

Kean Ocean Mission Statement

The mission of Kean Ocean is to extend the mission of Kean University to south central New Jersey. This includes providing access to affordable public higher education and Kean University's commitment to Diversity, Equity and Inclusion at Kean Ocean. Kean Ocean dedicates itself to the intellectual, cultural, and personal growth of all its members -- students, faculty, and professional staff. Kean Ocean will continue to offer baccalaureate-completion and graduate programs to the state's sixth largest county by population, second largest by land area, and one of the fastest growing yet underserved (by higher education) counties. Kean Ocean will offer degrees in as many curricular areas as demand will support, with as much economy and efficiency as the partnership's sharing of resources will allow. Kean Ocean operations will continue to combine Kean University and Ocean County College support services, supplementing or enriching them as necessary to deliver the same Kean University World Class Education, regardless of location.

Kean Ocean Strategic Plan 2020 – 2025

Goals and Objectives

GOAL 1: TO POSITION AND EXPAND KEAN OCEAN AS AN ACADEMIC FOCAL POINT OF ONGOING AND TRANSFORMATIONAL DEGREE COMPLETION AND GRADUATE EDUCATIONAL OPPORTUNITIES IN OCEAN COUNTY AND SOUTH CENTRAL NEW JERSEY THAT PREPARE STUDENTS TO MEET THE CURRENT AND FUTURE CHALLENGES OF OUR WORLD

Objective 1.1 Review all existing/current academic program offerings and re-evaluate/redesign where needed while meeting the needs of the local community and addressing organizational sustainability.

Objective 1.2 Increase by 10% the number of degree completion programs, certifications, minors, and professional development opportunities offered at Kean Ocean to serve the needs of south central New Jersey.

Objective 1.3 Increase by 10% the number of graduate program options at Kean Ocean, with a particular focus on programs in the health professions and rehabilitation sciences. An additional outcome of this objective is to prepare future health providers (our students) in interprofessional collaborative programs to address the needs of the “whole” person.

Objective 1.4 Develop at least two research initiatives which offer unique research experiences at both the Undergraduate and Graduate levels that capitalize and expand on the diversity and uniqueness of opportunities at Kean Ocean in south central New Jersey. Examples include marine sciences based with the Barnegat Bay Partnership, Pinelands Research at Kean Ocean and health sciences based (Social Work, Counselor Education, Psychology, & Public Health work to establish a Substance Abuse Research and Resource Center for Greater Ocean County).

Objective 1.5 Support Kean University’s evolution to achieve R2 designation by the Carnegie Classification of Institutions of Higher Education as a doctoral university with rigorous research activity (e.g., publishing in peer-reviewed journals, book-publishing, grant-writing) which is directed at solving the problems of the future.

Objective 1.5.1 To provide a stable educational experience for Kean Ocean students, ensure at least one full-time tenure track faculty member per program, with at least 50 students is assigned to Kean Ocean, keeping in mind the ratio in Union and the importance of diversity of tenured and tenure track teacher scholar faculty in encouraging active research agendas at Kean Ocean.

Objective 1.5.2 Work with Kean University Administration to develop a standard operating procedure for the roll out of new academic programs (both graduate and undergraduate) at the additional locations to ensure appropriate faculty support is available to meet teaching, research, and scholarship demands of said new programs.

Objective 1.5.3 Develop a standing Kean Ocean Research and Grants Committee to explore and pursue funding opportunities and initiate internal and external grant applications.

Objective 1.5.4 Increase the number of Graduate Assistantships (equivalent relative ratio of assistantships to students as is available to Union students) dedicated for Kean Ocean, focusing on positions related to grants and research opportunities related to their areas of study.

Objective 1.5.5 Inform and support Kean Ocean Faculty in opportunities such as the Quality First Initiative and Students Partnering with Faculty Research, along with external grant opportunities.

GOAL 2: TO PREPARE KEAN OCEAN STUDENTS FOR AN ADAPTABLE 21st CENTURY WORKFORCE IN WHICH THE JOBS OF THE FUTURE DO NOT EXIST TODAY

Objective 2.1 Engage Kean Ocean students in authentic active learning opportunities which foster continuous learning – not just knowledge acquisition – to prepare them to adapt to an ever-changing economy and society. Examples include Service Projects such as (dunes projects, beach sweeps, drainage plantings) and community issues based upon the development of policies.

Objective 2.2 Provide an environment and tools which foster creative thinking to train students to be qualified job candidates and innovative job creators.

Objective 2.2.1 Collaborate with Kean Ocean Office of Campus Life and Career Services to identify resume building activities that build skill sets and increase opportunities for creative thinking and job creation.

Objective 2.2.2 Collaborate with Career Services to target South Central New Jersey employers to provide information sessions on employment and internship opportunities for Kean Ocean Students

Objective 2.2.3 Career Services in Union will offer remote and virtual classroom lectures to Kean Ocean classes and students.

Objective 2.2.4 Partner with the Center for Entrepreneurship to create additional job opportunities for Kean Ocean students.

Objective 2.3 To promote Diversity, Equity and Inclusion, cultivate globally-adept Kean Ocean students who are prepared to engage and compete in an interconnected world.

Objective 2.3.1 In cooperation with International Student Services, continue to increase study abroad opportunities including Kean Travel Learn.

Objective 2.3.2 In cooperation with Ocean County College (OCC) and AMIDEAST, increase opportunities for students in the Kean OCC International Partnerships to study at Kean USA.

Objective 2.3.3 Develop global programming and opportunities, both virtual and in person, in partnership with Career Services, International Student Services, and the Kean Ocean Office of Campus Life.

Objective 2.3.4 In cooperation with the Kean Ocean Office of Campus Life and the Office of Diversity, Equity and Inclusion, develop and provide programming to expose students to diverse perspectives and cultures.

Objective 2.3.5 In cooperation with the Office of Diversity, Equity and Inclusion and the Division of Academic Affairs, offer courses which have Diversity, Equity and Inclusion objectives at Kean Ocean

Objective 2.4 Use the model of “Writing Across the Curriculum” to develop “Computation Across the Curriculum” and/or “Technology Across the Curriculum” to ensure that Kean Ocean students have access to the support and resources needed to prepare students for a future which will be data-driven and technology-focused.

Objective 2.4.1 Increase student access to new high-technology career paths through the creation of technology-equipped/enhanced spaces and laboratories at Kean Ocean.

Objective 2.4.2 Develop the corresponding academic and/or student life programming, which will lead to increased awareness of and participation in research, recreational, and employment opportunities for students that incorporate technology.

Objective 2.5 Offer Career Services support at Kean Ocean that provides authentic work experience for students by identifying and cultivating local internships, practicums, field experiences and research opportunities for all Kean Ocean students.

Objective 2.5.1 Career Services will have a designee who will identify and cultivate local internship opportunities.

Objective 2.5.2 Increase the number of tenure track faculty at Kean Ocean, which will provide Kean Ocean students with increased access to mentorship and research opportunities and projects.

Objective 2.5.3 Develop onsite clinical and business incubator facilities to meet the needs of Ocean County and offer authentic on site experiential learning for students (such as an Addiction Research Center aligned with Counselor Education and other interprofessional programs).

Objective 2.5.4 Develop a schedule for Career Services on site hours at Kean Ocean

GOAL 3: TO CREATE A TRANSFORMATIVE STUDENT-CENTERED UNIVERSITY CULTURE FOCUSED ON STUDENT SUCCESS FROM FIRST ENCOUNTER THROUGH GRADUATION AND BEYOND

Objective 3.1 Provide Kean Ocean students with the on-site support needed so they may experience academic success and achieve their dreams.

Objective 3.1.1 Update articulations to optimize the application of transfer credits to meet program goals and ensure timely graduation for Kean Ocean students.

Objective 3.1.2 Utilize student performance indices and advanced predictive analytics to make data-driven programmatic changes to ensure Kean Ocean students have access to equivalent Kean University student support services that are accessible to Kean Union Students (including combining efforts with the Office of Student Success and Retention and the Nancy Thompson Learning Commons).

Objective 3.2 Promote expectations for standard levels of student service for Kean Ocean faculty and staff that are equivalent to those of Kean Union, including division-specific standards (Enrollment Services, Student Life, Academic Affairs, etc.)

Objective 3.2.1 Provide Kean Ocean faculty and staff with on-site professional development opportunities to continuously improve pedagogical practices, levels of service to students and research skills.

Objective 3.2.2 Implement best practices to enhance the delivery of student support in and out of the classroom.

Objective 3.2.3 Provide Professional Development support available on the Kean Ocean campus.

Objective 3.3 Ensure Kean Ocean degree completion programs match university governed academic paths which meet student needs to insure timely and successful completion of their academic programs.

Objective 3.3.1 Expand year-round learning opportunities (increase summer/winter offerings) to maximize flexibility and improve program completion rates including offering “summer classes at the shore” in which Kean Union students could also participate.

Objective 3.3.2 Strategically expand Kean Ocean programs to coincide with online offerings to enhance flexibility and speed graduation.

Objective 3.3.3 Provide local support to meet the unique needs of nontraditional and special needs students at Kean Ocean.

Objective 3.3.4 Identify funding sources (scholarships, grants, and financial aid resources) to enable Kean Ocean students to maximize their educational experiences while graduating in as timely a manner as possible.

Objective 3.3.5 Strategically expand Kean Ocean campus life programming to enhance academic opportunities and student success.

Objective 3.4 Ensure local retention campaigns are implemented, ensuring Kean Ocean student’s needs are met, through financial aid, advising, academic and other support services are addressed on an ongoing basis.

Objective 3.5 Promote and provide opportunities for students to live a healthy lifestyle and enjoy optimal wellness.

Objective 3.5.1 Expand Community Yoga offerings at Kean Ocean.

Objective 3.5.2 Establish partnerships with the RWJ Barnabas health clinic on the OCC campus to address student health needs and promote wellness.

Objective 3.5.3 Increase recreational activity opportunities for Kean Ocean students.

GOAL 4: POSITION KEAN OCEAN AS A CULTURAL, ECONOMIC AND EDUCATIONAL EPICENTER AND RESOURCE FOR THE SOUTH CENTRAL NEW JERSEY REGIONAL COMMUNITY

Objective 4.1 Develop and strengthen Kean Ocean relations with local, state and federally-elected officials in Ocean County, and with key state and federal government agencies.

Objective 4.1.1 Strengthen relationships with McGuire-Lakehurst-Ft. Dix Joint Military Base.

Objective 4.2 Design and deliver programming that will attract members of the larger university community to Kean Ocean.

Objective 4.2.1 Locally offer career-enhancing certificate programs (credit and not-credit), episodic learning opportunities, “Elderhostel” experiences, and Travel Learn experiences.

Objective 4.3 Enhance the campus experience for students, employees, and the community by analyzing Kean Ocean needs and revising the Kean Ocean facilities master plan.

Objective 4.4 Market Kean Ocean offerings (specifically as new programs are brought online) throughout Ocean, Monmouth and northern Atlantic Counties.

Objective 4.4.1 Regularly promote the flexibility of the Kean Ocean degree completion and graduate programs, through its locations (Toms River and Manahawkin), Kean Online opportunities and through pairing of classes with Union.

GOAL 5: KEAN OCEAN WILL BUILD UPON KEAN UNIVERSITY’S GOAL OF DEVELOPING A NATIONAL CENTER OF EXCELLENCE IN HUMAN RIGHTS AND CIVIC ENGAGEMENT THAT BUILDS UPON OUR INSTITUTIONAL COMMITMENT TO EQUITY, INCLUSIVITY AND SOCIAL JUSTICE AND MODELS FOR OUR STUDENTS IN THEIR ROLE AS CONTRIBUTING CITIZENS OF THE WORLD

Objective 5.1 Coordinate Kean Ocean and OCC Human Rights and civic engagement throughout the Kean Ocean student experience, through both academic and co-curricular experiences.

Objective 5.2 Respond to humanitarian issues that have local, regional and global impact by sharing the time, talents and treasures available through Kean Ocean.

Objective 5.2.1 Assess the problems of hunger, substance abuse/addictions, homelessness and poverty among the Kean Ocean community to help our students and their families overcome food and financial insecurity and homelessness issues.

Objective 5.3 Engage students in civics opportunities, like national initiatives such as “Get Out the Vote” and voter registration campaigns.

Objective 5.3.1 Increase service-based partnerships in the communities and areas surrounding Kean, and throughout Ocean County.

Objective 5.3.2 Adopt new measures to guide constructive conversations on all issues impacting Kean Ocean students, staff, faculty and promote the Kean University culture as a positive collaborative learning community based on respect, caring, collegiality, and trust at all levels.

Objective 5.4 Encourage members of the Kean Ocean community to participate and assume leadership roles in local, regional and national associations.

GOAL 6: WORK WITH CONSTITUENTS TO SECURE A FINANCIALLY SUSTAINABLE ADDITIONAL LOCATION (KEAN OCEAN) WHICH CAN SUCCESSFULLY FACE THE CHALLENGES OF THE FUTURE.

Objective 6.1 Establish Kean Ocean as a “Location of Choice” for students, faculty and staff.

Objective 6.1.1 Conduct market research to establish Kean Ocean’s place in the collegiate landscape (highlight the affordability of the partnership) and identify opportunities for growth (to address needs in south central New Jersey)

Objective 6.1.2 Increase exposure of a social mobility branding campaign (emphasizing Kean Ocean is Kean University which is unique and separate

from OCC), highlighting world-class programs, student and faculty research, the value of baccalaureate and graduate degrees and the work readiness of graduates from Kean Ocean.

Objective 6.1.3 Develop articulations and other incentives to attract and retain highly qualified students within high-demand programs throughout the region.

Objective 6.1.4 Develop incentives to attract and retain highly qualified faculty candidates for Kean Ocean's high-demand programs and highlighting the unique opportunities and lifestyle in the Ocean County area.

Objective 6.1.5 Create effective collaborations between Kean University's divisions (and where possible with OCC as well) so that all members of the university community take ownership of recruitment, retention, student support, student success and graduation.

Objective 6.1.6 Continue to offer a world-class learning environment in which Kean Ocean provides a total educational experience comparable to Kean Union for its students.

Objective 6.1.7 Continue to position Kean University/Kean Ocean as the best value in tuition at a four-year university in south central New Jersey.

Objective 6.1.8 Inform the local community of scholarship opportunities to attract top quality prospective students to Kean Ocean from within and outside New Jersey, using a scholarship plan that works to meet scholars' financial needs.

Objective 6.1.9 Work with the Kean University Foundation to establish more transfer student specific and Kean Ocean specific scholarship opportunities.

Objective 6.1.10 Maintain current Kean Ocean recruitment goals through increased Kean Ocean marketing regionally and globally through international partnerships.

Objective 6.2 To mirror Kean Union, explore and establish new ways to support Kean Ocean faculty and employees to achieve their highest potential while simultaneously meeting the needs of a university that operates year round and 24/7.

Objective 6.3 Strengthen cross collaborations between Kean Union, Kean Ocean, Kean Skylands and Wenzhou Kean locations using partnerships and technology to pair classes, meetings and other activities.

Objective 6.4 Work with Kean constituents to continually upgrade cybersecurity, physical security and health measures to ensure the safety and well-being of members of the Kean Ocean community.

Objective 6.4.1 Connect Kean Ocean into the Kean network by hardwired firewall similar to Skylands, including telecom, so that Kean Ocean will look more like Kean than part of OCC.

Objective 6.4.2 Add Kean Wireless Network at Kean Ocean.

Objective 6.4.3 Establish wellness initiatives (yoga for all, expanded fitness center usage) at Kean Ocean.

Objective 6.4.4 Improve Kean Counseling Center support of Kean Ocean to address mental health wellness.

Objective 6.4.5 Establish partnerships with the RWJ/Barnabas on campus health center.

Objective 6.5 Ensure Kean Ocean constituents have appropriate access to data management systems to utilize current, accurate, and reliable information for all decision making (equal access via hardwired connectivity).