

# 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 19<sup>th</sup>, 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.

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 as illustrated by example in the packet attached to this report. 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.

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 13<sup>th</sup>, to Wednesday, February 16<sup>th</sup>.

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.



## Displaced Homemakers Program At OCC

Women who have lost their primary source of financial support due to death, separation, divorce, or disability or military deployment of a spouse can find assistance through the Displaced Homemakers Program of Ocean County, located on Ocean County College's main campus on College Drive in Toms River.

Displaced homemakers are women of various ages, ethnicities, and socio-economic backgrounds who are affected by a shortfall in fiscal stability and need to obtain or upgrade their skills for transition into the paid labor market.

In 1979, the New Jersey Displaced Homemakers Act was signed into law by then-governor Brendan Byrne. The measure mandated that action be taken to address the problem of displaced homemakers, many of whom are emotionally or vocationally unprepared to enter the job market, require additional training or education, are working but underemployed, or are unaware of community resources.

Ocean County College is pleased to offer the Displaced Homemakers Program, which provides services to

individuals looking to become economically self-sufficient. Through support, counseling, and training, the Displaced Homemakers Center at OCC can assist a woman in reaching her full potential.

Services include academic advising, employment and life counseling, training opportunities,

career planning, connection to social and community organizations, assistance with the job search, health and wellness programs, and self-esteem and confidence building.

All of the services available at OCC's Displaced Homemakers Center are intended to enhance employability and earnings, and to

impact positively on the quality of life for the displaced homemaker and her entire family.

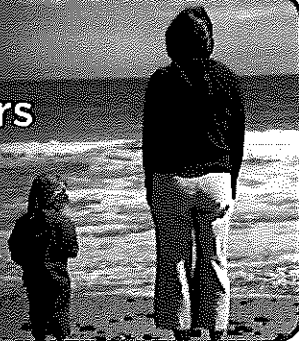
Center coordinators draw on a wide range of contacts within the area to help individuals find the assistance, skills, and confidence they need.

### The Displaced Homemakers

Program at OCC is funded through a grant from the New Jersey Department of Community Affairs' Division on Women.

For additional information on the Displaced Homemakers Program of Ocean County at Ocean County College, call 732.255.0400, ext. 2297, or visit [www.ocean.edu](http://www.ocean.edu).

### Displaced Homemakers Program of Ocean County



Have you lost your major source of financial support because of separation, divorce, disability or death of the primary family provider?

As a result of this loss are you:

- emotionally or vocationally unprepared to enter the job market;
- in need of additional training or education;
- working but underemployed;
- unaware of community resources

### The Displaced Homemakers Program of Ocean County can help!

The Displaced Homemakers Program of Ocean County provides free services to individuals who have lost their primary source of income due to separation, divorce, disability or death of the primary family provider and helps them become economically self-sufficient.

Ocean County College  
Career, Employment  
& Counseling Services  
College Drive • P.O. Box 2001  
Toms River, NJ • 08754-2001  
732-255-0400 Ext. 2297  
[www.ocean.edu/career.htm](http://www.ocean.edu/career.htm)

Funded through a grant from the  
New Jersey Department of Community Affairs  
Division on Women





## HIT Grant Program At Ocean County College

The Health Information Technology (HIT) field is growing rapidly, and Ocean County College can now assist information technology and healthcare technicians and professionals through an exciting new Health Information Technology Grant Program that prepares individuals to support IT in public health settings.

*Over the next five years, 51,000 qualified health IT workers will be hired to meet the needs of hospitals and physicians' offices as they adopt an electronic health care system.*

The Health Information Technology for Economic and Clinical Health Act of 2009 sets forth a plan for advancing the use of health information technology to improve quality of care for citizens. As part of this initiative, OCC received a two-year grant to train individuals and upgrade their skills to fill employment gaps.

The training program, based on OCC's main campus in Toms River,

includes intensive non-degree training courses that can be completed in six months or less, accommodates each trainee's skill gaps, and is flexibly designed to allow each trainee to enroll in just those courses he or she needs to attain the desired level of competency.

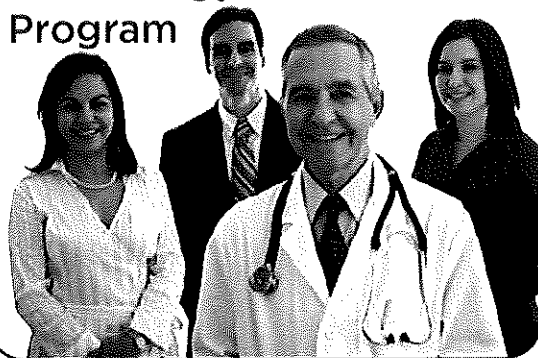
Instruction in IT and/or healthcare areas is provided as is necessary, and participants will receive a Health Information Technology Certificate upon successful completion of the coursework. Tuition reimbursement is available for those who qualify.

*Both health care and IT technicians and professionals are encouraged to apply to the program to ensure the rapid and effective utilization and development of health information technologies.*

▲ For additional information, or to apply, contact Project Coordinator John Knight in the Ocean County College Department of Continuing and Professional Education's Healthcare Information Technology Grant Office, at 732.255.0511, or visit [www.ocean.edu/HIT](http://www.ocean.edu/HIT).

### ATTENTION: IT & HEALTHCARE PROFESSIONALS!

### Health Information Technology Certification Program



■ Upgrade your skills & move into the growing Health Information Technology field!

■ Free job search assistance!

This program prepares individuals to support information technology (IT) in public health settings.

Intensive training courses can be completed in six months or less.

Participants will receive a Health Information Technology Certificate upon successful completion of the coursework.\*

To apply, contact:

Ocean County College

Continuing & Professional Education

Healthcare Information Technology (HIT) Grant Office

Project Coordinator: John Knight • 732-255-0511

[www.ocean.edu/HIT](http://www.ocean.edu/HIT)

\*Tuition reimbursement for those who qualify



**OCEAN**  
COUNTY COLLEGE  
CONTINUING &  
PROFESSIONAL  
EDUCATION

# Health Information Technology Grant Program



- IT and Healthcare Technicians and Professionals Qualify!
- Upgrade your skills and move into the growing Health Information Technology field!
- Free job search assistance!

This program prepares individuals to support information technology (IT) in public health settings. Instruction in IT and healthcare areas is provided depending on your background.

Intensive training courses can be completed in six months or less. Participants will receive a Health Information Technology Certificate upon successful completion of the coursework.\*

**[www.ocean.edu/HIT](http://www.ocean.edu/HIT)**

To apply, contact:

**Ocean County College**

Continuing & Professional Education

Healthcare Information Technology (HIT) Grant Office

Project Coordinator:

**John Knight • 732-255-0511**

\*Scholarships are available for those who qualify.

This project is funded by the  
Office of the National Coordinator,  
Department of Health & Human Services,  
Grant Number 90CC0080.



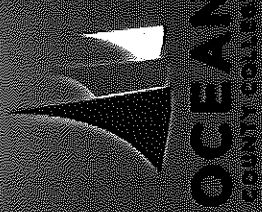
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 Only \$10 for \$30 worth of great food from Hemingway's Restaurant



Only \$10 for \$30 worth of great food from Hemingway's Restaurant

LATEST HEADLINE: 2:16 PM TUESDAY, DECEMBER 21, 2010

NEWS » LONG BRANCH POLICE SUBDUDE GUNMAN IN RESIDENTIAL NEIGHBORHOOD

TOP HEADLINES

STAFF BLOGS

YOUR NEWS & PICS

THINGS TO DO

Today's Highlights

A milder winter in store for the Shore this year

After a year of extremes, early signs are pointing to a milder winter. That assessment comes from State Climatologist David Robinson, who said that recent weather indicators... [More..]



- ARCHIVED GALLERY: Snow Blankets The Shore (2/29/2010)
- ARCHIVED GALLERY: Snowstorm aftermath (02/07/2010)
- ARCHIVED GALLERY: Snow falls in Belmar, Bradley Beach (2/26/2010)

Read Comments(8) Recommend

N.J. loses seat in Congress

New Jersey has lost a seat in Congress for the next decade the



What's New

- launches Navy fighter jet NEW! LAKEHURST — The first live aircraft launch using the Navy's electromagnetic catapult was a success when an... [More..]
- Keansburg man faces charges for assault on police NEW!
- BUSINESS: Deutsche Bank to pay over \$550M in fraud probe NEW!
- Long Branch police subdue gunman in residential neighborhood UPDATED! (16)
- Divided FCC adopts rules to protect Web traffic NEW!
- ENTERTAINMENT: Betty Ford Clinic staffer accuses Lindsay Lohan of battery NEW!
- NJ blogger who wrote "Judges must die" is sentenced in NY (7)
- 23 percent can't pass military exam (18)
- US teen birth rate at all-time low.

Photos

Metromix

MomsLikeMe

When do you open your presents? momslikeme.com



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Weather & Traffic

METROMIX

Photos from the weekend

Shots from Moore's

Profile picture placeholder

Navigation menu:

- Home
- Profile
- Friends
- Groups
- Marketplace
- Events
- Pages
- Search

### News Feed

Timeline of posts with profile pictures and text.

Post 1: [Profile Picture] ...

Post 2: [Profile Picture] ...

Post 3: [Profile Picture] ...

Post 4: [Profile Picture] ...

Post 5: [Profile Picture] ...

Post 6: [Profile Picture] ...

Post 7: [Profile Picture] ...

Post 8: [Profile Picture] ...

Post 9: [Profile Picture] ...

Post 10: [Profile Picture] ...

### Events

With are you planning?

Join a Facebook Event

### Sponsored

Ocean County UNLops

Get something done

### Requests

5 new friend requests

### Get something done

- Work on Facebook
- Work on Facebook
- Work on Facebook
- Work on Facebook





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Q Bing

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Web Images Video Local Shopping More

Web Search

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Sign In

New here? Sign Up Have something to share?

Page Options

YAHOO! SITES Edit

Mail

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Dating

Finance (Dow Jones)

Games

Health

Horoscopes

HotJobs

Messenger

Movies

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Shopping

Real Estate

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Sports

Travel

Updates

Weather (38°F)

More Yahoo! Sites

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Facebook

Twitter

More Favorites

TODAY - December 21, 2010



Play Video

Dying teenager takes a chance on love

Sabrina Parker was too young to marry. Matt Scozzari — but before she died, they found an alternative. Ceremony »



Companies that fell in 2010

Track play goes team state title

Dolce takes spin dobie

NEWS WORLD LOCAL FINANCE

- Divided FCC adopts rules to protect traffic flow on Internet
- S. Korean troops bracing for possible attack from N. Korea
- Groom regrets scandalous New York Times wedding feature
- Barbour defends race comments, but damage may be done
- 'Barney Miller' actor/comedian Steve Landesberg dies at 85
- Actor falls 30 feet on the set of Broadway's 'Spider-Man'
- Two Tacoma men convicted in 2010 killing
- Pfizer recalls more bottles of Lipitor...
- Photos: Running of the Santitas
- NFL • NCAA • NBA • NCAA • Soccer • NHL • NASCAR

Markets: Dow: 11,528.00 D: 0.43% Nasdaq: 2,666.80 D: 0.64%

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- Diet plans
- Amelia Earhart
- Sarah Palin
- Zara Phillips
- Bill Cowher
- Betty White
- Dating sites

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VIDEO PICKS



Go to Video

Students remake Cyrus song to inspire reading



Town's centuries-old holiday craft



Puppies train to help people with epilepsy

Santa's Beard of Joy

Yahoo! invites you to explore the most famous beard of all. What joys will you find hidden inside?

Visit beardofjoy.com



http://sports.yahoo.com/

Yahoo! Sports - Sports News, Scores, Rumors, Fantasy Games, and more



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NBA

NHL

NCAAF

NASCAR

Golf

UFC

Boxing

Soccer

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NHL

NCAAF

NASCAR

Golf

UFC

Boxing

Soccer

Tennis

Action Sports

More

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Fantasy

NHL

DUCKY HILLER ST

## Poor decision



LeBron James is still paying the price with fans for taking his talents to South Beach - and how he revealed his plans. Wetzol: Year's top story  
More 2010 in review: NBA | NFL | MLB | College football - Basketball

**Trade deal progresses**  
The Nets are building a trade to land Carmelo Anthony and additional talent. Details:  
• Avenas feeling welcome

**Broken hopes**  
Tony Romo's season is over after the Cowboys put him on injured reserve. CB options:  
• Jase Sanchez limited?

**Fantasy football**  
Redskins QB Rex Grossman could pay big dividends for owners - seriously. No joke:  
• More players on the rise

**Players worthy of notice**  
Even the Pac-10 overlooks Brandon Barfs offensive skill for Oregon. Most underrated:  
• Bowl picks | Play along



GMC

NEVER SAY NEVER MOMENT OF THE WEEK

THIS WEEK'S UNFORGETTABLE COMEBACKS FROM AROUND THE NFL

GO»

YAHOO! SPORTS EXPERTS

LeBron's decisive backlash topped all stories  
Dan Wetzol December 21, 2010



LeBron James' free agency and made-for-TV "Decision" dominated all sports headlines in 2010. Read More

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Fayve lets down Packer backers again | NFL  
Michael Silver December 20, 2010

Nets structuring new deal for Anthony | NBA  
Adrian Wojniarowski December 21, 2010

Japanese MMA falls on hard times | MMA  
Dave Meltzer December 21, 2010

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VIDEO SPOTLIGHT

THIS WEEK'S UNFORGETTABLE COMEBACKS FROM AROUND THE NFL

GO»



Pacers' roller-coaster ride victory  
Savage December 21, 2010  
More: video



NFL: Giants will recover after collapse  
Savage December 20, 2010  
More: NFL video



Bowl teams and players to watch  
Savage December 20, 2010  
More: NCAA video

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Get one click access to your Fantasy games and real-time score updates for your favorite teams.

Get Yahoo! Toolbar for Sports

New User? Register Sign In Help

Make Y! Your Homepage

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# YAHOO! FINANCE

HOME

INVESTING

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MY PORTFOLIOS

TECH TICKER

GET QUOTES

Finance Search

Tue Dec 21, 2010 1:07PM EST - U.S. Market closed for the 7th time

Open an account online: \$7 stock trades, no share limit

## MARKET SUMMARY

US **11,528.99** +50.86 +0.44%

DOW **11,540** +11.500

S&P 500 **1,254.06** +6.98 +0.56%

10 Yr Bond(%) **3.3690%** +0.0200

Oil **89.51** +0.14 +0.16%

Gold **1,388.10** +3.10 +0.22%

Nasdaq **2,666.59** +17.03 +0.64%

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Gold **1,388.10** +3.10 +0.22%

Nasdaq **2,666.59** +17.03 +0.64%

### TOP STORIES

## Seven States to Increase Minimum Wage on Jan. 1

CONNECTION

About 647,000 minimum wage workers will see their paychecks bump up slightly beginning next year, according to a report released Tuesday by the National Employment Law Project.

- Cuomo sues Ernst & Young over Lehman - NYTimes
- Republican-leaning states gain clout from Census - Reuters
- SEC probes China stock fraud network - TheStreet
- Go "long on women" for profits: BofA Merrill - Reuters
- United Nations building evacuated due to gas leak - Reuters
- Microsofts 1.5 M phone stockpile - TheStreet
- Banking, other deals drive stock indexes higher - AP
- Bank CEO "quite optimistic" about 2011: I think you'll see much more lending - Tech Ticker
- Brokerages will have to tell IRS what U.S. investors paid for stock - Bloomberg

» View more top stories

### FOCUS ON LIFELONG INVESTING

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## Filing for Bankruptcy in Retirement -- A Good Thing?

CNBC

Bankruptcy certainly carries a stigma. But sometimes it's your only option -- and not necessarily a bad one.

- Could You Afford to Retire Without Social Security? - WSJ
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AdChoices

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### VIDEOS

## Outlook for 2011

» View all videos

- Safe Haven of Muni Bonds at Risk? - FOX Business Now
- Horan Sees Net-Neutrality Rules as Win for Consumers - Bloomberg
- SEC Said to Start Inquiry Into Hurd's Exit From HP - Bloomberg

» View all videos

### QUOTES

Recent Quotes

Your most recently viewed tickers will automatically show up here if you type a ticker in the Get Quotes box on the top of the page.

# Sports Page Screen Shot

The Ocean County College banner ad will run impressions on the Home Page, Entertainment Page, Sports Page, Finance Page, and the Sign-in Page.

**comcast.net Sports**

Search

Sports Home | NFL | NBA | NHL | College Football | College Basketball | Motor Sports | Golf | Tennis | Soccer | Boxing | Fantasy | More Comcast

Get More: Sports on Comcast | TV Listings | Forums | Rulebook Rules | Video View | Write That Down | Sports Videos | Deportes En Español | Trivia | Tickets

### Jets Finally Get One In Pittsburgh

The Jets not only stopped their recent slide, they also won for the first time ever in Heinz Field. Steelers Run Out of Time.

**Related Links**

- Patriots Score Past Green Bay
- Eagles Stop Giants on First Play
- Yellow Lines First Career Start
- Ravens Defense Makes Plays Against Saints
- Jets Get Back on Track in Pittsburgh

### Editor's Pick

What's Your 20? Give Lee Russell and Johnny Goodtimes 20 minutes. They'll give you the sports world, and plenty of entertainment.

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Tuition at other Colleges \$12,500+

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### Highlight Reel

Manuel Valls Strong Performance | Highlights: Arizona - N.C. State | Highlights: Kansas - KU | Highlights: S.C. State - U

### Today's Headlines

AP | Reuters | SB Nation

### Watch Live Sports

Manchester City vs. Everton  
Mon, Dec 20, 2:55 PM EST

# Finance Page Screen Shot

The Ocean County College banner ad will run impressions on the Home Page, Entertainment Page, Sports Page, Finance Page, and the Sign-in Page.

**comcast.net Finance**

Search

Finance Home | Stocks | Portfolio | Personal Finance | Finance Videos | More Comcast

Get More: Blog for What It's Worth | Finance Forums | Trivia | More | Free Credit Score

### Top Headlines

Catch up on the top financial news of the day

- US gas demand showed fall for good after 10 weeks
- Stocks moved as oil from last week's gains
- New York Times: Office and factory shutdowns
- Airport faces its travel havoc as it's Britain, Europe

### Markets

Dow	11,458.96 (+255.10 (2.2%))
NASDAQ	2,653.08 (+10.69 (0.4%))
S&P	1,247.52 (+4.01 (0.32%))

Get Quote

### Today in Finance

- Automakers Ending EPA
- Ford's New Model Line
- Fed's New Policy
- AT&T's New Policy
- Google's New Policy
- Microsoft's New Policy

### Quotes and More

- Today's Most Important
- Get the Latest News
- Free Stock Quotes
- Screen Your Portfolio
- Find the Best Stocks
- Track Your Investments
- Compare Your Portfolio

### Personal Finance

- Tax Tips for 2010 Taxes
- How to Pay Your Taxes
- Before You Buy a Home
- 5 Steps to Financial Success
- 8 Reasons to Buy a Home
- 24 Ways to Win the Lottery
- Top 10 Ways to Save Money

### GET SMART. SAVE MONEY.

Tuition @ OCC \$4,000  
Tuition at other Colleges \$12,500+

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### My Investments

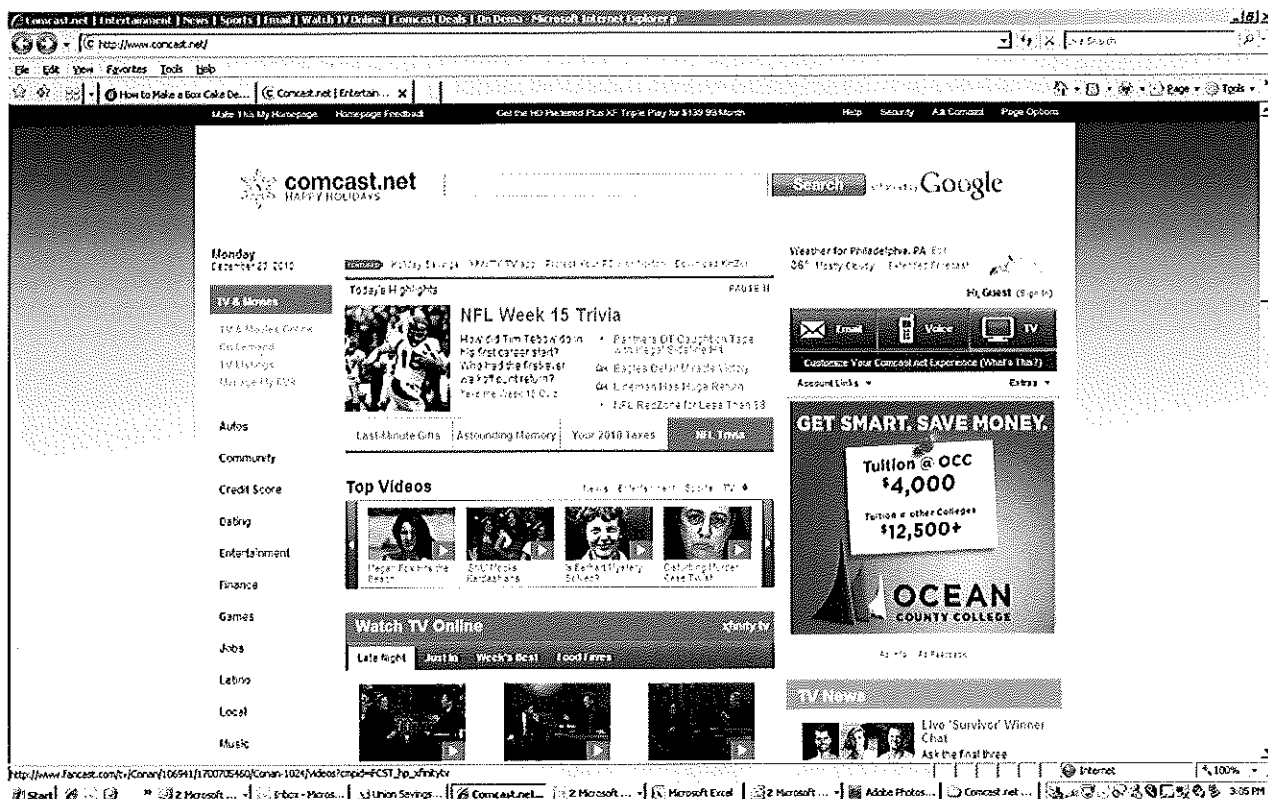
My Portfolio | Watchlist

Track Your Investments Here



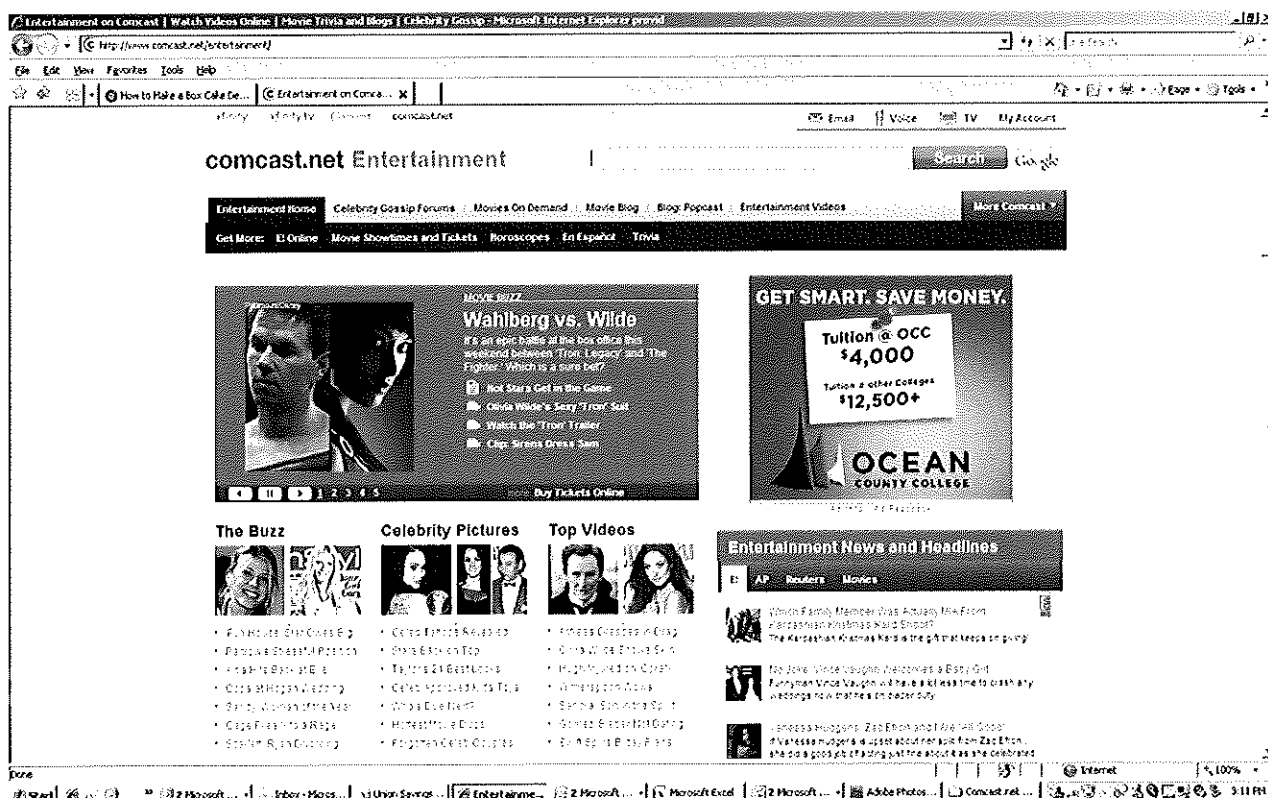
# Home Page Screen Shot

The Ocean County College banner ad will run impressions on the Home Page, Entertainment Page, Sports Page, Finance Page, and the Sign-in Page.



# Entertainment Page Screen Shot

The Ocean County College banner ad will run impressions on the Home Page, Entertainment Page, Sports Page, Finance Page, and the Sign-in Page.



# Sign-In Page

## Screen Shot

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## Scheduling Considerations

- The new health care law does not require students to be full time to be on their parents' health insurance.
- The economy is creating an increased need for students to work. *(If they have jobs they are typically in retailing and food service/hospitality, where peak hours of work are Friday, Saturday and Sunday)*
- The day and evening schedules do not complement one another causing students to be on campus additional days in many cases or simply not scheduling classes.
- Students simply do not have the money. *("How many credits can I buy for \$900.00?")*
- Many middle/working class students and parents are reluctant to borrow money for anything.

## Recruitment Considerations

### Immediate interventions-on-going now

- Phone calls to remind students to pay their bill
- Email blast to inquiry pool / stop-outs. Message: it's not too late to register. *Population: inquired but did not apply, applied but did not register, attended in the SP10 or Fall10 - did not re-register.*
- Email blast re: Quick term registration
- Phone calls to inquiry pool / stop-outs - registration reminder. *Population: inquired but did not apply, applied but did not register, attended in the SP10 or Fall10 - did not re-register*
- Mailing Quickterm flyer to local businesses, libraries, schools, etc..

### Strategic

- Next month or so - scheduling days at each high school - "OCC Instant Admit Day"
- March: College Planning Conference (Open House) for the community
- "Build Your Future Not Your Debt" campaign.
- Outreach to returning veterans, displaced homemakers, adults returning to college, "at risk" students (all grant programs). Separate outreach to Millennial and Gen X generations who never came to college *(just take one class theme)*. These students tend to be part-time.