

Mission

The mission at New Jersey City University (NJCU) is to provide a diverse population with an excellent education. The University is committed to the improvement of the educational, intellectual, cultural, socioeconomic, and physical environment of the surrounding urban region and beyond.

Our Commitment to Student Success

At the core of NJCU's mission is Student Success. Each member of the NJCU community is personally dedicated to and accountable for ensuring that each student receives a high-quality education and a first-rate experience that leads to timely graduation with minimal debt, an academically rich degree, and a meaningful future upon graduation.

Goal 1: Enhance Academic Excellence

To advance faculty excellence in teaching, scholarship, and service, NJCU has:

- Hired 128 faculty during the strategic plan period (2013 to present)
- Enhanced faculty professional development and support initiatives including: Presidential Faculty Fellows, professional development for pedagogy and instruction, Presidential Research Roundtables, Separately Budgeted Research program, and new-faculty mentoring and research-related release time, one-stop faculty resources, webpage, participation in the National Center for Faculty Development and Diversity (NCFDD)
- Enhancing recruitment efforts to increase faculty diversity
- Commenced use of course evaluations to assist faculty reflect on and improve their teaching
- Implemented technology tools to streamline and standardize reappointment and tenure submission.

To enhance the quality of academic programs, NJCU has:

- Developed undergraduate major and minor programs in business, STEM and the Arts that are built upon rigorous expectations and emphasizing applied learning experiences
- Enhanced continuous improvement efforts such as the annual student learning outcomes assessment and the five-year program review process
- Enhanced program- and course-approval procedures, and moved to an online workflow
- Enhanced the College of Education's advisory board and created advisory boards in Arts, Business, Nursing

To enhance the undergraduate student experience that develops lifelong learners, NJCU has:

- Revised general education program to focus on key learning outcomes including: civic engagement, communication, critical thinking, information and technology literacy, quantitative literacy
- Created the Office for Global Initiatives, participated in the American Council on Education (ACE) Internationalization Lab, enhanced the National Student Exchange Program, Study Abroad, faculty-led international trips, and mentoring for Fulbright Scholarship Program
- Enhanced high-impact practices including undergraduate research and annual research symposia
- Joined campus compact and began enhancing community engagement efforts

To establish transformative graduate experiences that develop future leaders and scholars, NJCU has:

- Created graduate majors and certificates in Analytics/Data Science, Music Composition, Nursing Education, Principal Certificate, Special Education/Autism Spectrum Disorders, Financial Risk Management, Hospitality Management, Sports Management, Entrepreneurship, Dance, Exercise Science
- Created a third doctoral program, EdD in Community College Leadership
- Developed curricular approaches that leverage cohort models and multiple modes of instruction including online/blended instruction, intensive summer sessions, and weekend courses

Goal 2: Achieve Student Success: Academic, Personal, and Social

To enhance students' skills in communication, critical thinking, quantitative literacy, and information technology, NJCU has:

- Launched the revised General Education program designed around university-wide student learning outcomes
- Engaging in annual assessment of student learning outcomes and development of action plans

To advance students' social and personal development, NJCU has:

- Re-organized the Division of Student Affairs and Enrollment to enhance campus life and student development, including rebranding Campus Life Office as the Center for Leadership and Engagement
- Established student events such as: National Society of Leadership and Success (NSLS) Speaker series and Inside the Faculty Studio speaker series
- Developed financial literacy course and additional educational materials
- Opened food pantry for students and staff

To increase retention and degree completion for all students, NJCU has:

- Updated academic policies such as reducing required credits from 128 to 120, instituting fresh start and grade re-computation policies
- Enhanced scholarship programs; implemented the Debt-Free Promise program; launched the textbook grant program; established flexible payment plans
- Created the position of Associate Vice President for Enrollment Management and Student Success
- Enhanced student advisement and support through the creation of the Student Outreach and Retention Office, the launching of the Rising Knight Peer Mentoring program, the expansion of the Advising Center, the development of degree maps keep students on their academic tracks, the expansion of Orientation to College and block scheduling for freshman, the opening of HUB centralized tutoring, the use of early alert mechanisms, and the adoption of data analytics approaches

To enroll a diverse student body that will succeed at NJCU and beyond, NJCU has:

- Expanded OSP and launched ASCEND summer bridge programs
- Joined the common application, enhanced recruitment through customer relationship management software
- Enhanced open house experiences and revised orientation around the theme of #HearMyVoice
- Enhanced international recruitment including through articulation agreements and international partnerships

Goal 3: Enhance Resources and the University's Capacity to Achieve Vision

To advance core NJCU values of caring, growth, and excellence, NJCU has:

- Re-organized Human Resources, and established talent development and staff recognition programs
- Implemented metric-based evaluation process for managers
- Enhancing annual assessment program for administrative units
- Enhanced tracking and availability of key data elements
- Increasing transparency of budgeting process

To enhance and diversify revenue streams, NJCU has:

- Completed first Capital Campaign
- Reorganized the continuing education services into the Office of Professional Education and Lifelong Learning and launched community and workforce development services such logistics, information technology, hospitality, and music
- Established and enhanced sports programs, summer camps, and international exchanges

- Developing the University Place site on West Side Avenue through public-private partnerships
- Established Events Office
- Established athletics as an area of growth and future revenue driver for the University

To create state-of-the-art campus to enhance the environment for teaching, learning, living, and working, NJCU has:

- Relocated School of Business to Harborside location that includes 18 instructional spaces, two data science centers, a simulated trading floor, a lecture hall, offices, study areas, a student lounge, and conference hall
- Renovated Rossey Hall, opening the Nursing Education Center with classrooms simulation labs and collaboration spaces
- Initiated University Place redevelopment including opening of the Residence Hall, and market-rate apartment building
- Preparing to commence development of a Performing Arts Center
- Commencing move of additional location from Wall on the site of Brookdale Community College to Squier Hall on the Fort Monmouth campus
- Renovated and expanded Science Building including laboratories, classrooms, offices, and a greenhouse
- Redesigned the library to incorporate centralized tutoring, the Hub
- Commencing development of the Performing Arts Center and Center for Music, Dance, and Theatre
- Planning for a Tri-Generation Central Utility Plant

Goal 4: Strengthen NJCU Identity, Brand, Reputation, and Connections with the Community

To re-imagine and implement a new public image, NJCU has:

- Re-organized communications department including establishing social and digital media strategies
- Establishing branding strategies
- Earned and publicized honors for ethnic diversity and social mobility
- Enhancing athletics, including increasing teams from 12 to 21 by adding sports including track, golf, wrestling, and tennis

To develop strong campus-community relationships, NJCU has:

- Launched Center for the Arts and engaged in projects including Cultural Asset Mapping
- Engaged in community service with Hudson County Services Network, Big Brothers and Big Sisters, Hoboken Homeless Shelter, Jersey City Special Olympics, Jersey City Senior Citizens Center
- Enhanced Center for Community Engagement, and seeking formal Carnegie designation for Community Engagement
- Established arts and community programs such as Na-Ni Chen Dance Company partnership, the Black Maria Film Festival, Chinese language study