Pan-College Task Force Recommends Seeking University Recognition to President Saatkamp

Read Q&A

The Board of Trustees of The Richard Stockton College of New Jersey is expected to vote on Sept. 17, 2014 on a Sept. 3 recommendation by the Pan-College Task Force on University Status to pursue a change in its official New Jersey status and name to that of a university.

In its report, the Pan-College Task Force noted that Stockton took a measured approach over about two years to consider whether to petition for the change.

The Task Force said, “Two factors are critical to a successful proposal for designation and name change to university. The first, a careful and thorough consideration that includes input from a variety of perspectives both inside and outside the institution, has been conducted.”

The report went on to say, “The second factor is a clear and concise rationale for the change. In keeping with the New Jersey statute, Stockton has met the criteria for university status for the past five years, so that, should the College opt to pursue a name change, the compelling rationale for the same is clearly to ‘more accurately reflect [the] institution’s current status.’”

The Trustees will have the ability to authorize President Herman Saatkamp to petition the New Jersey Office of the Secretary of Higher Education to officially classify Stockton as a comprehensive university.

Traditionally, a college offers undergraduate degrees leading to the baccalaureate. A university also offers graduate degrees at the master’s level and/or doctoral level.

Why would Stockton seek this change?

· To illustrate Stockton’s true nature and more effectively present the institution to the public: The Middle States Commission on Higher Education, the Carnegie Foundation for the Advancement of Teaching, U.S. News and World Report and The Princeton Review all consider Stockton a comprehensive university and measure it against other such institutions in their rankings.

· To enhance potential for recruitment, particularly among international students and faculty, where the word “college” causes confusion. The change would also benefit Stockton in forging partnerships with institutions in other countries.
Q&A Continued

· To enhance the potential for attracting more graduate students to its growing programs, which now offer 13 advanced degrees.
· To capitalize on the perceived increase in status that the name “university” confers within higher education and among the general public. This may aid in fundraising as well as recruitment.
· To highlight Stockton’s tremendous growth in academic achievements and new programs as well as new facilities, including instructional sites in three counties.

How would the change affect Stockton students, prospective students, parents, faculty and staff?

· The College’s mission, which stresses “excellence in teaching and dedication to learning,” along with its emphasis on community service, will remain the same.
· Any increases in the size of the student body would not be driven by a name change.
· The name change would not be responsible for increasing the cost of tuition or fees.
· No reductions in the number of classes taught and no changes in class sizes are anticipated as result of the change.
· There would be no change to Stockton’s culture of high contact with students, respect and diversity, nor to its commitment to the liberal arts, general education and research standards set by programs.
· Faculty research and faculty-mentored student research would continue, but the change would not result in increased demands for faculty research and publication. Comprehensive universities emphasize teaching, as opposed to research universities, which place more emphasis on faculty members’ research being published in refereed journals and books for promotion and tenure.
· For graduates and prospective employers, there is an added sense of prestige in a university degree.

What would it mean for alumni?

· Alumni, who were surveyed about the change, could feel a renewed sense of pride upon their alma mater gaining recognition as a university. The change in name would not impact their degrees.

How did the decision to seek the change come about?

· While Stockton College was successfully completing its Middle States re-accreditation in early 2012, the College’s overall health and growth—at both the undergraduate and graduate levels—prompted external evaluators to ask whether Stockton had considered applying to the New Jersey Secretary of Higher Education for university status and a name change.
· In September 2012, the Faculty Senate formed a Task Force to collect and synthesize feedback from various College communities about the issues. The Task Force members included representatives from different schools, with seven faculty and three deans participating.

Between September 2012 and January 2014, the Task Force:

· Launched surveys to gather input from faculty, students, staff, and alumni, and drafted accompanying reports.
· Held a series of “town hall” meetings.
· Conducted two telephone surveys through the Stockton Polling Institute of the William J. Hughes Center for Public Policy that together reached over 1,400 South Jersey families in the spring of 2013. Among the findings: 83 percent of the 800-plus surveyed in Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean and Salem counties thought becoming a comprehensive university would increase Stockton’s reputation in South Jersey, while 86 percent thought it would increase Stockton’s reputation statewide; and 70 percent thought the change would enhance the value of a Stockton degree. Of more than 600 polled in Atlantic County only, 85 percent thought a change to university would enhance Stockton’s reputation in South Jersey and 87 percent thought it would help statewide. Seventy-three percent of those in the Atlantic County-only poll thought it would enhance the value of a Stockton degree.
· Posted background research, which is outlined in the Task Force report.
· Offered a preliminary report at the 2013 Fall Faculty Conference and held meetings with the faculty of each school.
Q&A Continued

The Task Force’s final report to the Faculty Senate recommended—given the level of interest in and predominant support of pursuing university status both within the College and its surrounding community—that the College form a Pan-College Task Force.

The group’s representation included staff, students, alumni, Stockton Foundation and Board of Trustees, and members of the general public, in addition to faculty and administration.

- In February 2014, the Faculty Senate accepted the Task Force’s recommendation, and in April the President’s Office convened the Pan-College Task Force.
- On Sept. 3, 2014, the Pan-College Task Force recommended that the President and Board of Trustees pursue the change at the state level.

What would be the costs and how would Stockton pay for them?

- The cost of a name change would include replacing signage, and updating institutional and marketing materials such as stationery, business cards, flags, seals and banners. Some of those materials are updated and reprinted annually and their costs would be absorbed in existing budgets. Estimates range from $654,208 to $956,082, depending on what is included. Some items of historical significance may not be changed.
- It is expected that these costs would be phased in over a five-year period.

What would happen next?

- There are many more steps to potentially changing a college's name.
- If authorized on Sept. 17, President Saatkamp would submit a petition for the change to the Office of the NJ Secretary of Higher Education Rochelle Hendricks for review by the state Office of Academic Affairs staff, with the assistance of external consultants identified by the Office of the Secretary of Higher Education and agreed to by the College.
- Secretary Hendricks would provide the New Jersey Presidents Council, which represents the state's public, private, religious and community colleges and universities, with all materials related to the petition for a name change, seeking a recommendation.
- After reviewing the Presidents Council recommendation, the Office of Academic Affairs staff and consultants’ findings, and all reports and recommendations related to the petition, Secretary Hendricks would make a determination.

To read the Pan-College Task Force on University Status report in its entirety, click here.

Office of Development, Alumni Affairs Begins Four Weeks 4 Chad

Stockton employee and alumnus Chad C. Adams ’95 passed away suddenly on Sept. 26, 2012. He started working at the college in 2010, most recently as the associate director of Annual Giving Programs. In this role, he worked with countless alumni, faculty, staff and friends of the college to raise much-needed funds for Stockton.

In his memory, The Office of Development and Alumni Affairs recently announced the Four Weeks 4 Chad commitment, which began on Aug. 29. Friends and family of Adams have set four weeks aside to “carpe diem.”

Participants from South Jersey to California are committing to everything from running 100 miles in four weeks, to spending more time with friends and family. Commitments should reflect taking time out for yourself and remind you that life is a gift.

All proceeds from the four-week commitment and the Oct. 3 closing fundraiser will be donated to the Chad Adams ’95 Memorial Scholarship, an endowed scholarship established in Adams’s memory. T-shirts for the event were donated by Michael Santori at Quality Concepts.

To make a donation to the Chad Adams ’95 Memorial Scholarship, visit www.stockton.edu/give or call 609-652-4658. When donating online under the “I would like my gift to support the following” section, click the “Previously Established Restricted Fund” button and type “Chad Adams Memorial Scholarship.”
Various Departments Welcome New Faculty, Staff Members

Editor's note: More than 50 new faculty and staff members have joined the Stockton community. We will feature these faculty and staff members in the Times as more information becomes available. Welcome!

Sitki Gulen joins Stockton as an assistant professor of Business Studies with a focus in Management. Gulen is currently finalizing his Ph.D. in Management from Rutgers Business School. He earned his M.S. in Industrial Engineering from The Institute of Engineering and Science, Bilkent University in Ankara, Turkey and his B.S. in Business Administration from Faculty of Economics and Administrative Services, Hacettepe University in Ankara, Turkey. His research interests include business administration, operation management, finance, supply chains, management science, time-series analysis and data-mining.

Phillip Kening continues teaching at Stockton as a visiting assistant professor of Business Studies with a focus in Marketing. Kening has his own marketing services company that specializes in marketing consulting, development and execution of information-driven communication programs and marketing research for clients in both consumer and business-to-business industries. He has been a long-time adjunct instructor at Stockton and earned both his MBA and B.S in Journalism from Southern Illinois University. He is a Police Athletic League board member and youth volleyball program director for Galloway Township. His research interests include marketing, advertising and marketing ethics.

Dr. Jaemin Kim comes to Stockton as an assistant professor of Business Studies with a focus on Management. Dr. Kim recently received his Ph.D. in Management from The University of Mississippi. He earned his MBA from The College of Business at Oregon State University, his master’s in Foreign Direct Investment from Korean Development Institute, and his B.S. in Economics and Law from Hankuk University of Foreign Studies in Seoul, Korea. He is an active member in professional affiliations and services and served in the Korean military achieving the status of Sergeant. He has published in Strategic Management, Human Resource Management, Entrepreneurship, and Business Ethics.

The Division of Students Affairs recently welcomed Amy Jones as the new director of Student Rights and Responsibilities, and Jeffrey Wakemen as the new director of Student Development.

Jones comes to Stockton most recently from Swarthmore College where she served as the Grievance Advisor and Community Educator for the Student Conduct Office and Title IX team within Student Affairs. She also served as an assistant dean of Students at the University of North Carolina at Greensboro for six years with primary responsibilities for crisis management and student conduct. Jones has been working in Student Affairs for close to 14 years with a wide range of experiences including residential life, student activities, leadership development and advocacy services. She earned her undergraduate degree from Millersville University and her master’s degree from the University of South Florida.

Wakemen joins Stockton with 16 years of professional experience in the field areas of student activities and leadership. The majority of Wakemen’s career has been at William Paterson University where he held numerous positions including, most recently, Director of Campus Activities and Student Leadership. During his time at William Paterson University, he was named Student Organization Advisor of the Year three times. Jeff earned his bachelor’s degree from Monmouth University and his master’s degree from Indiana University of Pennsylvania.

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News about distinguished students can now be found at Distinctive Stockton Students. To contribute a news item for the blog, please contact the editor at distinctive@stockton.edu