

Berkeley College: 2010-2015

For the Berkeley College Community

Selected Accomplishments of the Berkeley Strategic Plan 2005-2010

- Change of Mission for Berkeley College New Jersey
- New campus in Newark
- More scheduling flexibility for students
- Institutional space inventory and Facilities Master Plan
- IT Strategic Plan
- New academic programs in Health Services Administration, Justice Studies, Financial Services, and Interior Design Management
- Expanded on-line orientation for new associates
- New Midtown Manhattan classroom/office building
- Successfully completed reaffirmation of accreditation for Middle States Commission on Higher Education



This newsletter is the first in a new series that is intended to provide information to the Berkeley community about the College's strategic planning process. This first issue describes the milestones and accomplishments of the College's 2005-2010 *Strategic Plan*. Because that plan has already been successfully completed, I am leading the College in the development of a new *Strategic Plan* for 2010-2015. The process is already underway, and subsequent newsletters will provide information about the planning process and the goals we set that will help Berkeley achieve its vision for the future. I look forward to sharing information with you as the planning process moves forward.



Dario A. Cortes, Ph.D.
President

Berkeley College's First Strategic Plan Successfully Completed

In the summer of 2004, Berkeley College began its first system-wide strategic planning process.

This process brought together people from across the College's learning community and its many campuses to develop an institutional strategic plan that would guide Berkeley through the next five years.

Under the leadership of the Chairman of the College's Board of Trustees and the President of the College, the Strategic Planning Committee engaged in a highly interactive planning process. During the process, members of the Planning Committee reviewed and revised the College's Mission Statement, developed a Vision Statement and a statement of Institutional Values, and outlined a detailed plan to implement the many goals of the Strategic Plan. During each step of the nine month process, members of the

Planning Committee sought and received feedback from students, faculty, and staff.

Implementation of the College's strategic plan began during the spring of 2005, and was implemented aggressively and enthusiastically. Even though the plan was designed to provide guidance for a full five years, by the spring of 2008, the major goals identified in the plan had been met successfully and the achievements and improvements that resulted from the plan's

implementation were assessed and documented.

The strategic plan is available on the College's intranet, The BARN, to allow the entire Berkeley community to see what was planned and how the goals were implemented.

To build on this success, during the fall of 2008, a new Strategic Planning Committee will be appointed to develop a new institutional strategic plan.



Mission Review Process Included Chat Room

In preparation for the process to achieve reaccreditation by the Middle States Commission on Higher Education, Berkeley College reviewed its institutional Mission Statement.

Through the on-going strategic planning process, the College believed it was important to add institutional goals and a Values Statement to the Mission Statement for Berkeley College.

On February 6th, 2007, the Office of the President began hosting an online chat room to collect feedback from members of the Berkeley College community on the proposed changes.

The chat room was a great success and provided the input necessary to develop the new Berkeley College Mission and Values statement.



Improvements in Programs and Services Led Plan Initiatives

Berkeley College's Strategic Plan 2005-2010 focused its first strategic objective on academic programs and student services. Among the highlights in this objective are such initiatives as implementing new academic programs and improving student advisement and information technology.

In addition to new programs at the associate, baccalaureate and certificate levels, the College also expanded online programs and evening/weekend programs.

Improvements to student advisement included not only standardizing policies and procedures for transfer students, but also the establishment of a First Year Program to help new students as they begin their college careers.

Student testing and placement processes were refined and improved, and a formal system-wide process for personal counseling and wellness was finalized.

The development of a rigorous method of reviewing academic programs was expanded to include evaluators from peer institutions. This expansion provided immediate improvement in Berkeley's ability to maintain the highest standards in its academic programs.

The College's strategic plan also confirmed Berkeley's commitment to a 90 percent placement rate within 90 days for all graduates.

Planning Continues to Make Berkeley a Great Place to Learn and Work

One of the critical aspects to developing and maintaining Berkeley's strong commitment to the educational success of its students is the recruitment and retention of outstanding faculty and staff.

Strategic Objective 2:

Attract, recruit, develop and retain a diverse faculty and staff who are committed to the mission

For this reason, one strategic objective of the institutional strategic plan was designed specifically to support recruiting, training and retaining faculty and staff who would help the College provide the best learning environment possible.

One of the goals accomplished through this part of the strategic plan included adding a teaching demonstration to the requirements of the search process for new full-time faculty.

Another change brought about through the planning process was expanded support for

new associates. Online orientation for new hires was expanded and improved, and a mentorship program pairs each new faculty member with an established faculty member who can help answer questions and guide the newcomer in becoming familiar with the College.

Also, a new performance management system was developed to replace the former personnel evaluation process.

Responding to the Educational Needs of the Marketplace



Ensuring that Berkeley's programs and facilities provide students with the best learning environment possible is critical to making the Berkeley experience the best it can be. The purpose of the third strategic objective in the College's strategic plan targeted actions the College could take to expand or improve its operations to benefit its students and their future employers.

A number of facilities-related initiatives in this objective included reviewing and improving student housing at the Garrett Mountain and Westchester campuses,

and locating additional facilities in Manhattan to provide additional space in the Midtown area.

Programmatically, the College successfully completed a change of Mission with the New Jersey Commission of Higher Education to permit Berkeley to become a baccalaureate degree-granting institution.

The College also developed new programs attuned to adult learners, and expanded outreach to corporate partners.



Promoting Berkeley

The College committed to defining the wide-ranging markets for its programs and then developing a multi-year marketing plan that would show the Berkeley Experience for its unique mission and success.

Critical to this effort, Berkeley faculty and staff are encouraged to become involved in their respective professional organizations and to make presentations and attend special events. These activities will support

the reputation of Berkeley's faculty and staff as leaders in their fields.

In addition to individual efforts, the College is committed to expanding its reputation for excellence with state and federal agencies. Key in this objective was the initial planning for the College's ten-year reaccreditation review with the Middle States Commission on Higher Education. The multi-year process required the institution to assess all of its activities for evaluation by the Commission.

The results were outstanding by every measure, and Berkeley has been reaccredited by the Commission for another 10 years.



Planning for the Bottom Line

Financial responsiveness at Berkeley not only means that College operations are as efficient as possible, it also means the College should help its students afford a quality education.

A critical component of this objective was the College's commitment to link budgeting and resource allocation to the strategic plan.

A number of initiatives were identified to support Berkeley's administrative effective-

ness. The College has increased operating efficiencies by continuing to refine its financial metrics and by using technology to streamline administrative tasks. Adopting Image Now, a document imaging system, was one such initiative.

The College has also committed to developing alternate funding sources, not only for the College, but also for student financial aid.

This initiative included developing a more

expanded method for continuously communicating with students on financial aid options, and advising employers on how to improve the structure of their financial aid plans.

Strategic Objective 5:

Ensure a sound financial environment for Berkeley and its students.



Staying on the Cutting Edge while Preserving Foundations

The history of Berkeley College reflects the institution's ability to anticipate and respond to the educational needs of its students. However, the College is ever-mindful of its beginnings and the values that have helped to shape the institution.

The sixth strategic objective of the College's strategic plan engaged members of the Berkeley community in a process of looking back and looking forward.

One of the most important goals in this objective involved developing a Berkeley Values Statement that would capture the unique and dynamic culture of the College. This Values Statement is included with the College's Mission and Goals to provide clear evidence of Berkeley's institutional pride.

Reaffirmation of the College's commitment to diversity, and its desire to keep the

planning process transparent and inclusive were also goals for this plan.

Finally, the celebration of the College's 75th Anniversary was included in the planning process to ensure that the College's success could be shared by the entire Berkeley community.



With Sincere Thanks

Over the three years that the Planning Committee worked to develop and implement the College's Strategic Plan there were changes in the membership and everyone who served is to be congratulated on a job well done. The original membership of the Committee included:

- Michael Baston*, Dean SDCL/Staff Representative
- Daniel Bernabe*, SGA President NY/Student Representative
- Dr. Arthur Blumenthal*, Faculty Representative, Liberal Arts and Sciences
- Michelle Calderon*, Alumni Representative
- Dr. Mildred García*, President
- Dr. Rose Mary Healy*, Provost
- Kevin Luing*, Chairman of the Board
- Tim Luing*, Board Member
- Dr. Michael Mazzarese*, Faculty Representative, Business and Careers
- Virginia Meléndez*, Staff (support to the Committee)
- Lee Miara*, Senior Vice President, Finance and Administration
- Dr. Regina Peruggi*, Board Member
- Dr. Ramon Torrecilha*, Provost
- Christopher Vinger*, Staff (support to the Committee)
- Ken Weinstein*, Board Member

As the process continued, other members of the Berkeley community were asked to replace members who needed to focus on other responsibilities. Additional Planning Committee members who participated during the planning process were:

- Marisol Abuin*, Faculty Representative
- Dr. Rahul Bedi*, Faculty Representative
- Rashida Edwards*, SGA President NY/Student Representative
- Ed Imperiosi*, Senior Vice President Enrollment and Career Services
- Alexandra Kopec*, SGA President NJ/Student Representative
- William Lacks*, Student Representative
- Greg Lincoln*, Staff (support to the Committee)
- Ramona Medina*, Staff Representative
- Max Perez*, Alumni Representative
- Dr. Andrew Raleigh*, Faculty Representative
- Dr. Mary Slavin*, Faculty Representative
- Tyree Smith*, SGA President NY/Student Representative
- Dr. Marianne Vakalis*, VP Academic Affairs NJ/Staff Representative

Berkeley College is grateful to these individuals for their contributions to the process and to improving the College as a result. We wish to extend our sincere thanks for their enthusiastic participation and support.

