

New Jersey Council of County Colleges  
2009 Best Practices Conference  
Presentation Summaries



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## **Concurrent Sessions**

### **Leadership in the Journey from Good to Great: From Concepts to Practices (Featured Session)**

We live in challenging fiscal times. We must face the brutal facts. Yet, we must maintain unwavering faith in light of the brutal facts facing our communities, colleges, and students. We will engage in a lively discussion of the research findings of Good to Great and explore the many ways we can use these findings to pursue excellence in education for our communities and students.

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## **Teaching Yesterday's Ethics in Today's Classroom: Is It About Doing the Right Thing for Others or Doing What's Right for Me?**

With all due respect to Aristotle, does anyone really understand what it means to “do the right thing” these days? Is our *social* responsibility getting confused with our responsibility to *self* first? In this session, participants will be exposed to capstone course curriculum that exposed students to theories and perspectives on ethical behavior. Students put these theories to use in practical, “real-life” case studies. The highlight of the course occurred when students were asked to select a co-worker or management member to assist them in completing an ethics-based survey. How would their co-workers define “ethics?” Would they know “what is the right thing to do” in completing similar case studies? The survey results will be shared in this session – and they may indeed surprise you!

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## **Leadership Development: Growing the Next Generation of Leaders for NJ's Community Colleges**

With the anticipated large number of baby boomer retirements in higher education in the coming years, there is expected to be a shortage of talent to fill key leadership positions. In this session two senior campus leaders will focus on examining the strengths that could place one in the leadership pipeline and move them on to the next step on the pathway to advanced leadership opportunities. Session will cover following topics: Self-perception: viewing yourself as a leader; Risks and challenges facing leaders; Key leadership issues; Team/coalition building; Mentoring & networking; Becoming the C.E.O of Y.O.U., Inc.

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## **Riding the Technology Wave: Instant Info Packets for Prospective Students**

Today's students want instant access to information. They don't want to wait days for a packet of information to arrive from a College. And they want information that is personalized to their needs. To meet that demand, Raritan Valley Community College teamed with Digital Wave Technologies to deliver new technology that makes it possible for prospective students to create personalized information packets about the College within minutes. All they need is access to the Internet. The workshop will examine all aspects of the project from the decision to seek out the new technology, to the planning process, to the results.

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## **Grade Contract**

Would you like your students to be pro-active and take responsibility for their education? How about increasing their attendance and participation in your class. When was the last time your students asked you to give them extra homework? How would you like to incorporate current research on Learning Styles and Multiple Intelligence and develop an objective evaluation rubric? This will be a hands-on workshop with the goal of presenting and developing a “Grade Contract” that you can use in your class. Utilizing this achievement-oriented approach and methods of self-directed student learning and reinforcement can help in establishing academic objectives for your class. These and other strategies for fostering student success will be incorporated into this exciting, innovative, and fun workshop.

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## **Using the IDEA Student Survey to Guide Program Learning Outcomes Assessment**

Gloucester County College utilizes the IDEA: Student Ratings of Instruction Survey to assess student satisfaction and student self-reported progress on learning at the course-level. In addition to these assessments, the project provided GCC faculty with an opportunity to quickly evaluate broad-level learning objectives for all courses. The data collected was then mapped to each program curriculum. The resulting program “map” provides faculty with a valuable tool by which to affirm that students are appropriately exposed to the learning objectives consistent with the program’s learning goals as well as the institution’s learning goals. The exercise identified “gaps” in meeting these learning goals – which are being addressed through curriculum and program development.

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## **Content Based Instruction and Learning Communities: The Perfect Match for Advanced ESL Student**

In almost all college courses, students read from and respond to text books and other print and online sources and engage in a host of multifaceted higher level cognitive skills and tasks. For advanced level ESL students, constructing meaning from complex content in their target language poses an enormous challenge. Content Based Instruction (CBI) applied within the framework of a Learning Community has been proven to be effective in meeting this challenge. The presenters will explain the theoretical foundations of CBI and its application in an ESL Learning Community. They will also demonstrate the efficacy of this integrated approach.

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### **Presidents' Panel: (Featured Session)**

This highly popular and interactive session will feature two of our community college presidents who will discuss key issues and trends both locally and nationally. Conversational in tone, this is your opportunity to share your ideas and connect with college leaders.

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### **Bringing Entrepreneurial Perspectives to the Academy (Featured Session)**

In the past several years, colleges and universities have had to deal with many of the difficult challenges more normally associated with business than will the ivy-covered walls of academe. Competition, debt service, and investments in sophisticated technology are just a few examples. One of the ways that colleges may need to face these challenges is by adopting some of the entrepreneur's tools.

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### **The Doctorate Program in Community College Leadership at Rowan University**

This session is an opportunity to learn first-hand about the new doctorate programming community college leadership available through Rowan University. This program has been developed and is being delivered in collaboration with New Jersey's community college presidents. The requirements will be explained in detail. In addition, students currently enrolled in the curriculum will share their experiences including work they have already begun on their dissertations

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## **NJ STARS: A Team Approach**

Ocean County College leads the State of New Jersey in the Number of NJ STARS students that are enrolled. The success of this program is due to the recruitment and retention efforts of a team comprised from different departments. This presentation will focus on the strategic planning and methods that have been created by the offices of Recruitment, Financial Aid, Advising and Center for Academic Services at Ocean County College. We will also discuss our plan for dealing with any changes that may occur in legislation. We will walk you through the step-by-step process that guides an NJ STARS students from application to graduation.

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## **Communications Connections: Solutions To Student Engagement In the Registration Process**

In an effort to identify some of the primary reasons causing students to NOT register for the Fall 2008 semester, some 7500 students were sent a comprehensive letter from the president directing them to a special presidential e-mail portal to begin an open communication engagement early on in the registration process. The letter contained specific contacts to facilitate immediate resolution for areas which might preclude students from registration. Once the root cause was communicated, a student advocate was appointed to mitigate the circumstances to resolve any problems. Canonical correlation analysis revealed that Academic Advisement and Web Advisor constituted the key dependent variables precluding registration. Financial aid issues, bursar issues such as financial holds placed on student accounts, and the math sequencing issue also heavily depressed the registration process. Insufficient funds, given the state of the economy also impeded the process. The key solution is to effectively intercede and to advocate for the student much earlier in the registration process. Routinely the typical student must mitigate 4 to 5 key factors and must do so with the guidance and assistance from the college community.

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**Provide Students the Choice to Create Relevance and Communicate in a 21<sup>st</sup> Century Mode.**

Businesses have found ways to reach our students and “turn them on.” How? By letting them personalize and customize the experience with their product. Our product is learning, and we must do likewise. Students expect college to be like the rest of their lives where they have choices, millions of web sites, movies, etc. Instead, students sit in identical seats, hear identical words, work on standardized assignments and are assessed with identical tests. Each student has different goals and ideas about relevance. This presentation will give participants ideas on increasing student choice, thus making the learning experience more relevant and engaging

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**Presidents’ Panel: (Featured Session)**

This highly popular and interactive session will feature two of our community college presidents who will discuss key issues and trends both locally and nationally. Conversational in tone, this is your opportunity to share your ideas and connect with college leaders.

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## **Empowerment and Shared Governance in a Community College**

The pre-existing governance system, established in 2002, initiated a review of their by-laws in 2006. This led to a consensus that the governing system itself needed to be restructured. In the fall of 2007, the executive committee of the governance system was empowered by the new college President to develop an inclusive ad-hoc committee consisting of members from all constituencies of the college. The committee worked for that academic year to develop a shared governance system. The presentation will address the processes used to assess the needs of the college's governance system, create an inclusive and collaborative process, and build consensus. An overview of the key principles of the pilot governance system will be shared along with plans for assessing the pilot. That system is now in its first year of implementation. It will continue to be piloted for two years with an all college assessment.

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## **Teaching with Blogs: Engaging Students through Increased Interaction**

This presentation will demonstrate how educators can use free, online blogging tools to increase student involvement both in, and out of, the classroom. Millennial students are spending more and more time online. A creative, interactive blog provides the perfect venue to explore classroom topics on a deeper level through links, videos, reader's comments and other interactive features. During this session, attendees will be introduced to blogging basics including set up, content development, interactivity and sample assignments. In addition to student involvement, blogs provide a Green alternative to printing countless hand outs.

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## **Creating Sustainable Pre-College to College Transitional Partnerships with Student Success Centers and Basic Skills**

This presentation will cover how the grant partnership provides Basic Skills/Accuplacer testing, online skill remediation modules and college level classes to Asbury Park and Neptune High School seniors. Students are identified, tested and placed into one of three groups: those who have passed all portions and can take college-level classes, those who have not passed and must complete online study modules in Accuplacer's A+dvancer, and those who have not passed and must complete online study modules in addition to being placed in the Pharmacy Technician career training program. Students in all 3 groups are also enrolled in the College Success Seminar, which is a study skills and information course for all incoming college students.

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## **Enrollment Projections Utilizing the New Jersey Report Card**

Burlington County College uses many different methodologies for performing projections of high school seniors and graduates. Simple methodologies include county birth certificates and census information adjusted by time. A more detailed and complex projection approach uses the secondary school enrollment information reported in the New Jersey Report Card. The methodology takes multiple years of student enrollments by school and grade and performs simple survival analysis and trending across time to project 12<sup>th</sup> grade enrollments for up to thirteen years into the future. Using enrollment information in the New Jersey Report Card to perform projections requires an investment in setup and maintenance time, but the actionable results make this approach rewarding for marketing and recruitment efforts. An experienced student research intern with proper oversight set up the initial data fields in six months, and updated the model a year later in six weeks time. The result is a detailed projection model of high school enrollments in Burlington County College's service area for 13 years into the future.

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**Student Pathways Leadership Development (SPLI).....A New Approach for Developing the Millennial Student Leader**

We will give an overview of Cumberland County College's innovative Student Pathways Leadership Institute (SPLI). In turn, we will examine who our millennial students are; what leadership is and the experiential components of SPLI. We will include broad based examples of topical areas, student video clips as well as our eight month schedule of events, team builder sessions, exit interviews and the institute's culminating event - our graduation ceremony. In addition, we will discuss our marketing plan; share our application packets as well as the student community projects. Overall, this interactive session will be one you don't want to miss!

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## **Mini Sessions**

### **Ensuring the American Dream of a College Education for All in New Jersey**

This presentation will examine presidential leadership and best practices in community college fundraising. A researcher will share a review of key issues and themes in community college fundraising; describe findings from the top 12 fundraising community colleges in the nation; and findings from a qualitative case study of nine New Jersey Community College presidents and how they describe their emerging roles in fundraising and resource development. Discover the greatest challenges in community college fundraising and how to overcome them. Findings can be applied immediately and are not limited to only those staff whose responsibilities are raising funds.

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### **Art in the Writing Classroom: Reviving Reflection and Sharpening Critical Thinking**

Our students are immersed in a technological world filled with real-time media response. Text message exchanges happen instantaneously, and cell phones are handy to report anything immediately after it has happened. Young people cannot watch a TV program without pop-up advertisements, nor can they enter any website without being bombarded by multiple fragments of information and graphics. One effect of all this is that our students are not left much time to sit, think, and reflect about anything for too long, if at all. However, introducing art in the writing classroom can help foster the habit of reflection, an important precursor to critical thinking. By reflecting on pieces of artwork by various painters, students are welcomed into a world of color, texture, form, and ideas, and are asked to contemplate meaning from every detail. I have created fresh and challenging assignments to teach the standard modes of writing, such as narrative, comparative, argumentative, and descriptive essays, while exposing students to a rich world of human expression. In a technological world filled with computer graphics, my assignments not only encourage reflection and critical thinking, but also attempt to keep a dying form of expression alive in the minds of a new generation.

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## **The Fishbowl: A Promising Path to Active Learning**

Gone are the days when professors can simply expect to “pour” knowledge into the open minds of eager students. In a society of MySpace and Facebook, motivating students to learn may seem like an impossible mission. Mostly all professionals acknowledge the instructional landscape has changed, but in the face of such realities as enormous class-sizes and increased work-load, finding practical ways to engage students in the learning process is a daunting task. The Fishbowl or Socratic Seminar affords students the opportunity to read, discuss, debate, form opinions, share ideas, and think critically. There are many variations of this tried and true instructional method, but the version I will demonstrate is modified to make it practical for regular use. Students are introduced to a relevant text (easy to implement for just about any course) and as the instructor serves as the facilitator, students engage in a guided discussion and analysis of the key ideas. Using a simple and adaptable rubric, the instructor will follow the discussion marking down critical moments while easily assessing student performance. Educators know that poor attendance contributes heavily to student failure. Punishing is not effective, especially first- year students who typically feel isolated and lost in large lectures. Additionally, when it becomes part of the course requirement students realize that attending class is vital for success, and since the Fishbowl is enjoyable, attending class is not only necessary, but fun. After using the Fishbowl for over 7 years, it has proven to be a powerful tool which generates greater student participation and achievement, increases attendance, and promotes diversity by exposing students to a variety of opinions and backgrounds. This session is a MUST for all educators (professors of all subjects, student success instructors, and retention specialists interested in imparting ways to increase attendance, which leads to retention). Participants will engage in a mock Fishbowl, work with rubrics, and hear testimony from actual students who found success via the Fishbowl.

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## **Everything I Need to Know I Learned on YouTube**

YouTube is a vast repository of videos from a variety of sources posted by its users. YouTube is simple to use, easy to search, and user friendly. Videos that can be used for educational purposes are an easy find, and promote a more visual learning experience. Incorporating YouTube videos into instruction can improve participation and learning – they are brief, typically high impact, and grab the attention of today’s learner. Creating multimedia assignments including video sharing through YouTube are possible to validate that students are achieving course outcomes. A number of uses for YouTube videos, and a few videos themselves, will be ‘broadcast’ in this session, as well as the results of a YouTube assignment in a Business Law course.

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## **Preventing Workplace Bullying**

The word “bullying” conjures images of youths in schoolyards. Perhaps it is this cultural reference point that has led to a considerable lack of scholarship and treatment of the subject. But adult bullying is real, and the consequences are not child’s play. According to the latest research, workplace bullying is more prevalent than sexual harassment. This seminar will focus on prevention strategies which organizations can take to minimize and prevent this type of deleterious behavior.

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## **Stepping Out of the Traditional College “Box” to Create a More Personal College Experience for the Online Student.**

The presentation begins by identifying eight key management concepts and eight operational strategies that drive the modern entrepreneurial process. The presentation then looks into six discrete areas that colleges and universities have adopted from the entrepreneurial model in order to grow and thrive in today’s academic market: Outsourcing—and what services are best to consider; Partnerships—both in and out of education; Direct Service Delivery—how the academy serves its community; Off-campus Education—diversifying and adopting the “chain store” approach; Staff-development—and the use of Process Improvement to create a culture of assessment linked to productivity; and Restructuring—reorganizing for productivity and growth.

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