications where one color is required, an all OCC Blue is permitted.



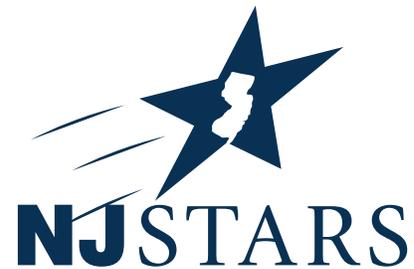
Color (Ocean County College Crest Color Breakdowns):

- Pantone 342 Green: OCC Shield
- Pantone 7503 C Gold: Shield Outline / Established / Progressus
- CMYK Green: C=96, M=34, Y=81, K=27
- CMYK Gold: C=34, M=34, Y=68, K=4



The OCC Shield is limited to official documentation such as certifications, diplomas and watermarks.

LOGO | OCC ASSOCIATIONS



OCEAN COUNTY COLLEGE



KEAN
OCEAN



GRUNIN

COLOR | PRINT & DIGITAL



The OCC logo is a visualization of three sails within a group of regatta sailboats. The logo and colors tie the College to its history on the Jersey Shore: the blue representing the ocean and the sand representing our beautiful beaches.

Black, Grey & White Opacity Note:

When using white for the opacity make 45%

When using black for the opacity make 20%

CMYK EXAMPLE



CMYK



C 100
M 55
Y 0
K 55



C 0
M 100
Y 96
K 28



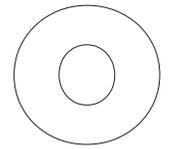
C 0
M 6
Y 30
K 9



C 0
M 0
Y 0
K 100



C 20
M 20
Y 20
K 100
Rich Black



C 0
M 0
Y 0
K 0

PMS-SPOT



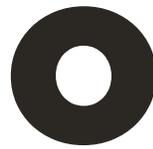
Pantone
540



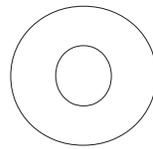
Pantone
1807



Pantone
7501



Pantone
Black



Pantone
P 1-1 C

RGB



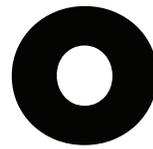
R 0
G 55
B 103



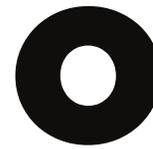
R 181
G 18
B 27



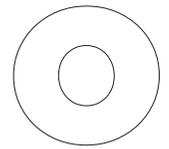
R 235
G 217
B 173



R 0
G 0
B 0



R 19
G 12
B 14
Rich Black



R 255
G 255
B 255

HEX#



HEX#:
003767



HEX#:
b5121b



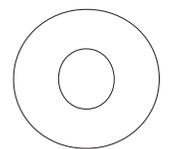
HEX#:
ebd9ad



HEX#:
000000



HEX#: Rich Black
130c0e



HEX#:
ffffff

LOGO | VIKINGS

The OCC Vikings logo and brand colors tie the College to its history on the Jersey Shore:

- Pantone 540 Blue: C=100, M=55, Y=0, K=55 is primary
- Pantone 1807 Red: C=0, M=100, Y=96, K=28 is secondary
- Pantone Cool Grey 7C: Helmet Shadow
- Pantone Cool Grey 4C: Helmet Highlight

CMYK EXAMPLE



CMYK



C 100
M 55
Y 0
K 55



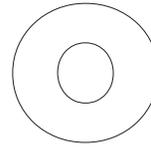
C 0
M 100
Y 96
K 28



C 43
M 35
Y 35
K 1



C 27
M 21
Y 22
K 0



C 0
M 0
Y 0
K 0

PMS-SPOT



Pantone
540



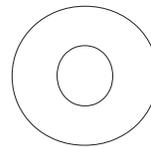
Pantone
1807



Pantone
Cool Grey 7C



Pantone
Cool Grey 4C



Pantone
P 1-1 C

RGB



R 0
G 55
B 103



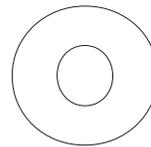
R 181
G 18
B 27



R 151
G 152
B 154



R 187
G 187
B 187



R 255
G 255
B 255

HEX#



HEX#:
003767



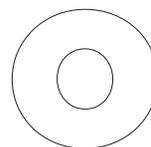
HEX#:
b5121b



HEX#:
97989a



HEX#:
bbbbbb



HEX#:
ffffff



COLOR | SECONDARY CHART



The colors in this chart complement OCC primary blue, red and sand brand colors.

Only used as accents to OCC primary colors, the secondary color chart can be used as copy highlights, action lines, quotation marks, underlines, abstract shaping, border framing and shadow.

CMYK



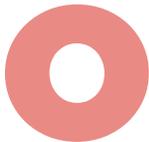
C 100
M 83
Y 28
K 12



C 34
M 100
Y 60
K 34



C 20
M 80
Y 100
K 10



C 5
M 55
Y 40
K 0



C 58
M 38
Y 36
K 4

PMS-SPOT



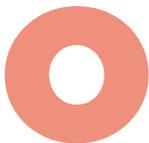
Pantone
288 C



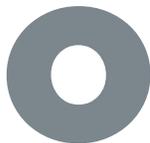
Pantone
222 C



Pantone
1525 C



Pantone
486 C



Pantone
430 C

RGB



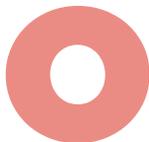
R 11
G 63
B 118



R 124
G 19
B 58



R 185
G 80
B 38



R 234
G 140
B 132



R 117
G 138
B 145

HEX#



HEX#:
0b3f76



HEX#:
7c133a



HEX#:
b95026



HEX#:
ea8c84



HEX#:
758a91

COLOR | TERTIARY CHART

The colors in this chart complement OCC primary and secondary brand colors.

Only used as accents to OCC primary colors, the tertiary color chart may be used as action lines, quotation marks, abstract shaping, border framing and background coloring.

CMYK



C 4
M 10
Y 25
K 0



C 0
M 20
Y 55
K 0



C 10
M 20
Y 10
K 0



C 8
M 30
Y 0
K 10



C 30
M 0
Y 0
K 5



C 30
M 0
Y 44
K 0



C 30
M 20
Y 20
K 0

PMS-SPOT



Pantone
7506 C



Pantone
148 C



Pantone
677 C



Pantone
523 C



Pantone
304 C



Pantone
7486 C



Pantone
428 C

COLOR | SEASONAL CHART

Below is a CMYK color chart to complement OCC primary colors and seasonal event colors.

Cool to warm colors, each hue may be chosen for monthly holidays and seasons of the year.

Colors are to be used as accents to OCC primary colors such as background shades, copy titles, copy highlights, action lines, quotation marks, underlines, abstract shaping and border framing.

CMYK



January
C 58
M 85
Y 32
K 14



February
C 60
M 50
Y 5
K 0



March
C 25
M 50
Y 0
K 0



April
C 90
M 50
Y 28
K 5



May
C 60
M 20
Y 50
K 0



June
C 65
M 20
Y 75
K 5

CMYK



July
C 25
M 100
Y 100
K 15



August
C 5
M 35
Y 70
K 0



September
C 20
M 35
Y 100
K 0



October
C 5
M 70
Y 100
K 0



November
C 30
M 60
Y 90
K 15



December
C 20
M 20
Y 20
K 100



LOGO | OCC BLOCK LOCK-UPS

- The OCC Triangle Block Lock-Up option can be utilized in either a vertical or horizontal layout where a logo is housed within a modern, abstract, triangle form.
- For Triangle Block Lock-Up footer designs, the prime logo position is at the bottom right with any department information placed in the horizontal bars left.
- All images should lay behind the Logo Lock-Up at all times.
- For outdoor billboards, banners and signage, the Triangle Block Lock-Up may also be utilized at the bottom left of the layout.
- Preferred block background color is Pantone 540 Blue or Pantone Black.

Triangle Block Position Examples



Vertical Ad



Horizontal Ad



Postcard Cover



Outdoor Billboard



LOGO | OCC BLOCK LOCK-UPS

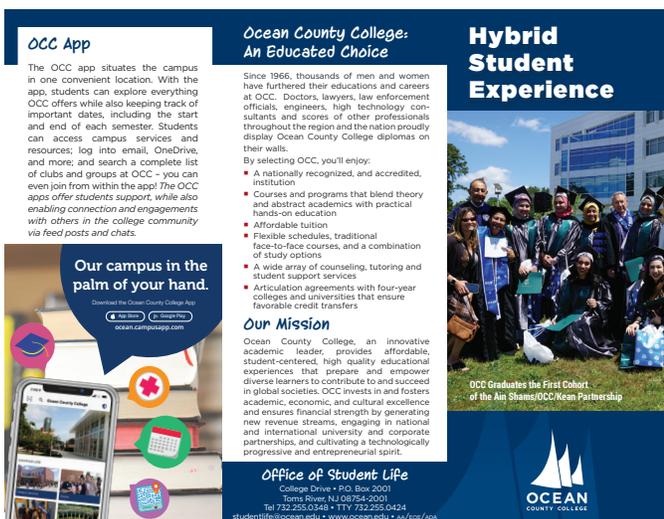
- Most flyers and other marketing materials include the triangular OOC lockup with the College logo at the bottom right corner. (see ex. #1)
- Flyer layouts, where OCC departments share events with outside partners, must show the OCC logo in prime left Triangle Block positioning with the partner logos to the right. (see ex. #2)
- To use an OCC Rectangle or Square Block Lock-Up, the logo may be placed at the right of a rectangle block shape, such as a header (ex. #4), or centered in a square, such as a brochure. (see ex. #3)
- Book layouts may use the Triangle Lock-Up to mirror the outer bottom left and right corners of facing pages. (ex. this brand guide uses this style)



Example 1: Flyer



Example 2: Flyer



Example 3: Brochure



Example 4: Newsletter



PHOTOGRAPHY | GUIDE

The Ocean County College Photography Guide presents standards for photography that accurately represent the branding of Ocean County College as an innovative institution that encourages excellence, creativity and leadership — and one that puts student success above all else. This document is intended for use by professional photographers and internal staff to help them provide a successful visual representation of any Ocean County College material in an attractive and informative manner. Use of candid, high-energy photos is encouraged and will ensure a consistent and positive message.



PHOTOGRAPHY | REPRESENTS

PHOTOGRAPHY BEST PRACTICES:

- Photographs should prominently feature OCC students, buildings and events. This is preferred over stock imagery, and should be used primarily unless there is no available image that matches the project's content.
- Clip art should never be used as a visual aid on any creative piece.
- Images used on the College website must be optimized with sizes that do not exceed:
Banner images: 1 MB file size Support images: 500kb file size
- All web images should be properly labeled with equivalent alt tags.
- Photographs should consistently convey a sense of OCC's brand values and personality.
- Photographs should show clean, uncluttered spaces with strategically placed people.
- Photographs should convey OCC's full-service support for an educational experience.
- Photographs should show more of campus buildings and fewer parking lots.
- Strategically light department buildings when photographing them and, when possible, light campus trees and shrubs too.
- Event tables and counters are to be set up (utensils, plates, glassware, etc.) for photo shoots.
- Avoid photographing ongoing construction, maintenance machinery and items that clutter photos, such as unneeded water bottles, glasses, food/dishes, etc.



SOCIAL MEDIA | EMAIL & WEB

SOCIAL MEDIA:

- All social media cover photos must be professional images of our campus or students.
- All “profile” photos must be the OCC logo or department logo.
- When posting digital ads for outside networks, the OCC logo must be present.

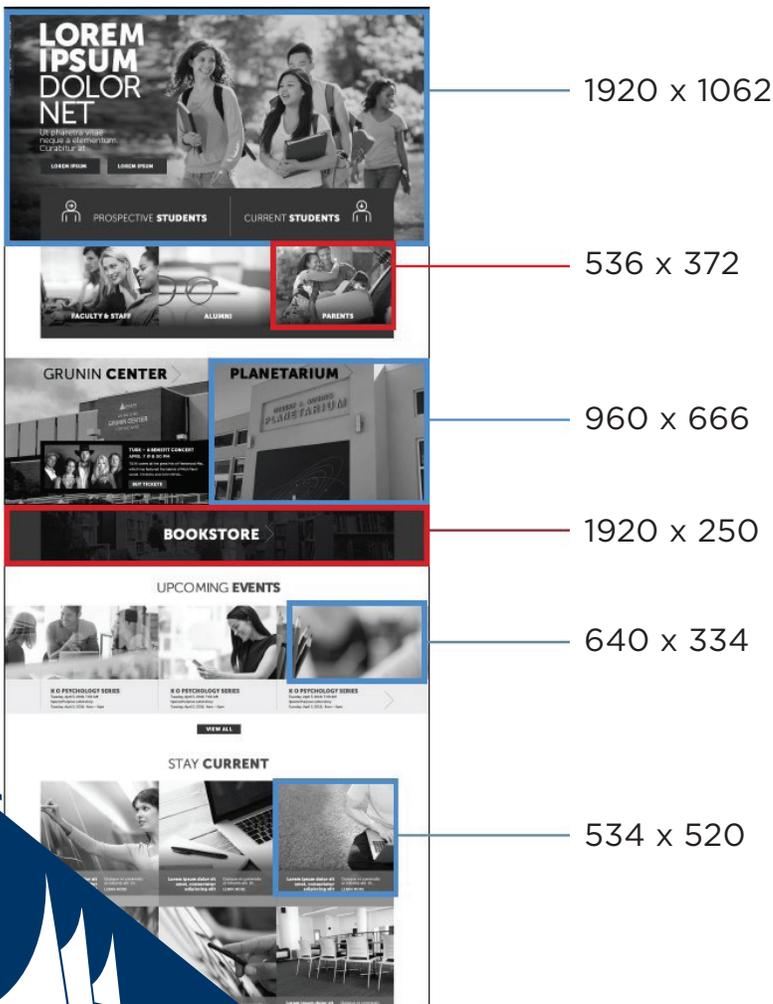
EMAIL MESSAGES:

- All email messages must include the OCC logo, social media icons, the name of the college department sending the message, link to the department’s webpage, and the college address.

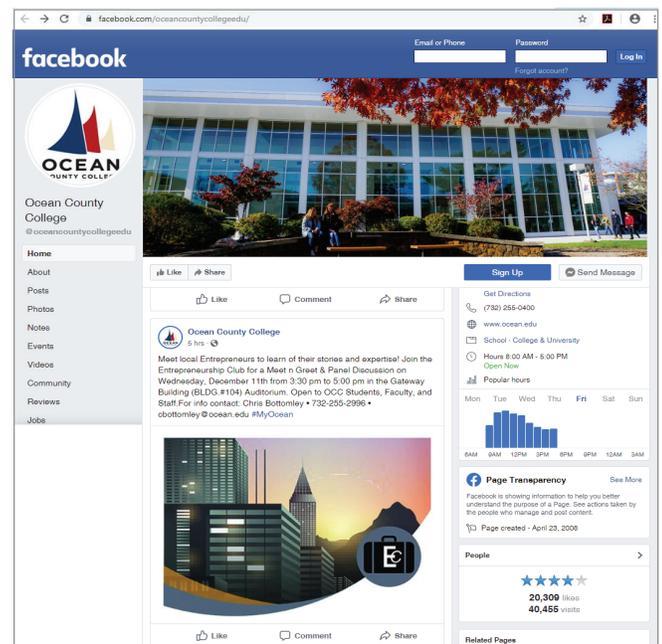
WEB TYPOGRAPHY:

- Hexadecimal color value: #4e4d51 

Example 1 Image Sizes



Example 2:
Facebook Page



SOCIAL MEDIA | IMAGE & URLS

WEB IMAGERY:

- For outside websites, any OCC imagery must include brand logo and info.
- All images are labeled with equivalent alt tags.
- Unless part of the layout design, avoid images with type when possible.
- All video files include captioning or an equivalent transcript.

HANDLES/URLS: (Use the following where applicable)

- Always use social media handles/URLs and icons on direct mailers.
- If applicable use social media icons on print ads, posters, direct mail and digital screens; place on the lower left-hand corner.
- Website URLs for ocean.edu or specific to department or initiative should be in design, except web images.
- Social icons, depending on email design, may be full color or one color grey.

 [FACEBOOK https://www.facebook.com/oceancountycollegeedu/](https://www.facebook.com/oceancountycollegeedu/)

 [TWITTER https://www.twitter.com/OceanEdu](https://www.twitter.com/OceanEdu)

 [INSTAGRAM https://www.instagram.com/oceancountycollege/](https://www.instagram.com/oceancountycollege/)

 [YOUTUBE https://www.youtube.com/user/oceancountycollege](https://www.youtube.com/user/oceancountycollege)

 [SNAPCHAT https://www.snapchat.com/add/occchat](https://www.snapchat.com/add/occchat)

 [LINKEDIN https://www.linkedin.com/school/ocean-county-college/](https://www.linkedin.com/school/ocean-county-college/)



for more remote support visit
go.ocean.edu/hub



TV | DIGITAL SCREENS

IMAGE DIMENSION:

1000 x 550 - Optimal

The optimal image size for an OCC TV slide is 1000 x 550 pixels (13.89 x 6.95 inches) at 72 DPI (see ex. #1).

SECONDARY SIZE DIMENSIONS:

960 x 540 - Quarter HD

1280 x 720 - Standard HD or "HD ready"

1920 x 1080 / 16:9 - Full HD Tall

1080 x 1920 / 9:16 - Full HD

3840 x 2160 pixels - Ultra HD

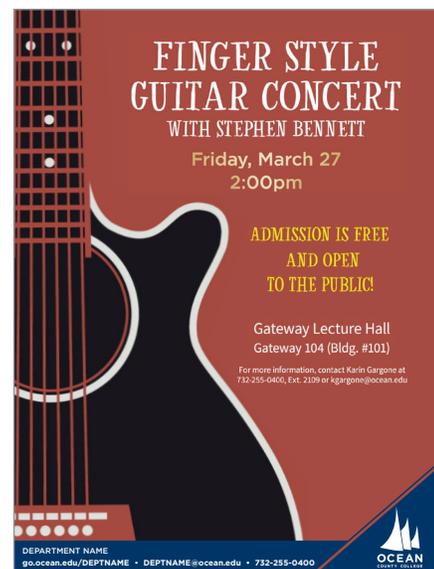
Example 1: Digital: 1000 x 550



Example 2: Scala (LED): 1920 x 1080



Example 3: Scala: 1080 x 1920



DESIGN GUIDELINES:

- Most digital signs are viewed from a distance of 7-10 feet.
- Use sans-serif typefaces like Gotham, Arial, Helvetica or Verdana for easier reading.
- Limit information on slides to the essentials. Viewers have less than 10 seconds to read each slide, so limit heading to 3 lines of text with a max of 5 words per line.
- Design type to account for 20-30 point font sizing to be seen from 7 feet away, whereas 100-point font sizes can be seen from 26 feet away.
- Leave "safe space" around the edge of your design to prevent cutoff. Design layout to the "F Pattern" and lay content from left to right, following the natural eye line or the "Rule Of Thirds," where you place key components on intersections of your content.

TV | VIDEO & BROADCAST

WEB VIDEOS AND BROADCAST TELEVISION:

- All videos must be shot with professional AV equipment.
- Videos should feature OCC students, the College campus and OCC events. All B-roll footage should be avoided whenever possible.
- Photographers shooting video must have their subjects sign a release form available from College Relations and returned to that department for filing.
- Fullscreen graphics for use in video to be viewed on a computer or TV screen should always be 1920 x 1080 pixels in a horizontal format.
- All videos produced for use on the website and social media must be captioned.
- All videos must include the OCC logo, as well as contact information for the College or relevant department.
- Titles within videos should adhere to the title-safe guides of Adobe Premiere.
- Any graphics used in a presentation may be PNG format, with a transparent background, or an optimized .jpg for a smaller file size.
- A high-contrast ratio of at least 4.5:1 is required in order to ensure ADA required text and graphic legibility. Large scale text must also have a contrast ratio of at least 3:1.
- Videos should only utilize san serif fonts with at least medium bold thickness.
- Limit amounts of text content visually displayed within videos. All text displayed and activities visually depicted in videos must be included in the video audio.

Example 4: Digital Board: 1280 x 720 - Standard HD



Example 5: Digital Board: 3840 x 2160 Ultra HD

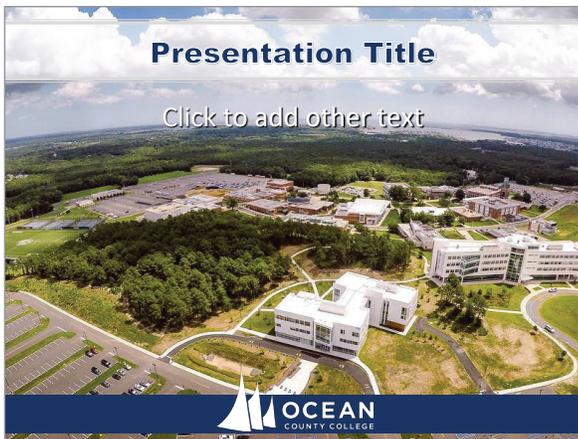


PRESENTATIONS | POWERPOINT

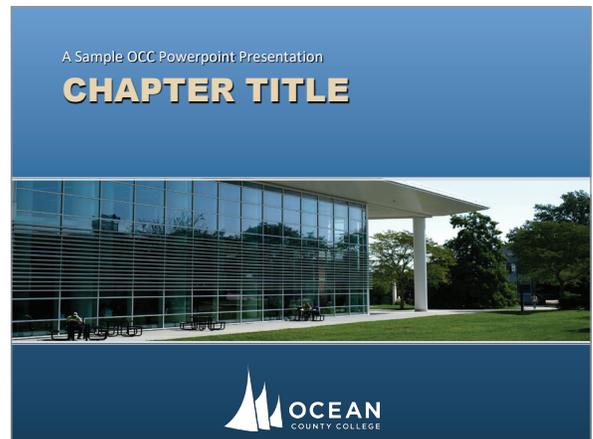
PRESENTATION LAYOUT:

- Average slide fits 1280 x 960 pixels, Standard, Aspect Ratio 4:3, 10 x 7.5 inch horizontal format.
- Presentation must include the OCC logo, as well as contact information for the College or relevant department.
- Avoid text-heavy slides, use simple colors and fonts and be consistent between each slide layout.
- Most presentations are viewed from more than a distance of 10 feet. Limit headings to 2 lines of text with a max of 5 words per line. Avoid using more than 4 bullet points per page.
- Slides should only utilize san serif fonts with at least medium bold thickness. Typefaces like Gotham, Arial, Helvetica or Verdana are easy to read. Limit font use to 1 or 2 fonts.
- A good rule of thumb for total number of slides is to have no more than one slide per minute of presentation time.
- A PowerPoint template may be download at the OCC Portal-College Relations Office webpage.

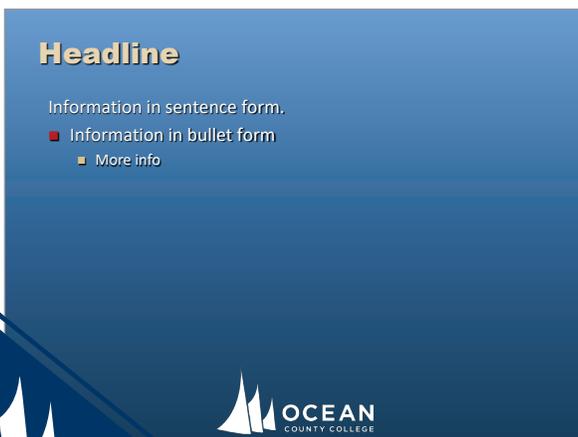
Example 1: Title Slide: 1280x960



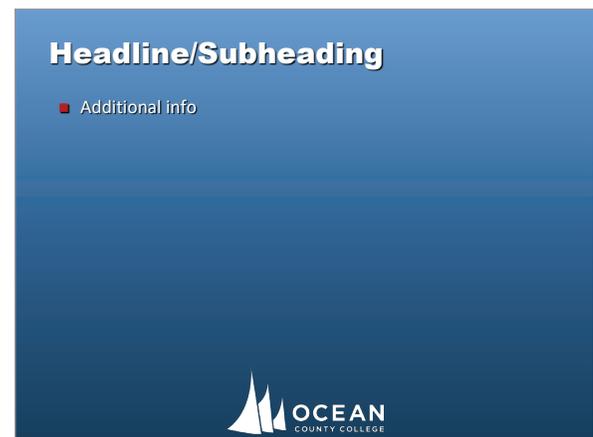
Example 2: Chapter Slide: 1280x960



Example 3: Heading/Bullet Slide: 1280x960



Example 4: Heading/Subheading/Bullet Slide: 1280x960



PRESENTATIONS | VIRTUAL

PRESENTATION IMAGERY, VIDEO AND VIRTUAL BACKGROUND PHOTOGRAPHY:

- Average WebEx or Zoom screen fits 1280 x 720 pixels, Aspect Ratio 16:9, 13.333 x 7.5 inch horizontal format.
- Consider featuring the College campus, OCC students and OCC event imagery.
- Any graphics used in a presentation may be PNG format, with a transparent background, or an optimized .jpg for a smaller file size.
- Presentation slide high-contrast ratio is preferred in order to ensure graphic and text legibility.
- In focus, or an out of focus blur, may be chosen for virtual backgrounds only. A slight blurred background helps the virtual host appear, at the forefront, and in high-contrast.
- Don't distort images by resizing - use the corner arrows or edit pictures percentage.

Example 1: Virtual Background Image: 1280x720



Focused

Blurred

Example 2: Virtual Background Image: 1280x720



Focused

Blurred

Example 3: Virtual Background Image: 1280x720



Focused

Blurred

Example 4: Virtual Background Image: 1280x720



Focused

Blurred

Example 5: Virtual Background Image: 1280x720



Focused

Blurred



Rectangle Square Brand Layout:

All corporate newsletter text content should include language that promotes OCC through its **student-centered approach, leadership, innovation and excellence.**

- OCC logo and footer bar
- OCC campus students photographs
- OCC campus events photographs
- No clip art

The Office of **ACADEMIC AFFAIRS**
NEWSLETTER
ARTS AND HUMANITIES | BUSINESS AND SOCIAL SCIENCES | NURSING AND HEALTH SCIENCES
 SCIENCE, TECHNOLOGY, ENGINEERING, AND MATHEMATICS | LIBRARY | CENTER FOR STUDENT SUCCESS

Volume 1 | Issue 1 FALL 2019



From the Vice President of Academic Affairs

We are happy to share with you our Academic Affairs newsletter reflecting the highlights of the 2019 academic year and exciting new developments on the horizon. We hope that this newsletter will increase communication for all the wonderful and exciting initiatives that are currently in progress and are planned for Ocean County College. I wish everyone a successful and exciting new academic year.

Dr. Joseph Konopka

CONTACT:
DR. JOE KONOPKA
 Vice President of Academic Affairs
 jkonopka@ocean.edu

The Office of Academic Affairs Newsletter | Volume 1 | Issue 1 | Fall 2019

From the Associate Vice President of Academic Affairs

Welcome Academic Affairs (AA) colleagues to the start of a new year, 2019-2020. As we look ahead with optimism for a wonderful semester, we also look back at the success of spring 2019 and reflect on our students' success at the Names' Planning Ceremony, the Awards Ceremony, and Commencement. We acknowledge the impact we have by preparing students to academically succeed and graduate. We can only hope with satisfaction that we have had a positive impact on their lives, and they are ready to continue on the road to greatness. We are fortunate to directly see and observe the fruits of our labor.

Each year is challenging in its unique way, we are experiencing constant change. It's most comfortable continuing business the way we always have, but growth is gained by embracing change, by creating new goals and initiatives, developing new programs and courses, with an eye on increasing enrollment and retention. This is the way of innovation, and Ocean County College is a premier institution with a domestic and global footprint.

Those of us in the Academic Affairs Office: Dr. Joseph Konopka, Bridget Everett, Eileen Schilling, Susan DeConno, Christine O'Heid, Ellie Tedeschi, and I look forward to accomplishing greater academic distinction for OCC this year with the assistance, support, and participation of all of you. Thank you for all you contribute to achieving these goals and reaching further.

CONTACT:
DR. TONI CLAY
 Associate VP of Academic Affairs
 tclay@ocean.edu

Open Educational Resources (OER) Regional Workshop Friday October 18th

The Virtual Academic Library Environment (VALE), a consortium of 51 New Jersey college and university libraries, LibraryLINK (LJNU), and the New Jersey State Library is hosting a workshop at Ocean County College's Gateway Building on Friday, October 18th from 10 am to 2 pm. Continental breakfast and sign-in will be from 9:30 to 10 am. Speakers will include three of the VALE OER Ambassadors on defining what OER is, why OER is important, and how to implement OER in classes. The ambassadors are: Ken Karol, Passaic County Community College; Alison Cole, Felician University; Janet Marler, Ocean County College. Dean Greg Fallon will speak of Passaic's experience in successfully implementing OER in its classes and the positive response of students. Ocean's Dean Sylvia Rivello will speak of her experiences in implementing OER on a large-scale at Broward County College and Dean Wian Lynn will talk about her experience as a faculty member at Keam University in implementing OER materials. Lunch will be included, with breakout sessions after lunch. Please register at: <https://vale.njoeje.net/event/oeer-regional-workshop/>

100th Anniversary of the 19th Amendment Celebration

This year, we will celebrate the 100th anniversary of the 19th amendment with an array of events that will be focused on women in politics and equity in our communities. The "100th Anniversary of the 19th Amendment: A Time to Celebrate - A Time to Lead," will kick off in early December 2019 with a speaker/roundtable event. We will also have a March 2020 event with some notable guests. Additionally, we plan to have a mixed media installation in Spring 2020 based around the topic of women and leadership. So many exciting things planned to celebrate this important milestone! Event details to follow. Watch for more events to be added in Spring 2020 newsletter! If you wish to get involved in this initiative, please contact Christine O'Neill at conelli@ocean.edu.

The Office of Academic Affairs Newsletter | Volume 1 | Issue 1 | Fall 2019

A Warm Welcome to Dr. Sylvia Rivello, Dean of the School of STEM



A native of the tri-state area, Dean Rivello was born in Philadelphia and lived in the surrounding areas for many years. She received her undergraduate degree in Chemistry from Immaculata University and Ph.D. in Physical Chemistry from Bryn Mawr College.

Dean Rivello's professional career is quite diverse. She entered academia as an Assistant Professor of Chemistry at Rosemont College. Her next career led to Lockheed Martin where she was an engineering manager for 10 years. At Lockheed Martin, Dean Rivello assisted in the development of 4th generation materials for GPS and many communication satellites used today for our cell phones. And-if you ask her the " infamous "question-are is a bonafide, rocket scientist.

After a small hiatus from rocket science, Dean Rivello entered the family business and eventually became the sole owner of a multi-million dollar manufacturing facility.

After 15 years in manufacturing, Dean Rivello came full circle and returned to her first passion: her love of teaching and her students' success. She re-entered academia and became Department Head of Science and Math at Neumann University. Dean Rivello spent seven years teaching at Neumann University and several of the community colleges in the area, namely Camden County College, Burlington County College, and Delaware County Community College. At the request of her immediate family, who by this time had transplanted to Florida, Dean Rivello accepted the position of Associate Dean of Science and Math for the Online Campus at Broward College. Even though the sun shines there almost every day, after three years she decided to return to her roots and accepted the offer as the Dean of the School of STEM at OCC. As soon as Dean Rivello stepped foot on the OCC campus, she knew she had arrived home.

LIBRARY Director Donna Rosinski-Kauz
 The Library is preparing for an excellent Fall 2019 semester. The Canvas course developed by James Marshall, College Lecturer II, LRI-01-Library Resources and Information Literacy, will go out to all faculty and students. Through the Canvas course and through face-to-face sessions, the Library will provide information literacy and resource training services to all of our faculty and students. With James' move to being the Assistant Director of Assessment, Janet Brown Marler is the Library's new information literacy coordinator and will continue developing this support resource. She will be reaching out to faculty to build new relationships and develop new initiatives to promote information literacy. To schedule an information literacy session for your courses, e-mail info@ocean.edu, or contact Janet directly at jmarler@ocean.edu, x2423.

CONTACT:
THOMAS GIALANELLA
 Executive Director of School Relations
 tgialanel@ocean.edu

DR. HENRY JACKSON
 Executive Director of Academic Success
 hjackson@ocean.edu

ELAINE SCHARDEN
 Assistant Director of Academic Success
 escharden@ocean.edu

The Office of Academic Affairs Newsletter | Volume 1 | Issue 1 | Fall 2019

SCHOOL OF ARTS AND HUMANITIES
 Dean Heidi Sheridan

The faculty in the School of Arts and Humanities continue to create innovative curriculum and activities for our students and the community. Options in English and History have been added to the AA in Liberal Arts degree program, and new certificates are being offered in the areas of Photography and Video Production.

The School is pleased to announce several exciting Arts and Humanities programs for this fall semester:

Armenian-American pianist Raffi Besalyan is playing an exciting program of virtuosic works by Liszt, Rachmaninoff, Ravel, Gershwin and others on the main stage in the Grunin Center at 2 PM on September 27th. Besalyan has been compared to Vladimir Horowitz and is known for being "a formidable pianist with a commanding presence and rich interpretive gifts" (American Record Guide). According to his website, "Armenian born American pianist Besalyan made his formal New York debut in Carnegie Hall" and has proceeded to establish himself "as a passionate and magnetic performer."

Acclaimed pianist, Zee Zee, will be playing at the Grunin Center at 2 pm on Friday, October 25th. One of the top artists in China, her orchestral performances include playing with the Los Angeles Philharmonic, Minnesota Orchestra, BBC Symphony, London Philharmonic, Warsaw Philharmonic, and Hong Kong Philharmonic; she has also given several of notable recitals, including at the Kennedy Center in Washington DC, and Lincoln Center in New York. The Los Angeles Times described her playing as "a powerful, passionate and compelling representation of pure artistry."

The OCC Repertory Theatre Company is performing the classics Our Town and On Golden Pond this fall. Our Town, Thornton Wilder's Pulitzer Prize-winning play, will be performed October 18th - 27th. On Golden Pond, the play upon which the popular Academy Award-winning play is based, will be performed November 8th-17th. In conjunction with the ASL program, the Easter Seals Deaf Connections Deaf Awareness Expo is being held on September 14th at OCC.

Nyle DiMarco, dynamic winner of Dancing with the Stars mirror ball trophy and winner of America's Next Top Model competition, will be at OCC on December 2nd for Living Out Loud, a discussion and demonstration of the value of non-verbal communication and embracing one's identity.

Fall events include author and Pulitzer Prize winner, Thomas T. Friedman, speaking with students on November 6th as part of the Visiting Writers' Reading Series and the Blauvelt Distinguished Speakers' Series.

CONTACT:
BRIDGET EVERETT
 Executive Assistant to Associate VPAA
 beverett@ocean.edu

ELLIE TEDESCHI
 Academic Affairs Technician
 Associate VPAA
 etedeschi@ocean.edu

The Office of Academic Affairs Newsletter | Volume 1 | Issue 1 | Fall 2019

SCHOOL OF STEM
 (Science, Technology, Engineering, Math)
 Dean Sylvia Rivello

Please help the School of STEM welcome three new College Lecturers: Vandana Saini, Mathematics; Lincoln Slimmons, Science; Kenneth Michalek, Computer Studies.

The School of STEM is looking forward to its Initial Study Abroad Science course to Italy. Partnering with an Art History course, this course blends the aspects of scientific exploration and discovery through the works of Leonardo Da Vinci, Galileo and Brunelleschi by studying their accomplishments at museums and the Dome of the Cathedral of Florence itself. The trip is planned for the Winter Intersession, January 9-17, 2020.

The Makerspace

The Makerspace will be launching an Up-cycling Boutique utilizing textiles to encourage recycling of gently used clothes and blending that with student's designs. Students will learn and practice sewing skills.

Along with the Computer Science Club, the "Makers" will also be refining the sensor array they made in conjunction with the Barnegat Bay Partnership and working to establish the OCC Podcast and VCAT studio in conjunction with the History Club.

SCHOOL OF BUSINESS AND SOCIAL SCIENCES
 Dean Rosann Bar

The School of Business and Social Sciences welcomes three new College Lecturer II faculty: Patricia Gianotti, College Lecturer-Addictions; Ana Guerra, College Lecturer-Social Work; Meir Pfeiffer, College Lecturer-Accounting.

The College was recently recognized with the Psi Beta Chapter Excellence Award. Dr. Margaret Maghan, Program Chair for Psychology, noted that a recognition "Plate" is awarded to all chapters meeting or exceeding the chapter excellence standards. The standards reflect Psi Beta's mission of leadership, scholarship, community service, and outreach.

SSBS has new degree programs and program options starting this fall. Associate in Science-Social Work; Associate in Business Administration-Supply Chain Management Option; Associate in Arts, Liberal Arts-Psychology Option; Associate in Arts, Liberal Arts-Education Option.

SSBS offers a variety of fall events:

- The 9/11 Commemoration was well attended at the Gateway Building Roundabout on September 11th.
- Constitution Day, September 17th was commemorated through two screenings of the film, On the Basis of Sex, which tells the story of Supreme Court Justice Ruth Bader Ginsburg, and her fight to end discrimination "on the basis of sex." Students and others filled the seats in the Tech Lecture Hall.
- If you go to Long Beach Island's famous Chowderfest, look for students and faculty from the OCC Hospitality, Recreation and Tourism Management Program. They will be teaming up with students from Stockton University to vie for the top prize in the Chowder Cook-Off Classic on Sunday, October 6th at 11 am.
- Members of Phi Beta Lambda will be attending the PBL Career Connection Conference in New York City from October 24th to the 26th. PBL (Phi Beta Lambda) is the college division of the Future Business Leaders of America.
- Other upcoming events include a Keam-Ocean exploration of careers in Psychology, and a Grand Holiday Dessert Buffet on 11/21 in the Student Center.

The Office of Academic Affairs Newsletter | Volume 1 | Issue 1 | Fall 2019

SCHOOL OF NURSING AND HEALTH SCIENCES
 Dean Tracy Walsh

There are 340 students enrolled in the nursing program for the fall 2019 semester! One hundred and twenty are new students. An orientation program will be presented by the nursing faculty to support the students as they transition into nursing practice.

Faculty and Clinical Instructors will come together to meet and discuss updates within the department, teaching strategies, and evaluation processes. This semester there are 36 clinical rotations with 29 instructors assisting faculty within various clinical agencies. An orientation program will be provided for the four new instructors joining the School of Nursing this semester.

Faculty and staff will be participating in a series of workshops focusing on teambuilding. The purpose of these workshops will be to enhance the existing collaborative working relationships within the department.

The School of Nursing is collaborating with Keam University to offer a BSN program on the Ocean campus.

As part of the Title III Grant, the School of Nursing and Health Sciences is working with the New Jersey Innovation Institute (NJII) to determine health care programs that may be developed to support the needs of the community and the educational goals of our students.

The Associate in Applied Science in Health Science degree is being created for students who are working in a health-related field and wish to enhance their educational credentials.

Tech Prep Robotics Competition

For area High School and Middle School students is a very popular event for both the participants, judges and the audience. Each year brings more and more sophisticated engineering attributes to enhance the robots' performances. These students are amazing and the robots are extremely interesting.

Victory Garden

A Victory Garden was initiated at the Toms River VFW. STEM, in conjunction with Phi Theta Kappa, will continue to maintain this venture. At the same time, a hydroponic garden is being developed as well and both will provide fresh garden produce for the OCC Food Bank.

Fourth Annual Jersey Shore Junior Science Symposium (JSJSS)

Preparations are underway to host the Fourth Annual Jersey Shore Junior Science Symposium (JSJSS) here at OCC. Sponsored by the Department of Defense, this program provides a platform for high school students to perform original research projects and compete for scholarship awards.

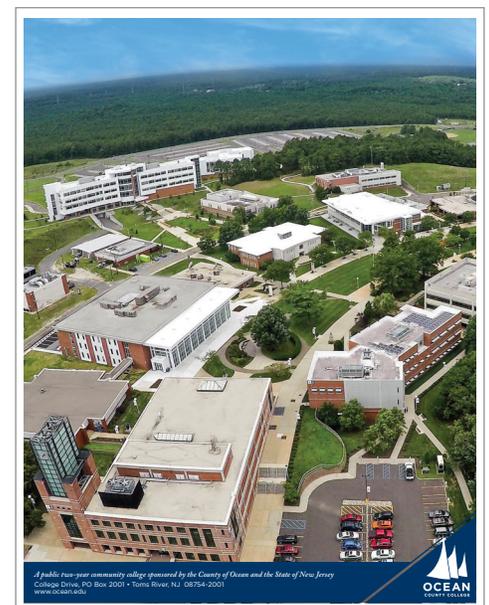
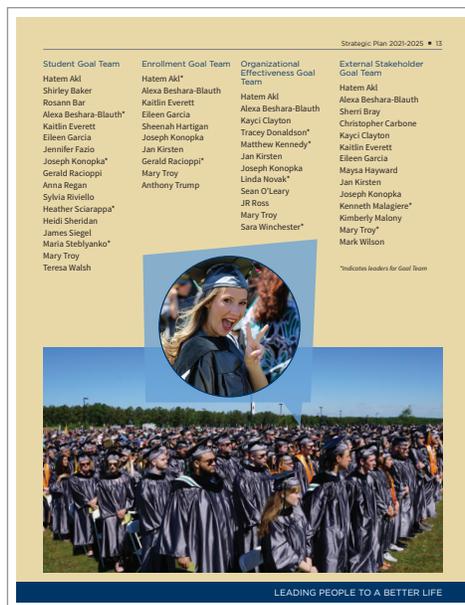
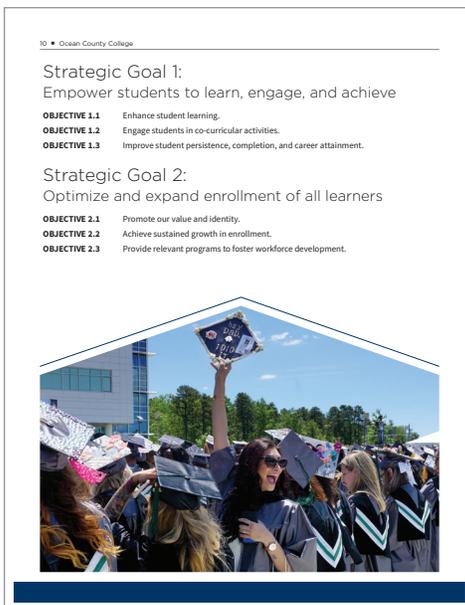
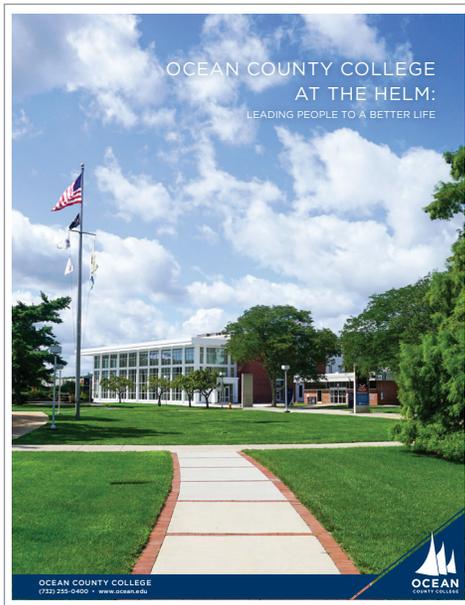
The Office of Academic Affairs Newsletter | Volume 1 | Issue 1 | Fall 2019

PRINT | BOOKLET

Triangle Angled Brand Layout:

All corporate newsletter text content should include language that promotes OCC through its **student-centered approach, leadership, innovation and excellence.**

- OCC logo and footer bar
- OCC campus students photographs
- OCC campus events photographs
- No clip art



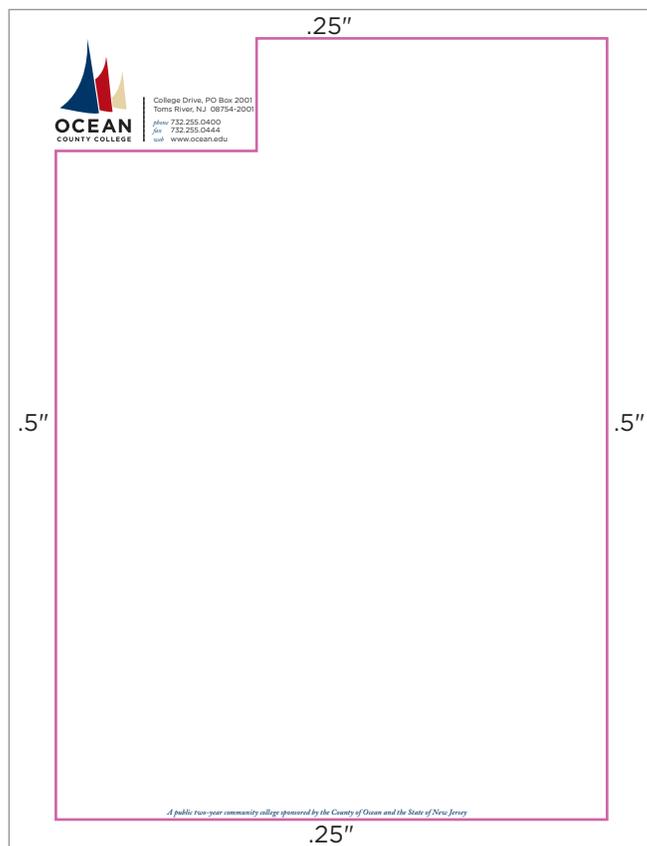
LOGO | OCC STATIONERY

When printing on corporate letterheads you must use the following margins below:

OPTION 1:

Generic Letterhead & Envelope

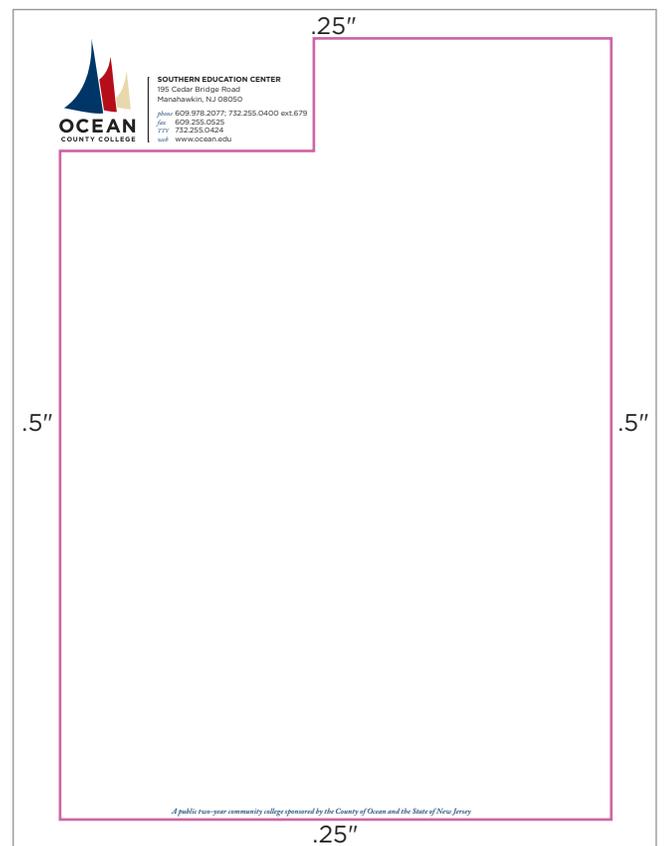
- .25 inches from the top
- .5 inches from the left
- .5 inches from the right
- .25 inches from the bottom



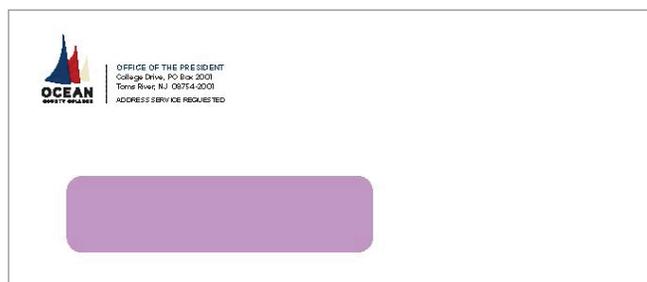
OPTION 2:

Department Letterhead & Envelope

- .25 inches from the top
- .5 inches from the left
- .5 inches from the right
- .25 inches from the bottom



A-10 Window Envelope



A-10 Envelope



LOGO | OCC SIGNATURES

Email Signatures:

First Name Middle Initial Last Name
Position Title | Office Department
Ocean County College
College Drive, Toms River, NJ 08754
wk: (732-255-0400; Extension) | f: (Fax) | c: (Cell)
e: (Email) | w: www.ocean.edu



Business Card:

First Middle Initial Last Name, CI, M.Ed. LTA-RID

Position Title

Office/Department

732.255.0400 Ext. 0000 (office)

Building (#1) Room 000

College Drive, P.O. Box 2001

Toms River, NJ 08754-2001

www.ocean.edu

firstletterlastname@ocean.edu

Business Card

First Last Name, CI, M.Ed. LTA-RID

Position Title

Office/Department

732.255.0400 Ext. 0000 (office)

Building (#1) Room 000

College Drive, P.O. Box 2001

Toms River, NJ 08754-2001

www.ocean.edu

firstletterlastname@ocean.edu



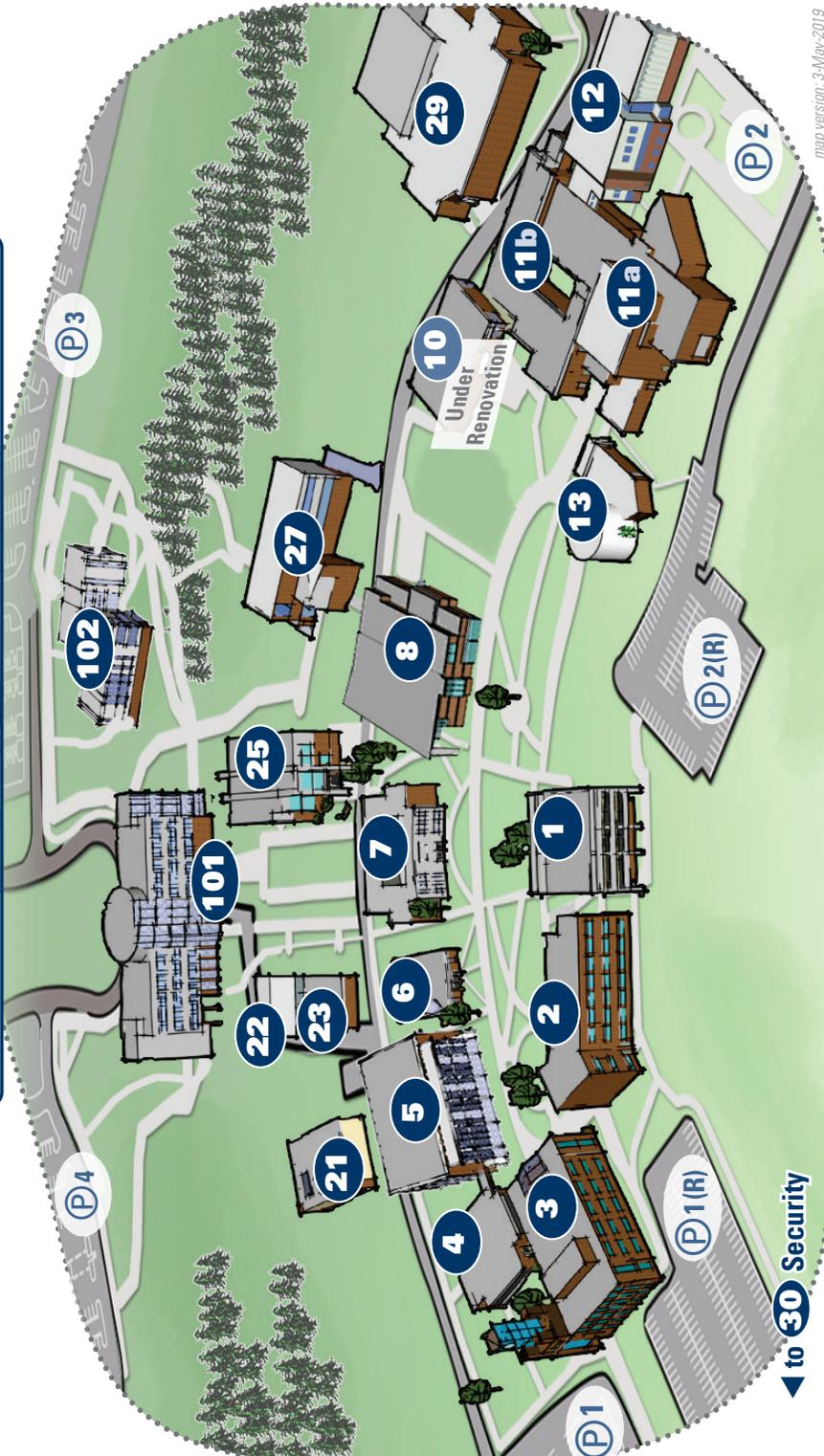
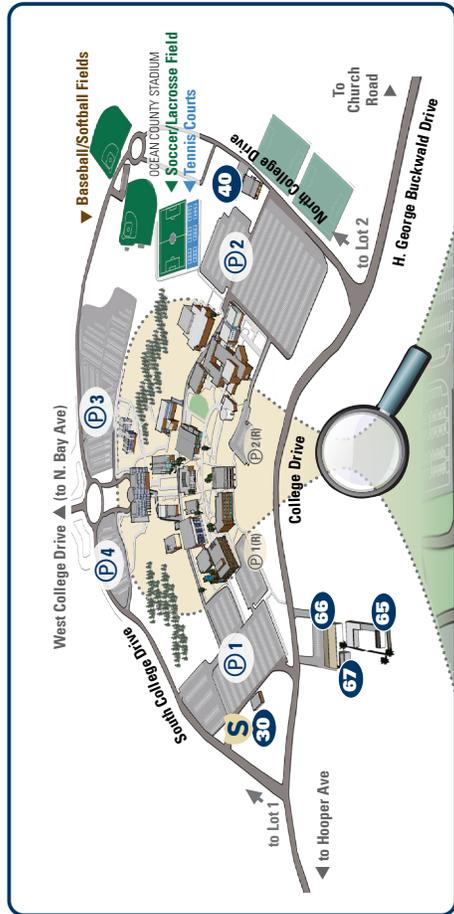
Key: Buildings & Locations

- 1 Administration Building(ADMIN)
- 2 John C. Bartlett, Jr. Hall(BART)
- 3 Library(LIBR)
- 4 Continuing Learning Center(CLCT)
- 5 Instructional Building(INST)
- 6 TV Studio(TVS)
- 7 W. Kable Russell Building(RUSS)
- 8 Jon and Judith Larson Student Center(LARS)
- 10 Conference Center (under renovation)
- 11 Grunin Center A & B(GRUN)
- 12 Performing Arts Academy(PAA)
- 13 Robert J. Novins Planetarium(PLAN)
- 21 Green Energy Combined Cooling, Heating and Power Plant(CHP)
- 22 Instructional Computer Center(ICCT)
- 23 Information Technology(OITE)
- 25 Technology Building(TECH)
- 27 William T. Hiering Science Building(HIER)
- 29 Health and Human Performance Center(HPEC)
- 30 SECURITY(SWC)
- 40 O.C.E.A.N., Inc. Child Development Center(KIDS)
- 65 Maintenance Building(MBLO)
- 66 Facilities Management Bldg(WARE)
- 67 Administrative Support Building ..(ADSB)

- Upper Campus**
- 101 Gateway Building(GATE)
 - 102 H.Hovnanian Health Sciences Building(HOVN)

- General Parking**
- Ⓟ1 = Lot 1 Ⓟ2 = Lot 2
 - Ⓟ3 = Lot 3 Ⓟ4 = Lot 4

- Reserved Parking** Ⓟ1(R) Ⓟ2(R)
- All Parking Lots also have designated Reserved and Handicapped areas.*



map version: 3-May-2019

