

DRAFT Status Report: Strategic Themes and Annual Goals for 2005-2006
July 2005- December 2005

Strategic Theme I Manage Growth & Maximize Opportunity	Strategic Theme II Ensure a Quality, Integrated Learning Community	Strategic Theme III Align Strategic Initiatives with Local & Regional Needs	Strategic Theme IV “One Brookdale” as the Center of the Community
Manage Strategic Enrollment Growth & Revenue Development	II. Focus on Institutional Effectiveness & Accountability	III. Sustained Development of Academic & Community Development	IV. Align Organizational, Physical & Human Resources
Status Report:	Status Report:	Status Report:	Status Report:
<p>A comprehensive annual recruitment initiatives calendar, jointly developed by Recruitment Services and College Relations, identifies target markets and coordinates all direct mail pieces, letters and recruitment campaigns. One targeted mailing from counseling resulted in over 200 more counselor appointments over this time last year. Enrollment Analysis & Report for Fall 2005 examined key factors affecting enrollment and strategies to address in '06.</p> <p>Expansion of the ABE/GED program began in November 2005 with an additional GED class in LongBranch and Western Monmouth and added classes in evening ESL in Bayshore and St. Rose's Parish Center in Freehold. In August 2005, the state announced that Brookdale would receive an additional \$11,000 for FY06 as lead agency in the Monmouth County Adult Basic Education Consortium in recognition of their excellent track record submitting the vast, complete required reports on time. The Consortium was also awarded \$150,000 in FY06 to create an English Literacy Civic and Citizenship Program.</p> <p>Communiversities enrollments for Fall 05 increased 31% among the four-year partner institutions totalling 1,078 enrollments. Targeted activities are planned for</p>	<p>Dr. Burnham was nominated and elected Vice Chair (Chair-elect) of the Middle States Commission on Higher Education in November 2005.</p> <p>Committed to maintaining a correlation between the Matrix and budget development, the Institutional Planning (IP) committee discussed potential strategic goals for 2007 at the College Forum on two occasions over the fall 2005 semester. The Cabinet is working from the information IP provided and has several extensive discussions: Matrix 07 will be shared with the BOT at their January retreat.</p> <p>College Governance continues to work on charges developed by the President and Steering over Summer 2005: MORE HERE LH</p> <p>A tentative list of the various Middle States committee chairs and members was distributed. The College's selected topic (for self-study Governance: A Culture of Outcomes and Engagement). The College will be examining five particular facets of the institution: Educational programs; student centeredness; community connectedness; employee engagement; planning, assessment, and budgeting. The College will be examining how, through Governance, it ensures that its academic programs are consistent with</p>	<p>Dr. McMenamin has engaged a broad spectrum of campus constituencies to examine organization and curriculum issues in Educational Services. A broad overview of a proposed Educational Services Master Plan will be presented to the Board of Trustees at their January retreat.</p> <p>In preparation for budget discussions, a “Summary of Action Supported by President Burnham” (ROPE) was distributed. In June, 2004, Cabinet members listed all mission critical and non-mission critical functions to determine possible budget reductions and/or reallocations. After extensive discussion, members decided to focus on those action items indicated as “pursue actively.” Assessment of status of each “pursue actively” item was discussed and follow-up tasks assigned in September 2005.</p> <p>At an Information Technologies Committee meeting, extensive discussion on the status of campus technology and the Collegis contract was held. The Committee endorsed and authorized the College to go forward with negotiations with Collegis as a sole source vendor for information technology services.</p> <p>In regards to the Collegis Contract, Cabinet members decided that OIT should be trained in</p>	<p>In response to Executive Order #65, the Board of Trustees revised the BOT Code of Ethics to specifically include language in #65: no BOT member was found to have a conflict.</p> <p>The Policy Committee scheduled for 7 December was cancelled and will be rescheduled: at that time a briefing will be given on emergency preparedness. A true “practice” occurred in December 2005, when Middletown North High School closed because of a bomb threat and 1600 students plus faculty and staff were transported to Brookdale.</p> <p>Police Training over the past semester has included “School Threat Assessment”; “Arrest, Search and Seizure”; Bike Patrol Methods of Instruction”; and “Bloodborne Pathogens”. Officers are involved in the Bayshore Detectives, Monmouth County Juvenile Officers Association, Monmouth County Crime Prevention, and Monmouth County Evidence Association. Two new FOP candidates will start at the Police Academy in January 2006.</p> <p>James Mastriaone has been appointed as the fact finder in the PSA/Brookdale negotiations; the session is scheduled for 14 December 2006.</p> <p>Winning Strategies, the College's governmental</p>

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<p>Communiversity Spring 06 recruitment cycle. An Open House in November brought over 700 potential students to the Collins Arena. Recruitment Services visited every high school in Monmouth County and participated in numerous events including Hazlet Day, Women & Family Expo, Belmar Harvest Festival, Clearwater, and the Red Bank Jazz Festival.</p> <p>HUDV 107 Student Success Seminar classes have been expanded; five new instructors have been added.</p> <p>New, “smart” classrooms were installed in four HEC’s – Bayshore, Asbury Park, Wall and Long Branch, funded by grants.</p> <p>Of the 13,279 students enrolled Fall 2005, almost one out of four enrolled in a course at one of Brookdale’s Higher Education Centers (HECs); this accounts for 11.8% of Fall 05 credits.</p> <p>A new position dedicated to the HECs, Student Development Specialist, increased counseling appointments by 90%; course offerings increased by 10%; plans for the Student Success Centers continue to evolve collaboratively and positively. Progress on integrating HEC’s in course planning, recruitment and reporting has been substantial.</p> <p>Academic program offerings are in place for a Humanities degree offered at WMHEC: personnel have been hired on schedule, facility renovations are under review, and faculty has been allocated to the site.</p> <p>Enrollment in the 2005 EOF Pre-freshman Summer Program increased by 35%; sessions</p>	<p>the Mission, Vision, Values, and Goals of the institution. A Campus Climate Survey, conducted last May, is currently undergoing review.</p> <p>A Cabinet retreat was held December 14 from 9 a.m. to 3:00 p.m. at the Western Monmouth Higher Education Center.</p> <p>A BOT retreat will be held on January 20-21 to discuss the Matrix and the Academic and Facilities master plans. The FMP data accumulation is complete and planning for the AMP is on target.</p> <p>As a result of FiveYear Program Review, both Human Services and Computer Science AAS programs have proposed changes to their curriculum.</p> <p>Data Books, developed for the September 05 Faculty Day planning exercise, list enrollment data for all programs: this information is shared to prompt questions and recommendations for action as necessary. An emphasis on current research available has been added to in-house publications, including the <i>Brookdalian</i> and <i>Inside Track</i>, to familiarize all members of the community with ongoing research and assessment activities.</p> <p>Designated Smoking Areas (seven gazebos) were installed as a pilot program on the Lincroft campus in direct response to a Governance recommendation.</p> <p>Wireless capabilities have been expanded at Lincroft and several HEC’s; a comprehensive study of Wireless on campus will be completed December 2005. Server consolidation in ongoing</p>	<p>the things that they <u>should</u> be servicing; the list of those packages will be narrowed down. The College needs to centralize decisions on the purchase of software programs.</p> <p>By mutual agreement, Kean University will terminate its membership in the Communiversity as of June 06. Both of the degree programs provided by Kean University have been picked up by New Jersey City University.</p> <p>The Communiversity has issued a request for new program proposals to other New Jersey institutions. Overtures to out-of-state institutions are most likely forthcoming.</p> <p>Currently, New Jersey City University and Rutgers University are the most active partners in the Communiversity. Rutgers enrollment has increased, but no new program offerings from them. Dr. Milstein stated that the next evolution of the Communiversity would include an emphasis on Brookdale as the institution at which to get your baccalaureate degree.</p> <p>Brookdale continues to lead the other 18 community colleges in active use of NJTransfer; almost 1.5 million hits (43% for Rutgers University; almost 9% for Monmouth University, and Georgian Court with 7.1%).</p> <p>Dr. William Connor, representing Middle States, visited the Western Monmouth Higher Education Center regarding the College’s branch campus proposal. The state also approved branch campus status for the Western Monmouth HEC. He noted that within three weeks information on the status of the Western</p>	<p>relations firm, attended the Board meeting in November to update the BOT on legislative initiatives. They have provided the College with eleven deliverables; their contract with the college will be renewed.</p> <p>Cabinet and campus discussions continue on examining the energy issue to determine how cost savings can be made. It was noted that all Winterim classes are scheduled in MAC and MAN. All systems will be shut down in NAS during construction on the first and second floors, beginning January 11. Ten conservation measures are currently being implemented.</p> <p>Options for solutions to the problems plaguing custodial services and “quality of life” issues were discussed and final recommendations are due for Cabinet discussion in January 2006. An extensive analysis of custodial services was conducted: schedules for the cleaners have been amended to more efficiently use staff during the day.</p> <p>The modular classrooms at Wall are expected to be in service for Spring 06; alternative space is being explored if roadblocks to construction remain.</p> <p>In November 2005, NJ Higher Education Recruitment Consortium was officially launched; to date Brookdale has had over 1000 visitors to our job postings; about 90 jobs have been posted for review there.</p> <p>A customer service program has been instituted by Human Resources & College Relations.</p> <p>Three pending reclassifications were forwarded to the Board for approval on December 8; the</p>
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<p>were split between Lincroft, and the Asbury Park and Long Branch HEC's.</p> <p>In the Children's Learning Center, 106 children registered for Fall 2005; 57 children representing on-campus constituencies.</p> <p>The College has predicted that energy costs may double next year: energy conservation measures will be implemented as practical, to include occupancy sensors for rooms, electronic devices on vending machines, predicted to cut energy usage of the machines by half; temperature reduction in buildings, and weather stripping doors, particularly in the Arena & Library.</p> <p>Discussions held with Dr. McAndrews and Tim McCorkle of the MCVSD focussed on accelerated partnerships between the MCVSD and Brookdale, particularly with magnet high schools.</p> <p>Dean Kegelman remarked that a sequence of offering for the Business Administration AA weekend college program at Wall has been finalized. Part-time students will be able to complete the degree in three years.</p> <p>Brookdale received the CAANJ Cup in October: students Elyse Papaianne, women's softball, and Nic Mullins, baseball, were recognized as Outstanding Student-Athletes; both achieved 4.0 GPA's.</p> <p>Men's soccer had two players selected 1st Team All-Region, one 2nd Team, and three players made 2nd Team All Conference. Women's soccer had three players selected 1st Team All Region, one 2nd Team, and four players made 1st Team</p>	<p>(from eight to four); all will be configured and deployed by end of FY06. Network security has been investigated; three products have been identified and under recommendation for purchase.</p> <p>Proceeding on schedule, Financial Aid, Recruitment Services, Registration, EOF, Accounts Receivable and Counseling moved into the Center for Counseling, Admissions and Registrations (CAR). In addition, Disability Services, Educational Services (EVP, Dean's offices), Enrollment Development, Student Development and Student Affairs moved into the adjacent space in the Main Academic Center (MAC); at the end of January 2006, the Student Success Center will be completed with the addition of an office for the Communiversitry and Experiential Learning.</p> <p>To begin the Natural and Applied Science renovations, during the first week of January 2006, the following departments were relocated into temporary quarters: Health Sciences, Math department, Small Business Development Center (SBDC), Design & Production, Physics Lab, WBJB-FM, facilities and staff, and Technology & Computer Assisted Drawing (CAD) departments.</p> <p>Twelve additional modular classrooms have been set on the lawn between the Monmouth Museum and the Center for Visual Arts (CVA) to accommodate classes moved from the areas under renovation.</p> <p>Schoor DePalma presented an in-depth Utilities Study for Lincroft, Western Monmouth and Long Branch. Considerable work is needed at all locations to bring facilities up to current code</p>	<p>Monmouth site would be going to the Federal Government and Brookdale will be issues a HEGIS number.</p> <p>Brookdale has received a \$428,000 Department of Labor (DOL) grant and is establishing a Retail Skills Training Center in Asbury Park.</p> <p>Opportunities for increased noncredit/credit connectivity, via increased number of courses, noncredit piloting of future credit courses, proactive approach to COCO courses, and joint consideration of workforce development programs, are being examined by the Division Chairs and OBCD. Programs in Allied Health will be expanded and discussion continues with specific departments.</p> <p>Entrepreneurial College concepts at comparable community colleges are being analyzed; discussion with 'managers' of Brookdale assets with expanded entrepreneurial potential, are being conducted. A unique 'fast track' Certified Financial Planner course, will be implemented June 06 on a revenue sharing model similar to SCOPE.</p>	<p>President & Cabinet are evolving a new process which closely examines the effect of reclassifications on similar positions across the institution. Staffing roles are being studied by the EVP Educational Services. Human Resources initiated an employee recognition program for BCCPSA and the employee mentoring program continues.</p> <p>The basic groundwork has been completed on Facilities Master Plan 2015 (FMP), which included surveys and focus groups with the campus community. Preliminary recommendations for policy and operational issues have been identified and Forum discussion held. The College was served with a Civil Action ADA complaint by two individuals charging that lack of proper access into buildings, improper parking, and improper access to recreation facilities impairs their ability to utilize services. These matters will also garner attention in FMP 2015.</p> <p>Four temporary classrooms were installed for the fall 2005 semester, and another ten will be added for the spring 2006 term. Three classrooms were constructed in the prior café, and the prior College Store was renovated to house the Math Science Division office, Math faculty and Lab.</p> <p>A mission statement for a Center for Not-for-Profit Agencies has been developed. A portfolio of support and services might be provided: strategic planning, budget management, program assessment models, volunteer enhancements, etc. A business plan is at the heart of this endeavor and is currently under development. Dr. Burnham stressed that he has not given license in any way or given allocations</p>
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<p>All Conference. A \$2 billion bond for higher education capital improvements is being prepared by the Council of County Colleges. The College's share would be \$57 million+.</p> <p>A revised Five Year Financial Plan has been developed—three critical decisions in this model: \$1 added to the cost of tuition in FY-07; an increase in the request to the County of \$500,000; the model does not allow for renewal of the fund balance.</p> <p>The College Store hosted two World War II Voucher Days in Fall 2005; proceeds raised for the Center for World War II were over \$1500.</p> <p>The FY05 Financial Audit was completed and reviewed by the Finance Committee of the Board in November 2006.</p> <p>The FY03 Financial Aid Cohort Default rates (number of loan recipients who entered repayment during FY01 was 4.3%: this is below the national average, the NJ average, and the average for all community colleges.</p> <p>Warner Student Life Center continues to successfully balance facility use of non-revenue and revenue generating activities. The Brookdale Network is more inclusive of academic programming and the use of students in radio, TV and performances; in addition, their programming has been enhanced through upgraded equipment.</p> <p>The OPTIMIST program grant was accepted by the Feds and will be implemented January 2006.</p>	<p>(existing systems are grandfathered by the code they were constructed to, but renovations must incorporate up-to-date code requirements). This work will be incorporated into Facilities Master Plan 2015 (FMP).</p>		<p>of space or personnel except conceptually.</p> <p>In Fall 2005, two unique conferences were cosponsored by Outreach, Business and Community Development (OBCD): Communicating Across Boundaries: A Cultural Competency Conference on African American and Latino Women's Health and a Teen Suicide Prevention conference, which will become an annual event.</p> <p>English faculty member Richard Dery worked with BCC English 121 students and Red Bank high school students and their teachers on a project to improve writing skills of high school juniors through electronic critique of the high school papers by the college students.</p> <p>The Governance Forum sent forward a recommendation in December 2005, to President Burnham, amending the requirements for admission to allow for home school students to enroll; further revision of the regulation X.XXXX is under discussion.</p> <p>An agreement and plan for joint occupancy of a facility on Sandy Hook by Brookdale and Rutgers University was finalized December 2005 with classes expected to start Fall 2006.</p> <p>Brookdale Computer Club students installed a "computer commons" for senior citizens in Lufman Towers, Lincroft.</p> <p>A benefit for victims of Hurricane Katrina, Voices: Ten Black Writers for Relief, was quickly organized to include ten black writers, including Pulitzer Prize winner Yusef Komunyakaa, and raised over \$3500.</p>
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