

## Priority 1: Student Success

### Progress on Two and Three Year Goals

**Goal:** Increase Graduation Rate

**Measures:**

- Increase number of annual graduates by 3% by 2018
- Increase percentage of IPEDS cohort by 3% by 2018

| Strategies   | Progress  |
|--|---|
| Implement One Stop Student Services  | <ul style="list-style-type: none"><li>• Training completed.</li><li>• Mock registrations scheduled.</li><li>• Ready to launch July 1.</li></ul>   |
| Revise Early Bird  | <ul style="list-style-type: none"><li>• Completed</li><li>• Expanded to all college locations</li></ul>   |
| Implement Auto-Graduation  | <ul style="list-style-type: none"><li>• Completed.</li></ul>  |
| Implement Student Planning Module for all students                         | <ul style="list-style-type: none"><li>• Completed.</li></ul>  |
| Develop default programs/meta-majors                                       | <ul style="list-style-type: none"><li>• Multi-year process. Business Administration degree revised.</li></ul>   |
| Revise Reverse transfer regulation   | <ul style="list-style-type: none"><li>• Articulation with Pillar College.</li><li>• Implementation will require review by Academic Standards Committee.</li></ul>   |
| Establish or update articulation agreements with top transfer institutions | <ul style="list-style-type: none"><li>• 2+2 with Rutgers-Freehold for Business Administration updated.</li><li>• New agreement with Pillar College.</li><li>• GCU Education being updated.</li><li>• Website revision needed.</li></ul> |

**Goal:** Increase Full-time Enrollment

**Measures:**

- Increase percentage by 3% by 2018

| Strategies  | Progress  |
|---|---|
| Review and revise schedule to meet students preferences | 25 Live (scheduling software) training to begin in summer |

**Goal:** Increase Online Enrollment

**Measures:**

- Increase by 3% by 2018

| Strategies                     | Progress   |
|--------------------------------|--|
| Evaluate online course quality | <ul style="list-style-type: none"><li>• 20 faculty engaged in Quality Matters review</li><li>• Discussions underway to scale</li></ul> |
| Revamp online orientation      | <ul style="list-style-type: none"><li>• Completed</li><li>• Discussions underway to scale</li></ul>                                    |

**Goal:** Increase Dual Enrollment

**Measures:**

- Increase by 3% by 2018

| Strategies  | Progress  |
|---|---|
| Increase the number of agreements with high schools | <ul style="list-style-type: none"><li>• Agreement with Hazlet Twp School district signed in May</li><li>• Agreement with Asbury Park School district to be signed in June</li></ul> |

**Goal:** Increase Percentage College-Ready by End of First Semester

**Measures:**

- Increase 5% in writing, 4% in reading, and 3% in math by 2018.

| Strategies                  | Progress  |
|-----------------------------|---|
| Developmental Reading Pilot | <ul style="list-style-type: none"><li>• Curriculum integrated growth mindset and first year experience activities</li><li>• Data available in June</li></ul>          |
| Scale ALP                   | <ul style="list-style-type: none"><li>• Continuing each year</li></ul>  |
| Accelerated Math Pilot      | <ul style="list-style-type: none"><li>• Did not have anticipated results</li><li>• Math Department has received BIG grant to pilot another strategy in Fall</li></ul> |

**Goal:** Increase Placement in Credit Job Training Programs

**Measures:**

- Increase by 2% in 2018

| Strategies       | Progress  |
|------------------|---|
| Survey graduates | <ul style="list-style-type: none"><li>• Existing graduate follow up surveys need to be redesigned</li><li>• Strategies to improve survey yield under discussion</li></ul> |

**Goal:** Maintain Placement in Funded Non-Credit Job Training Programs

**Measures:**

- 70% of students will be placed in jobs

| Strategies       | Progress   |
|------------------|--|
| Survey graduates | <ul style="list-style-type: none"><li>• Established protocol to reach out to students directly by phone.</li><li>• Strategies to improve response rate under discussion.</li></ul> |

**Priority 2: Financial Stability**  
**Progress on Two and Three Year Goals**

**Goal:** Enhance Monitoring of Resource Allocation Processes

**Measures:**

- Operating allocation to direct instruction, student services, and academic support will not fall below 70%
- Program cost benchmarking

| Strategies   | Progress   |
|--|--|
| Develop annual dashboard from NJCCC Audited Statistics         | <ul style="list-style-type: none"><li>• Completed and successful (75.4% per FY 15 Audited Statistics)</li></ul>      |
| Engage Cosgrove and Associates for program review consultation | <ul style="list-style-type: none"><li>• Report received</li><li>• Metrics identified for annual “snapshot”</li></ul> |
| Join National Community College Benchmark Project              | <ul style="list-style-type: none"><li>• Completed</li><li>• Data currently being compiled</li></ul>                  |

**Goal:** Develop Sustainable Revenue Streams

**Measures:**

- FY 17 Budget

| Strategies   | Progress   |
|--|--|
| Develop 3-5 Year Tuition and Fee Plan to build reserves beginning FY18 | Models developed and to be discussed by Finance & Facilities Committee |

**Priority 3: Facilities Planning**  
**Progress on Two and Three Year Goals**

**Goal:** Clear vision and purpose for all college properties

**Measures:**

- Clear markets and programing by location
- Updated Facilities Master Plan

| Strategies   | Progress  |
|--|---|
| Deferred Maintenance prioritized                                       | T&M updated report complete in May. Leadership Team is prioritizing projects within parameters of report.   |
| Develop targeted programing by college location to meet community need | <ul style="list-style-type: none"><li>• Freehold identified by Rutgers partnership</li><li>• Hazlet identified by Georgian Court and Hazlet partnerships</li><li>• Neptune identified by Poseidon Early College High School and other NTSD partnerships</li><li>• Long Branch proposal for technical training center submitted to state for GO Bond grant</li><li>• Wall identified with NJCU for health science and cybersecurity</li><li>• Two Lincroft entrepreneurial initiative proposals to be presented to board in August</li></ul> |

#### **Priority 4: College Image Enhancement**

##### **Progress on Two and Three Year Goals**

**Goal:** Validated College Brand

**Measures:**

- Results of Perception Study

| <b>Strategies</b>                                   | <b>Progress</b>  |
|---|--|
| Determine level of brand recognition in communities | 58.7% of Monmouth County residents recognized Brookdale brand<br>74.6% of employees<br>77.4% of students |

**Goal:** Clear Messages for All Constituencies

**Measures:**

- Positioning Statement and Messages

| <b>Strategies</b>                                 | <b>Progress</b> |
|---|-----------------|
| Develop positioning statement to anchor messaging | Completed       |
| Develop talking points for trustees               | Completed       |
| Develop talking points for president              | Completed       |

**Goal:** Enhanced Relationships with External Stakeholders

**Measures:**

- Interactions with elected officials
- Attendance at state and national trustee organization events

| <b>Strategies</b>                                       | <b>Progress</b>        |
|---|------------------------|
| President will meet monthly with Freeholder liaison     | Completed and on-going |
| College to hold combined trustee and freeholder meeting | Completed on April 19  |

|  |  |
|--|--|
| Trustees and president will meet individually with elected officials                       | Two meetings—one with Trustee Crupi and Assemblywoman Casagrande and one with Trustee DiBella and Assemblyman Rible—have occurred. |
| Trustee attendance with president at New Jersey Council of County College trustee meetings | Trustees Abby-White and Geissler have attended with president  |
| Trustee attendance at Association of Community College Trustees events                     | Trustee Abby-White has attended. Trustees Cram, Kaufman, and Rambauch scheduled for August Governance Leadership Institute         |