

**Communiversiity, Branch Campus, and Higher Education Centers  
Cabinet Roundtable 11.9.11**

**Action: none**

**Discussion: none**

**Information**

**Enrollment Development: Data to Die for. . . .**

Michelle Stathum, Excel guru extraordinaire and Anita Voogt's Assistant, made a major breakthrough in the data available to us for course planning at the Branch Campus and HECs. Every semester Laura Longo emails Michelle to 10<sup>th</sup> day enrollment data for Michelle to develop site profiles for all Brookdale locations including Lincroft. Those profiles show:

Top 5 sending zip codes for our students

Programs in which our students are enrolled

Student Demographics:

First time – returning

Fulltime – part-time

Freshmen – sophomores

Male – female

Ethnicity

Age (with a breakdown of traditional aged vs adult students)

In light of the governance charge to Student Life committee to explore transportation/access issues for students at the Branch Campus and HECs, this year Michelle also analyzed the student course information that shows the courses in which each student is enrolled, the location and time of day (day or evening) of the course, and the zip code in which the student lives. We are just beginning to identify and analyze all the ways the data can be used to maximize enrollment at each of the sites. For example,

- 195 students attend the Long Branch HEC from the Long Branch zip code (07740)
- 58 of those students are enrolled in PSYC106 at the following locations:
  - 27 – Long Branch
  - 24 - Lincroft
  - 5 – Neptune, 1 – Freehold, 1 – Wall

The questions regarding these data are endless – but basically why didn't more students who were already attending the center take this popular course at Long Branch. This is the kind of research we will be doing to inform and manage future course schedules at the sites and share with the College Life committee to explore solutions to the access/transportation issues. Great initiative – great job Michelle!

**National Association of Branch Campus Administrators: Conference at Brookdale!**

Over the past several years, Allison Fitzpatrick and Anita Voogt have been active in the National Association of Branch Campus Administrators (NABCA) doing presentations and participating in the organization's Research Committee. Thanks to Allison's initiative and the proposal she submitted, Brookdale has been selected to host NABCA's 2013 Annual conference! This will be a wonderful opportunity to showcase Brookdale on a national level as a multi-campus institution. Additional details will be forthcoming.

For the 2012 NABCA conference in Orland, FL., Allison Fitzpatrick and Charanne Smith submitted a proposal to present a workshop on the department's summer 2010 project, spearheaded by Charanne Smith, to develop our emergency management program. This will be a great opportunity to share best practices among branch campus sites and increase in the level of preparedness among all our locations.

### **Western Monmouth Branch Campus**

On Tuesday, November 1<sup>st</sup>, Rutgers and Brookdale hosted a joint information session at Freehold to promote the partnership and baccalaureate programs offered by Rutgers. With 15 students in attendance, everyone had the opportunity to meet with Brookdale and Rutgers representatives to learn more about our opportunities. Business and Community Development also hosted a table to educate students about Brookdale's noncredit offerings. The information session was part of the Branch Campus' deliberate efforts to offer smaller sessions that can deliver more personalized service to prospective students. (Providing Access with Opportunity)

On Thursday, October 27<sup>th</sup>, Elisa Varon, Branch Campus Administrator, assisted Recruitment Services at the Freehold Regional High School District College Fair. Hundreds of high school sophomores, juniors, and seniors attend this annual event to meet college representatives from all over the country. Elisa met the guidance supervisor from Manalapan High School, and they preliminarily discussed the idea of HSPA preparation being offered at Brookdale at Freehold during the summer. (Providing Access with Opportunity)

### **Hazlet HEC**

October 26-29, Center Director, Allison Fitzpatrick, participated in the Sam M. Walton College of Business, International Graduate Logistics Case Competition hosted by University of Arkansas. Allison was chosen to be part of the team of six MBA students sent by the Rutgers Business School Supply Chain Management department. Each team toured a Wal-Mart Regional Distribution Center, Sam's Club Headquarters, and a Unilever Corporate Office. They were then given a case related to those companies and were given 24 hours to evaluate and present it to company executives.

### **Long Branch HEC**

On Friday, October 14, 2011 the Brookdale Long Branch staff hosted a Brown Bag Lunch for BCC Interim President Dr. William Toms. The event was organized as a part of the Annual Brookdale @ Long Branch Breast Cancer Awareness Day. Each year the Brookdale @ Long Branch Community display their support for the fight against Breast Cancer by wearing pink ribbons and/or clothing.



The Long Branch staff prepared a great home cooked meal including, Nate Stokes' BBQ with "all the works" cooked and a fantastic White Whipped Cream Cake baked by Joyce Grogan. Together with Dean Anita Voogt, Dr. Toms and the Long Branch Staff had the opportunity to discuss concerns of Staff and the future direction and vision of Brookdale. The event was an afternoon of

good food and good company. It was enjoyed by all.

### **Communiversality**

November 1<sup>st</sup> Alyse Scally, Director, presented Communiversality 101 on the Lincroft campus. This is a session for BCC students to explore their options of earning a bachelor degree through Communiversality upon completion of their AA degree. Eight prospective students were in attendance. Dee Selheim Communiversality Student Services Generalist and NJCU's Program Assistant were there also to answer individual student questions after the presentation. Programs of interest were Nursing, Education, English, and Political Science. (Achieving Student Success)

### **Sandy Hook Environmental Field Station**

On Monday, Oct. 24 the Brookdale Community College Environmental Field Station hosted the second in a three part series of talks in the Warner Student Life Center Twin Lights rooms 1&2. There were over 60 people in attendance including 12 students, faculty, staff, and members of both the Sierra Club and Clearwater. The meeting was also attended by Bill Golubinski, Executive Director - Facilities Planning & Construction .



Faith Tietlebaum (Jersey Shore (Monmouth) Group of the N.J. Sierra Club) explained how she is saving money by investing in solar panels. Faith took us through her experience of buying solar panels, hiring a contractor, signing up for a solar panel website display, and applying for Solar Renewable Energy Credits through the GATs website. Also, Ingrid Heldt, from New Jersey Friends of Clearwaterl discussed how she benefited from various government programs when she installed solar panels. Both were joined by Thomas Matulewicz of GeoGenix, a company that

specializes in energy-saving design and construction. He explained the nuts and bolts of choosing and installing solar panel systems, and the economic payback.

The next talk will be held on Monday November, 28 beginning at 6:00pm with Dr. William B. Gallagher, retired professor, researcher and registrar of natural history at the N.J. State Museum and visiting lecturer at both Rutgers University and Rider University. Mr. Gallagher will discuss dinosaurs and other remarkable creatures of the Cretaceous Period that lived and died in New Jersey and how the study of dinosaurs was spurred by 19<sup>th</sup> Century discoveries in the state's marl pits. He also will note how the local fossil records confirm when dinosaurs became extinct, although the jury is still out on "how." In addition to being a popular speaker, he authored "When Dinosaurs Roamed New Jersey."

### **Branch Campus and HEC Office Assistants: The Importance of our Front Line!**

On Friday, October 14<sup>th</sup>, Michelle Stathum, Confidential Admin Assistant to Dean Anita Voogt, conducted the "After the start of the semester" meeting with all of the department's assistants. The assistants were pleasantly surprised when Dr. Toms stopped in at the beginning of the meeting and greeted each one of the assistants and commended them on being the backbone to the operations at the Branch Campus and HECs. Nancy O'Shea, Director of the Testing Center,

was invited to the meeting to provide the assistants with information on how to retrieve student's contact information from Accuplacer to help with marketing outreach to new students.

At each meeting the assistants are asked the question "What worked and didn't work" during the registration period. The unanimous response was counseling. The assistants felt that there is a need for more counselors during express registrations so that the process would move more quickly. Another item that didn't work was students logging into Advisor Trac to schedule their appointments to meet with a counselor. There were many instances where returning students hadn't registered with the portal and didn't have immediate access to Advisor Trak and the center assistants would give them the 2555 extension so that they could gain access from the help desk. In the past the assistants would schedule the student's appointments but are now unable to help due to the new systems. Ruth Malkiewicz from the Hazlet location suggested that BCC should have an option that students can make an appointment with a counselor through Facebook or by cell phones.

Each year the assistants come together and give back to the community. In the past they have worked at the Food Bank, and made children's hats and scarves that were distributed by a local church to those in need. The group is presently deciding on this year's giving back event.