

DIVISION OF STUDENT AFFAIRS

INSTITUTIONAL PROGRAM REVIEW

Supporting Materials

MARCH 30, 2017

DIVISION OF STUDENT AFFAIRS

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Dean of Enrollment Management

ALISON HENRY
Associate Dean of
Enrollment Management

Admissions

Financial Aid

DEE McNEELY-GREENE
Associate Vice President for
Student Affairs

PEDRO SANTANA
Dean of Students

Dean of Students

Residential Life

CRAIG STAMBAUGH
Associate Dean of Students

Event Services & Campus Center Operations

Student Development

Free-To-Be Child Care

TOM O'DONNELL
Assistant Dean of Students

Veteran Affairs

VACANT
Director of Athletics

Athletics & Recreation

LONNIE FOLKS
Director of Athletics
Development

STEPHEN DAVIS
Associate Dean of Students

Wellness Center

Interim Athletics Management + Team

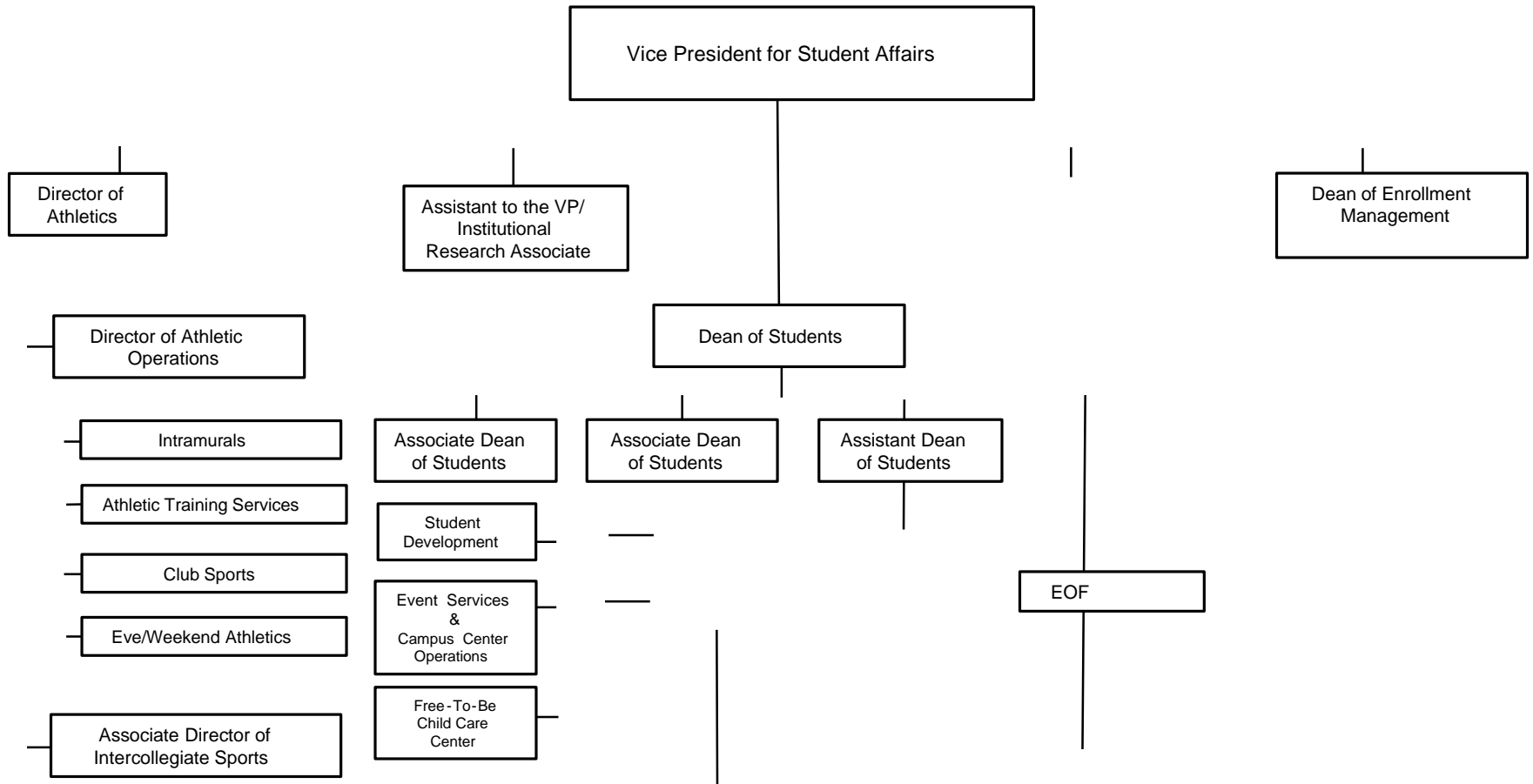
GERALD MARTIN
Assistant Dean of Students

Student Rights & Responsibilities

Career Center

Educational Opportunity Fund Program

CARE Program



2016-2017 DIVISIONAL GOALS

2016-2017 DIVISIONAL GOALS

Learning

Engagement

Global Perspectives

Sustainability

Provide professional development opportunities for professional, managerial and support staff

- Focus on professional development activities that will assist in maintaining up-to-date knowledge of best practices in their fields, customer relations and technology

Develop and expand technological resources to ensure effective delivery of student support services

- Increase program marketing and end user services via social media and mobile device applications

Strategically administer and assess programs and services in light of emerging higher education trends

- Work with division executive team, respective staff, and University planning office to implement strategic planning
- Assess Student Affairs programs to ensure alignment with strategic plan

SELECTED HIGHLIGHTS FY2016

ENROLLMENT MANAGEMENT

Fall 2016 we welcomed the largest freshman class in Stockton's history (9th consecutive year)

Among the first institutions to implement Early FAFSA; with first award

2017-2018 DIVISIONAL GOALS

Learning

Engagement

Global Perspectives

Sustainability

In concert with the goals of the University's strategic plan, maximize the quantity and retain the quality and diversity of our new students.

- Integrate Strategic Enrollment Management Plan (SEMP) 4.0
- Annual recruitment plan refinement and execution
- Coordinate dialogue in retention efforts

Support curricular and deliver co-curricular learning opportunities for students' personal and interpersonal growth, in a safe environment, in concert with the University's Essential Learning Outcomes and Institutional Plans.

- Promote inclusion and equity
- Residential Life curriculum incorporating Essential Learning Outcomes
- Enhance the success of student athletes and the co-curricular experience for all students

2017-

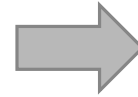
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Division of Student Affairs

The Division of Student Affairs:



- Supports the college mission and academic programs.
- Provides essential student support services.
- Administers primary functions of the College:
- Prepares for and respond to student needs.
- Develops and delivers numerous co-curricular activities.
- Supports the holistic well-being of our students.

Admissions
Athletics & Recreation
CARE
Career Center
Dean of Students
Educational Opportunity Fund
Event Services/Campus Center
Financial Aid
Free to Be Child Care
Residential Life
Student Development
Student Rights & Responsibilities
Veteran Affairs
Wellness Center

SWOT

- STRENGTHS
- WEAKNESSES
- OPPORTUNITIES
- THREATS

STRENGTHS

- Continued growth in undergraduate enrollment, resulting in increased residential demand
- Improved retention, time to completion and graduation rates (impact of flat rate tuition)
- Alumni mentors from multiple industries assist students with career exploration
- Athletic teams competitive on regional and national levels
- Academic and co-curricular experiences for EOF (Educational Opportunity Fund) students have increased retention
- Commitment to diversity (e.g., programming, gender inclusive housing, etc.)
- Recognized as one of the “Best Colleges for Veterans” in **U.S News & World Report’s** 2016 edition (which ranked it #24 among schools ranked in the Regional Universities of the North; #6 in nation by Online College Programs; top 5% by Military Times).

WEAKNESSES

- Lack of available beds on main campus
- Need to leverage our most popular degree programs to produce stable enrollment growth
- Slow to react to new market conditions
- Budget constraints inhibit programmatic growth
- Limited early warning mechanisms to identify and support “at-risk” students, especially first year students
- Dire need for new and improved facilities at North Athletics Complex
- Aging infrastructure/outdated amenities
- Lack of programming space/lack of space for Wellness Center as service needs and issues increase
- Gap in aid vs. cost of higher education
- Not enough off-campus services staff to address town-gown relations.

OPPORTUNITIES

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- Integrated strategic planning will bolster institutional viability and clarify priorities
 - E-learning can provide opportunities to a broader audience
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THREATS

- Local encroachment
- Affordability issues (student loan indebtedness and defaults)
- Less fiscal support from state
- Decline in number of high school graduates in the northeast
- Geographic location limits ability to attract corporate recruiters
- Student migration to other colleges/universities due to absence of certain majors and courses
- Serious economic downturn continues to impact the Atlantic City/County area
- Increased cost of housing and gap in financial aid; lower cost community housing options; increased costs of meal plans
- Lack of facility space for veterans, which has not grown with enrollment; could impede future enrollment, retention and graduation rates
- Off-campus party houses and unrecognized Greek organizations.

Y2018 Auxiliary Budget ASSESSED NEEDS

FY2018 Capital Budget Requests

	Project		Cost
Athletics	North Athletics Complex (Barlow		

FY2018 Operating Budget Priority Requests / Atlanta City

New Positions		
Office	Description	Total Salary/ Non-Salary
EOF - AC	Associate Director	\$75,000
Res Life	Complex Director	\$44,490
Res Life	Complex Director	\$44,490
Fringe 52%		\$85,270
	Subtotal	\$249,249
Non-salary		
Office	Description	Total Salary/ Non-Salary
EOF - AC	Computer Technology for EOF expansion to AC campus	\$1,750
	Subtotal	\$1,750
	Total Operating	\$250,999

