



PRESIDENT'S REPORT

Jon H. Larson, Ph.D.

TO: Members, OCC Board of Trustees

FROM: Jon H. Larson, Ph.D.
President

SUBJECT: Items of Interest for the **January 24, 2011, Board Meeting**

DATE: January 20, 2011

Gateway Building

A **Groundbreaking Ceremony** for the **Gateway Building** will take place at **2:00 p.m.** following **Monday's Board meeting**. The **brief program** will include **remarks** from **Mr. Van Thulin, Mrs. Linda, Novak, Dr. Dawood Farahi, Freeholder John Bartlett, Jr., and me** in the **Technology Building**. Participants will then move to the area **adjacent** to the **Technology Building** for the actual **groundbreaking** and **return** to the building for a **dessert reception**.

Please plan to **stay** for the **ceremony** as we **celebrate** the **Kean-Ocean partnership** with this milestone **event** that will lead to **outstanding opportunities** for the **residents of Ocean County**.

Ocean County College FY 2012 Budget Request

At Monday's meeting, a **recommendation** will be made to the trustees to **approve** the proposed **Ocean County College FY 2012 budget**. The budget is **consistent** with the **financial information** included in the **OCC Restructuring Plan/Reduction in Force** approved by the Board in **December**.

Following approval by the Board of Trustees, the **budget** will be **presented** to the **Ocean County College Board of School Estimate** at a **meeting** to be scheduled in **February**. In keeping with **New Jersey Statutes**, the **Board of School Estimate** is comprised of **three freeholders** and **two trustees**. This year's Board of School Estimate **members** are **Freeholders John C. Bartlett, Jr., James F. Lacey, and Joseph H. Vicari** and **Board Chair Van Thulin** and **Board Treasurer Jerry Dasti**.

Nursing Program

On **Wednesday, December 19th**, **54** of the **56 graduates** of the **Ocean County College Nursing Program** received their **nursing pins** at the **December Annual Pinning Ceremony**. The students **successfully completed** the **requirements** for an **associate in applied science degree in nursing**. During the ceremony, **special awards** in Nursing were also **presented**.



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This year's **guest speaker** was **Dr. Minnie Campbell, Chair** of the **Department of Nursing** at **Kean University**. This was especially **significant** because so **many** of our **graduates** take advantage of the **Kean-Ocean partnership** by continuing their studies to **achieve a bachelor's of science degree in nursing** right here on the **OCC campus**. In fact, a number of **Nursing students** enroll in **Kean courses** on our campus while still working toward their **associate degrees**.

As always, the **Pinning Ceremony** was an **emotional** and **exciting evening** to **celebrate the students' accomplishments** in our very **rigorous** and **nationally ranked program**.

Grant Awards

Three grants are being recommended for **acceptance** at **Monday's Board meeting**, two from the **Ocean County Cultural and Heritage Commission** to support the **Ocean County College Community Chorus** and the **Ocean County College Theatre Company**. The **third** is a **\$475,000 grant** from the **New Jersey Economic Development Authority (EDA)** for the **installation of a Combined Heat and Power (CHP) Plant** on campus.

This **competitive grant program** was supported by the **Clean Energy Solutions American Recovery and Reinvestment Act of 2009** and was **jointly developed** by the **EDA** and the **New Jersey Board of Public Utilities (BPU)**. The program offered **project-based grants** to support the **development, design, and construction** of commercial, institutional, and industrial entity **CHP projects** in **New Jersey**. Only **six projects** were **funded** in the **state**, and **Ocean County College** is the **only educational institution** to have received a grant.

To be **located** behind the **Instructional Building**, the **CHP Plant's gas generator** and **chiller/heater** will distribute **hot and cold water** to campus buildings, which will **enhance energy efficiency**, **reduce existing electric power demands**, and produce a **significant energy cost savings** to the College.

Mr. Kenneth Olsen, Director of Facilities and Operations, who will serve as the **project director**, worked closely with our grants team, **Ms. Gina Suriano, Director of Resource Development**, and **Ms. Sharla Trimm and Ms. Ann Fisher** from **SunGard Higher Education** in securing this **noteworthy award**. **Sincere appreciation** is expressed to them for their **efforts**.

Marketing/Advertising

With an **increased focus** on **enrollment marketing** and **recruitment**, the **College Relations** department launched a **comprehensive advertising** and **promotional campaign** to assist in the **goal** of obtaining **more students** during this **economic crisis**. **Mass media messaging** was distributed to various **media outlets**. The **campaign** includes an **aggressive TV, print, billboard, radio push** along with a **robust internet advertising strategy** that is already showing **results of increased traffic** to our **website**.



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The **combination of repetitive messaging and strategic direct marketing** is intended to support the efforts of the **Recruitment department** and will help to **position OCC as an affordable, quality choice for students in Ocean County.**

Community College National Legislative Summit

The **Association of Community College Trustees** and the **American Association of Community Colleges** is sponsoring the **2011 Community College National Legislative Summit** in **Washington, D.C.**, from **Sunday, February 13th**, to **Wednesday, February 16th**.

This year, **Mr. David Wolfe** and **Mr. Bray Barnes** will **accompany me** to the **Summit**. We are scheduling **appointments** to meet with **state and national legislators**, including **Congressmen Chris Smith, Jon Runyan, and Rodney Frelinghuysen**. We also plan to visit **Ms. Jane Oates, Assistant Secretary of the Employment and Training Administration** at the **U.S. Department of Labor**, and **Ms. Lisa Jackson, Administrator of the U.S. Environmental Protection Agency**.

We are looking forward to a **successful and productive visit** to the **Capital**.

College Goal Sunday

College Goal Sunday is an **annual event** designed to assist **low income** and **first generation students** in completing the **national application** for **college financial aid**, the **Free Application for Federal Student Aid (FAFSA)** and to provide **information** on available **financial aid resources**. **Co-sponsored** by **New Jersey Association of Student Financial Aid Administrators (NJASFAA)** and the **Higher Education Student Assistance Authority (HESAA)**, with a **grant** from the **Lumina Foundation**, this program will take place on **Sunday, January 30, 2011**.

One of eight sites selected in **New Jersey**, **Ocean County College** will **host** **College Goal Sunday** for the **third year**. A **call** has gone out **campuswide** for **volunteers** to **assist** with a **variety of activities** on the day of the event. **Last year, 159 students** and their **families** were provided with **assistance**, and it is **anticipated** that **this year's College Goal Sunday** will be even **more successful**.