

WILLIAM
PATERSON
UNIVERSITY

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

Welcome to the Spring 2022 State of the University Address

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





UNIVERSITY COMMONS

WILLIAM PATERSON UNIVERSITY





**Virginia Overdorf Tennis Courts
Ribbon Cutting**

**Barbara M. Grant
Building Dedication**







Will. Power.

The “How” approach

Strategic Plan

“How”

INSIDE
HIGHER ED

Enrollment Marches Downward

Nearly one million fewer students have enrolled in higher education since the beginning of the pandemic. The losses have been felt across all types of institutions and in almost every state.

**National Student Clearinghouse
“Unprecedented” 5.7% decline in the
rate of college enrollment since the
start of the pandemic**

“How”

- **Will. Power. 101**
- **More professional advisors**
- **Fully online graduate programs**
- **Online undergraduate programs**

Building out the “Cocoon of Care”

- Case management approach
- Pass/no credit options
- 7- and 15-week semesters
- Career communities/Meta Majors



Starfish



NAVIGATE

Refreshed Academic Department Pages

Communication page before

The screenshot shows the homepage of the Department of Communication at William Paterson University. At the top left is the university's logo. To the right are navigation links for 'Academics', 'Admissions', 'Campus Life', and 'About Us'. Further right are 'WPconnect', 'Maps & Contacts', and a search bar. Two blue buttons, 'Apply Now >>' and 'Give to WP >>', are positioned in the top right corner. Below the navigation is the department's name, 'Department of Communication', followed by a breadcrumb trail: 'HOME > COLLEGE OF ARTS, HUMANITIES, AND SOCIAL SCIENCES > DEPARTMENTS > COMMUNICATION'. A vertical orange sidebar on the left contains a list of links: 'Communication Home', 'Undergraduate', 'Graduate', 'Faculty', 'Contact Us', 'About Us', 'Facilities', 'Activities', 'Advisement', 'William Paterson Television: WPTV', 'University Performing Arts', and 'Brave New Radio'. The main content area features a large image of students in a broadcast studio, with one student in the foreground wearing a headset and speaking into a microphone.


Welcome to Fall 2021! Classes begin in Hamilton Hall on August 25!

The Department of Communication provides opportunities for degrees at the BA and MA level. The varied programs offer an integrated introduction to the fields of communication studies, media studies, journalism, film, video, audio and radio production, public relations and theatre. Courses of study in media combined with production-oriented classes make graduates productive citizens in an increasingly global and technological economy.

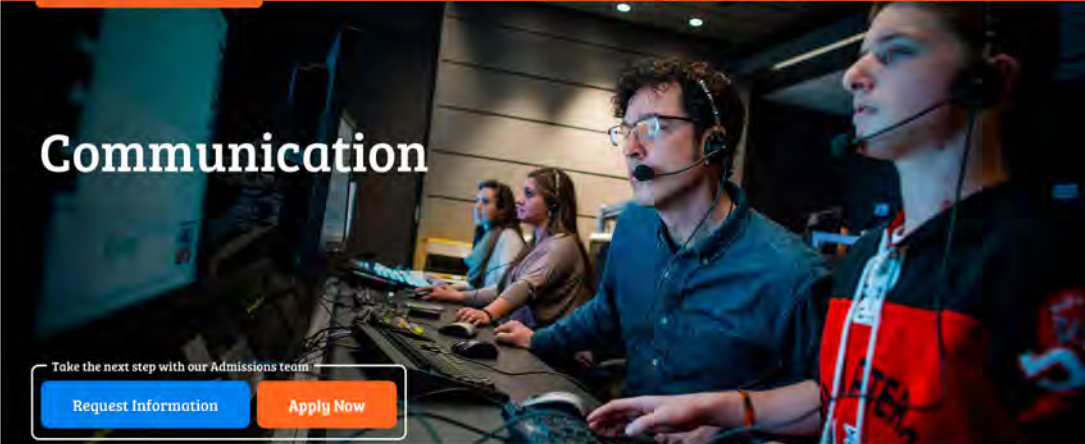
Our job is to prepare you for the world after graduation. We take pride in the success that our alumni achieve across the country and the world!

Check out our [Facebook page](#) for latest updates.

Communication page after

WPconnect Maps & Contacts [Apply Now >>](#)
[Give to WP >>](#)

[Academics](#) [Admissions](#) [Campus Life](#) [About Us](#)



Communication


Take the next step with our Admissions team

[Request Information](#) [Apply Now](#)


- Communication Home
- Undergraduate
- Graduate
- Faculty
- Contact Us
- About Us
- Facilities
- Activities
- Advisement
- William Paterson Television: WPTV
- University Performing Arts
- Brave New Radio

Jumpstart your communication career

The award-winning Department of Communication helps students unlock their creative potential in fields such as communication studies, media studies, journalism, film, video, audio and radio production, public relations, and theatre and comedy. Here are some key national statistics for communication careers from the National Association of Colleges and Employers (NACE) and PayScale.




\$33,805-\$51,643
Average Starting Salaries in Communication Fields (NACE)



Noteworthy Mid-Career Communication Jobs and Salaries (PayScale)

Communications Director:	\$88,400
Brand Strategist:	\$80,100
Public Relations Manager:	\$77,900
Interactive/Digital Producer:	\$76,200
News Anchor:	\$73,000



78%
Alumni employed or in graduate school 6 months after graduation

Get Prepared to Succeed

Our communication students write news, conduct research, make films, produce and broadcast TV and radio shows, launch PR campaigns, create and manage social media content, and much more. They learn in state-of-the-art facilities, including our HD TV broadcast studios, radio station, film production lab, digital audio production lab, several digital video and audio editing rooms, and our new Social Media Applications Research and Teaching SMART lab.

Communication page after

Communication

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[Request Information](#) [Apply Now](#)

Communication Home

- Undergraduate
- Graduate
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- Browse New Media

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What You'll Learn

In our array of communication programs, students learn in-demand skills that employers have identified as critical for job candidates, including:

- Social, cultural, legal, and ethical issues in the field
- Ability to research and evaluate problems using communication technologies
- Technical communication skills
- Oral, written or visual expression

[View a full listing of student learning outcomes for communication students](#)

Information on affordability and value from the U.S. Department of Education:
[View our College Scorecard](#)

Key Skills for Careers in Communication

as indicated by Employers and Alumni on LinkedIn

- Digital Fluency
- Collaboration
- Creativity
- Video Production
- Public Speaking
- Social Media Marketing
- Broadcasting

*LinkedIn Workplace Learning Report 2021

Degrees Offered

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Public Relations Manager	\$77,900
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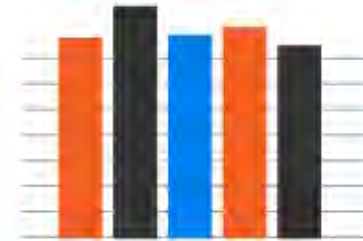
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Communication page after

Degrees Offered

Undergraduate	Graduate
BA in Communication +	MA in Professional Communication +
BA in Communication (Honors)	
Minor in Communication +	
Minor in Visual Communication +	

Where Our Alumni Work

Our graduates work at major marketing, public relations, and media companies, have been accepted into top graduate programs, and have won awards, including the Emmy Award.




Internships

WP communication internships in NJ or nearby New York City include:

Major news networks and programs | TV Shows | Radio Stations | Talk Shows | Fashion Houses | Sports Organizations | PR agencies | Newspapers | Film Production Companies | Fortune 500 Companies

NBC Universal | ABC, New York Live | Saturday Night Live | The Rachel Ray Show | Z100 | New York Fashion Week | New York Giants | MLB Network | Coyne PR

What Our Graduates Say



"I gained all the building blocks I needed: experience, an internship, and interview skills."

Heather Cook '16
Media production and public relations major, landed a full-time job at NBC Universal right out of college. Prior to graduation, she completed a production internship at Discovery Communications.

Take the Next Step

[Request Information](#)

[Virtual & In-Person Campus Visits](#)

[Key Steps for First Year Applications](#)

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Key Steps for
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View Application

Career Communities



**Public Service, Law
Social Justice**



**Business, Management
Entrepreneurship**



**Health, Wellness
Biosciences**



**Education
Social Services**



**Art, Media,
Communication, Culture**



**Data, Technology
Natural Sciences**



**Exploring
Still Deciding**

77% of graduates
have more than
120 credits



Module 1: Discover You

Module 2: Brand You

Module 3: Promote You

Module 4: Career Events



1,060 Students

The “How” approach

- Faculty as mentor vs. advisor
- 7-/15-week courses
- Open Educational Resources for all 1000-level courses
- Pass/No credit options for up to two non-major courses per semester for the first year

The “How” approach

- Undeclared → Career Communities
- Developing a Cocoon of Care
- More app-based student services
- Workflow efficiency-less paper
- 12-month residence halls

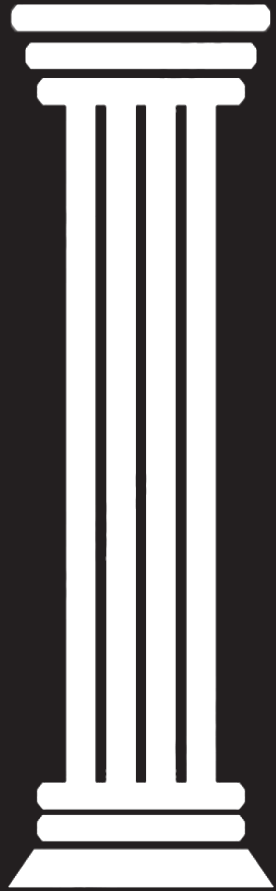
Strategic Plan

Strategic Plan 2022-2025

10-year plan

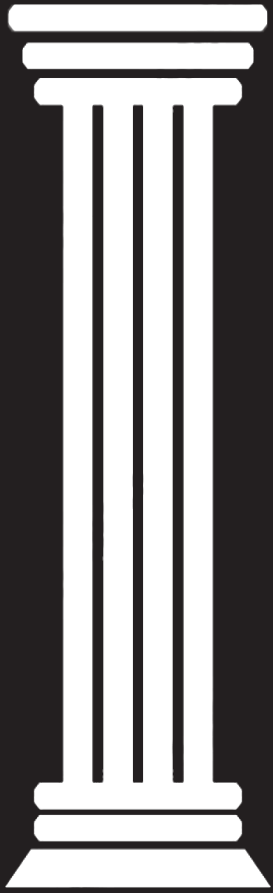
3-year plan

Strategic Plan 2022-2025 Pillars



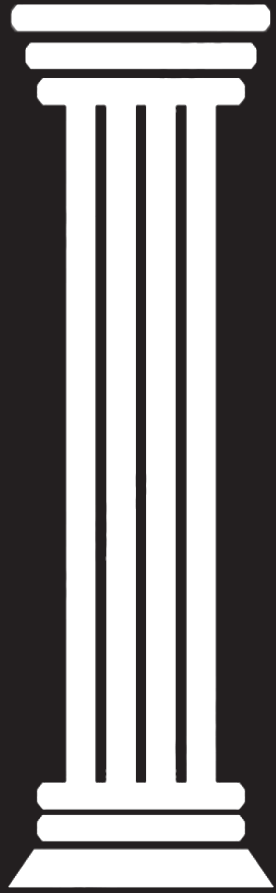
1. Exploring alternate credentials and certificates
2. Revising the Mission Statement
3. Developing robust policies, programs and delivery modalities for adult learners
4. Developing and implementing strategies to reduce the attrition of the 2,500 continuing students
5. Decolonizing the University

Strategic Plan 2022-2025 Pillars



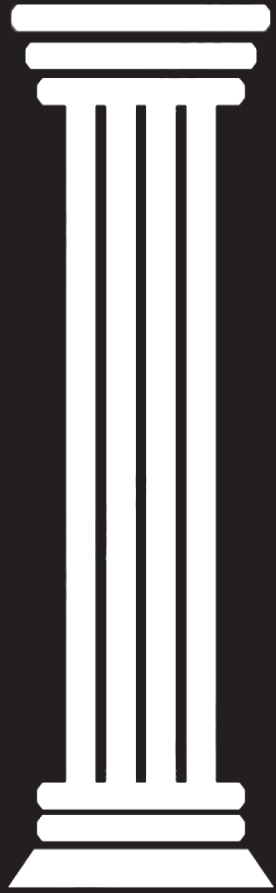
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Strategic Plan 2022-2025 Pillars



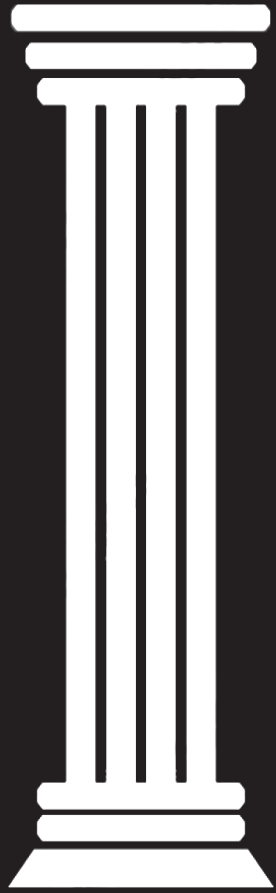
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Strategic Plan 2022-2025 Pillars



3. Developing robust policies, programs and delivery modalities for adult learners

Strategic Plan 2022-2025 Pillars



4. Developing and implementing strategies to reduce the attrition of the 2,500 continuing students





A large, smooth, reddish-brown boulder sits on the left side of a paved road, partially blocking it. The word "PANDEMIC" is written in large, white, bold, sans-serif capital letters with a black outline across the front of the boulder. To the right of the boulder, the road is littered with smaller rocks and debris. In the background, a dense forest of tall evergreen trees stretches across the horizon under a bright sky. An orange bar is at the top of the image.

PANDEMIC

52% are male

**Men make up just 44.5%
of students**

35.1% are Hispanic
(33.1%)

27.2% are African-American
(19.2%)

**38.4% not making satisfactory
academic progress**

6 in 10 are

45.4% had GPAs below 2.0

In terms of majors – or lack thereof – Africana World Studies, Chemistry, Global Business Studies, and Undeclared have the highest Fall-to-Fall attrition rates

**64.3% say, essentially,
“It’s not you, it’s me.” In other
words, a variety of personal
reasons including COVID and
family issues**

42.6% Institutional reasons

- Affordability
- Not wanting online classes
 - Other

Black and Latinx Male Initiative

Retention Tools

- **Financial Aid Counselor dashboard**
- **Outstanding balance policy**
- **Expanding the use of Campus Logic/ChatBot**

WILLIAM PATERSON
UNIVERSITY

Pledge
Success **4**

**Garden State
Guarantee**



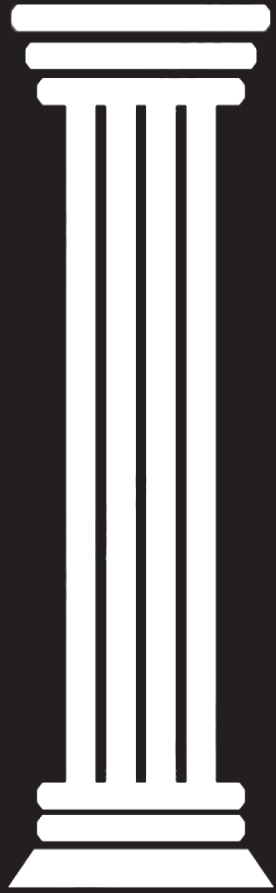
WILLIAM
PATERSON
UNIVERSITY



Or visit wpunj.edu/backontrack

- 1. Removing barriers will continue to be one of the main themes**
- 2. Using technology to scale personal touch**

Strategic Plan 2022-2025 Pillars



5. Decolonizing the University

- **Task Force for Black Students, Faculty, and Staff**
- **Task Force for Women Students, Faculty, and Staff**
- **Task Force for Asian Students, Faculty, and Staff**

Q&A

**The beauty of theatre
is that it's a
“reflection of life.”**





PATERSON
UNIVERSITY

PLAYBILL®

THE BOOTH THEATRE



SUNDAY in the **PARK**
with **GEORGE**



Thank You