



# *A Vision for Teaching and Learning*



**Annual Report to the Community • July 2010 - June 2011**  
**Mercer County Community College**





## *A Vision for Teaching and Learning*

# **The Strategic Plan Year One**



**A vital college, engaged with its community,  
and dedicated above all else to student success.**

Mercer County Community College is accredited by the  
Commission on Higher Education of the Middle States  
Association of Colleges and Schools.





## Message from the President



**T**hese are rewarding and challenging times at Mercer County Community College. With college-wide and community participation, we have completed the first year of “Vision for the Future,” our three-year Strategic Plan. We know where we are going and we know how to get there.

This report highlights some of the year’s many accomplishments, outlined under each of our plan’s seven visions. Two major initiatives included a college-wide Foundations of Excellence program whose goal is to increase success for first-year students, and collaboration with the Mercer County Improvement Authority in planning a Solar Farm to be completed in fall 2012. The farm is expected to supply 90 percent of the power needs on our West Windsor Campus.

Among our many goals is to maximize resources, and we have made many changes in response to smaller budgets. We avoided layoffs by carefully reorganizing our staffing. After retirements and other voluntary leaves, we replaced only the most essential personnel. We also extended our efforts to collaborate with other organizations for services such as printing and design. Our auditors have approved our efforts.

Mercer is a great college with a terrific past, and we are fully committed to ensure an even better future. Our new Master Plan, also completed this year, will help us be good stewards of our beautiful but aging buildings and infrastructure.

It is a privilege for me to work with Mercer’s dedicated Board of Trustees, faculty and staff, our Foundation, and the greater community. My thanks go to them and the many generous people who invest their valuable time daily to help us fulfill our mission of learning and student success.

Sincerely,

Patricia C. Donohue, Ph.D.  
President, Mercer County Community College





## Strategic Vision I:

### Excellence and vitality in teaching and learning

The college prepares all students for academic, professional and personal success. It provides a stimulating learning environment that offers multiple approaches to learning and helps all students realize their unique potential. The college's broad range of programs engages students through challenging curricula that respond to an ever-changing world.



Commencement 2011

#### Student Achievement

This year, 1,012 students earned 1,068 associate degrees and certificates from MCCC—the largest graduating class in the college's 44-year history. Nursing, Liberal Arts and Business Administration were the most popular majors. Many graduates are transferring to continue their education.

Among the academic successes of Mercer students were the numerous awards won by *The College VOICE* student newspaper, which earned the "Best All-Around Non-Daily Two-Year Newspaper" award, plus two other first-place awards, from the Society of Professional Journalists. Ten additional "Mark of Excellence" awards rounded out their success. Mercer's Television program students earned a 2011 national Telly Award

for their live cable broadcast of the Mercer County High School Basketball Championship Games.

#### James Kerney Campus Improves Experience for Adult Learners

Many adults seeking to re-enter the educational world and gain career skills choose to enroll in noncredit programs at MCCC's James Kerney Campus in Trenton. The Adult Basic Education program has been blended with the Career Training Institute, allowing for a better alignment of academic and career services that enhance learning and efficiency. Students receive a solid grounding in the basics while they pursue career skills in PC Applications, Computerized Bookkeeping, Medical or Legal Secretary, or Culinary Technology.





## Honors Program Enriches Campus

In addition to accepting MCCC students who have demonstrated their ability to succeed at the college level, this year the Mercer Honors Program began accepting freshmen directly from high school. Course offerings grew to 16. The highly motivated students who enroll in Honors classes are eager for an enriched academic experience.

The Honors Program, serving 100 students this year, has proven itself in preparing graduates for the academic rigors of the very best baccalaureate colleges. These graduates, many of whom have earned generous scholarships, have continued their studies at Stanford University, American University, Bryn Mawr, Hampshire College, Columbia University, Mt. Holyoke and The College of New Jersey.

## Mini-Grants Fund Innovative Projects

With funding from the MCCC Foundation, Academic Affairs offered four mini-grants to fund projects developed by full-time faculty and staff. They included:

- Adjunct faculty training for social science instructors, which focused on teaching strategies and advanced pedagogical concepts.
- A modular learning curriculum for developmental students.
- An interdisciplinary program in Convergence Media, combining traditional journalism with digital media.
- Faculty training in cloud computing to further infuse technology into the curriculum.

More innovative projects for the 2011-12 academic year have been funded by the Foundation.

## Aviation Flight Technology Program Gets New Wings

Facing the high costs of owning and maintaining airplanes, administration and trustees conducted an intensive study of the MCCC Aviation Flight Technology program, resulting in a new partnership with Royal Karina Air Service, which will operate the flight training component of the program.

Based at Trenton-Mercer Airport, Royal Karina has been training pilots for more than 20 years, and will provide aircraft, flight instructors, facilities, and other tools and materials.

MCCC's nationally accredited, Part 141-certified program trains students to become professional pilots, and is the only one of its kind in New Jersey. For many years, students who participate on MCCC's Flight Team have achieved high scores at the National Intercollegiate Flying Association's regional events, competing against four-year and two-year colleges.

## New Academic Programs Broaden Opportunities

Mercer's new program in Fashion/Apparel Design will prepare students to enter the dynamic world of fashion, or to transfer to four-year colleges. Drawing from numerous disciplines, the curriculum provides a foundation in art and design, business, and technical skills in sewing and computer applications. The curriculum parallels the first two years at several colleges in the region. Fashion Design is offered at the James Kerney Campus, with shuttle service available from the West Windsor Campus.

A newly reorganized associate degree in Engineering Science will meet the expected demand for engineers projected by the U.S. Department of Labor. Expanding on Mercer's certificate in Engineering Science, the program prepares students to enter their junior year at a baccalaureate institution and major in biomedical, chemical, civil, computer, electrical, industrial, mechanical or architectural engineering.

Additional new programs developed this year, now pending state approval, include Fashion Merchandising, Communication: New Media, and Game Programming.

## Academic Divisions Reorganized For Greater Efficiency

Through a plan developed with faculty input and support during the spring semester, the college consolidated its four academic divisions into three. In addition to enabling cost savings and greater efficiency, the move provides more opportunities for interdisciplinary course and program development.

## The Virtual College Earns Quality Certifications; Enrollment Grows

The college has seen a dramatic 29 percent increase in enrollments in Virtual College classes over the past three semesters, with the most significant growth in Winter Session courses. More than 40 full- and part-time faculty received training, and were certified to teach online this year.

Five of MCCC's Virtual College courses have been certified by Quality Matters, a national organization, after undergoing a rigorous review process.

In addition to traditional on-campus orientation sessions, The Virtual College introduced "Live Online" to better reach online students with interactive orientations. More than 400 participated.



## Students Learn From Representative Rush Holt and U.S. Under Secretary Martha Kanter

Making higher education more affordable was among the key issues U.S. Rep. Rush Holt (D-Hopewell) and U.S. Education Under Secretary Martha Kanter addressed with MCCC students during a town hall meeting on campus in May. Holt spearheaded the forum to provide students and faculty an opportunity to voice their views on higher education policy. Kanter said one of her department's priorities is increasing the number of students who "finish what they start" by earning a degree within six years of beginning a program.

## MCCC Partners With High Schools to Prepare Students for College

MCCC has extended its Dual Enrollment programs with area high schools, reflecting a growing educational trend to give qualified students an early start to college by aligning high school curriculum with college courses.

Mercer County Technical Schools (MCTS) launched the Health Science Academy for students interested in health care careers. MCCC Dean Linda Martin and college health and science faculty worked with MCTS to develop curriculum for seven college courses that high school students will take in their junior and senior years, with the potential to earn up to 21 college credits. Classes range

from psychology and sociology, to anatomy and physiology, nutrition and medical terminology.

MCCC is working with the Lawrence and Hightstown school districts to offer online classes to high-achieving high school students who can earn college credits while meeting high school requirements. This year MCCC developed high school courses in Philosophy 102 and Psychology 101.

Trenton Central High School students participate in Project Link, which allows them to take college classes after school at the James Kerney Campus.

## Technology Gets "Smart"

Continuing to provide the best possible technological tools for students, the college renovated three computer labs and the Television program studio and lab, and upgraded computer technology in several classroom labs.

New "smart" technology was installed in three classrooms and upgraded in 21. "Smart" classrooms may include multimedia and audio-visual equipment for instruction, such as a computer or computer hook-up, projector, screen, sound capabilities, a document camera, and a control system.

Through Perkins grant funding, computer labs were upgraded in the Arts and Communications building, the Business and Technology building, and the Physical Therapist Assistant lab.

Wi-Fi access was increased for students using Smartphones as their connection to learning.

## Study Abroad Students Go Far With Global Learning

Having completed its second year, MCCC's Study Abroad program continues to expand learning opportunities outside the traditional classroom.

During spring break in March, a group of students and their faculty leaders traveled to the small town of Atenas, west of San Jose, Costa Rica, where they stayed with local families for a true immersion experience. They learned about the nation's culture, economy, and approach to health care. Community service was on the agenda as well, with students participating in a river clean-up and assisting with English language instruction in a one-room elementary school.

The MCCC Study Abroad program also assisted two students who chose independent study experiences in Finland and Ireland. A Study Tour group returned from Paris in the summer of 2011, and 2012 tours are planned to South Africa and Costa Rica.

## Sounding Even Better for EnTech Students

Entertainment Technology (EnTech) students began using a new state-of-the-art sound lab with sophisticated software, mixers and live sound reinforcement equipment. The lab is also being utilized by Television, Radio, Digital Film, Music, and Game Design students. The EnTech program includes two tracks: Music Technology and Technical Theatre. Most students are music enthusiasts who hope to work in either New York or Philadelphia -- or wherever their skills and opportunities take them.





## Strategic Vision II:

An inclusively welcoming and nurturing college, focused on student engagement and success

The college welcomes all potential students, recognizing and addressing all student concerns and needs as it seeks to promote student learning, academic success and overall well-being.



Members of the women's basketball team rallied around the cause of breast cancer awareness in February, donning pink sneakers and headbands in a benefit game dedicated to the Breast Cancer Resource Center in Princeton.

### Fostering Student Leadership, Community Service and Team Building

Students honed their leadership skills and got a taste of community service through participation in 50 clubs and organizations. They gave many hours of their time to plan and execute events, raising more than \$5,000 and collecting food donations for local and national organizations.

Mercer's 127 student athletes continued to build their athletic and leadership skills on winning teams. Tennis player Alison Noll won no. 1 singles at the National Junior College Athletic Association tournament, a first for a Mercer woman. The men's tennis team placed third nationally, with doubles partners Travis McCaughan and Juan Ramirez winning the national title at no. 2. The men's soccer team won the Region 19 championship and women's basketball won the Garden State Athletic Conference. Nine students were named All-Americans, three were named Academic All-Americans, and 22 transferred to four-year schools. The women's tennis team won an NJCAA All-Academic Team Award with a combined GPA of 3.42.



## MCCC Completes First Year of “Foundations of Excellence”

The entire college community participated in a full year of the Gardner Institute’s Foundations of Excellence (FoE) program. A self study was completed, and now the implementation phase has begun. Five action steps have been recommended, and the MCCC Executive Team, in conjunction with the FoE Steering Committee, has begun the work of implementation. The actions steps are:

- Establish a “First 30” office;
- Reinvent the First-Year Experience program;
- Create a new vision for the admissions process;
- Develop strategies to address the needs of key special focus cohorts;
- Build a welcoming campus culture that values student success and exemplifies our vision, mission and philosophy statement.

In year two, the Steering Committee will begin examining the transfer process.

## Pre-College Programs Enrich Education for Trenton Youth

MCCC’s Youth College continues its mission of enriching the academic experience of middle and high school students in Trenton, and preparing students for college.

Staff members worked with more than 1,400 young people in SMILE/GEARUP, Educational Talent Search, Upward Bound, and the new Urban Academic Academy. As part of these programs, 12 mentors were trained and approximately 250 high school students went on 24 college tours.

Youth College’s numerous community initiatives included a partnership with Rider University to serve as a practicum site for its counseling students and a collaboration with the New Jersey Higher Education Student Assistance Authority to offer financial aid workshops for high schoolers.

A new component of Youth College provides workshops to promote academic success for fourth through eighth graders in the after-school programs at the Boys and Girls Club in Trenton, and at three Trenton charter schools.

*Youth College students celebrate completion of the program with their teachers and mentors.*



## Mercer Enhances Student Services

Mercer students who begin the often daunting process of applying for financial aid now have a more comfortable, welcoming environment. Several offices on the West Windsor Campus have been relocated, offering students greater convenience. Financial Aid now occupies larger quarters that include a reception area. The Transfer and Career Services office is more accessible from the main corridor on the second floor of the Student Center. Additional enhanced student services include:

- Upgraded telephone response that features phone trees and staff with call-center training;
- An option for textbook rental that can save students more than 50 percent on the cost of textbooks;
- Wider food selection in the cafeteria, with healthier choices on the salad and fruit bars;
- Mercer Meal Cards, enabling pre-payment for meals and the ability to apply financial aid dollars to cafeteria purchases;
- Increased shuttle service between campuses;
- Expanded WI-FI service to more campus buildings.







## Strategic Vision III:

### Research, planning and assessment that ensure institutional effectiveness

The college creates and sustains a culture of assessment and evidence-based planning for improvement in all academic programs, student services and administrative functions. It supports effective teaching and learning, student achievements, excellence in educational service areas, and improvement in professional and process development. Planning and decision-making are characterized by data-driven analyses and goal-directed purposes.



*Student John Bernard with adjunct instructor Terry Weitzen in a math lab.*

### New Developmental Department Aids Success

Established as part of college reorganization, a new Developmental Studies Department will help ensure success for students who need to begin with the basics in math, reading and writing before they enroll in college-level courses. These students include adults who have been away from school for many years.

The department will focus on effective advising, more engaging curriculum, best practices, coordinated support services, data-driven analysis and decision making, and greater curricular coordination. Students will be required to take an enhanced “College Success” course.

A new initiative made it possible for students to take developmental-level mathematics and English courses using a modular curriculum. New computer software breaks the material into approachable sections, enabling students to work independently in newly-equipped labs with support from faculty. Data collected after the inaugural courses showed better grades and faster completion times than in traditional developmental classes.



# ///DATATEL

technology working for people

## **“Datatel Colleague” Selected for Academic and Administrative Management**

A pressing need to upgrade the “Enterprise Management System” at MCCC resulted in an intensive search for a new system to address current and future challenges. The college-wide effort encompassed developing specifications and evaluation criteria, evaluating proposals, reviewing functional specifications, on-site vendor demonstrations, visits to other colleges and financial analysis.

Datatel Colleague was chosen for its state-of-the-art, comprehensive, and cost-effective system. Datatel software systems include full student tracking, financial aid, finance, human resources, college advancement and web self services. It offers the Datatel portal, reporting and operating analytics software, and third-party applications for student recruitment, digital imaging, classroom scheduling and optimization, mobile services, employee applicant tracking and web-based purchasing bid processing.

## **Tracking Students for Advisement**

New Advisor Trac software now enables the college to provide a unified system to track visits to the Advisement Center and to report on student activity. Advisors are able to see each student’s advisement history, enabling more consistency and continuity throughout the process.



*Graduates participate in Commencement 2011.*

## **Incentive Programs Bring Cost Savings**

A new Incentive Award Program invites faculty and staff to share their best ideas for financial savings and revenue growth. After review by the MCCC Executive Team, many suggestions have been implemented, including the addition of more timers to lighting in classrooms and outdoors, and lower wattage lighting in hallways.

Increased e-mail communication with students and staff has decreased printing and photocopying. Other measures include requiring direct deposit for paychecks, offering more online courses and webinars, and controlling telephone usage more closely.

An e-mail suggestion box has resulted in ideas for campus improvement, such as increased use of double-sided copying and more access doors for disabled students and staff. A fundraising idea now in the planning stages will offer bricks, engraved with the names of donors, installed on campus.

## **M-Share System Earns Accolades**

The college has developed software to manage strategic planning, assessment and budget functions. Nicknamed M-Share, the system utilizes Microsoft’s SharePoint software, and has been tailored by staff to meet college needs. Its key feature is the collection of important data that enables the college to improve institutional quality and to better plan, collaborate, and assess projects, as well as maintain national standards.

MCCC received commendations from the Middle States Commission on Higher Education for its development of M-Share as a tool for assessing programs and learning outcomes. Middle States is an organization that grants accreditation to colleges in the mid-Atlantic region.







## Strategic Vision IV:

### Institutional resources for emerging educational needs

The college effectively and efficiently supports student learning through excellent staff, facilities, and technology and ensures the necessary financial base to continuously develop these resources.



*Kicking off a major solar installation project at MCCC, from left, are MCCC Trustee Chair Mark Matzen, MCIA Executive Director Philip S. Miller, MCCC President Patricia C. Donohue, Mercer County Executive Brian Hughes, Mercer County Freeholder Pat Colavita, and MCIA Chair John P. Thurber.*

#### **Solar Farm to be Largest College Installation in North America**

Through the Mercer County Improvement Authority (MCIA) and Mercer County's Office of Economic Opportunity and Sustainability, and as part of the county's Renewable Energy Initiative, construction will begin in fall 2011 on a 43-acre solar farm on MCCC's West Windsor Campus. SunLight General Capital will be the solar farm's contractor. According to the Association for the Advancement of Sustainability in Higher Education, this will be the largest solar installation on any college campus in the country.

The solar farm moves MCCC forward on many fronts, saving critical dollars that will help the college restore needed funds to a budget that has been cut during the past two years and fulfill sustainability goals. The farm is expected to generate up to 90 percent of the power needs at the college's West Windsor Campus.

Students in several of MCCC's programs, including Solar Energy Technology, Architecture and Engineering, will be involved in the project as part of their studies. SunLight will make industry professionals available to give presentations on renewable energy and science.

MCCC will enter into a 15-year agreement to buy electricity from the solar panel provider, which will own the farm on land leased from the college. Built with products made in the United States, the solar farm will include berms and plantings to hide the system from view as well as perimeter fencing for security. The entire project is scheduled for completion by December of 2012.





*Mercer students joined with students at Bergen Community College and a local pre-school for a clean-up day.*

### Students Support Sustainability

MCCC students have championed the cause of sustainability, promoting “Green Initiatives” on both campuses. A series of events encouraged reduced paper usage and recycling of bottles and cans. Students also organized a film festival during Earth Week to raise consciousness about the continued need to care for the environment.

### MCCC Foundation Fosters Culture of Giving

Guided by a new strategic framework for continued growth and development, the MCCC Foundation continued to cultivate a culture of philanthropy on campus and in the community. In the past two years, the Foundation has seen an 8.5 percent increase in those who support educational initiatives at Mercer.

As part of the Foundation’s efforts to increase learning resources, this dedicated group spearheaded major fundraising events, including the Golf Classic to benefit student athletes, Floyd Fest to create an endowed scholarship, and the Dinner Dance Gala to fund scholarships and other college needs.

Capital support for facilities and equipment included remodeling the James Kerney Campus culinary program kitchen and new seating and other enhancements in the Richardson Learning Center. The Foundation also funded 10 guest lecturers for the Distinguished Lecture Series.

### New Kitchen Fires Up Learning

To accommodate the growing numbers of students interested in MCCC’s hospitality programs, a new training kitchen was constructed utilizing statewide Chapter 12 funds and the federal Perkins grant.

The college’s third teaching kitchen makes it possible to offer newly developed classes in such delectable topics as Chocolates and Confections, American Regional Cuisine, and Classical Cuisine/Advanced International. It will add capacity for students who elect to take the general education course Food and Culture, which is popular with all majors. With a new microcomputer system, student chefs can take food orders electronically at their student-run restaurant, which opens on selected dates each semester for brunch, lunch or dinner.



*Cutting the ribbon to officially open a new teaching kitchen are, from left, Instructor Frank Benowitz, President Patricia C. Donohue, former White House Chef Sam Morgante, Associate Professor Doug Fee, Instructor Chris DePagnier, and students Jackqueline Cephas and Chong Wang.*





## BEVERLY A. RICHARDSON LEARNING C



*Pictured at the Richardson Learning Center dedication are, from left, Coordinator Joann Mia, Provost Monica Weaver and Dr. Beverly A. Richardson.*

### Academy Cultivates Faculty and Staff Leaders

Because the development and availability of well-prepared leaders is vital to the continued success of community colleges and their students, MCCC began a program to cultivate the leadership potential of faculty and staff. The Mercer Leadership Academy aligns with leadership competencies established by the American Association of Community Colleges.

This year, 13 staff and faculty participants committed themselves to the intensive program. Working in teams, each took on a special project, which included Volunteer Week, an effort that encouraged community service and brought 24 nonprofit organizations to campus. Another project, "Raising Awareness of the Hidden Rules," looked at the different rules followed by those raised in generational poverty.

### Dedication of the Beverly A. Richardson Learning Center Highlights Education in Downtown Trenton

The dedication of the Dr. Beverly A. Richardson Learning Center at the James Kerney Campus (JKC) in February presented an opportunity to honor Dr. Richardson and to talk with influential community members about the educational future of MCCC's downtown Trenton campus. The college's long-term Master Plan includes expansion in Trenton, where the college has its roots.

During her 28-year career at Mercer, Dr. Richardson served as JKC provost and as vice president for College Advancement. She greatly expanded educational opportunities in Trenton, and was the driving force behind the JKC Learning Center, which now serves as a center of educational services. It offers 70 computer workstations for student use, tutoring services, academic testing, faculty advisement offices, media services, traditional and "smart" classrooms, and a classroom with interactive technology that enables professors to teach students at both campuses simultaneously.

In addition to associate degree programs, the James Kerney Campus meets the needs of the community through an array of non-degree programs for all levels of learners, including Adult Basic Education, GED preparation, the English Language Institute, the Career Training Institute, and Youth College programs.



*Students learn about ways to serve the community during Volunteer Week.*



## Strategic Vision V:

**A** college culture marked by celebration of diversity, effective communication and institutional pride

The college maintains a community culture that embraces the values and experiences of staff, students and all those potentially served by the institution. Communication within this diverse community utilizes a variety of modes that operate top-down, bottom-up and laterally, and reach all individuals affected.



*The "Gospel Explosion" performed at Kelsey Theatre during African American History Month.*

### **Celebrating a Global Community**

MCCC welcomed 200 international students to campus this year from throughout the world. Twenty-six 2011 graduates hailed from the countries of Thailand, Poland, India, Turkey, Afghanistan, Viet Nam, Cameroon, Jamaica, China and Brazil. International students planned numerous activities and participated in community service projects through the International Student Organization.

To gain new perspectives on many cultures and promote respect and tolerance, MCCC students organized dynamic cultural events for African American History Month, Hispanic Heritage Week, Women's Month, Pride Week, and International Student Month. Diversity Day was expanded this year to "Diversity Week," with student clubs joining together to sponsor a full slate of enriching activities that featured ethnic food, music, dance, videos, panel discussions and experience-sharing opportunities.





## Life Coach Reveals Heart and Soul at Hispanic Heritage Month Event

In recognition of Hispanic Heritage Month in October, certified life coach and speaker Evelina Solis presented an engaging talk to students about the vast contributions of Latinos to the world. Founder and president of Sol2Soul and a lupus survivor, Solis shared her personal plight of overcoming a series of medical challenges. She offered concrete steps to achieving success amidst adversity.



*Evelina Solis shares her inspiring story with students.*

## Perspectives on Martin Luther King

The rich legacy of Dr. Martin Luther King Jr. was celebrated at MCCC's James Kerney Campus on King's 82nd birthday in January. With a theme of "Learning is Serving and Serving is Learning," the event drew members of the Trenton community to Kerney Hall to listen to Assistant Professor Eric Watson speak of the power of righting the wrongs of racial injustice. Additional presentations covered historical perspectives on the African American flag and anthem, "Lift Every Voice and Sing." The event was presented by the African American Student Organization and Youth College students.

## Dr. Cornel West Speaks at MCCC

Princeton University Professor, Dr. Cornel West, was a special guest speaker at the MCCC Conference Center in March, presenting an inspirational talk entitled "Hope on a Tight Rope."

The noted scholar, civil rights activist and author shared his vision for social justice and equality before a packed house of students, faculty and staff. He met with students following the formal program.



*Dr. Cornel West, left, with students Ashley Minter and Alex Henry.*

## Pipeline Initiative Reaches Underserved Populations

MCCC's Pipeline Initiative reaches out to immigrant groups and underserved populations in the community to listen to their needs and offer educational solutions. This year the college planned a series of events, and welcomed leaders from the Eastern European community and five African countries, who spoke with administrators, faculty and staff. Additional outreach efforts were extended to veterans, recently released prisoners, and adult students who are seeking to further their education. An important part of the Pipeline

Initiative is building relationships that help form a support base for students in their communities.

Working with the Latina Women's Council and the Latina Youth Conference, the college drew high school students from throughout Mercer County to the campus for a special day-long conference. Hosting a breakfast for Latino community leaders provided opportunities for listening and learning.



## Strategic Vision VI:

### Community engagement, outreach and partnerships

The college reaches out to employers, organizations and individuals and establishes partnerships and collaborations that improve learning and services for learners throughout the community.



*PTK graduates, pictured at the May Honors Convocation, take advantage of Mercer's many options to transfer to four-year colleges – on MCCC's campus through the University Center and to other colleges in New Jersey and across the nation.*

#### University Center and Transfer Programs Expand

For many Mercer graduates who wish to continue their studies, commitments to jobs and family make it critically important to study locally. Three baccalaureate colleges that are part of MCCC's University Center -- Fairleigh Dickinson University, Felician College and William Paterson University -- continue to serve these students and have seen steady enrollment growth, with 291 enrolled this year.

William Paterson University expanded its programming this year, and now offers Business Administration with a concentration in Management.

For students who wish to transfer, MCCC signed a new articulation agreement with La Salle University, adding to a long list of transfer colleges. An agreement with Thomas Edison State College makes it easier for MCCC Nursing graduates to transfer there.





## MCCC Successfully Competes for Grant Funding

Mercer's grants program stepped into the fast lane this year. Despite a shrinking pool of government dollars that resulted in a more competitive field than ever, MCCC received many new and renewal grants for programs that provide critical services.

This year, MCCC completed a two-year program funded by the New Jersey Commission on Higher Education called Disengaged Adults Returning to College. The goal was to increase the number of New Jersey students who complete college degrees or certificates. Sixty-one students returned to MCCC as a result.

Taking on a leadership role for literacy education in Mercer County, MCCC serves as the lead agency for an eight-partner consortium funded by the Department of Labor and Workforce Development. The program's mission is to expand programs and services for adults in need of basic literacy and job readiness skills, and lift barriers toward reaching educational

goals. For many years MCCC has provided programs in Adult Basic Education, General Educational Development (GED) and English as a Second Language (ESL) at its James Kerney Campus and at extension sites.

Federal and state dollars continue to make Youth College programs possible at the James Kerney Campus. New this year is the Urban Academic Academy, funded by Mercer County through the Workforce Investment Act, which helps Trenton 11th and 12th graders achieve their goal of attending college.

Grant funding of \$535,494 was awarded by the New Jersey Department of Labor and Workforce Development to offer the Entrepreneurial Training Program for the Unemployed (previously the Self Employment Assistance Program), which teaches participants how to start their own businesses. MCCC administers this statewide program, working with nine other community colleges.

MCCC received \$465,495 in Perkins funding, enabling the college to maintain state-of-the-art equipment in career and technical degree programs, including a new kitchen for culinary classes and new technology in the Physical Therapist Assistant lab.



*Pictured at an open house for the grant-funded program Disengaged Students Returning to College are, from left, Advisor Ida Davis-Tyson, students Jeffrey Yep and James Druzbacky, and Director of Advisement and Enrollment Services Latonya Ashford Ligon.*

## WWFM The Classical Network Enters New York and Philadelphia Markets

This year, WWFM, The Classical Network, a radio station of MCCC, began planning a major expansion via digital (HD) radio into the New York and Philadelphia markets. For the New York audience, General Manager Peter Fretwell and his staff worked in collaboration with WKCR-FM, the student station at Columbia University. Beginning in the fall of 2011, The Classical Network will be heard on 89.9 HD2 in New York and on 98.5 HD2 in Philadelphia. With more

than 90 percent of the U.S. population living in metropolitan regions that offer HD signals, WWFM is ideally located to pick up thousands of new listeners.

With music education at the heart of its mission, WWFM is dedicated to presenting the full breadth and depth of classical music. The station covers 1,600 years of music, including the Medieval, Baroque and Renaissance eras, opera, and even Broadway and movie

scores. With its extended reach will come a wider variety of programming. This 24-hour-a-day classical station is also available streaming online at [wwfm.org](http://wwfm.org).

This year, WWFM's "JazzOn 2" radio station moved to the college's James Kerney Campus to be close to Trenton's rich jazz heritage. The HD station can be heard on 89.1 HD2 in Trenton, 89.1 HD2 in Cape May, and 89.5 HD2 in Pen Argyl, Pennsylvania.



## Engaging the Community — Honors, Arts and History

Special events throughout the year enabled MCCC to engage a variety of community partners and constituents. The November Board of Trustees' Open House and Report to the Community drew nearly 300 guests who sought information about programs and services. Honored were State Trooper Steven Foster, who received the Alumni Leader Award for his heroism; Waste Management Inc., which received the Corporate Partner Award for its commitment to employee training; and Senator Shirley Turner, who received the Partner in Learning Award for her advocacy for education.

At an event in May, the college dedicated four large metal sculptures by artist Richard Kemble that were donated by Carol Rosenthal, her late husband Dr. Albert Rosenthal,

and David and Jo Kemble. Installed at four locations on the West Windsor Campus, the artwork will be enjoyed by the college community and serve as a teaching tool for art and architecture students.

Hitting a historical note, MCCC's first president, Dr. Richard K. Greenfield, returned to campus to deliver the keynote address at Commencement ceremonies in May. A special reception in his honor brought many college retirees and friends to campus who worked closely with Dr. Greenfield during the 1960s and 70s.

*Richard K. Greenfield, right, MCCC's first president, speaks at Commencement 2011.*



*Senator Shirley Turner was honored at the 2010 Open House and Report to the Community for her advocacy for education. She is pictured with NJ STARS student Becky Lewark.*

## Expanding Opportunities for Adult Learners



MCCC's Center for Continuing Studies (CCS) expanded its noncredit programs to include a Veterinary Assistant Certificate, Serve Safe in Spanish, and a blended format for the Project Management Certificate.

New online programs in Green LEED Certification and Virtual Meeting Planner were introduced. The Gerontology Certificate program was expanded to include two tracks of study — practitioner or caregiver.



*At left, graduates of the first Veterinary Assistant class, a new certificate program offered through the Center for Continuing Studies.*

Students who complete the Certified Nurse Aid or Dental Radiology certificates now earn credit toward an associate degree in Health Science.

This year, the CCS began offering classes at Mercer's James Kerney Campus, and off campus at Mercerville Elementary School.





## Business Training Programs Keep Staff Current and Companies Competitive

The Center for Training and Development (CTD) worked with 50 employers to train 1,997 employees, and expanded its training of support staff at Princeton University. The "Excelling at Princeton" program, in existence since 2001, is recognized by Princeton's president at a yearly completion ceremony. The CTD also provided training for staff members at Thomas Edison State College during their transition to Microsoft 2010 software.

Working with state and regional partners, the CTD created and implemented job training programs for inmates of the New Jersey Juvenile Justice system, and provided training to New Jersey Business and Industry

Association companies. Friday training opportunities were offered to members of the Mercer Regional Chamber of Commerce.

This year the CTD's "Mobile Computer Training Lab" expanded its reach, bringing laptop computers right to the client for on-site training. The CTD has provided the satellite company SES with employee training not only in the U.S., but in the Netherlands and Luxembourg as well.

*Employees of Princeton University trained through the Center for Training and Development.*



*Instructors and children enjoy Kids in the Kitchen offered by Camp College.*

## Camps Nurture Next Generation

Mercer's three camps provided enriching academic, recreational, artistic and athletic summer day camp experiences for 1,918 youngsters ages 6-18. Camp College, where campers create their own schedules from a diverse array of offerings, saw its enrollment increase. Emphasizing community service in addition to good times, Camp College campers participated in bake sales that raised more than \$900 for disadvantaged children.

In Sports Camps, young athletes worked on their skills and enjoyed friendly competition in 10 different sports. MCCC's Tomato Patch Visual and Performing Arts Workshops, the longest-running multidisciplinary summer arts program in Central New Jersey, provided classes for middle and high school students in theater, dance, vocal music and visual arts, taught by arts professionals.



## Strategic Vision VII:

# Marketing programs and services to a diverse and dynamic community

The college vigorously and persistently markets the value of its programs, services and staff. The college promotes particular services after assessing the needs of the designated target audiences.

### Branding With The Mercer “M”

Mercer has increased the use of the Mercer “M” icon, including its incorporation into a character who makes an appearance in many creative forms.



### The New Media Revolution Impacts MCCC

Continuing to embrace opportunities presented by the communication revolution, the college began using QR codes as a quick way for students with Smartphone technology to reach MCCC web pages. Initial trial runs resulted in an explosion of new codes, now printed on most college materials and utilized by hundreds of students.



A growing fan base on social media sites such as Facebook, Twitter and LinkedIn is creating new and better opportunities for communication between the college, its students and alumni. The “Alumni & Friends” Facebook page is one of several new sites established this year.

Additional on-campus digital message boards were installed in the Enrollment Services office and the Student Center hallway. College messages now reach students with news

of lectures, workshops and cultural events, as well as announcements about registration deadlines, transfer workshops and new opportunities.

### Internet Advertising Clicks

An expansion of MCCC Internet advertising included banner ads on Google, Facebook, YouTube and other specialized websites. Targeting specific markets, the campaigns focused on recruitment for later-starting courses, the Winter, Spring and Summer sessions, the Board of Trustees Open House, and courses for adult students. The ability to track “clicks” enables the college to better measure the value of its ads.

### Direct Mail in the Internet Age

The college’s marketing team continues to use direct mail as a tried-and-true method of reaching many target markets. The college has enhanced “snail mail” with variable printing, which personalizes communication to a variety of specific audiences.



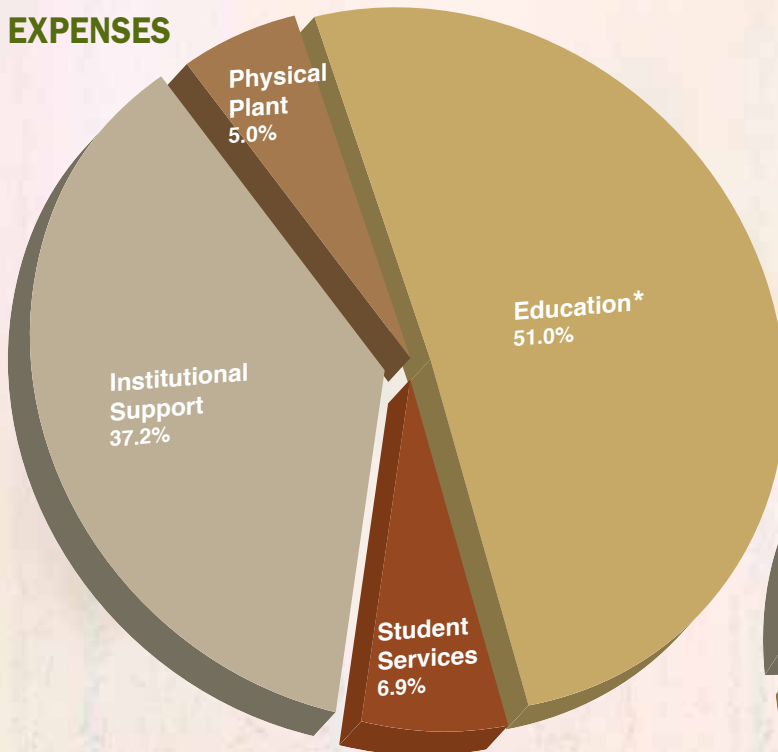




# Overview: July 2010 - June 2011

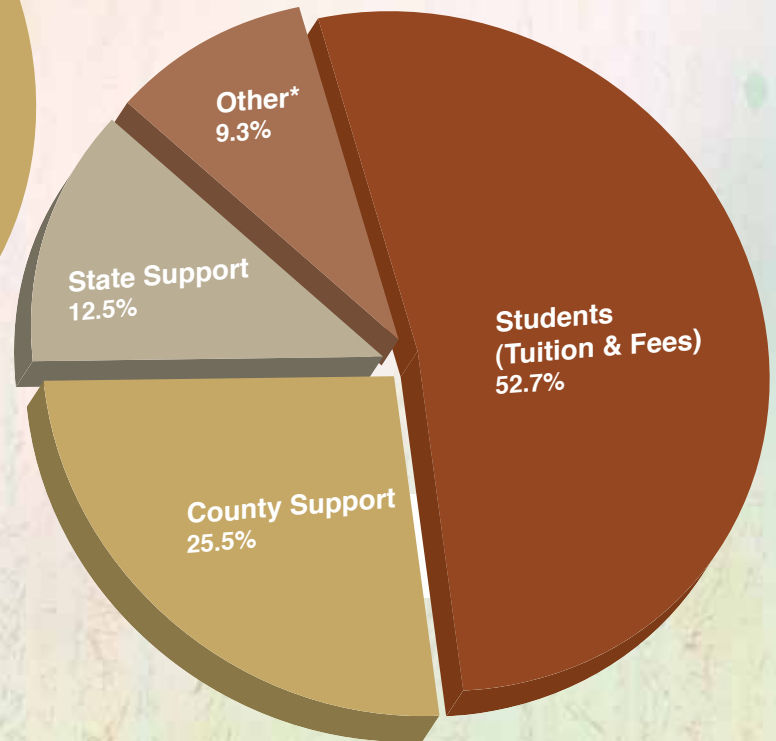
**Total Budget \$58,573,000**

## EXPENSES



*\*Includes credit and noncredit education.*

## REVENUE



*\* "Other" category includes Conference Center, Kelsey Theatre, WWFM, etc.*

*Unaudited figures. Audited reports available upon request.*



## Board of Trustees



Seated, from left, are Rev. William E. Coleman Jr., Mark Matzen and Kristen Vincent. Standing, from left, are David Applebaum, Robert Di Falco, Marvin Gardner, Esq., Pam Hersh, Dr. Gwendolyn Harris, Dr. Samuel B. Stewart, Shamil Rodriguez, Anthony J. Cimino and Dr. Patricia C. Donohue.

### Board of Trustees

Mark Matzen (Chair)  
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*Executive Director for Compliance and Human Resources*



**L. Diane Campbell, Ed.D.,**  
*Executive Dean for Student Affairs*





# Statistical Overview 2010-2011

## Credit Programs

- 13,805 students served through the West Windsor Campus, James Kerney Campus and The Virtual College:
  - Graduates: 1,012      Degrees: 1,068
  - NJ STARS: 86
  - Honors Program: 100
  - Student Athletes on MCCC Teams: 127
  - Special Services: 554

## Non-Degree Programs

- Center for Continuing Studies enrollment (WWC): 5,792
- Center for Training and Development (WWC):
  - Employers Served: 50
  - Students: 1,997
  - Enrollments: 2,764
- The Conference Center at Mercer:
  - Companies Served: 125
  - Guests Served: 71,222
- Career Training Institute (JKC): 98
- Adult Education and English as a Second Language (JKC): 593
- GED Testing Center (JKC): 435 Examinees
- Fire Training Programs (Dempster): 1114

## Programs for Children and Youth

- Youth College (JKC): 1420
  - Educational Talent Search: 900
  - SMILE/GEARUP: 379
  - Upward Bound: 99
  - Urban Academy: 42
- Summer Camps (WWC):
  - Camp College Students: 1,318  
Enrollments: 3,548
  - Sports Camp Students: 280  
Enrollments: 464
  - Tomato Patch Visual and Performing Arts Students: 314
- Kelsey Kids Playshops participants: 115

## Cultural Offerings for Campus and Community

- Kelsey Theatre events staged: 37
  - Performances: 139
  - Attendees: 40,928
  - Performances for school children: 21
  - College functions hosted: 24
- Guest Lectures through the Distinguished Lecture Series: 10
- Art Gallery:
  - Exhibitions: 6
  - Artists represented: 215

WWC: West Windsor Campus

JKC: James Kerney Campus



MCCC Theatre students perform Shakespeare's "The Tempest."

## The MCCC Foundation Annual Report

For information about MCCC's Foundation and its important fund-raising efforts, special events, scholarships and more, we invite you to consult our 2010-11 Foundation Annual Report.

Visit [www.mccc.edu/foundation\\_reports](http://www.mccc.edu/foundation_reports), or call 609-570-3608 to request a copy.





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