Kean Ocean Assessment Report 2013-14 Academic Year

Mission Statement:

The mission of Kean Ocean is to extend the university's mission of providing access to affordable public baccalaureate and post-baccalaureate education into Ocean County and south central New Jersey.

Kean Ocean will continue to offer world class, rigorous baccalaureate-completion and graduate programs to the state's sixth largest, fastest growing, and most underserved county. In so doing, Kean Ocean will be promoting the local economy and human resources by offering degrees in as many curricular areas as demand will support and with as much economy and efficiency as the partnership's sharing of resources will allow. This is possible through the unique partnership between Kean and Ocean County College. Kean Ocean operations will continue to combine Kean and Ocean County College support services, supplementing or enriching them as necessary to deliver on site in Toms River, as close as possible the equivalent of Kean Union experience in the areas of instruction, services, and facilities. In order to ensure sustainable and relevant opportunities to the people of Ocean County and its environs, Kean Ocean will continue to collaborate with OCC and Ocean County government to plan, build, and finance a major expansion of the college's campus which will include a discrete campus sector for multiple Kean Ocean academic, administrative, and residential buildings.

Vision Statement:

To grow Kean Ocean to between 2500 and 3000 students in the next five years (with the aim of achieving growth of between 1000 and 1500 students in the lifetime by 2016) and by the end of Kean's overall Strategic Plan in 2020, to grow Kean Ocean from an 'additional instructional site' of Kean University into an administratively autonomous branch campus which will then enroll between 6000-7000 students.

Kean Ocean will provide those students with full and unimpeded access to all university services, whether through physical duplication on site or through means of remote interaction with the home campus. In this way Kean Ocean students will be fully enfranchised and satisfied members of the Kean University community.

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Goals and Objectives:

Goal 1: Review Undergraduate and Graduate program offerings at Kean Ocean, for purposes of new offerings and discontinuing ineffective offerings. This is an extension of Kean University 2013-2020 Strategic Plan Goal 1.

Objective	Data Results	Actions Taken Based on Data Collected
1.1: By January 30, 2014 discontinue the B. S. Information Technology program for Kean Ocean, due to consistent low enrollment and lack of ability to offer the entire degree at Kean Ocean.	Program was not also offered fully through Kean Ocean, which decreased the popularity of the offering. It was not obvious to students that this was the case, and when learned, the students often declined to enroll. Admitted and Enrolled Data by term: <table><tr><td>Term</td><td>Admitted</td><td>Enrolled</td></tr><tr><td>09/FA</td><td>11</td><td>6</td></tr><tr><td>10/SP</td><td>2</td><td>2</td></tr><tr><td>10/FA</td><td>6</td><td>5</td></tr><tr><td>11/SP</td><td>2</td><td>2</td></tr><tr><td>11/FA</td><td>7</td><td>2</td></tr><tr><td>12/SP</td><td>8</td><td>1</td></tr><tr><td>12/FA</td><td>3</td><td>1</td></tr><tr><td>13/SP</td><td>3</td><td>1</td></tr><tr><td>13/FA</td><td>10</td><td>5</td></tr><tr><td>14/SP</td><td>4</td><td>3</td></tr></table> Of the 28 students who enrolled, 9 graduated, 5 switched out of the major, 8 stopped attending and 6 are still enrolled in the program.	Program was officially discontinued in January, due to the continued low interest in the program, combined with the retirement of the OCC staff person who served as the on the ground advisor for the Kean Ocean Students. The 6 students currently in the program will be allowed to finish out, with Dr. Morreale serving as their remote advisor. ITV and online will be used to help meet necessary requirements remotely. Beginning with the the Fall 2014 admission cycle, no students were admitted into this program at Kean Ocean.

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1.2: By May 1, 2014, the Generic B.S.N. program will complete the approval process and be prepared for implementation for the Fall 2014 semester. An initial cohort of fifty students will begin the program in Fall 2014	Curriculum approval became stalled, concerns were expressed by our OCC colleagues over the quality of the program being proposed. An external consultant was engaged July 20, 2014. A report was received August 20, 2014 outlining issues needing to be addressed in the proposal. These are underway currently, and the proposal is expected to be ready to resume the approval process by the send of September, 2014.	Deadline was not met. Target implementation date has been moved to Fall 2015 semester, with an initial cohort of 50 students. This goal will be rolled over for the next academic year.

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Goal 2:	Attract and retain more transfer and graduate students for Kean Ocean. This is an extension of Kean University 2013-2020 Strategic Plan Goal 2.	
Objective	**Data Results**	**Actions Taken Based on Data Collected**
2.1: By December 1, 2013, develop and implement instant application/admission/decision days for Kean Ocean. Use 2013-14 as a baseline for monitoring growth, and based data collected, explore days, times and frequencies of the offerings. Look for a 10% growth per year over subsequent two years.	Instant Decision Days were developed during the fall of 2014 for implementation in the Spring of 2014 for the Fall 2014 admission cycle. Two types of IDD's were held, those specifically for OCC students, and those open to the greater community (those who did not attend OCC). The data for the events is below: 17 Total IDD's were held from April-August 2014, 12 for OCC students, 5 open externally. 267 appointments were made (254 OCC, 13 external) 67 appointments were no-shows (66 OCC, 1 external) 200 total attended (188 OCC, 12 external) 165 admitted (157 OCC, 8 external) 1 Rejected 34 never sent completing documents (30 OCC, 4 external)	Instant decision days were tremendously successful. We have revised the model from having the days coordinated, scheduled and held predominantly in the OCC Advisement Center, to being held and scheduled exclusively through the Kean Ocean Offices. Additionally, we are increasing the number and frequency of the IDD days, for the Spring cycle and will continue to assess and improve these offerings. Additionally, we have begun talks with OCC's Registrar's office to modify our application to give direct permission so that Kean can request OCC transcripts on behalf of students, in order to expedite the process.

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2.2: By February 1, 2014, develop and implement During March 2014, the first Kean Ocean Open House, combining Graduate and Undergraduate . Use 2013-14 as a baseline for monitoring growth, and based data collected, explore days, times and frequencies of the offerings. Look for a 200 additional students growth per year over subsequent two years, for a total head count of 2000 by Fall 2016 (an overall 40% increase in head count).	Open House was planned and implemented on 3/29/14. The Graduate Open House has already been planned and publicized for 3/4/14, so the true joint open house was not realized for this cycle. The following baseline data was obtained for the two open houses. Undergraduate: Participant RSVP's: 68 Attended: 34 Graduate: Participant RSVP's: 50 Attended: 35 Weather was clearly a factor with the Undergraduate Open house, with a miserable rainy day. Faculty representation for all of the Undergraduate programs was 100% despite having this on the same day as the Union open house.	This coming academic year, we will be hold both a Spring and Fall open house at Kean Ocean, and combining the Graduate and Undergraduate Open Houses on the same day. University Relations is developing a marketing plan for these Open Houses. This time, we will be holding the Open Houses the same weekend as the second Open House, but ours will be Saturday, while Union's will be on Sunday. In this way we can still capitalize on marketing for Open House Weekend, but not compete with them on the same day, especially for staff, faculty and administrator coverage. We will continue to assess and improve during the upcoming assessment cycle.
2.3: By May 1, 2014 develop and implement a comprehensive marketing plan for Kean Ocean, targeting Ocean, Burlington, Mercer, Monmouth, southern Middlesex and northern Atlantic counties (withing a 40 minute driving radius of Kean Ocean). This will include branding for Kean Ocean. Expenditures and ventures will be correlated with application and enrollment statistics to monitor effectiveness over the subsequent two years.	Changes in the leadership of the Media and Advertising group of University Relations, left us without the expertise to perform this function.	This goal will be rolled over to the next year assessment plan and will be performed in conjunction with University Relations and Marsha McCarthy and Emily Renkert. With the May start of Marsh McCarthy, in May of 2014 and the addition of Suasion Communications as an independent PR and Marketing Consultant for Kean Ocean, we should be successful in achieving this goal during the next assessment cycle.

2.4 By July 1, 2014 hire a second Financial Aid professional staff member. This person hired to improve the response times in processing of financial aid documents and awards for Kean Ocean, as well as decrease response times for answering phones, responding to messages and emails. Once hired, establish AY 2014-15 as the baseline. Look to achieve a 24 hour response time in all areas by the end of 2016.	The following data was used to submit justification for a new position: **Financial Consortium Agreements Processed at Kean Ocean:** Summer 2010 – 101 Fall 2010 – 239 Spring 2011 – 318 Summer 2011 – 78 Fall 2011 – 337 Spring 2012 – 349 Summer 2012 – 81 Fall 2012 – 414 Spring 2013 – 398 Summer 2013 – 92 Fall 2013 – 378 **Verifications Processed at Kean Ocean:** 2012-2013: 461 *257 were Kean Ocean students that brought their paperwork into the Kean Ocean office, and 204 were assigned from Union.* Academic Specialist coverage 2012-2013: additional 30 verifications per week generally **Walk-In Students for Financial Aid:** Based on log-in sheets: During busier periods (pre-semester/start of semester/end of semester) – Average of 25-30 per day. Average of 10-15 students per day during slow periods. **Emails:** Average of 15-20 financial inquiries per day to Kean email. An additional 10-20 per week via the finaid@kean.edu email account (due to alphabetical assignment V-Z): **Phone Calls:** Based on call logs: During busier periods (pre-semester/start of semester/refund period) – Average of 25-30 calls per day. Average of 10-15 per day during slow periods. The position was approved on April 14, 2014. Was posted May 1, 2014 as an internal search, taken down May 16, 2014. The candidate pool was review, interviews held, and a recommendation made. The selected candidate began 7/28/14 and has recently	Training has been completed. Current discussions are being held with the Director of Financial Aid in Union, to look at case load distribution, to have the two representatives handled all but only the Kean Ocean caseload, including receiving and processing of documents, verifications, consortium agreements, and other related activities. Beginning in September, statistical activity reports are being developed to establish baseline numbers for phone calls, messages, emails, etc. As the new caseload takes effect, the goal is to have 24 hour turn around in all areas of student inquiry by the end of 2016.

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Goal 3: Ensure Kean Ocean fosters a campus environment which reflects the Union campus and reflects our institutional commitment to equity, inclusivity and social justice. Extension of Kean University 2013-2020 Strategic Plan Goal 4.

Objective	Data Results	Actions Taken Based on Data Collected
3.1: By June 30, 2014 request and develop a full time Student Affairs professional for Kean Ocean. This would be a joint initiative of the Division of Student Affairs and the Division of Academic Affairs. By January 1, 2015, recruit and hire a person to staff this position. Having this person in place will help ensure the equity and inclusivity of the student experience at Kean Ocean.	This position was included in both the Kean Ocean and Student Affairs strategic plans. The position was proposed through the division of student affairs, and was authorized during the Spring semester. Advertisements were placed in May. 119 applications for the position were received.	Resume's were reviewed beginning August 5th, narrowed to 9 candidates who were given Skype/phone interviews. The interviews were conducted August 18-20, and the pool was narrowed to six candidates who are invited to on-site Kean Ocean interviews September 19, 2014. This will be narrowed to a list of three finalists submitted to the VPSA for final decision. It is hoped the person will be able to start mid to late October, 2014.
3.2: By December 1, 2013, implement the use of AdvisorTRAC for New Student Registrations held at Kean Ocean. Use this to monitor registration patterns for new students and adjust the process accordingly.	AdvisorTRAC was used in the fall semester for the on November 19, 2013 for the December 13, 2013 registration. This yielded 63 appointments. It has subsequently been used for all of the Fall 2014 New Student Registration Dates: 05/09/14 – 76 appointments 06/10/14 - 86 appointments 07/08/14 - 82 appointments 08/05/14 - 102 appointments 08/26/14 - 187 appointments	The use of AdvisorTRAC for new student registrations has been a huge success, and has become part of the culture of registration. Students, faculty and staff have all grown accustomed to the function, and continuing students also took advantage of this to find advisors in the summer, as evidenced by the increasing number of appointments made from May through August. Additionally, planning for registrations, including ensuring there were sufficient advisors present was dramatically improved. Student traffic was controlled and spread out, minimizing wait times to see advisors, and the overall registrations, while busy, functioned much more smoothly, despite the large number of students involved.

3.3: By June 1, 2014, train staff on use of EMS and conduct space utilization study for the Gateway building. Assume responsibility for scheduling/adding/cancelling all Kean Ocean classes locally.	Upgrades to the EMS program package prevented the possibility of this training to occur for the summer/fall cycle of scheduling.	Plans through the VPAA Office and the Office of the Registrar are to resume the pilot and training for the 15/Summer scheduling cycle. This will be rolled over to the next assessment cycle.

Goal 4: Augment Kean Ocean's academic, economic and cultural community partnerships with Ocean County College, Ocean County and the South Central New Jersey region (Atlantic, Burlington, Monmouth, Ocean, Mercer and southern Middlesex counties). (Extension of Kean University 2013-2020 Strategic Plan Goal 5)

Objective	Data Results	Actions Taken Based on Data Collected
4.1: In preparation for bringing performing arts to Kean Ocean and the great Ocean County community, establish collaborative performances between Kean and Ocean County College. The performances would be open to the community and jointly promoted/publicized. Expand this operation as new venues and opportunities develop.	Discussion with the Dean of VPA at Kean and the VPAA of OCC on 9/30/13. This resulted in a call for collaboration with the Kean Faculty by the Dean on December 12, 2013. From this a choral performance event was scheduled and conducted in the Spring Semester with much success.	The initial meeting also produced as very successful visit to Kean Union by the OCC VPAA and OCC performing arts faculty and staff. OCC has subsequently been awarded a large grant to improve the performing arts in Ocean County and has also developed a new AA program in performing arts. We have consequently begun to investigate further opportunities for collaboration, and will be looking in future years to establish performing arts degree completion programs at Kean Ocean.

4.2: By September 1, 2014 establish a coordinated Sandy Day of Service between Ocean and Union, and establish a Sandy Memorial Park on the Kean Ocean location. (Academic Years 2014-15 and 2015-16)	This goal was determined to be impractical until the full time student affairs staff member starts down at Kean Ocean (Objective 3.1, which will be accomplished by November, 2014).	This goal will be carried over as a goal for Academic Year 2015-16 and will be assessed in the next assessment cycle.

Goal 5: Ensure that Kean Ocean Students, faculty and administrators are provided with the technological resources and innovative technological solutions necessary to meet Kean Ocean's instructional, research and administrative needs.

Objective	Data Results	Actions Taken Based on Data Collected
5.1: By March 1, 2014, fully implement utilization of Recruiter to create a paperless admission process for Kean Ocean from application to admission packet to registration.	Unfortunately, upgrade issues with Recruiter, as well as devotion of primary technology resources and staffing to the conversion of the Union process back to paperless, prohibited us form accomplishing this to date.	This goal will be carried over to assessment year 2015-15. The new target date is to have electronic admission packages prepared and implemented by October 1, 2014 with the assistance of Jorge Sanchez. The acquisition of Chromebooks, also scheduled for October delivery, will assist in the recruitment, application and registration processes for Kean Ocea. AdvisorTRAC has already been successfully implemented for registration. By the end of October we should be fully paperless and will be able to assess and refine this process during the next assessment cycle.

5.2: By March 1, 2014 implement Kean Ocean Data Processing Center. Establish baseline processing times, with a 5 day intake, processing, completion, decision and notification turn around time for initial implementation. Over the next three years, work to cut one day per year off, so that by Fall 2016 cycle, there will be a 36 hour turn around time.	Planning for the Processing Center began on 12/01/13 with the selection of GATE 221 as the location, and removing this from the scheduling system for classes. The room was reconfigured 03/01/14 and the week of 03/17/14 computers and scanners were installed. Phones were installed 3/24/14, and the room began phased in operation 03/31/14. A comparison of the Fall 2014 Application Data with the Fall 2013 Application Data showing pre versus post Kean Ocean processing. 		Fall 2013	Fall 2014
Total Applications:	467	607
Remaining started applications	0	19
Remaining submitted applications	56	72
Completed/processed applications	411	516
Newly Enrolled students	276	324		The processing center began with two and now currently operates with three academic specialists, and soon to be two student workers, with managerial oversight by the Kean Ocean Managing Assistant Director. Scanning of transcripts and processing of applications have been now fully subsumed by the center. Current processing times are 5 days for documents and applications. We are also investigating with OCC the possibility of exchanging prospect lists for use of recruitment. A phone center has also been created, along with systems for follow up on missing documents, application and transcript questions, as well as assistance with making registration appointments for new students. Better turn around times resulted in more applications begin completed (+25.5%) and also increased enrollments (+17.4%). Future outreach (new student concierge services are planned). This data is the baseline for the next assessment cycle.
5.3: By September 1, 2014, develop and establish a laptop classroom and a student access computer laboratory for the use of Kean Ocean students. Establish AY 2014-15 as the baseline and monitor usages of both facilities. Look to increase usage of these facilities by 10% during the subsequent Academic Year.	Plans for the preparation of a laptop classroom began on 2/4/14 were finalized on 2/19/14. The plans were approved by the OCC Board of Trustees, and the bids sent out and equipment ordered. Installation began 8/11/14 and was completed 8/22/14. Unfortunately, delays in obtaining the remaining 10 laptops and security cables for all 20 laptops has prevented use of the room to date.	Due to ongoing construction projects at OCC, we must occupy and utilize the laptop classroom in GATE 214 by the end of September, 2014. Currently all laptops have been received by OCIS. Efforts are being made to expedite the ordering and delivery of security cables. Faculty were surveyed about software requirements: Office suite, SPSS and Quickbooks 2014 were all requested as per the faculty. Utilization baseline will be determined once all classrooms have been moved.