



Division of Student Affairs Program Review

The Richard Stockton College of New Jersey

February 20, 2014





DIVISION OF STUDENT AFFAIRS

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VISION & MISSION

VISION

The Division of Student Affairs is dedicated to transforming our students into globally aware, productive citizens who are life-long learners with the ability to work toward common solutions locally, nationally and globally. We will accomplish this transformation in a learning environment that provides memorable, high quality experiences designed to enhance intellectual curiosity and nurtures personal and interpersonal growth.

MISSION

The Division of Student Affairs, through teamwork, collaboration, innovation and excellence, delivers comprehensive co-curricular services designed to enhance campus life, increase student retention and graduation rates, prepare students for their careers, stimulate higher academic achievement and inspire meaningful community involvement.

SWOT ANALYSIS



STRENGTHS

- Strong third party recognition for the College from US News & World Report, Princeton Review, and Kiplinger's
- Integrated strategic planning bolsters institutional viability
- Athletic teams are competitive on regional and national levels
- Established database of alumni mentors from multiple industries assists students with career exploration
- Academic and co-curricular experiences for EOF (Educational Opportunity Fund) students have increased retention
- Step UP!, a bystander intervention program, yields increased education on conflict resolution techniques and resources
- Residential occupancy has increased during difficult economic times
- Commitment to diversity (e.g. programming, gender inclusive housing)
- Stockton College is ranked 15th in the Nation for 2014 Military Friendly Schools, leading to increased enrollment of student veterans

OPPORTUNITIES

- Study tours and study abroad programs prepare students for global economy/workforce and increase international student enrollment
- E-learning provides larger audience with learning opportunities
- Inclusion in the College's strategic planning process to focus on career readiness and employment outcomes
- Partner with Academic Affairs to ensure that curriculum is aligned with employers' needs
- Increasing the level of faculty support promoting Career Center initiatives
- Career Center external review to assess the structure and services and develop a strategic plan
- National Coalition Building Institute further integrates diversity values across the College
- Align co-curriculum with Essential Learning Outcomes
- Leverage the Unified Science Center to prospective students, parents, and guidance counselors
- Faculty ambassadors present at high schools to enhance recruitment
- Collaborations with International Services allows the residential experience to "globalize" and increase the international student population

WEAKNESSES

- Budget constraints inhibit program growth
- Limited early warning mechanisms to identify and support "at-risk" students, especially freshmen
- Increasing cost of campus housing conflicts with 50% residential student enrollment goal

THREATS

- Rowan University's "Triple Threat"
- Student loan indebtedness
- Geographic location does not attract corporate recruiters
- The federal College Scorecard devalues liberal arts education
- Migration to other colleges/universities due to availability of majors and classes



2012-2013 DIVISIONAL GOALS

In concert with the goals of the College's strategic plan, maximize the quantity and retain the quality and diversity of our new students.

- Implement Strategic Enrollment Management Plan (SEMP)
- Increase coordination of retention
- Incorporate international education in SEMP

Support curricular and deliver co-curricular learning opportunities for students' personal and interpersonal growth, in a safe environment, in concert with the College's Essential Learning Outcomes.

- Increase financial aid literacy
- Incorporate Essential Learning Outcomes in Residential Life curriculum
- Enhance employment opportunities for students
- Expand support to at-risk student population

● Goal met

● Goal partially met

● Goal abandoned

Learning

Engagement

Global Perspectives

Sustainability



2012-2013 DIVISIONAL GOALS

Develop and refine technological resources to ensure effective and efficient delivery of student support services.

- Utilize StarRez database mobile application
- Contribute to implementation of Banner Relationship Management Module*
- Explore utility of Org Sync database
- Integrate data transmission through social media and mobile devices

Examine and redefine assessment methodology and practice in the Division.

- Support implementation of Education Testing Services surveys
- Study attrition of students to community colleges
- Study findings of Admitted Student Questionnaire

Provide professional development opportunities for professional, managerial and support staff.

- Coordinate cohort-based development.

*Software for platform no longer supported

Learning

Engagement

Global Perspectives

Sustainability

SELECTED HIGHLIGHTS

2012-2013



ENROLLMENT:

- Largest freshmen classes in the College's history for fall 2012 and fall 2013; 1003 and 1069, respectively.

STUDENT LIFE:

- The Career Center worked with the School of Business to provide alumni mentors to present at internship orientation sessions.
- The Career Center met with Academic Advising to be more connected with the advising process, emphasizing promoting services and programs to undecided students; volunteered to accept precepting responsibilities.
- Financial Aid developed nine self-help videos on the financial aid process.
- The CARE (Coordinated Actions to Retain and Educate) Program recruited 39 tutors with the support of the Alpha Lambda Delta Honors fraternity.
- The Office of Student Rights and Responsibilities instituted a web based sexual assault reporting form.
- The Office of Residential Life offered intentional programs during RA training on community building and inclusion.

- Stockton's Veteran's Day Program on November 11 honored military heroes . A memorial program took place in Veterans Park.
- "Military Times" named Richard Stockton College as one of the top 15 Veteran Friendly colleges in the Nation.
- The Wellness Center developed a crisis response activation procedure for dissemination to the campus community.

ATHLETICS

- 14 of the 17 sports teams had a cumulative team GPA of 3.0 or higher.
- Allison Walker was named NJAC Coach of the Year for volleyball.
- Michelle Andre was named NJAC Coach of the Year for field hockey.
- Women's Lacrosse team had an inaugural non-conference season this fall. The spring 2014 roster will include 20 players.
- Men's soccer team won 2013 ECAC Metro Region Championship.
- Every fall team sport qualified for conference playoffs.





2013-2014 DIVISIONAL GOALS

In concert with the goals of the College's strategic plan, maximize the quantity and retain the quality and diversity of our new students.

- Strategic Enrollment Management Plan (SEMP) implementation
- Incorporate international education in SEMP
- ELS Educational Services Inc.
- Expand support to at risk student population
- CARE program evaluation
- Coordinate dialogue in retention efforts

Support curricular and deliver co-curricular learning opportunities for students' personal and interpersonal growth, in a safe environment, in concert with the College's Essential Learning Outcomes.

- Promote inclusion and equity
- Residential Life curriculum incorporating Essential Learning Outcomes
- Expand counseling services to veteran students
- Develop competitive women's lacrosse team

Learning

Engagement

Global Perspectives

Sustainability



2013-2014 DIVISIONAL GOALS

Develop and expand technological resources to ensure effective delivery of student support services.

- Service e-learning students
- Integration of data transmission through social media and mobile devices
- Instructional videos

Strategically plan, implement and assess programs and services in light of global higher educational trends.

- Engage consultant on division strategic planning FY 2014-2018
- Assess offices/programs for strategic alignment
- Student Development Action Plan

Learning

Engagement

Global Perspectives

Sustainability



FY 2015 ASSESSED NEEDS

New Positions*:

Career Center, Assistant Director	\$77,125
Financial Aid, Clerk Typist (A-06, step 4)	\$45,618
Wellness Center: Adaptive Tech. Spec.	\$70,585
Wellness Center: Coord. Disability Specialist	\$89,295
Dean of Students, TES & Non-salary Technology	\$19,196

Personnel

Adjustment/Reclassification	\$25,000
Student Worker (minimum wage increase)	\$15,000

Non-salary

Technology	\$20,000
Program Development	\$250,000
Professional Development	\$25,000

Total:

\$636,819

*Salary including benefits

FY 2015 BUDGET PRIORITY REQUESTS



New Position*:

Career Center, Assistant Director	\$77,125
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Personnel

Adjustment/Reclassification	\$25,000
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Student Worker Minimum Wage	\$15,000
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Non-salary

Technology	\$20,000
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Program Development	\$250,000
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Professional Development	\$25,000
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Total:	\$412,125
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*Salary including benefits



CAPITAL BUDGET REQUESTS

Project Description	Office	Funding Source	Estimated Cost
Natatorium	Athletics and Recreation	Institution	\$20,000,000
Barlow Site, Phase II	Athletics and Recreation	Institution	\$4,000,000
Addition to current structure	Free To Be	Institution	\$250,000
Office relocation (*)	Residential Life	Institution	\$1,000,000
Total			\$25,250,000
[*] Office Relocation: \$500,000 to \$1,000,000 Option 1: Build 5,000 s/f facility = \$1,000,000 Option 2: Renovate existing = \$500,000			



OPERATING EXPENSES

FY 12-14 & FY 15 BUDGET REQUESTS

	FY12 Actual Expenses	FY13 Actual Expenses	% Change 12-13	FY14 Total Expenses Projected to 6/30/14	% change 13-14	FY15 Budget Request (with new priority requests)	% Change 14-15
Full/Part-time Staff*	\$5,641,897	\$5,874,126	4.1%	\$6,133,981	4.4%	\$6,201,642	1.1%
TES	\$197,598	\$194,023	-1.8%	\$185,194	-4.6%	\$185,194	0.0%
Student Worker/ Grad Student Worker	\$158,059	\$169,370	7.2%	\$199,395	17.7%	\$214,395	7.5%
Faculty/Staff Support**	\$68,670	\$69,743	1.6%	\$65,625	-5.9%	\$65,625	0.0%
Total Salary	\$6,066,224	\$6,307,262	4.0%	\$6,584,195	4.4%	\$6,666,856	1.3%
Total Non-Salary***	\$1,220,311	\$1,296,005	6.2%	\$1,531,360	18.2%	\$1,826,360	19.3%
Total Expenses	\$7,286,535	\$7,603,267	4.3%	\$8,115,555	6.7%	\$8,493,216	4.7%

* Full-time and Part-time Salary Does Not Include COLAS

** Faculty/Staff Support Includes Expenses from Institutional Dedicated Funds, E.G., Orientation and Supplemental Staff Services for Salaries

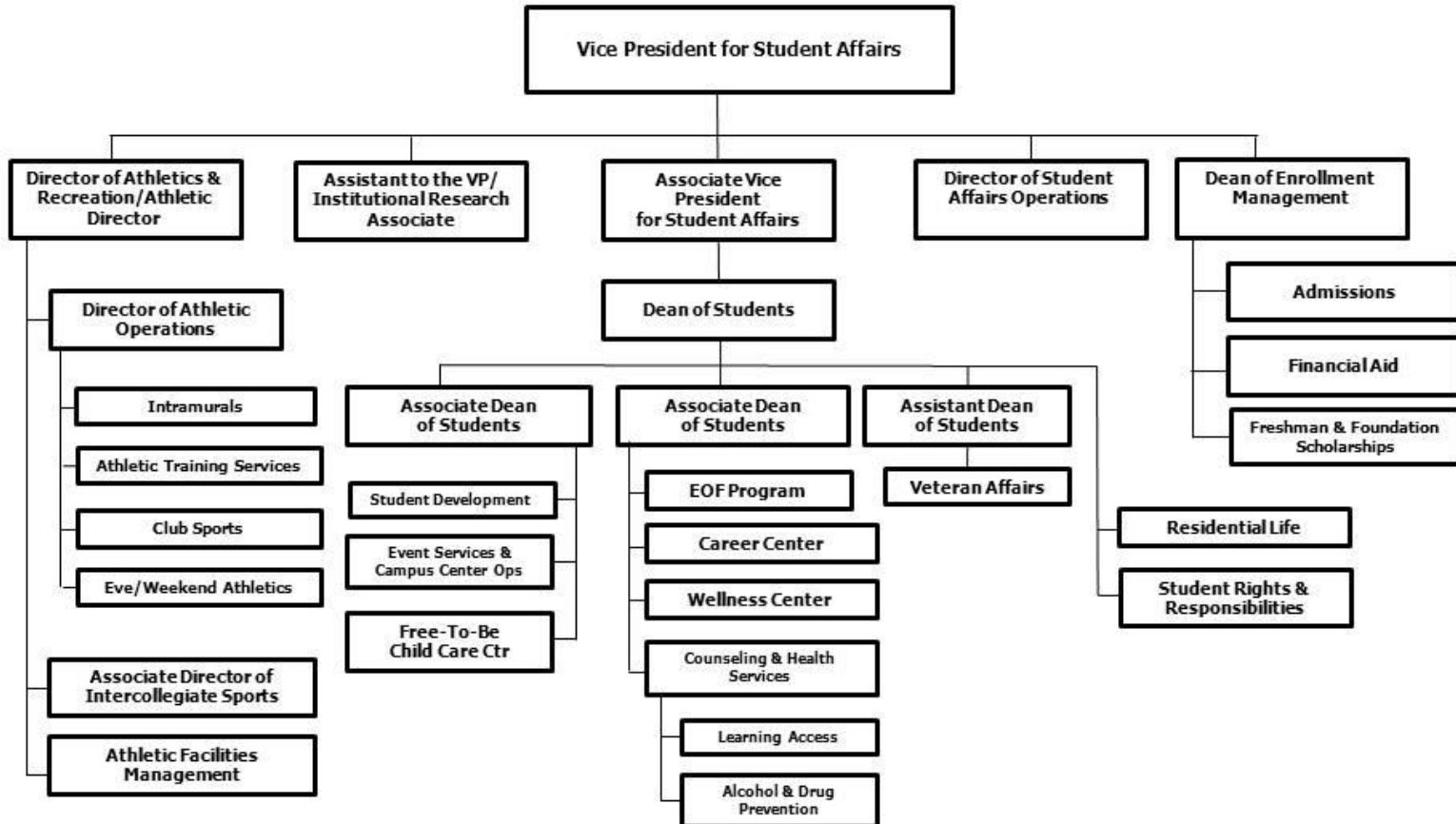
*** Total Non-salary Actual Expenses Include Institutional Dedicated Funds and Fee-funded Programs, E.G., Student Fellowships, Graduation, Yearbook, Orientation, Post-season Tournaments, External Counseling Services and ASL interpreter

APPENDICES

- Division of Student Affairs Organizational Chart
- Strategic Plan Overview



DIVISION OF STUDENT AFFAIRS ORGANIZATIONAL CHART



Future of Student Affairs



PERSPECTIVE

50k Feet
Birds Eye View

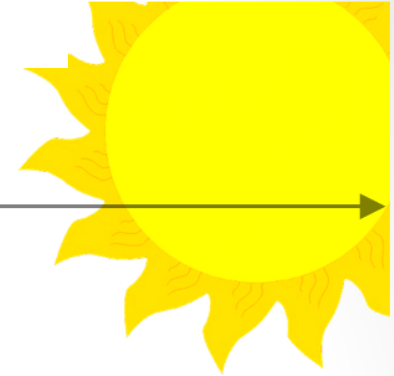
25k Feet

Feet on
Ground
"Operations"

Strategic
Planning
through
FY2018

3 yr
Operational
Plan
FY12-15

YOU
ARE
HERE



2009-10 2010-11 2011-12 2012-13 2013-14 2014-15 2015-16 2016-17 2017-18

Middle
States
Review

Periodic
Peer
Review

