Strategic Priorities

Presentation to the Senate
September 2018

NJCU
NEW JERSEY CITY UNIVERSITY
2018-2019 Strategic Priorities

1. Student Success
2. Workplace Excellence
3. Engagement and Branding
4. Revenue Growth
Priority 1: Student Success

1. Improving Student Learning Outcomes

2. First Year Programming

3. Mental Health and Wellness

4. Student Leadership Development
Outcomes: Academic Foundations Program

First Time Pass Rate, Developmental Courses

- English: 76%, 79%, 77%, 80%
- Math: 73%, 72%, 68%, 60%, 64%

Freshmen Needing Developmental Coursework

- 33% one subject
- 53% both subjects
First Year Programming

Orientation to College (OTC)
  *Common Reading*

Block Scheduling
  *43 Blocks: English, Gen Ed, OTC*

Early Alert
  *Week 3 → Tutoring Referrals*

Convocation
  *December 5*
Mental Health and Wellness

- NASPA National Benchmarking
- Social worker position
- Food Pantry
Student Leadership & Engagement
Priority 2: Workplace Excellence

1. Communication

2. Recruitment and Retention of Faculty and Staff

3. Shared Governance

4. Trust and Mutual Accountability
Priority 3: Engagement and Branding

1. Website redesign
2. Athletics
3. Arts Center
4. Fort Monmouth
Website Redesign
Launch: March 2019

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News

March 1
NJCU Selects Rutgers' Shawn Tucker as Director of Athletics

February 13
NJCU School of Business and Fidelity Investments – Academia Meet Business

Events

March 28
Softball vs. Albertus Magnus College

April 2
Writers on Campus | Helene Stapinski: Murder in Matera

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Condimentum sit aliena a vestibulum
Athletics

- 16 sports: Track is back
- Facilities feasibility study
- New leadership and coaches
Arts Center

Fort Monmouth

September 2019
Priority 4: Revenue Growth

1. Auxiliary Services

2. Events Services

3. Professional Education and Lifelong Learning

4. Grants and Sponsored Programs
Auxiliary Services

Bookstore: Merchandise rebranding
Parking: Efficiency analysis

Events Services

Incentivizing units to maximize income
Cultivating corporate relationships
## Professional Education and Lifelong Learning

### Grants and Sponsored Programs

#### 2018-2019 Revenue Streams

<table>
<thead>
<tr>
<th></th>
<th>Est. Gross Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Pathways to Teaching</td>
<td>$661,200</td>
</tr>
<tr>
<td>Local school districts training cohorts</td>
<td>$250,000</td>
</tr>
<tr>
<td>Logistic Center</td>
<td>$350,000</td>
</tr>
<tr>
<td>Customized training</td>
<td>$48,600</td>
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<tr>
<td>Online 3rd party non-credit classes</td>
<td>$16,000</td>
</tr>
<tr>
<td>In-person non-credit classes</td>
<td>$124,000</td>
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<tr>
<td><strong>TOTAL ESTIMATED GROSS REVENUE</strong></td>
<td><strong>$1,449,800</strong></td>
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#### 2017-2018

<table>
<thead>
<tr>
<th></th>
<th>Total Active Grants</th>
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<tbody>
<tr>
<td>Submitted</td>
<td>35</td>
</tr>
<tr>
<td>Awarded</td>
<td>13</td>
</tr>
<tr>
<td>Amount</td>
<td>$20 Million</td>
</tr>
<tr>
<td><strong>Total Active Grants</strong></td>
<td><strong>$20 Million</strong></td>
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</table>

**Grants and Sponsored Programs**

$20 Million