

Stockton's Manahawkin Instructional Site

Annual Report 2014



Introduction:

The Manahawkin Instructional Site is an integral part of the Ocean County community. Students in the region seek to take courses at our site, which is convenient to home and work activities. Of the 5,610 commuter students who were registered in the Fall of 2014, 20.4% reside in Ocean County and 3.6% reside in neighboring Monmouth County, which means that one-quarter of all of Stockton's commuting students could easily take classes in Manahawkin. Our students are engaged in a number service learning projects with non-profit and community organizations, including food and clothing collection initiatives. The faculty enjoys both the convenience of our location, and the administrative and technical support available on site.

The Manahawkin staff works diligently to capitalize on the limited physical space of this site, two classrooms, to accommodate the growing number of academic courses and increased demand for educational, cultural and co-curricular programming. This is achieved in part through creative scheduling of classes. Our attendance at programs continues to increase steadily, particularly SCOSA programs and the "Lunch and Learn Series," co-sponsored with Atlanticare and the Rothman Institute. Our mission includes serving the community in addition to offering programming for Stockton students. Our students utilize the academic advising, computer stations and technical support available on site. We are pleased to see the steady growth of all programs, both academic and co-curricular at our site.



Stockton College Manahawkin Instructional Site

712 East Bay Avenue
Manahawkin, New Jersey 08050
609-626-3883
Manahawkin@stockton.edu

Manahawkin Staff

Michele Collins-Davies, *Operations Manager*

Nicole Heinrich, *Program Assistant*

Mark Pezzotta, *Program Assistant -60%*

Maria Giunta, *Administrative Support, TES*

Jim Earle, *Security Personnel*

Mark Burns, *Security Personnel, TES*

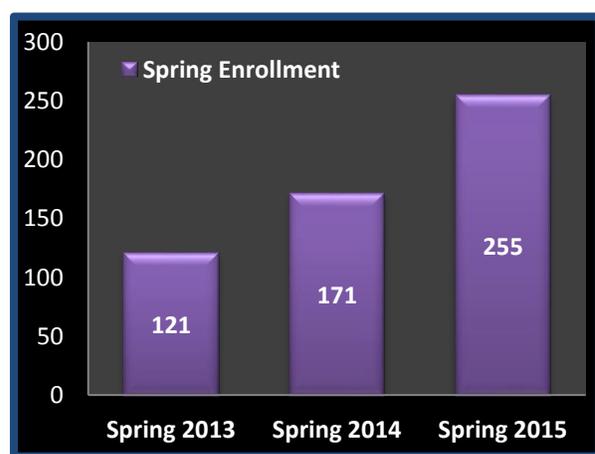
Facility

Our site offers two 35 seat smart classrooms each complete with lap top carts. The facility has student computer stations in the lobby and an administrative office.

The facility’s location, generous course offerings and ample parking make it a convenient location for students to begin or continue their Stockton education. It also provides an opportunity for students and the community to participate in many of our programs and workshops throughout the year.

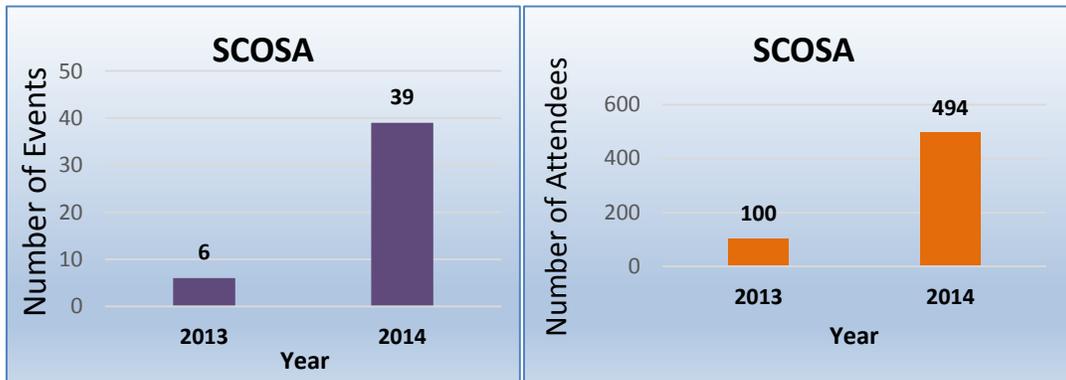
Highlighted Accomplishments

The Manahawkin Instructional Site has offered 75 undergraduate and one graduate course since opening in the fall of 2012, enrolling a total of 1,314 students. For the past three years, our enrollment has grown by more than 100 students each fall semester and over 50 each spring semester. The average number of students per class is 17.52, which exceeds with the college’s student to faculty ratio of 17.2.



Our faculty offer meaningful workshops and programs on a wide range of topics. We provide ongoing volunteer services in support of several programs and events sponsored by various non-profit organizations in the region.

- The site co-sponsors a variety of student centered programs each semester including; academic advising days, commuter receptions, financial aid workshops, transfer freshman and graduate Admissions days, Re-Enrolling Adult Learners (R.E.A.L.) informational sessions, Dean of Students “Meet and Greet”, Wellness Center programs, workshops presented by the School of Business, General Studies and Social and Behavioral Science faculty.
- We continue to partner with SCOSA, Stockton Center on Successful Aging, to offer educational, social and cultural programming resulting in a significant increase in events and participation.



- Since opening in September 2012, we have hosted 173 programs with a total of 4,643 attendees.
- Professional staff was trained to utilize the software X-25, a scheduling and reporting tool, to generate reports to assist our academic partners with the coordination and planning of our 2015 academic schedule.
- Developed the template to be used College-wide for a comprehensive financial and facility usage report for all off-campus sites. This report included an analysis of data relative to our facilities usage as well as the expenses and revenues associated with our operation.
- Collaborated with professional staff from the Provost’s Office, External Affairs, Human Resources and Computer Services to offer professional development trainings and retreats on relevant academic support services.
- Assisted Campus Police with the development of security standards for Stockton’s off-campus sites including: hiring criterion, emergency response training, and general orientation programs, coordinating off-campus security staff schedules, reviewing safety and security guidelines and documentation and reporting protocols

Mission

To offer students a quality Stockton education, as well as the opportunity to participate in meaningful community and service learning projects.



Objectives

Learning

Students are enrolled in a variety of academic courses across the curriculum. Offering courses at our off-campus site will provide students with the opportunity to continue to make progress towards completing their degrees.

Engagement

The Manahawkin Instructional Site provides a variety of opportunities for students to foster partnerships with local non-profit and for profit agencies through our volunteer and service learning programs. We are active members of The Southern Ocean County Chamber, which allows us to be vital in our community and assist with local projects to promote our town and the region.

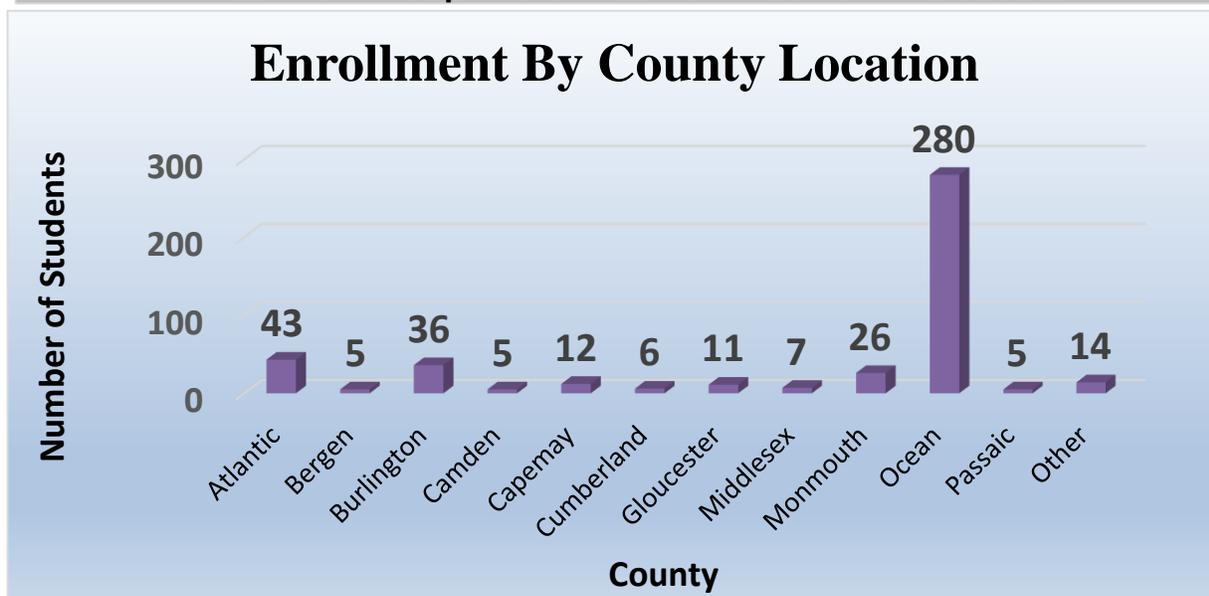
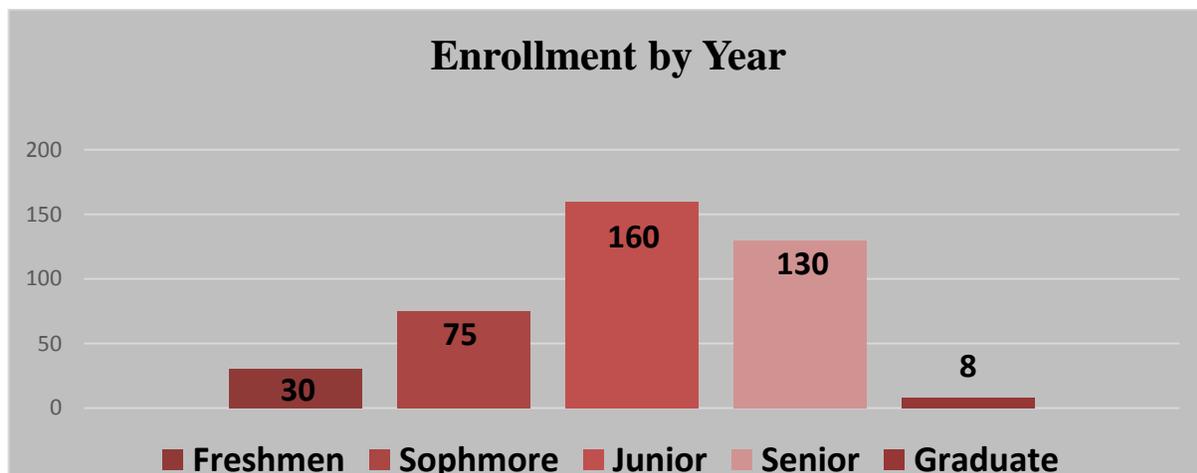
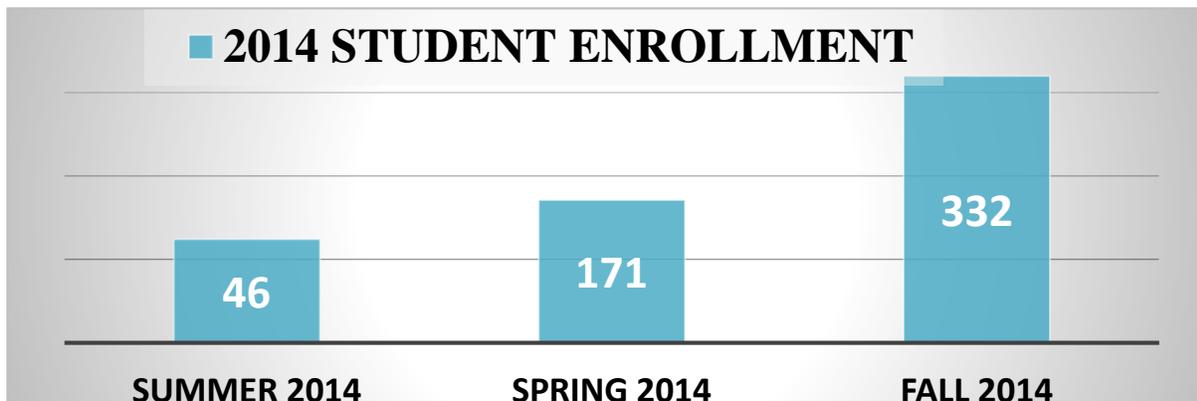
Global Perspective

Our diverse course offerings are taught by professors who possess rich educational backgrounds which provide our students with a global perspective within their academic courses.

Sustainability

The Manahawkin Instructional Site actively participates in recycling programs and other environmentally oriented community initiatives including annual beach clean ups.

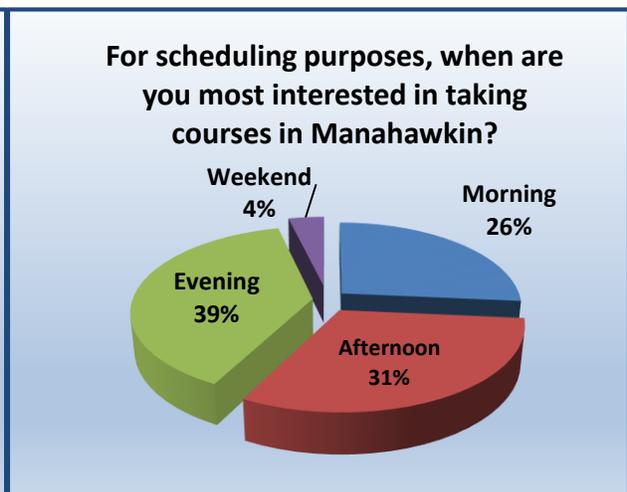
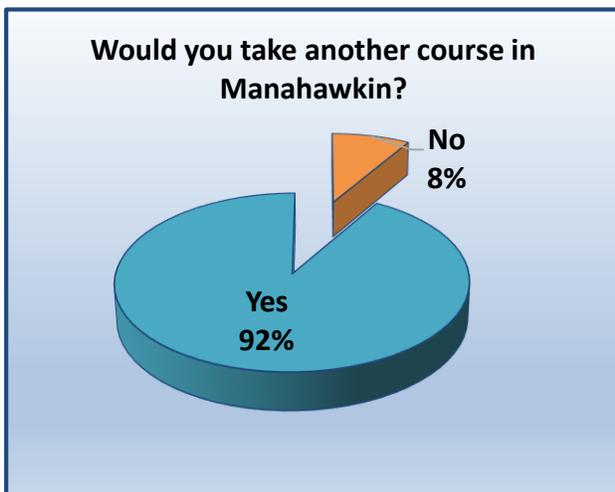
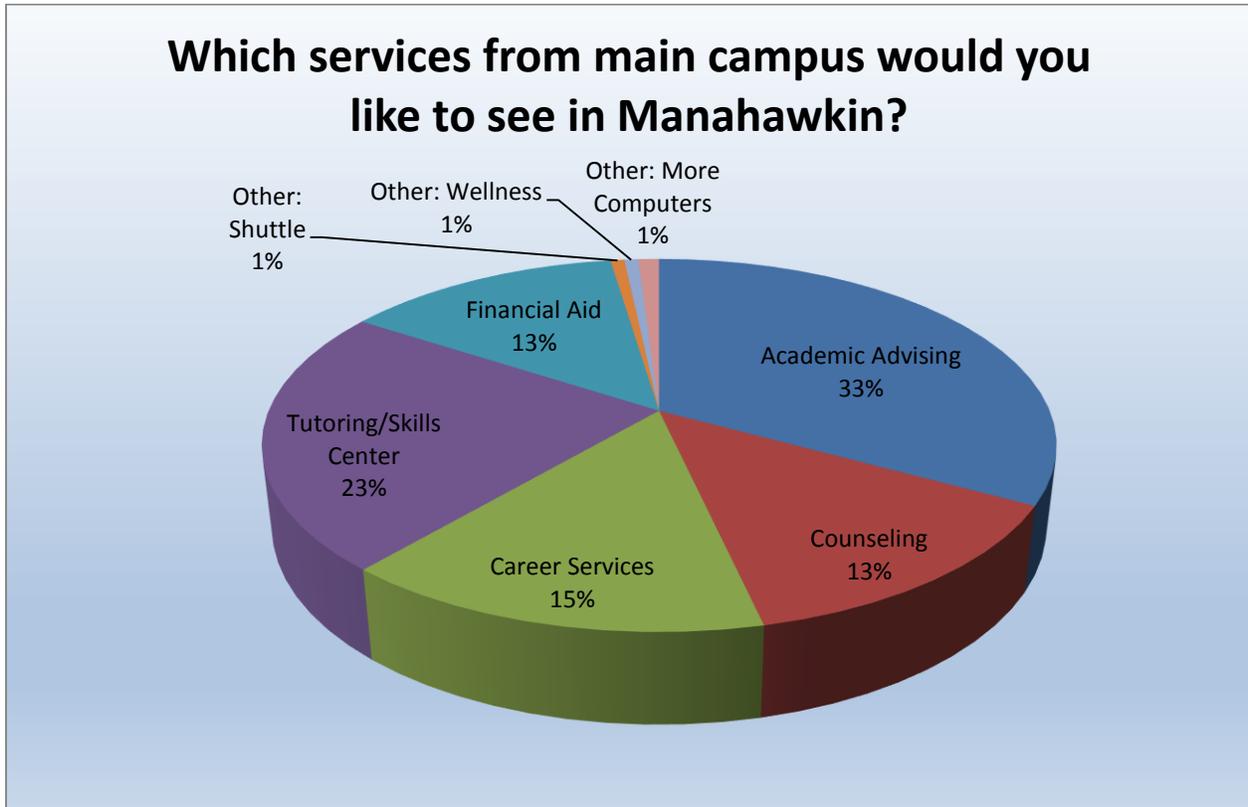
Enrollment Information:

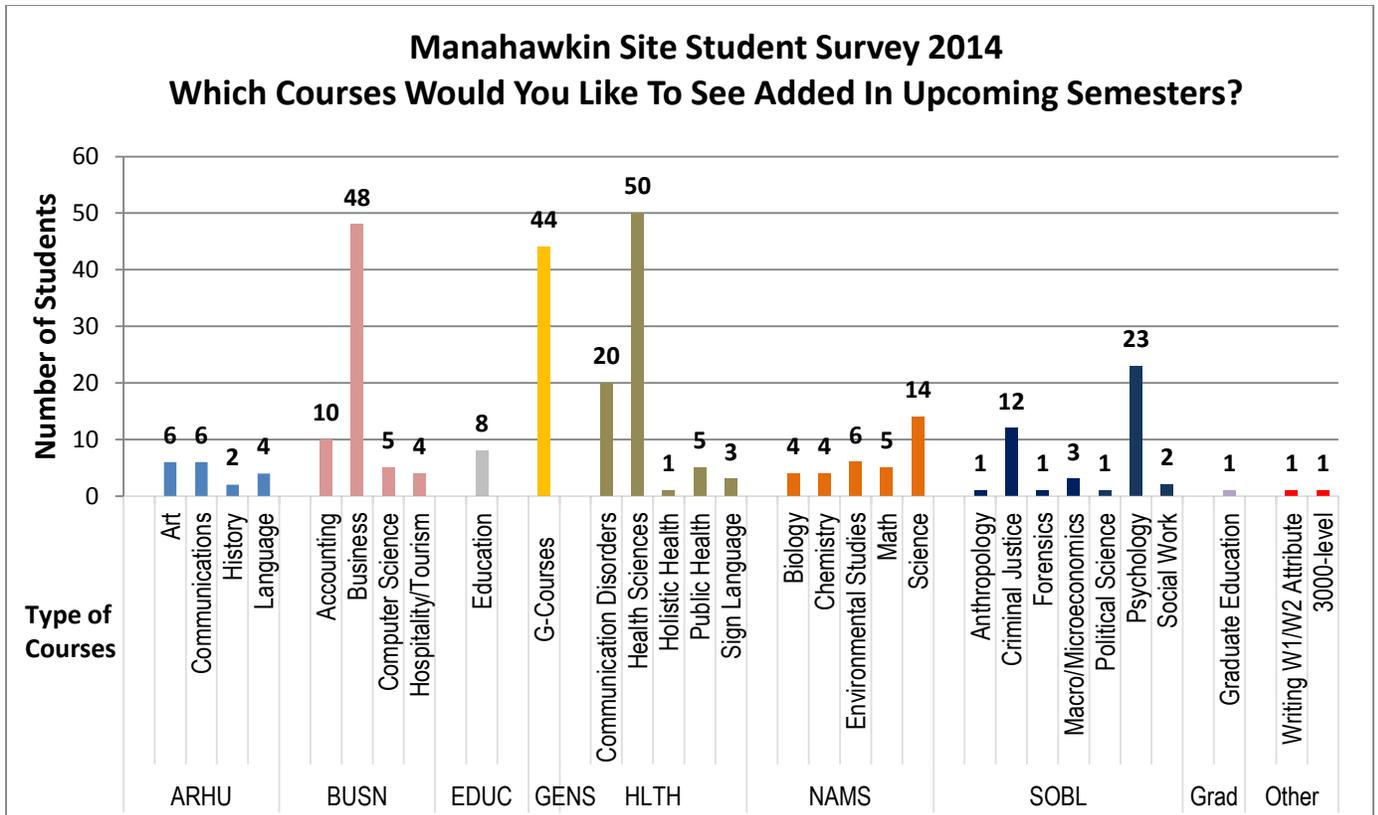


** Others include Warren, Union, Sussex, Salem, Morris, Mercer, Hunterdon & Hudson Counties

Site Assessment:

A survey was developed and distributed to students enrolled at The Manahawkin Instructional Site in 2014. The following data represents their responses to the questions.

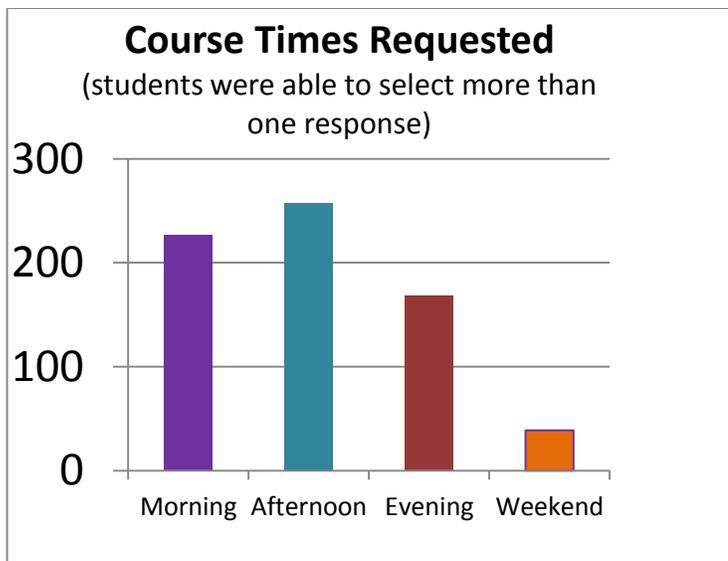
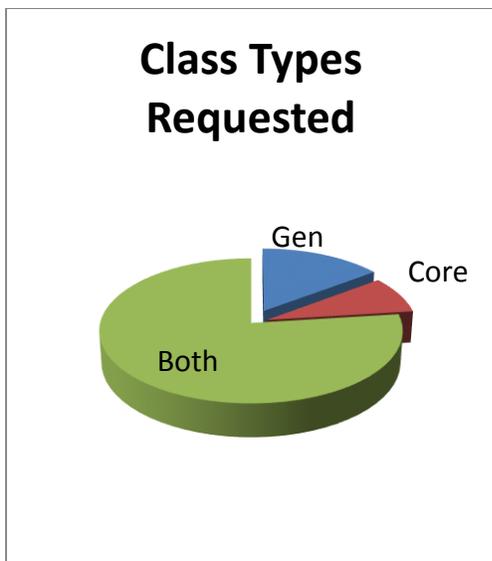




Commuter Survey

This data was compiled from surveys distributed to commuter students registered for courses during the Fall 2014 semester from Ocean, Monmouth and Burlington counties.

Of the 368 responses, 291 students are interested in taking at least one course in Manahawkin



Summary of Staff Professional Development Activity

Human Resources

“Interviewing for Success: The Hiring Manager’s Perspective”
“Who are our customers?”

Undergraduate Degree

Computer Science

Graduate Degree

Student Affairs and College Counseling

First Aid

Blood Borne Pathogens Training
CPR/AED Training Certified

Payroll

Time Sheet Proxy Review Session
I-9 Form Preparations Review

Professional Staff Development

Mid-Atlantic Multi-State American
Council on Education Women’s
Network Conference, NYIT, NY

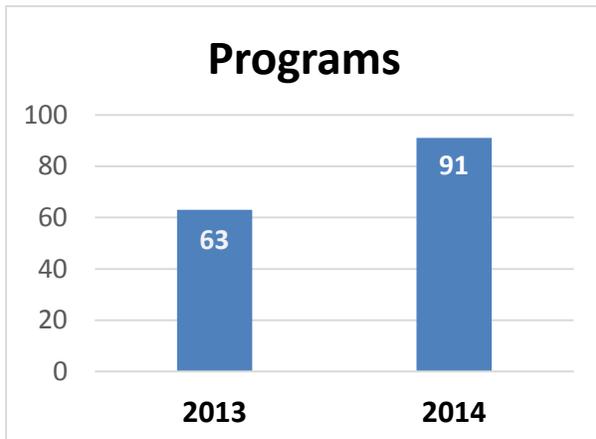
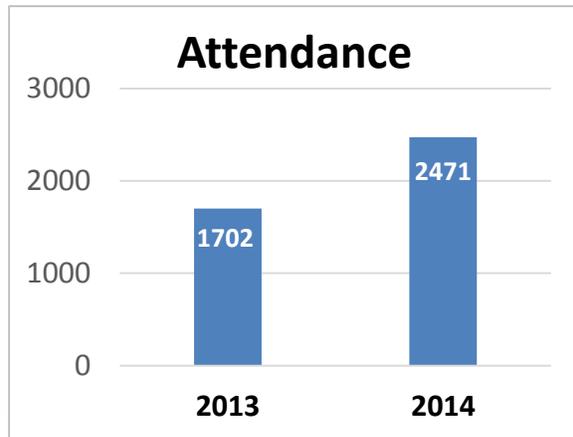
Completed NCBI “Leadership for
Diversity Certification”
“Train the Trainer Workshop”

Staff Retreats

Academic Advising Overview
Enrollment Management Overview
College of the Future; “Who are our
Students”
External Affairs: Overview & Support
Emergency Response-Off Campus Sites
Maximize promotional efforts via Social
Media
Software: X 25 Overview and
Demonstration
Enrollment Management Overview
Marketing and Messaging



Programming Statistics:



New Partnerships 2014

The Long Beach Island Foundation of The Arts & Sciences

The Foundation promotes the arts and sciences on Long Beach Island and in the surrounding communities by enlightening, educating, and stimulating thought and discussion about current trends in the arts and sciences and by providing broad educational and cultural programs for all ages. We partnered with the Long Beach Island Foundation for the Arts and Sciences to host SELFIE, an empowerment program for young women.

Alliance For A Living Ocean

Works to save New Jersey's beaches. The mission is to promote and maintain clean water and a healthy coastal environment through education and research. As part of the course curriculums, our students participate in ongoing beach clean-up projects.

Soroptimist of Long Beach Island

Soroptimist International is the world's largest classified service organization for executive and professional business women. They donate money, clothing and other amenities to the local community. We support this initiative by collecting business clothing from the college community and hosted a service project for MLK Day.

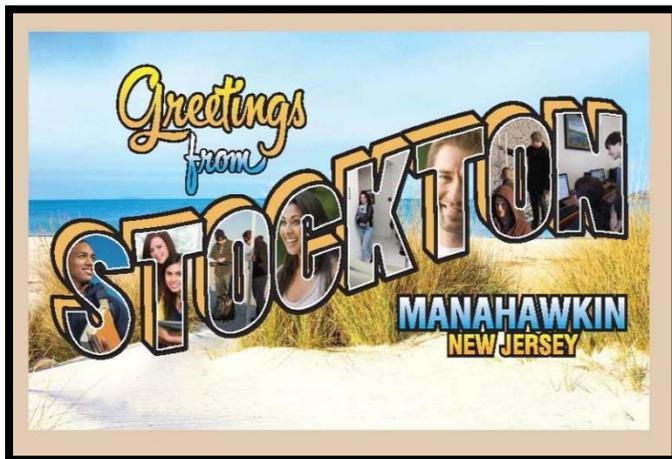
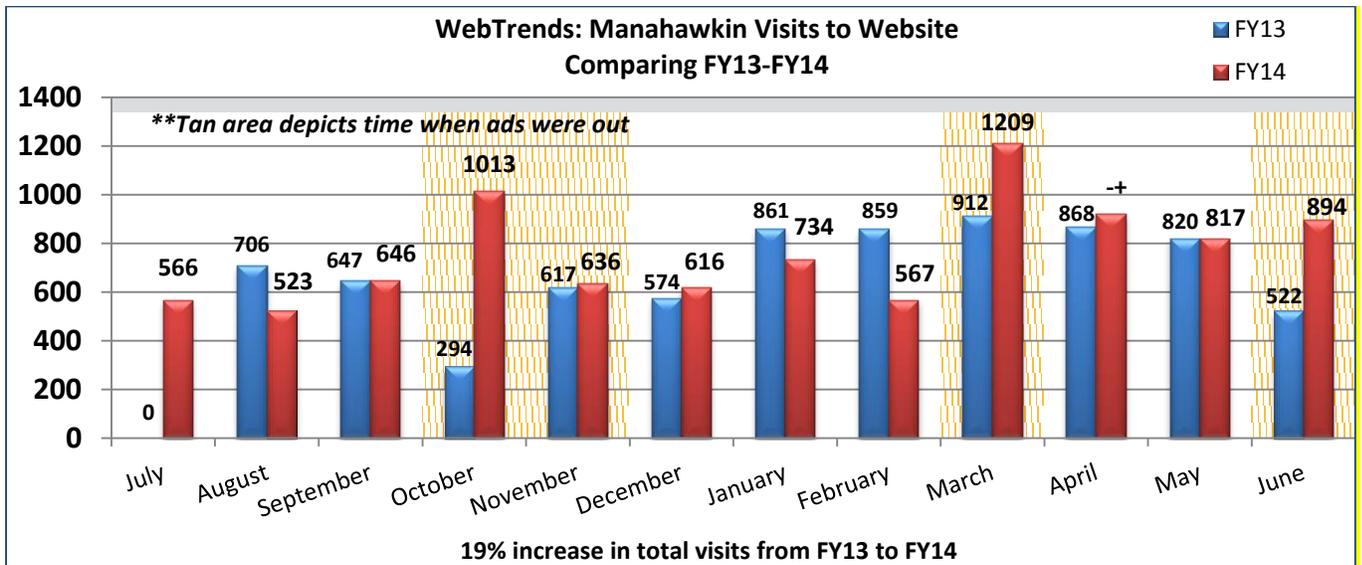
Ongoing Partnerships

- Southern Ocean County Chamber of Commerce
- Rothman Institute
- AtlantiCare
- Stafford Township Police Department
- Bay Avenue Business Association
- Lighthouse International Film Festival
- Ocean County College
- SCORE
- Meridian Health
- US Small Business Administration
- Surflight Theatre
- Jetty Rock Foundation
- Tuckerton Seaport

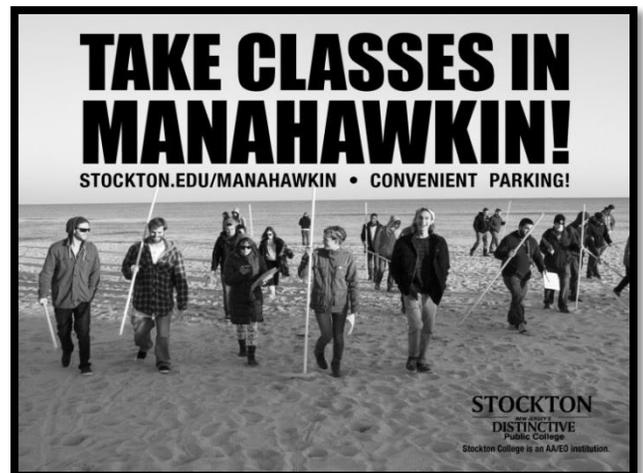


Marketing Initiatives:

We collaborated with the office of External Affairs to promote awareness of the instructional site in the region. There was a 19% increase in total visits to the site website from FY13 to FY14 (7,680 to 9,141) and a 62% increase in average visit duration from FY13 to FY14 (3:08 minutes to 5:05 minutes). Additionally, there was a 73% increase in visitors who visited more than once (599 to 1038). Below are samples of advertising that was utilized.



This postcard was sent to incoming freshmen and transfer students in the fall of 2014 that live in Ocean, Monmouth and Burlington Counties.



This ad was placed in the Argo, channel 2 TV's on main campus and on the LED billboards on College Drive.

Reminder! meet me on the other side 

Stockton is in MANAHAWKIN

Register for classes at Manahawkin on your GoPortal
Search classes by campus:
Manahawkin Instructional Site (MIS)

MANAHAWKIN
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

Table-tent placed on every computer station during Summer Registration days.

STOCKTON

in Manahawkin

**Quality Education
in a Convenient Location**

www.stockton.edu/manahawkin

STOCKTON
NEW JERSEY
DISTINCTIVE
Public College



Billboards Toms River & Manahawkin

STOCKTON COLLEGE

Manahawkin Instructional Site

- Undergraduate, Graduate and Continuing Studies Programs
- Available for trainings and workshops
- Hold your next meeting or seminar at our professional site

Attributes:

- State-of-the-art classrooms
- Computer lab
- Administrative Support Offices
- Student Lounge Area



STOCKTON
NEW JERSEY
DISTINCTIVE
Public College

Contact Information:
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609.626.3883 • stockton.edu/manahawkin

Published in The Sandpaper, Leader, Observer, Beach Haven Times and LBI Guide

Manahawkin Goals for the Future

Goal 1:

Cultivate relationships across the college to infuse innovative academic and experiential learning opportunities for our students.

Goal 2:

Identify additional partnership opportunities for students and staff from the Manahawkin Instructional site to work with local non-profit agencies, businesses, and service-related providers on meaningful projects.

Goal 3:

Continue to expand our marketing campaign to encourage perspective students and organizations to utilize Manahawkin Instructional Site for academic classes and training.



Look Ahead

The opportunities for continued growth in Ocean County are vast. If we consider the high percentage of senior citizens in Ocean County, coupled with the recent growth in families with young children, we find ourselves on the precipice of potentially rapid growth of adult students. With high quality Stockton classes and a growing student body, it is our responsibility to meet the demands of our site, to fill the need for undergraduate and graduate education where little exists.

Our focus remains on enhancing the academic and co-curricular experiences for both our students and faculty. We welcome the opportunity to explore new ways to interact with our faculty and engage with students enrolled in Manahawkin through a variety of service learning, volunteer and co-curricular programming efforts. We will continue to forge partnerships with community partners, the Southern Ocean County Chamber of Commerce, area businesses and local townships.

