

WIP



WELCOME

WILLIAM
PATERSON
UNIVERSITY

Points of Pride

Honors College

- 3,000+ community service hours
- 95 percent of graduates achieved career or graduate school goal



Library

- 37 virtual visits with 680 PreK-12 students
- OER research guide 700+ views

College of Education

- CAEP and CACREP accreditation
- Doctoral Program in Leadership



Points of Pride

Cotsakos College of Business

- Accounting students: 85 tax returns for low and middle income persons (VITA)
- Financial Planning Academy with 350 Passaic County students



College of Arts, Humanities, and Social Sciences

- PALS peer mentoring program raising course performance outcomes
- Democracy and Dialogues and Marcia Fudge, Secretary of HUD

New college with exciting vision for the future!

Points of Pride

College of Science and Health

- SI initiative showing promise in Biology and Math; expanding to other courses
- 15 faculty graduates of ACUE micro-credentialing course



Academic Affairs

- 300 percent anticipated increase in dual enrollment partnerships; nearly 100 percent more students
- 30 grants received, particularly exciting ones in STEM and Humanities
- *WP Online* growth and Pre-Doctoral Program



Positioning for Growth

Diversifying the Student Base

NJ new HS grads 2020-21 (est.):	113,720
NJ residents 25+ w/ HS degree only, some college, or associate degree only:	3,039,845
Difference in size:	26.7x

Sources: Chronicle of Higher Education Almanac (2021-22) and U.S. Census Bureau

Program Portfolio Opportunities

- **New Markets Opportunity Scan**
- **Current Program Portfolio Competitiveness**

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The seal of William Paterson University is a circular emblem. It features a central shield with a book and a quill, flanked by two figures. Above the shield is a banner with the motto "COMMITMENT TO EXCELLENCE". The outer ring of the seal contains the text "THE WILLIAM PATERSON UNIVERSITY OF NEW JERSEY" and the year "1855".

**Welcome to the
Fall 2021
State of the University
Address**

**President Richard J. Helldobler
William Paterson University**

575 Days







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In memory of those
in the WP community
whom we have lost
over the past
18 months



WMP

Thank You!

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- **WP Brand Identity**
- **A New Strategic Plan**



WILLIAM PATERSON
UNIVERSITY

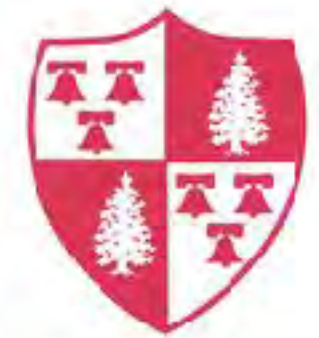
Pioneers

Will. Power.

WILLIAM
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RUTGERS



MONTCLAIR STATE
UNIVERSITY



KEAN

NJIT

New Jersey Institute
of Technology



RAMAPO
COLLEGE
OF NEW JERSEY



TCNJ THE COLLEGE OF
NEW JERSEY



STOCKTON
UNIVERSITY



NJCU

NEW JERSEY CITY UNIVERSITY

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- 1) How they deliver education; or**
- 2) What they deliver (types of programs, etc.)**

WP (you)

WP (you) requires:

- **Financial investment in technology and larger I-T staffing**
- **With the move to a paperless environment, re-training current staff to provide students with more high-touch opportunities and support**
- **A flexible schedule that does not conform to a strict 15-week schedule**

Respond to the poll
on your smart phone
or browser' at

PollEv.com/wpsotu

or scan QR code →



When poll is active, respond at pollev.com/wpsotu

Text **WPSOTU** to **22333** once to join

Does WP(You) – the high-touch, tech-savvy institution, sound like a place that would attract students? Like a place where you'd like to work?



DISLIKE



SOMEWHAT
DISLIKE



NEUTRAL

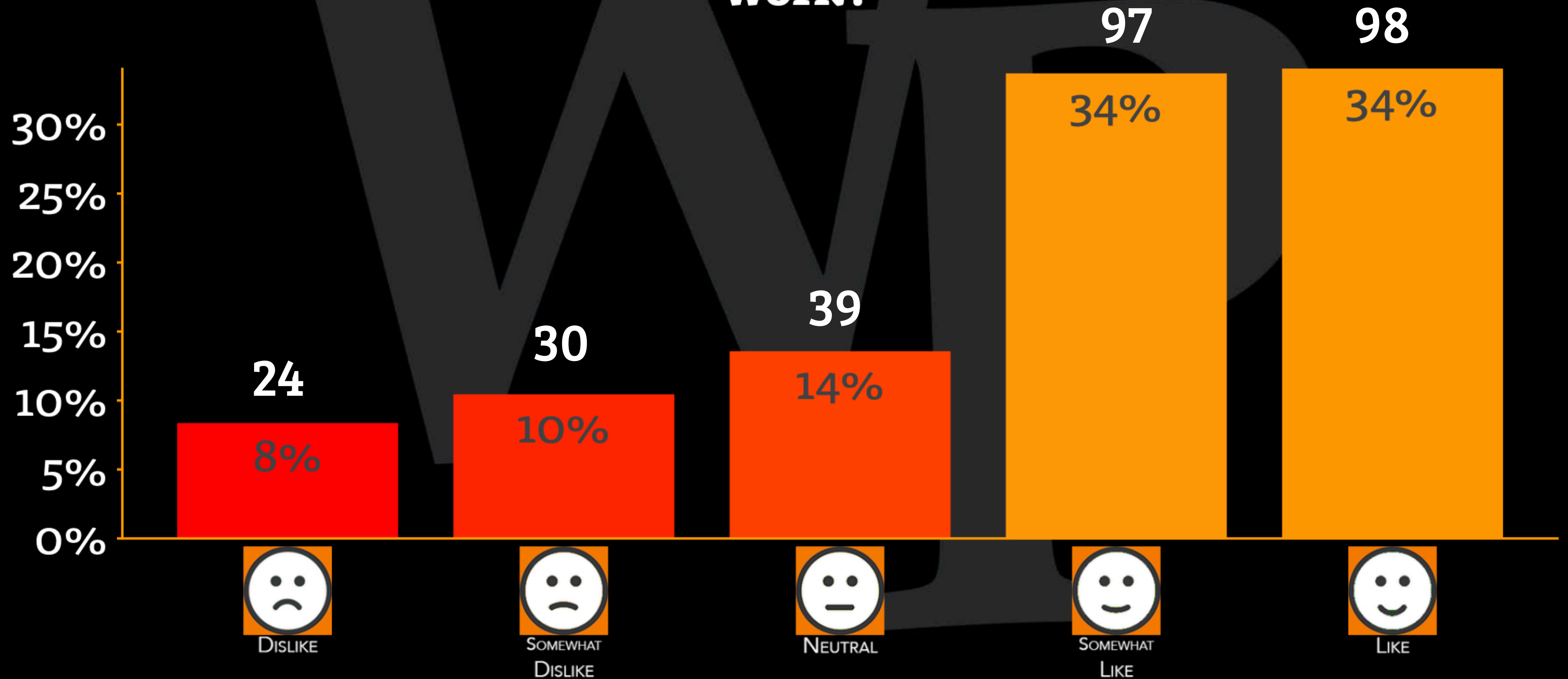


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WP-Specific



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WP-Specific calls for:

- **Growing faculty in specific disciplines**
- **Maintaining or shrinking faculty in others, while recognizing that some might teach more UCC courses than major ones**
- **More flexible mix of tenured and non-tenured faculty, given possible fluctuations in the labor market**
- **It calls for centralization of all career development opportunities, including internships, in order to provide learning outcomes opportunities – rather than discipline-specific – and to collect necessary benchmark data**

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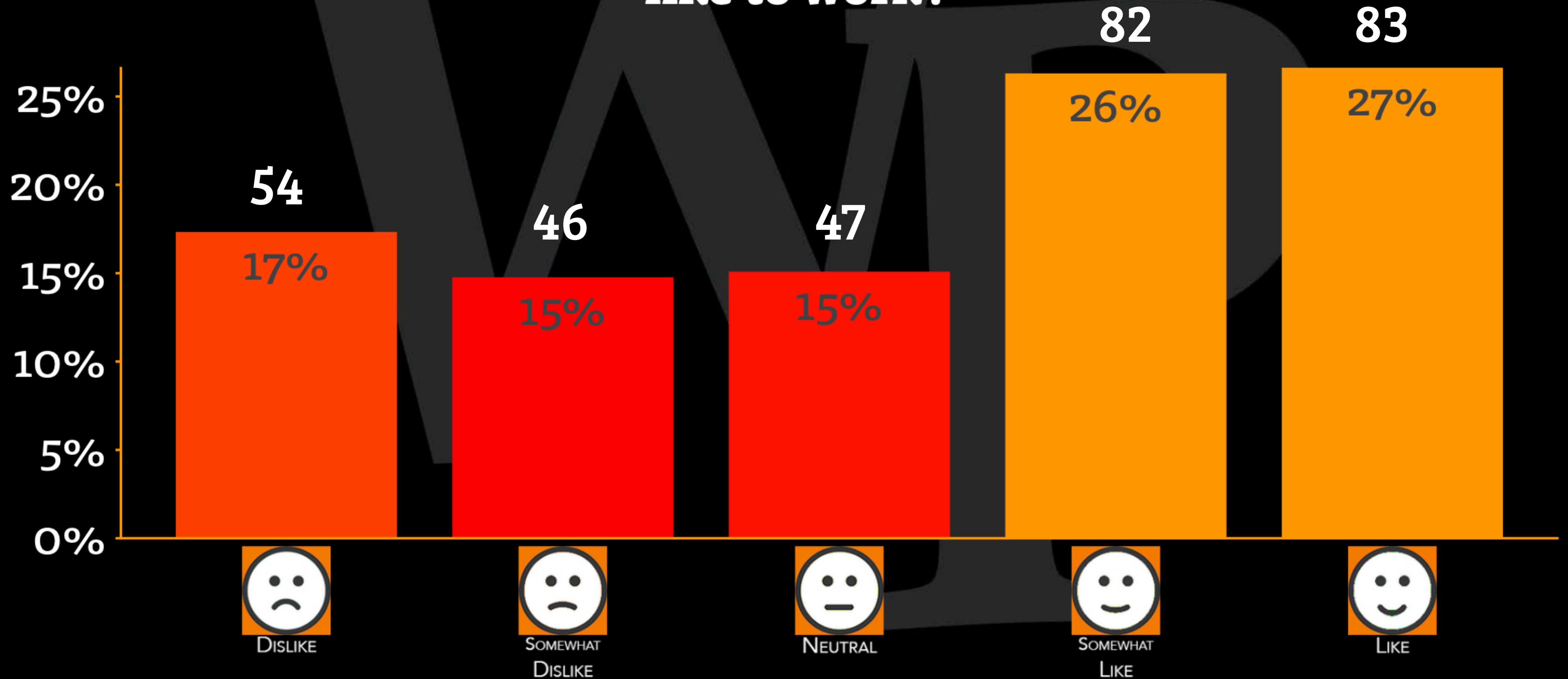


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WP (you)

WP-Specific

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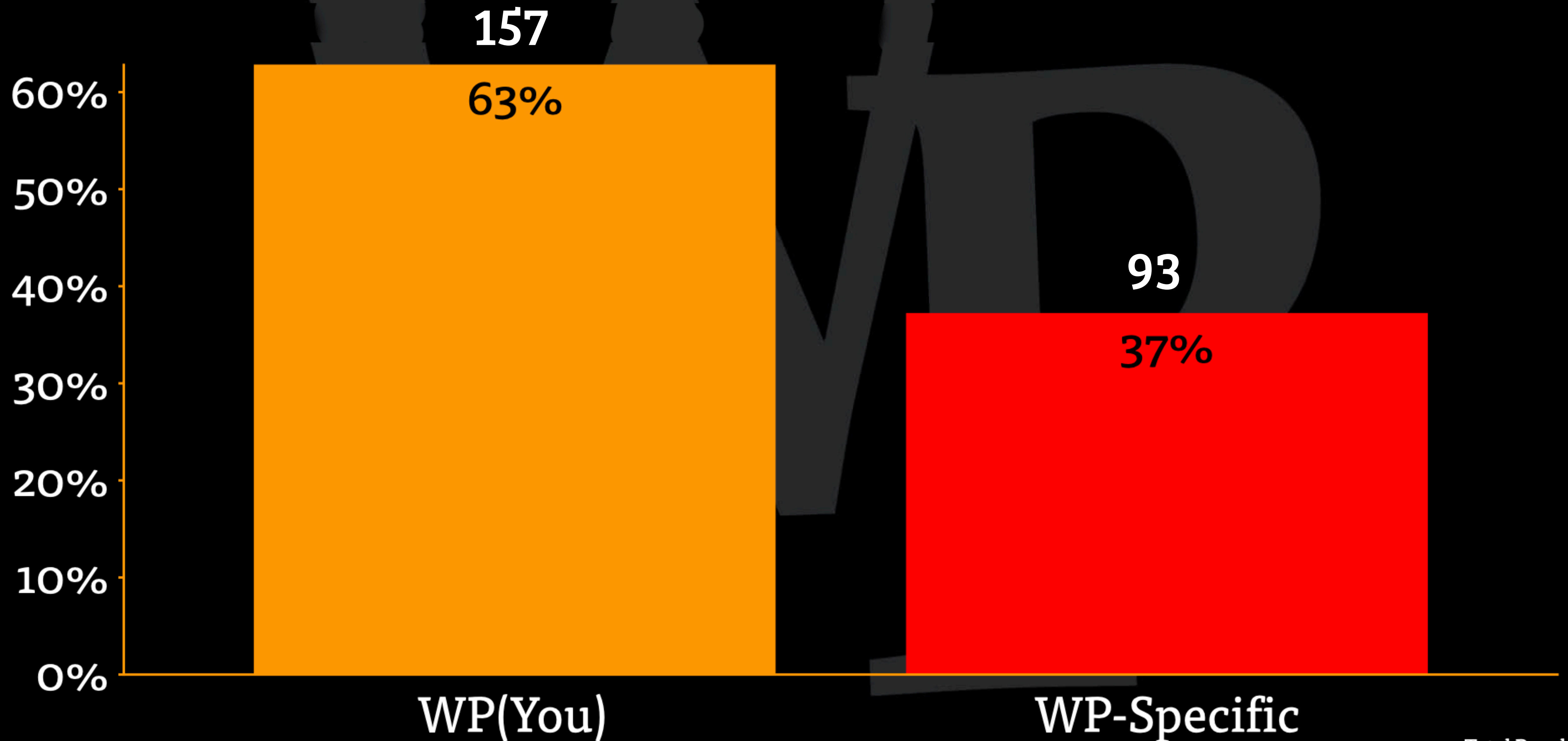
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Now that you've considered each separately and with all this in mind, which one feels like a better direction for William Paterson?

WP(You)

WP-Specific

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Students Believe Supporting Social Justice Drives Change



By Jessica Bryant

Published on August 2, 2021

SHARE ON SOCIAL



Reviewed by [Cobretti D. Williams, Ph.D.](#)

- Two-thirds of students who support social justice efforts believe they help drive change.
- Students' awareness of social justice issues has increased over the past year.
- Students primarily learn about social justice issues off campus.

**BLACK
LIVES
MATTER**



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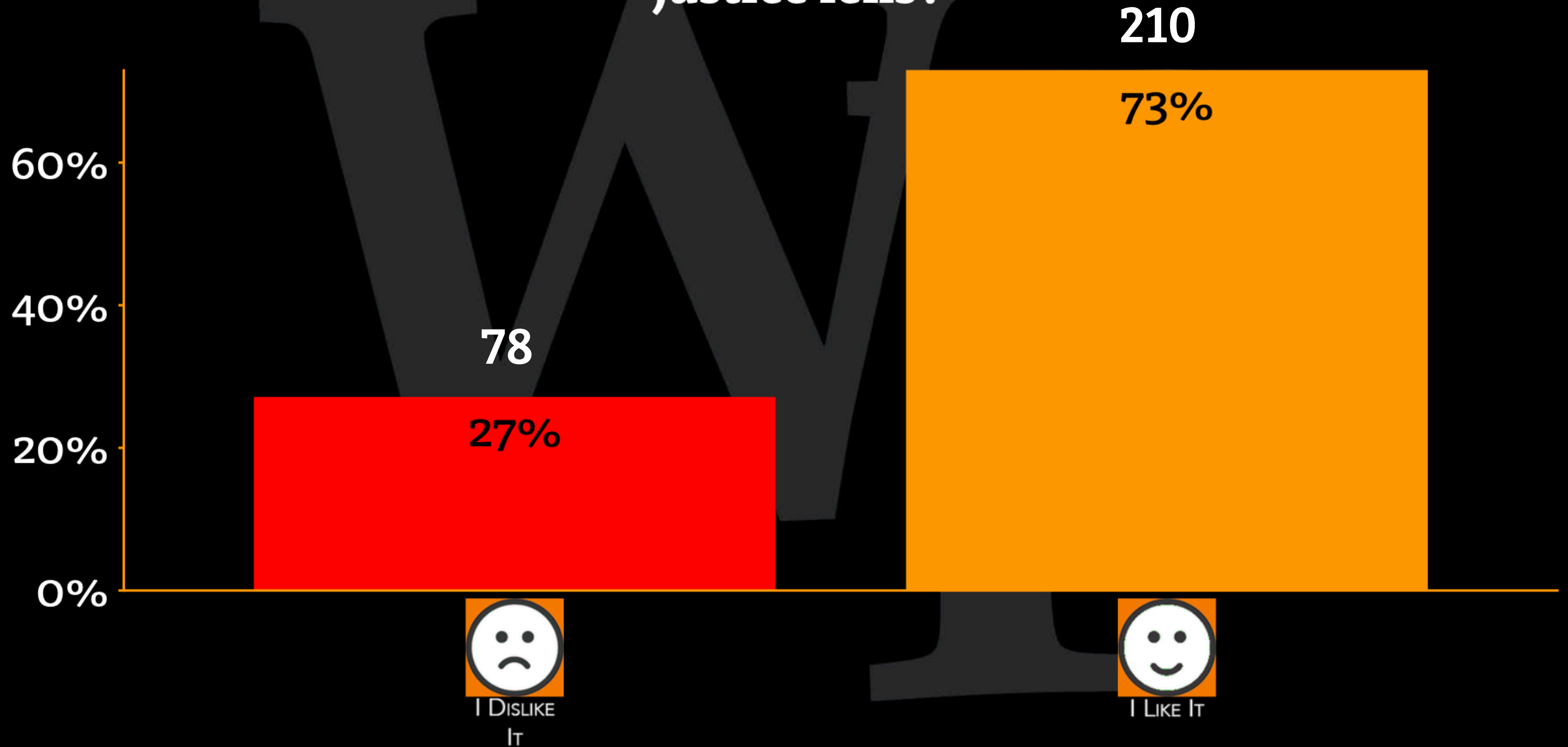


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**What do you think of this idea of branding UCC
through a social justice lens?**

What do you think of this idea of branding UCC through a social justice lens?



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STRATEGIC PLAN
2012
2022

A Model of Outstanding and
Affordable Public Higher Education



GOAL 2: ACHIEVE STUDENT SUCCESS BY INCREASING MATRICULATION, RETENTION, AND GRADUATION

The University will continue to expand enrollment at a modest growth level to keep pace with the demographics of our region and to support strategic initiatives of the state of New Jersey. Earning a college degree continues to be an important predictor of future success and active citizenship. As a public higher education institution, William Paterson University is dedicated to educating a diverse community of learners who will contribute to the social, cultural, and economic impact of our nation. The academic and personal success of our students is our greatest objective.



- We will steadily and substantially improve student retention and graduation rates.
- We will expand opportunities for practical internships, on-campus employment, and networking programs, and increase the availability of academic support, advisement, and career guidance.
- We will engage our students academically and intellectually by involving them in faculty research, technology, collaborative coursework, and learning communities, and through co-curricular activities such as lectures, workshops, seminars, and service learning opportunities.
- The University will measure its achievement through participation in the National Survey of Student Engagement, the leading, nationally used instrument for measuring undergraduate student engagement. Data from the survey will serve as a means of continuous improvement.

Preparing a New Strategic Plan

Proposed Timeline:

2021

March, April, May – seek input on the approach
(Traditional Strategic Plan or Issue Focused Plan)

May – report out to the campus what approach I will recommend
to the Board of Trustees at their June Meeting.

June, July, and August – conduct focus groups and survey of Staff,
Alumni and External Stakeholders on either topics or issues depending on
the approach.

September and October – conduct focus groups and survey Faculty and
Students on key issues.

November – form working groups

Preparing a New Strategic Plan

Proposed Timeline:

2021-2022

December/February – solicit participation for the working groups; develop and finalize their framework

2022

March/April – receive additional input from the community on proposed Strategic Plan (focus groups, surveys, town halls, Faculty Senate, University Council, Student Government Association, and other groups)

May – communicate a final draft that will be recommended to the Board of Trustees at their June meeting

June – Board of Trustees adopts the new plan.

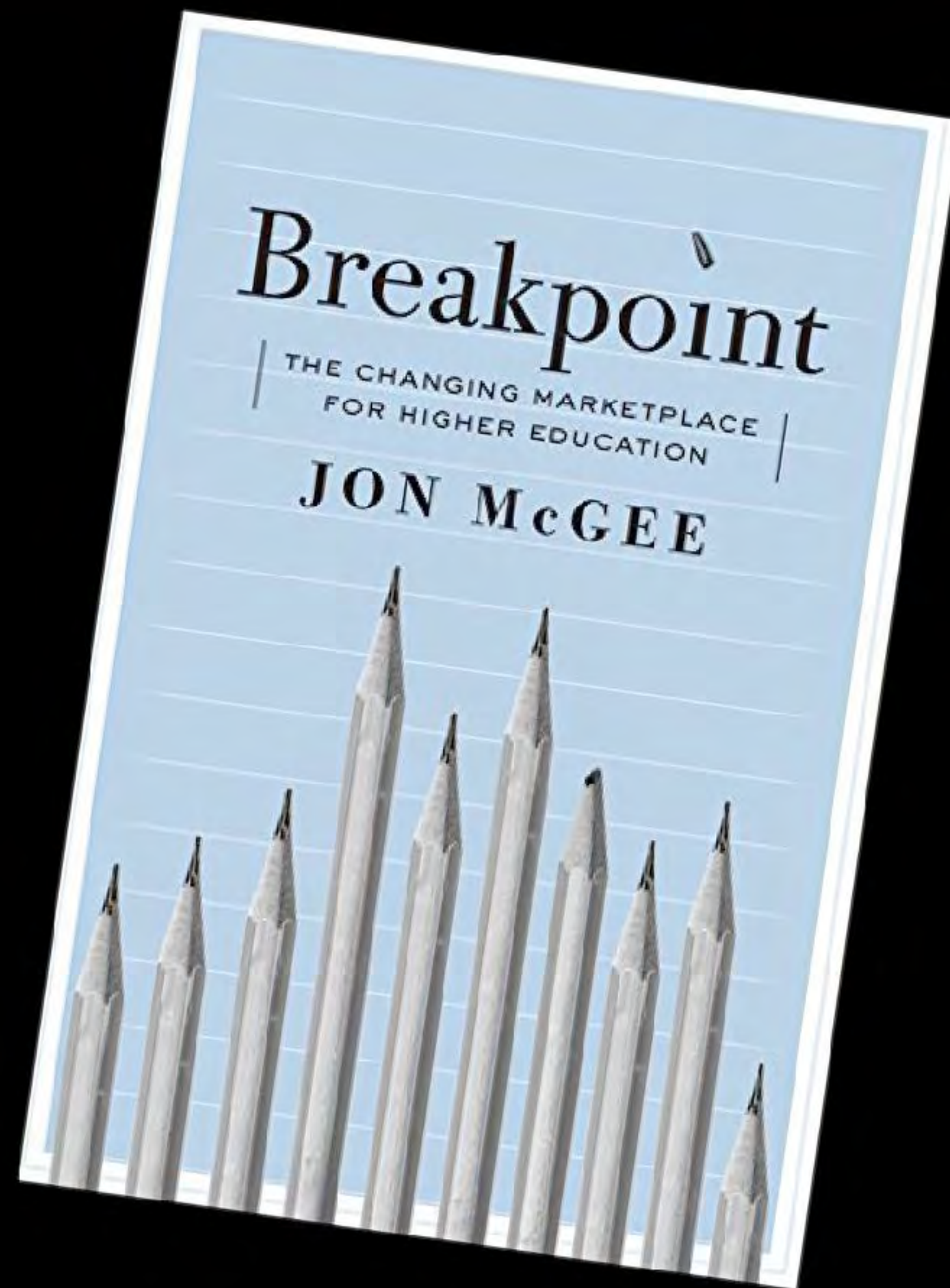
Board of Trustees Goals

1) Enrollment

2) Retention

3) Graduation rates

4) Career development



- 1) Accessibility**
- 2) Affordability**
- 3) Accountability**
- 4) Differentiation**
- 5) Sustainability**

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- 3) Accountability**
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- 5) Sustainability**

“The ascending and now dominant instrumental or commodity narrative of the college experience poses two significant challenges to many institutions, one related to expectations of return on investment (jobs**) and the other related to competing educational values and objectives (**an educated citizenry**).”**

Jon McGee



STATE TEACHERS
COLLEGE
PATERSON N.J.

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97% of our students
indicate they come to
William Paterson
to get a good job.

**What are the employment
(or volunteer or graduate school)
experiences of your recent
graduates?**

**How have those changed
over time?**

What kinds of jobs and career experiences do your graduates have?

**What kinds of incomes do they
earn (not just the average)?**

**How effective is your institution
in preparing students for
employment or graduate
school and providing them
with access to employment and
postbaccalaureate opportunities?**

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Department of Lorem Ipsum

HOME > LIPSUM > DEPARTMENTS > LOREM IPSUM

Career Facts about Lorem Ipsum Grads

First-year Employment Rate

92%

\$45,000
Average Salary of First Year Undergraduates*

87%
of students complete internships before graduation.

\$72,000
Average Salary of 10-year Alum

Take the next step >>

- Lorem Ipsum Home
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- Faculty & Staff
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- Advisement
- Facilities
- Internship Program
- Visual Resources Collection

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Degrees We Offer What You'll Learn Careers in Lorem Ipsum Internships

Degrees

- **Average starting salaries and mid-career salaries for each discipline**

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- **Lists of jobs available in each discipline and names of specific employers where our graduates work**

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- **First-year employment rates post-graduation for each college**
- **Link to U.S. Department of Labor Scorecard including extensive university wide data**

“College and university leaders can talk about learning value to their hearts content, but if we cannot address economic concerns in a compelling way—which does not require promises or guarantees but does require a commitment to understanding what happens to our students after they graduate—we risk losing the argument all together.”

Jon McGee

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