



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 **September 23, 2013, Board Meeting**
DATE: September 18, 2013

Finance and Administration

OCC Bookstore – As always, the **OCC Bookstore** was **busy** during the **start-up** of the **fall semester**. **Textbook sales** were as follows:

Fall Rush 2013	Units Sold	Revenue
New Books	18,418	\$1,912,249
Used Books	2,902	\$ 199,865
Digital Books	27	\$ 1,851

To **encourage students** to **patronize** the **Bookstore** rather than **purchase** their books **online** from **other sources**, **two promotions** were offered: the **buy-back program** and a new coupon **discount program** that provided a **\$50 discount** on a **book purchase** of **\$500 or more**. Both of these programs were very **well received** by the students.

As mentioned last month, the **Microsoft Surface RT Tablet** is available for **purchase** at the **Bookstore**. Already, **770 tablets** have been **sold**, and the **demand continues** to increase. On September 18, **Microsoft** offered **classes** on campus for **faculty, staff, and students** to better understand the capabilities of the tablet.

Financial Aid – In **FY 2013**, the **Office of Financial Aid** distributed almost **\$28,000,000** in aid to **11,794 students**. This represents a **1.9% decrease** in **headcount** from **2012** and a **5.7% decrease** in **dollars distributed**.

The **decrease** in aid distributed is **primarily due** to the **change** recently **implemented** by the **Federal government** to **PELL eligibility**. The **headcount decrease** is **consistent** with the overall **moderate decline** in **enrollment**. In total, **74%** of the **student population** (**15,966 unduplicated headcount**) received **aid** in **FY 2013**. The **Office of Financial Aid** is **commended** for achieving this level of **productivity** and for **helping** so many **students** attend **Ocean County College**.



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Below are the **statistics by program**:

**Ocean County College
Financial Aid Distributed
FY 2013**

Type of Aid	Program	Number of Students	Total Aid Disbursed
Grants			
Federal	PELL	3,843	\$ 12,300,873
Federal	SEOG	773	\$ 138,419
NJ State	TAG	1,723	\$ 2,387,725
NJ State	EOF	140	\$ 125,250
NJ State	STARS	458	\$ 381,052
NJ State	URB	4	\$ 3,000
Work Study			
Federal	FWS	92	\$ 162,159
Institutional	OCC	12	\$ 18,826
Loans			
Federal	Sub. Stafford	2,123	\$ 5,699,188
Federal	UnSub. Stafford	2,063	\$ 5,768,134
Federal	PLUS	11	\$ 62,956
NJ State	Class	7	\$ 28,906
Alternative	SLMA/Wells	105	\$ 460,452
Scholarships			
Outside		201	\$ 224,922
Foundation		239	\$ 237,563
Total FY13		11,794	\$ 27,999,425
Total FY12		12,013	\$ 29,600,589



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On **September 11**, notification was received from the **New Jersey Higher Education Student Assistance Authority (HESAA)** that it will be visiting Ocean County College to **conduct an audit** of our **2012-2013 State award programs (TAG, NJ STARS, EOF)**. **Staff** who administer these programs are **prepared** and will **fully cooperate** with HESAA auditors.

College Relations – Ocean County College has been named to the **2014 Military Friendly Schools list**. This designation showcases the **top 20%** of **colleges, universities, and trade schools** in the **country** that **embrace** America's **military service members, veterans, and spouses** as students. **Military Friendly Schools** are those that deliver the **best experience** for military students **nationwide** to **ensure their success**.

The **Military Friendly Schools website** provides information on the selected schools based on **location, class structure, and areas of study**. The site also provides information on **Military Friendly Employers, Military Friendly Franchises, and Military Friendly Cities** that offer the **most opportunities** for military personnel. The **website** may be viewed at www.militaryfriendlyschools.com.

The **Military Friendly logo** will appear on all future **College publications, the website, social media, and other OCC materials**.

Academic Advising – The **Advising Office** made **substantial improvements** to the **new student orientation program** this summer:

- ◆ The **short orientation survey** was **revised** to focus on **learning outcomes** rather than other less important issues. **Results** of the survey were **monitored** every month, and **adjustments** were made to the **orientation presentation** as appropriate. Overall, the **survey results** were overwhelmingly **positive**.
- ◆ **Student Life** and **College Relations** worked together to **improve** the **Orientation folder** and materials that are distributed to new students. They will be used for the **Fall 2004 semester orientations** after the current folders have been depleted.
- ◆ All **orientation advisors** were provided with **additional training** so they can better serve our students.
- ◆ As the fall semester neared, it became increasingly clear that the **demand** for **advising** of **first-time, full-time students** would **exceed** the new student **orientation capacity**. In an effort to provide **effective, efficient advising** for these students, the Advising Office proactively scheduled **mini-orientation sessions** on **Thursday, August 29; Friday, August 30; and Tuesday, September 3**. As a result, an **additional 142 students** were oriented over the course of the **three days** who would



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otherwise have needed individual **30-45 minute advising** meetings. The use of the **mini-sessions** proved to be extremely **helpful** in reaching new students **quickly** and **successfully**.

As a result of these efforts, **2,070 students** received **orientation** in preparation for the **Fall 2013 semester**, an **increase** over **2,062 students** last year despite the **decrease** in **enrollment** this fall.

Office of Information Technology – Over the past **few months**, **negotiations** with **Ellucian**, our **technology provider**, have produced the following **new programs** and related implementation **services**:

- ◆ **SQL Implementation** – A decision was made to **migrate** from **Colleague Unidata** to a **Colleague Microsoft SQL** server database because of a **lower ownership cost**, realizing **savings** to the **College** in **hardware, software, and staffing**. There are additional **technical benefits** as well, such as **enhanced reporting** options.
- ◆ **ODS** – The **ODS Data Orchestrator** is a strategic component of the **Colleague Business Intelligence** data access and **reporting** strategy.
- ◆ **Student Planning Software** – **Colleague Student Planning** provides out-of-the-box **integration** to **Colleague** by **Ellucian** with preloaded **sample degree plans** that help students better **understand** course **pre-requisites** and **sequencing**. When students take ownership of their course scheduling and degree plans, **advisors** have **more time** to focus on **enrichment opportunities** and **student outcomes and success**.
- ◆ **Position Budgeting** – This program will provide **tools** to **budget** and **manage salaries** and **benefits** within **Datatel** and will replace the cumbersome task within both **Accounting** and **Human Resources** of managing **spreadsheets**.

The College realized **significant discounts** by **purchasing** these programs **together** rather than through individual transactions. These products are expected to be **operational** by the **end of 2014**.

Human Resources – The **annual performance evaluation process** for **FY 2013** has been **completed**. In this **inaugural year** of **electronic evaluation forms**, Human Resources staff provided **Performance Management System Training** to **161 employees**. Human Resources has also developed a **tracking system** to ensure employees receive **annual evaluation and performance feedback** as appropriate.

Academic Affairs

- ◆ In conjunction with **Ellucian**, a **regional conference** on **Student Success** is being scheduled for **February 28, 2014**. **Kean University** will **co-host** this event with **OCC**. It is anticipated that the



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conference will attract not only our **colleagues** from other **community colleges** but also **business executives** and representatives from **four-year institutions**.

We are pleased to announce that **Dr. Kay McClenney, Director of the Center for Community College Student Engagement and faculty member in the Community College Leadership Program at The University of Texas at Austin**, will serve as the **keynote speaker** as well as a **break-out session facilitator**. The Center conducts the **Community College Survey of Student Engagement (CCSSE)** and the **Survey of Entering Student Engagement (SENSE)**; nearly **two million community college students** at over **800 colleges** in **50 states** have been surveyed.

- ◆ A new **Honors by Contract pilot program** has been initiated this **fall semester** whereby students interested in attaining **academic honors** discuss with their **professors** the **requirements to achieve honors status** and then sign **contracts** with them to **fulfill** those **requirements**. The program has been very **well received**, with over **150 students** participating in the pilot.
- ◆ As part of the institutional efforts to **promote student success**, a new **program chair initiative** will begin in **January 2014**. Its purpose will be to **enhance connections** and **relationships** between **students** and **teaching faculty**.
- ◆ The new **Faculty Center for Excellence and Innovation** is in **operation**. An **Open House** was held on **Thursday, September 12**, and many **faculty** attended and shared ideas for **programming** for the **Center**. **Co-directors** of the Center, **Dr. Jennifer Dellner, Associate Professor of English and Literature**, and **Mr. Robert Marchie, Lecturer II in History**, will attend **Monday's meeting** to report on their **plans** for the **Center**.
- ◆ OCC is very fortunate to have **dedicated faculty** who work hard to **enrich** the **educational experience** of their students every semester. **Two such faculty members** have been invited to **Monday's meeting** to share with you their activities:
 - ◆ **Mr. Nat Bard, Instructor of Art, Drama, and Music**, has been organizing and facilitating a **film series program** for our students for **five years**. **Dr. Wang** recently attended one of his sessions and realized how **beneficial** this wonderful **extra-curricular activity** is for the **students**, many of whom have been **loyal followers** for several years.
 - ◆ **Ms. Heidi Sheridan, Assistant Professor of English and Literature**, has been serving as the **Student Advisor** for **Seascape, OCC's Literary Magazine**, for several years. She will share with you the **journal** and introduce **some students** involved in this **annual publication**.



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Instruction

e-Learning – On August 22, Mr. Jeff Harmon, Director of e-Learning, participated at the Mercer County Community Conference entitled *Engaging Learners in the 21st Century*. He presented on the topic “Blowing up Online Discussion Boards: Creative Uses for 21st Century Discussions.” His presentation was very well attended, with almost one-third of the conference attendees participating. Additionally, Mr. Harmon had the opportunity to establish many collegial contacts while at the conference.

e-Learning Developmental Pilot – Mr. Harmon will report on the e-Learning Developmental Pilot that was officially launched on August 5. Generally, the pilot consists of initially replacing Accuplacer via utilization of Pearson's MyPathWay Test as the measure for student placement into developmental courses. The MyPathWay Test has been normed to Accuplacer standards. As of this report, 93 new students have been assigned the placement test, with 34 completing all portions of the test, which includes reading skills, writing skills, essay, and math skills assessment modules.

On September 4, OCC e-Learning launched with all four development courses (and multiple sections) utilizing Pearson's My Foundations Labs, an adaptive developmental software program aimed at targeting specific student deficiencies. These courses are all staffed by developmental faculty who formerly taught e-Learning traditional developmental courses. Students progress through learning modules that focus on their unique needs without superfluous content. The pilot study consists of a longitudinal assessment of the efficacy of these new tools.

e-Learning Global Outreach – Unfortunately, because of unsettled conditions in the Middle East, Dr. Maysa Hayward, Dean of e-Learning, had to postpone her trip to attend a conference in Cairo. Dr. Hayward was going to negotiate potential partnerships for e-Learning as well as recruit e-Learning students for OCC courses.

Academic Outreach and School Relations – Ms. Eileen Schilling, Executive Director of Academic Outreach and School Relations, has just completed a new online articulation agreement with Norwich University. I will be traveling to Norwich in October to meet with the President to formalize the agreement. Additionally, Ms. Schilling is currently discussing a second articulation agreement with Keene University in New Hampshire.

Student Affairs

Completion Challenge – Students who transfer from community colleges to four-year institutions having already earned either a certificate or an associate degree are more likely to be successful, especially if they continue straight through rather than take time off, according to a report released by the National Student Clearinghouse Research Center. The report stated that 72 percent of students



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who **completed certificates or associate degrees** earned **bachelor's degrees** as compared to **56 percent** of students who had moved on **without a credential**.

It is important for us to ensure that our **students realize** that **completing a degree or certificate** greatly **enhances** their odds of **successful attainment** of a **bachelor's degree**. With this in mind, **Ocean County College** is **partnering** with **Phi Theta Kappa** and the **OCC Student Government Association** in the **first ever** community college **Completion Challenge**. This **state-wide campaign** will take place on **all community college campuses** throughout the academic year. The program will highlight the **advantages** of **degree completion** and encourage students to **sign a completion pledge** indicating a desire to **complete an associate degree or certificate program** before **transferring** to a **four-year institution**.

The **week of October 21** will feature a series of **events** to promote **awareness of degree completion**, including a **College Completion Rally/Convocation** at which recent **Ocean graduates** will share their **experiences** after graduating from Ocean County College. All **faculty, staff, and administration** are encouraged to become **engaged** in these activities as our students strive to build a **supportive culture of college completion** not only here at Ocean County College but also throughout the state.

Gateway Building Dedication Ceremony

Reminder – The **Dedication Ceremony** for the **Gateway Building** is **Wednesday, October 2, at 6:00 p.m.** We hope you can **attend** this **special evening**.