

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 February 24, 2014, Board Meeting

DATE: February 19, 2014

e-Learning Partnerships

Ocean County College is continuing to deepen the successful partnerships already in place with Kean University and Fairleigh Dickson University. On February 12, Executive Vice President Sara Winchester, Vice President Jianping Wang, Director of e-Learning Jeff Harmon, and I joined with Mr. Matt Leavy and Ms. Allison King, CEO and Vice President of Pearson eCollege, respectively, to meet with Kean President Dawood Farahi and FDU President Sheldon Drucker and Provost Christopher Capuano.

The meetings were held to explore the possibility of OCC partnering with both Kean and FDU in offering online programs abroad. Both universities have on-ground presence internationally, and there is unique potential for OCC to use its expertise to bring topnotch online education to students outside of the United States. Talks with the universities will continue, and we are very hopeful that the relationships will bear fruit in the near future.

Academic Affairs

- ♦ The New Jersey Council of County Colleges announced a partnership between the Office of the New Jersey Secretary of Higher Education and New Jersey's 19 community colleges for the improvement of college readiness of graduating high school students through the College Access Challenge Grant program. OCC submitted a College Readiness Now proposal in December and received approval in January; the first installment of the grant has been received.

OCC's approved **College Readiness Now Program** is a **partnership** with the **Toms River Regional High Schools**, and a **program launch ceremony** will be held in the **Gateway Building Auditorium** at **5 p.m. on Wednesday, February 26**. **Invitations** have been extended to **94 Toms River high school students** and their **parents** to visit OCC for an **overview** of the **program** as well as to learn how they may **participate** and **benefit** from the opportunities available.

- ◆ In response to the **rapid changes in technology** and **student learning styles and needs**, the process of **re-envisioning** the future of the **Library building** has begun with the goal to **transform** the Library into the most **conducive space** for **student learning**. The **consulting firm, Cohen and Associates**, spent **two days** on campus and met with **various groups**, including students, to better understand the **needs** of our **students**. In the next **two months**, this process will be **concluded**.
- ◆ Our **Honors by Contract pilot program** continues to **succeed**. Last semester, **150 contracts** were **executed**. At the beginning of the semester, **Dr. Wang and I** met with a group of **faculty members** who **voluntarily served as faculty advisors** to our students and expressed our **appreciation** for their **service**. Each of the faculty reportedly **enjoyed working** with these **highly motivated students**. This semester, a similar number of contracts is expected. On **May 1**, the College will host a **conference** for the **Honors students** to **highlight** their most impressive **scholarly accomplishments**.
- ◆ A **cross-disciplinary internship program** is being introduced. The program is intended to better prepare our **students** for their **future study and employment**. **Mr. Ken Kubes, Psychology Lecturer II**, will provide a **brief description** of the program on **Monday**.
- ◆ In addition, a **cross-disciplinary approach in instruction** is being encouraged and promoted. One example is the **collaboration** between **Ms. Heidi Sheridan, Assistant Professor of English**, and **Mr. Nat Bard, Instructor of Fine Arts**. In the **Fall 2013 semester**, they collaborated between their **painting and creative writing courses**. Students were **responsive** to exchanging and incorporating text and visuals through both artistic mediums. The results of their efforts are now on **display** in the **Arts and Community Center**.
- ◆ A **Volunteer Mentoring Program** for students has been established, with the **first meeting** held on **Friday, February 14**. This program builds **one-on-one relationships** between the students and their **mentors**. The relationship will offer **encouragement, support, and guidance** to the students, which will, in turn, help in promoting **student success**. Anyone interested in being a **mentor** or **referring a student** who might benefit from the program should contact **Ms. Diane DeFilippo, Academic Support Specialist** in the **Center for Student Success**. A **flyer** is attached for your information.
- ◆ Events continue to be offered that **enrich our campus life**:
 - ◆ On **Friday, February 28**, OCC is hosting the **Regional Conference on Student Success** in the **Gateway Building**. As of **February 19**, more than **120 people** from **17 county**

colleges and 4 universities have registered for the conference. The conference agenda is attached.

- ◆ During the week of March 3-7, the OCC Global Education Committee and Student Life Committee will host the 2014 Drepung Gomang Monastery Sacred Arts Tour. Merchandise will be available for purchase at all events. All proceeds go directly to support, educate, house, feed, and clothe the nearly 2,000 refugee monks at Drepung Gomang Institute in Southern India. Attached is a flyer with additional details of the events that will take place.

Instruction

- ◆ The staff of the Southern Education Center, including the student worker, presented the first SEC Career Night and Evening Coffee on Wednesday, February 19. Susan McCabe, Esq., Mayor of Barnegat Township and an OCC adjunct faculty member, hosted the session. Mayor McCabe shared her experiences and knowledge in the fields of Law, Politics, and Law Enforcement. Appreciation is expressed to the Office of Student Life for providing the refreshments for the evening. The staff is now planning the next Career Night and Evening Coffee with adjunct faculty member and School Psychologist, Mr. Paul Santasieri.

Business and Finance

- ◆ On February 18, Ocean County College was issued its draft 2011 Three-Year Cohort Default Rate from the U.S. Department of Education of 11.9%. This is a reduction from the 2010 Three-Year Final Cohort Default Rate of 18.1% and the 2009 Three-Year Final Cohort Default Rate of 19.9%.

Although the 2011 rate is a draft figure and the final rate will not be released until September 30, 2014, this reduced rate clearly indicates the efforts taken by the Financial Aid office to improve its efforts in providing outreach to student loan borrowers and informing them of their payment and deferment/forbearance options upon graduation or ceasing attendance.

It should be noted that Mr. Thomas Curtin, former Financial Aid Advisor who we lost due to illness in December, played a critical role in improving OCC's default management process. He is credited and acknowledged for the advances made in this important area.

- ◆ The Fourth Annual Senior Living Expo will be held on Wednesday, March 26, from 10:00 a.m. to 2:00 p.m. in the Ocean County College Gymnasium. The Expo provides area businesses, community organizations, and the College the opportunity to showcase products and services to area senior citizens.

For the fourth consecutive year, Community Medical Center will be a major sponsor and will provide special displays, screenings, and informational handouts. For the second

consecutive year, AAA will sponsor its “Car Fit” program, which provides a 12-point check to see how well you and your vehicle work to keep you and your family safe. Horizon-Blue to You is again sponsoring this event with their informative displays and handouts. New Jersey Natural Gas is also a sponsor for the fourth consecutive year.

Community organizations also participate; this year the Ocean County Connection will bring its mobile van to our site. The College will also showcase the Arts and Community Center, the Planetarium, and Continuing and Professional Education. We anticipate up to 500 community visitors to attend the four-hour event.

- ◆ **Advising Center Updates** - Several events have been planned in the Spring 2014 semester to engage and train faculty advisors. Through these trainings and workshops, the Advising Center staff aims to support faculty advising and provide faculty advisors with the tools they need to create an excellent advising experience for both faculty and students.
- ◆ The Advising Center participated in training designed for the Program Chairs in January 2014. This training focused on the importance of advising, the connection between professional advising and faculty advising, Program Chair/Advising Center liaison roles, and curriculum changes.
- ◆ In-depth registration advising training will be repeated. This training, which will be held on March 17 and 19, will be offered to all faculty, but will be specifically promoted to ACAD faculty, Lecture II's, and Program Chairs. This training provides a comprehensive review of degree and certificate programs, WebAdvisor, program evaluation, advising special populations, and an overview of transfer issues.
- ◆ Advisor Update Sessions will continue to be offered, which are open to anyone who advises students. These sessions focus mainly on changes or updates relevant to advising. They will be offered on March 10, March 19, and March 21.
- ◆ The Advising Center will partner with the Faculty Center for Innovation and Excellence to offer workshops on March 5 and March 11 about the transfer process and NJ Transfer. Ms. Laura Wills, Transfer Coordinator, will discuss how to assist students with researching colleges and navigating through the application process. She will also provide a tutorial on the popular online transfer tool, NJ Transfer.
- ◆ In the Fall 2013 semester, pre-nursing students were, for the first time, assigned to the Library faculty for advising. In conjunction with the Nursing Department and the Records and Registration Office, the Advising Center provided training to the faculty, specifically geared toward the unique needs of pre-nursing students.
- ◆ The advising staff will participate in a Professional Development Day on March 26. The agenda for this meeting will include a focus on advising students with low GPA's/academic sanctions, an in-depth discussion with the Records and Registration office regarding processes and protocols, training for orientation advising, and advising updates.

The advising staff will also engage in an on-going peer observation activity during the Spring 2014 semester. This program is designed to allow advisors to grow in the profession and become more proficient in advising.

- ◆ Efforts will continue in the Spring 2014 to proactively advise students with academic sanctions. Advisors will reach out to students on Special Probation to discuss issues such as course schedules and choices, tutoring/campus resources, options for summer classes, a two-year plan, Fall 2014 Registration/Financial Aid paperwork, and speaking with professors/seeking help.
- ◆ Nine Instant Decision Days will be hosted during the Spring 2014 semester with six institutions: The Richard Stockton College of New Jersey, Rowan University, William Patterson University, Monmouth University, Montclair State University, and Kean University.

Faculty Commendation

Mr. Gary Shaffer, Assistant Professor of Communications, recently had an article published in the trade publication, "Selling Halloween." His article, entitled "Scaring Up Sponsors," is a how-to guide for presenters looking to secure sponsorship opportunities, which relates to his teaching of the Public Relations course at OCC.

A copy of his article is attached. Congratulations, Gary.

Ocean County College Foundation Golf Outing

Please save the date: The Ocean County College Foundation has scheduled its 13th Annual Golf Outing at Pine Barrens Golf Club in Jackson for Tuesday, May 6. The entry fee is \$295 per player, which includes lunch, use of driving range for one hour before the shotgun start, greens fees, golf cart, and a golf gift. An Awards and Cocktail Reception, in the clubhouse, will immediately follow the afternoon tournament.



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College Readiness Invitation

Dr. Jon H. Larson, President and Dr. Jianping Wang, Vice President of Academic Affairs invite you to attend the launch meeting for the College Readiness Program – a partnership between Ocean County College and the Toms River High Schools for a select group of students.

Please join us for an overview of the program, how you may participate, and the benefits this opportunity offers.

Wednesday, February 26, 2014 at 5:00 pm

on the Ocean County College Campus,
in the Gateway Building Lecture Hall.

The College Readiness Program will begin with courses available on-site at high schools within the Toms River district:

■ Literacy development courses in English ■ Math ■ Study skills ■ Time management

...and follow with an opportunity for students to further their college readiness experience on the OCC campus:

■ Courses will be led by student success coaches
■ Courses will focus on both content and strategies students need to be college- and career-ready

We hope to see you there!

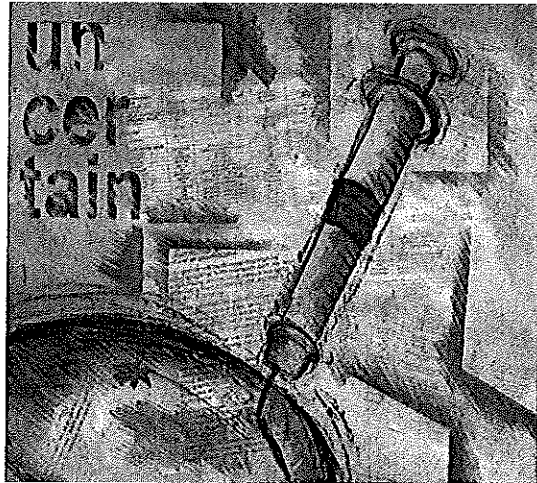
Sincerely,

John Coleman
Director of Student
Services/Intermediate
Curriculum 6-12

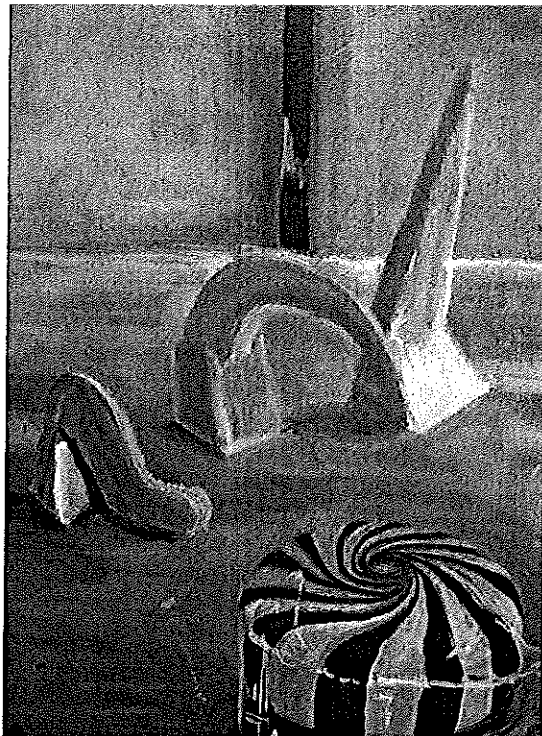
Henry Jackson, Ed.D.
Interim Dean,
School of Language
and the Arts

Lorie Trachtenberg
Director of
Testing &
Adaptive Services

Collaborative Writing & Painting Fall 2013

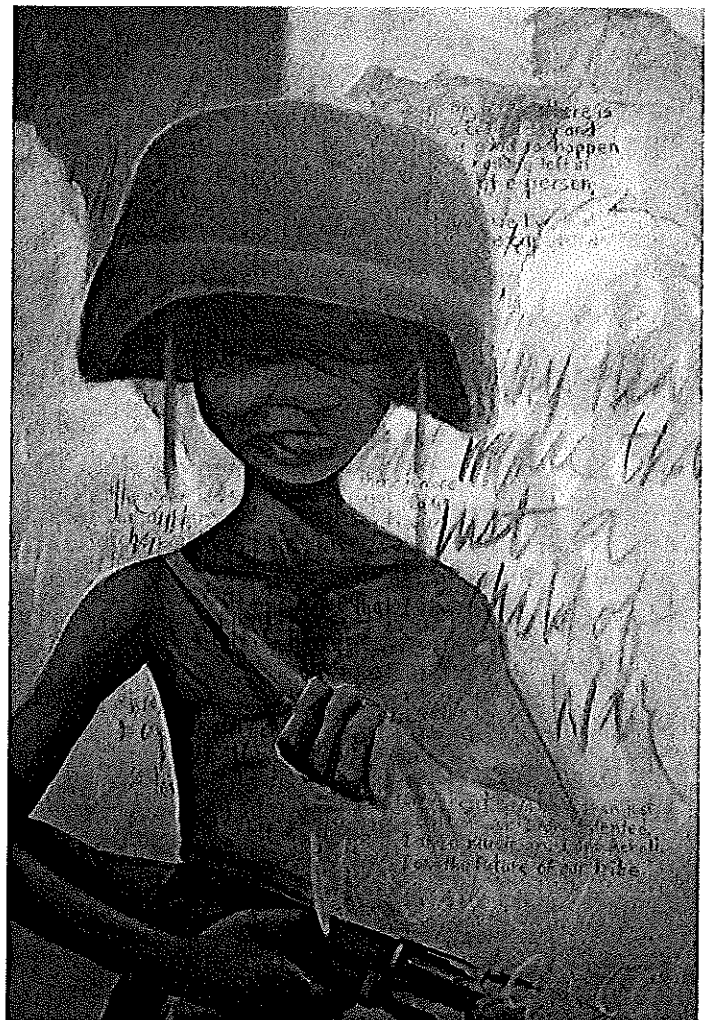


Ambiguous Grapefruit
Nick Peterson



Sex in the Morning
Liam McBride

Professors Nat Bard and Heidi Sheridan started an ongoing collaboration in the Fall of 2013 between their painting and creative writing courses. Students exchanged and responded to incorporating text and visuals through both artistic mediums, particularly with the use of titles and ekphrastic poetry. The results are on view in the ACC building.



Our Stains are Colors
(Blood is Thicker than Water, but Blood Stains)
Doug Anderson



The Bitch & the Dead Animals
Jillian Santora

MAKE THE CONNECTION!

VOLUNTARY MENTORING PROGRAM FOR STUDENTS



Be a Volunteer! You can help a student:

- ♦ Navigate the Campus
- ♦ Explore Academic Goals
- ♦ Discuss Any Needs or Concerns

SIGN UP TODAY!

Name: _____

Email: _____

Department/Organization: _____

Phone Numbers:

Work: _____ Cell: _____

Day & Time You Prefer to Meet: _____

PLEASE RETURN THIS FORM TO DIANE DEFILIPPO, ACADEMIC SUPPORT
SPECIALIST, CENTER FOR STUDENT SUCCESS, LIBRARY, ROOM 124
CALL 732-255-0456, OR EMAIL ddefilippo@ocean.edu



Higher Education Forum: Spotlight on Student Success

A G E N D A

Friday, February 28, 2014 | 9:00am-4:00pm

9:00am-9:30am MEET & GREET and REGISTRATION | Gateway Building Lobby

Continental Breakfast

9:30am-9:45am WELCOME | Gateway Building Lecture Hall

Dr. Jon Larson, President, Ocean County College
Mr. Bill Young, Vice President, Ellucian

INTRODUCTION of KEYNOTE ADDRESS

Dr. Jianping Wang, Vice President, Academic Affairs, Ocean County College

9:45am - 11:45am KEYNOTE ADDRESS

"Building and Strengthening Student Success: Why it Matters, and What Matters"

Dr. Kay McClenney, Director - Community College Survey for Student Engagement

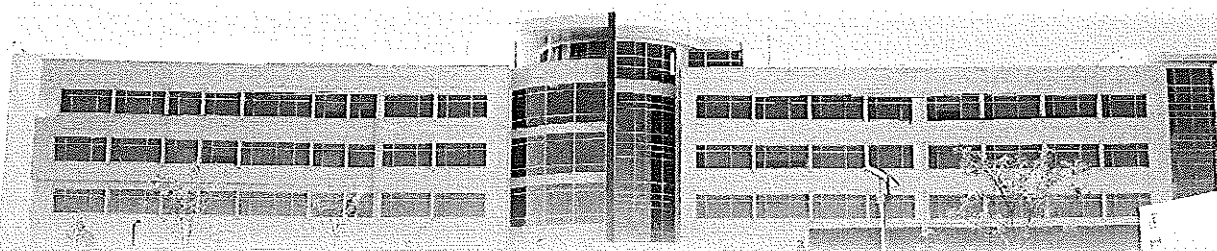
Societal and economic imperatives, accompanied by perpetual financial constraints, are converging to create unprecedented challenges for American higher education. Responding to those challenges requires courage, collaboration across educational sectors and with business and community organizations. Perhaps most of all, it requires ingenuity in designing new and more effective educational experiences for students. With legitimate calls for improved student outcomes, there is also a need to focus limited resources on the high-impact educational practices that will matter most in promoting student learning and attainment. This session will highlight those evidence-based practices and bring the voices of students into the conversation.

12:00pm-1:00pm LUNCH | Gateway Building Lobby



OCEAN
COUNTY COLLEGE

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1:00pm-2:00pm BREAKOUT SESSIONS

BREAKOUT SESSION A

Defining and Measuring Student Success

- Max Slusher, Executive Director of Institutional Effectiveness, Burlington County College
- John Pidgeon, Director of Institutional Research, Gloucester County College
- Dr. Mary Morley, Director of Institutional Research, Ocean County College
- Dr. Tim Coley, Senior Strategic Consultant, Ellucian

The community colleges in New Jersey have been collecting large amounts of data on student success by following the 2008 student cohort. The panel will discuss what data that was collected, why that data was selected, what constitutes success, what factors might correlate with success, and how the results can be used to improve student success.

BREAKOUT SESSION B

Creating a Culture of Student Success: Creatively Seeking Alternative Funding and Effectively Managing Existing Funds in Support of Student Success

- Dr. Jianping Wang, Vice President, Academic Affairs, Ocean County College
- Sharla Trimm, Systems Consultant, Principal, Grants Management, Ellucian

This session will discuss the importance of pathways and strategies for creating a culture of student success. It is imperative that institutions creatively seek alternative funding through various partnerships and effectively manage existing funds to promote student success. This session will demonstrate some effective practices and encourage participants' sharing of experiences and challenges.

BREAKOUT SESSION C

Effective Use of Technology to Support Student Success

- Jeffrey Harmon, Director of E-Learning, Ocean County College
- Hatem Akl, Chief Information Officer, Ocean County College
- Mr. Lee Kobus, Executive Director of Instructional Technology, Ocean County College
- Dr. Christine Martey-Ochola, Academic Consultant, Ellucian

Are you using the right tools to promote student success? This highly interactive session will encourage participants to hear about others' experiences and share promising practices for using technology to enhance student success and completion. We will focus on themes like Distance Learning or E-Learning and other instructional technology issues.

BREAKOUT SESSION D

Faculty and Student Perspectives on Student Success

- Dr. Maureen Reustle, Dean of Academic Services, Ocean County College and Kean Faculty member
- Mr. Donald Doran, Vice President, Student Affairs, Ocean County College
- Katie Lynch-Holmes, Strategic Consultant, Ellucian
- Students from Ocean County College and Kean University

We all know the excitement of a lesson that captivates a whole class. This session will begin with a "lightning round" panel of instructors sharing best lessons and how each ignited "deep learning" with their students. Then students will focus on what student success means to them and what they expect of their faculty to help them achieve their success.

2:00pm-2:15pm BREAK

2:15pm-3:15pm BREAKOUT SESSIONS [REPEATED]

4:00pm-4:30pm WRAP-UP, Q&A, and CLOSING REMARKS | Gateway Lecture Hall

Dr. Jianping Wang, Vice President, Academic Affairs

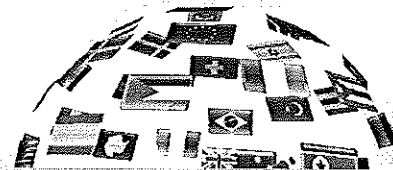
We would like to thank Kean University for their support.



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The Global Education Committee presents

March 3-7, 2014



THE 2014 DREPUNG GOMANG MONASTERY Sacred Arts Tour



MARCH
monday
3

- 9:30 AM - 10:30 AM.....Opening Ceremony/
Begin Sacred Sand
Mandala Creation
(Medicine Buddha - Healing)
- 11:00 AM - 12:15 PM.....Historical Background/
Slideshow of the
Drepung Gomang Monastery
- 12:30 PM - 1:45 PM.....Introduction to Buddhism
- 2:00 PM - 3:15 PM.....Basic Meditation
- 3:30 PM - 4:30 PM.....Cultural Presentation - Dances (Yak)
- 4:30 PM - 4:45 PM.....Daily Closing Ceremony
- 5:30 PM (sunset)*Puja - Purification
* Time to be Announced

MARCH
tuesday
4

- 9:30 AM - 9:45 AM.....Daily Opening Ceremony
- 9:45 AM - 10:45 AM.....Historical Background/Slideshow
of the Drepung Gomang Monastery
- 11:00 AM - 12:15 PM.....Four Noble Truths
- 12:30 PM - 1:45 PM.....Introduction to Buddhism
- 2:00 PM - 3:15 PM.....Basic Meditation
- 3:30 PM - 4:30 PM.....Cultural Presentation -
Dances (Snow Lion)
- 4:30 PM - 4:45 PM.....Daily Closing Ceremony

Merchandise from the Drepung Gomang Sacred Arts Tour
will be available for purchase at ALL events.

100% of ALL proceeds go directly to support, educate, house, feed
and clothe the nearly 2000 refugee monks at Drepung Gomang
Institute in Southern India. Your support is appreciated.



All Events are Free and Open to the Public!

No pre-registration is needed.

MARCH
wednesday
5

- 9:30 AM - 9:45 AM.....Daily Opening Ceremony
- 9:45 AM - 12:15 PM.....Expanded Cultural
Presentations - Visual History
Slideshow, Dances, Good Luck
Dance and Sacred Chants, Prayers
- 12:30 PM - 4:30 PM.....Art Workshops - Sand Mandala
Workshop and Mani Stones
- 5:30 PM - 7:30 PM.....Overtone Chanting/
Traditional Tibetan Meal
- 7:30 PM - 7:45 PM.....Daily Closing Ceremony

MARCH
thursday
6

- 9:30 AM - 9:45 AM.....Daily Opening Ceremony
- 9:45 AM - 10:45 AM.....Traditional Tibetan
Buddhist Debate
- 11:00 AM - 12:15 PM.....Lecture on Karma
- 12:30 PM - 2:30 PM.....Traditional Tibetan Meal/
Cultural Presentation
- 3:30 PM - 4:30 PM.....Lecture on Impermanence
- 4:30 PM - 4:45 PM.....Daily Closing Ceremony

MARCH
friday
7

- 9:30 AM - 9:45 AM.....Daily Opening Ceremony
- 9:45 AM - 10:45 AM.....Traditional Tibetan Buddhist Debate
- 11:00 AM - 12:15 PM.....Lecture on Karma
- 12:30 PM - 1:45 PM.....Lecture on Impermanence
- 2:00 PM - 4:00 PM.....Closing Ceremony
- 4:00 PMProcession to Ocean County College
Lake Ceremonial Disposal of Sand

Co-located by the Global Education Committee and the Global Education Committee
for more information, contact Rebecca White at 202.222.2222 or the Global Education Committee

Scaring Up SPONSORS



Haunts increase competitive edge through mutually-beneficial partnerships with local businesses.

Research & Reciprocation

Before you can start lining up sponsors you need to know two things: What you want from them, and what you can offer in return. Most haunts trade exposure to their customers for cash, media exposure, goods or additional marketing support.

While cash is king, other options can be equally attractive. Partnering with a local radio station or newspaper could provide thousands of dollars' worth of advertising on a no-cash basis.

The Terror Nights Haunted House in Tyler, Texas, offers detailed sponsorship packages to local restaurants for feeding their cast of about 60 actors for two to four nights during their run. In exchange for the meals, partners receive logo placement on various collateral, Website exposure, tickets and more.

Virtually all printed items, including fliers, tickets, VIP passes and fast-pass cards, can be underwritten. Many haunts team up with businesses such as gas stations, convenience stores and restaurants in an effort to build a distribution network for their own promotional materials. Once you identify your objectives, you need to research what you can offer partners. Generally, this comes down to the number of impressions (how many times a logo will be seen) they will receive. Make a list of anything and everything that can display a sponsor's logo without compromising the integrity of your haunt. These are your assets. Next, carefully estimate the number of impressions each asset will

generate. Then, build sponsorship packages based on these impressions.

If you will be handing out 5,000 fast-pass cards, and they cost you eight cents apiece to print, you can "sell" those 5,000 impressions to a sponsor for \$400 (or two sponsors for only \$200 each, or only four cents per impression).

Larger sponsorships can include logos in newspaper ads and mentions in radio commercials, boosting the number of impressions. Many haunts prefer to bundle their assets into packages that sell from a few hundred dollars up to several thousand dollars.

Reach Out

Once you've done your research, it is time to reach out to possible partners. "We make sure we understand the business and customers, and see if we share commonalities that would make a good partnership," Ellen Feist, director of marketing for Terror Behind the Walls at Eastern State Penitentiary in Philadelphia, says.

While all haunt operators would prefer to land big sponsors, sometimes starting small is the best move. "Any deal you can get is better than no deal," advises Chuck Grendys of Fear City in Chicago. "Starting out, you're not going to get big sponsors, so just get something."

No matter who you contact, it's best to start early. Drew Figueroa, of Moxie Media, who handles sponsorships for Nightmare, advises, "It can take six to 12 months to obtain sponsorship, so the earlier the better."

Reward

Now that you have sponsors, you need to keep them. According to Feist, the best way to do this is to over-deliver. "It's much easier keeping an existing sponsor happy than continually trying to secure new ones each year," she says.

Encourage sponsors to attend your event and when they do be sure to roll out the red carpet. "Do not underestimate the value of tickets and other VIP experiences you can offer sponsors," Feist says. "They can use these to keep employees and clients happy."

Report

While complimentary tickets and VIP treatment are important, the bottom line to any sponsorship deal is results. As Figueroa explains, the number one way to keep sponsors happy is by following through with all deliverables. Provide all partners with a tangible record that you've fulfilled your commitments.

Be certain to take pictures and videos of your haunt. Keep copies of all ads, promotional materials and press coverage. Create a sponsorship scrapbook to share with your partners. Be sure to keep a few copies yourself because this year's scrapbook is next year's sales tool. ■

Gary Shaffer, is a marketing expert providing consultation and services to the theater and entertainment community. He is also a professor of communications at Ocean County College in Toms River, New Jersey.