June 20, 2019

Dear NJASCU Colleagues/Friends:

Welcome to this week's edition of NJASCU’s "Noteworthy" compilation of a feature story, advocacy report, and news item(s), reflecting the interests and happenings among New Jersey's senior public colleges and universities. Some of our news articles are reprinted in full; most are summaries with the full article accessible by clicking on the headline.

We would love your feedback and suggestions. Please keep sending press releases, many of which will be included in our "Noteworthy" compilation.

Thank you,

Pamela Hersh
Director, Communications & Public Affairs
NJ Association of State Colleges & Universities
150 West State Street
Trenton, New Jersey 08608
609-989-1100 office
609-256-8256 direct
pjhersh@njascu.org

NJASCU Features

**New Jersey Presidents' Council is Developing a Marketing/Branding Campaign for New Jersey's Higher Education Community**

**NJASCU QuickTakes**

The New Jersey Presidents' Council (NJPC), representing all 50 of New Jersey's public, private, and community colleges and universities, is developing a campaign to promote the exceptional excellence, economic/workforce value, and diversity of the state's higher education community. With its them of "Learn More, Earn More, Be More in New Jersey," the NJPC marketing initiative was created in response to the fact that New Jersey leads the nation in net outmigration of college students. The official launch date of the campaign is October 15, 2019.

In order for its higher education sector to thrive, New Jersey must build a brand that helps its institutions of higher education retain more resident students and become a destination that attracts out-of-state students. High school students and parents, adult
learners, as well as other influencers, must become more aware of the value of the higher education experience offered by New Jersey colleges and universities. This experience encompasses the link to New Jersey’s diverse industries and related career opportunities, as well as the return on investment realized by graduates of New Jersey colleges and universities. Below are some advantages enjoyed by those who attend New Jersey colleges and universities:

- One of the nation's highest concentrations of corporate headquarters and R&D centers, most of which are within easy travel from all New Jersey colleges and universities;
- World-class research institutions, including world renowned corporate research labs, distinguished research universities, 13 teaching hospitals, and four medical schools;
- The State’s Talent Network initiative linking businesses and education institutions with job seekers;
- The state’s exceptional strengths in pharmaceuticals, health sciences, information technology, transportation and logistics, finance and insurance, hospitality, and advancing manufacturing;
- New Jersey’s universities and colleges offering quality educational experiences in close proximity to metropolitan areas such as New York City and Philadelphia - a distinct advantage compared to the academic experience of out-of-state colleges and universities;
- Graduates of New Jersey colleges and universities enjoying higher earnings than their peers from other states; and
- New Jersey colleges and universities being among the most diverse in the nation.

State College Specific

Thomas Edison State University Flies Forward with JetBlue - TESU Expands JetBlue Scholars Program to Graduate Degrees for Crewmembers

Thomas Edison State University is expanding its relationship with JetBlue Airways and the JetBlue Scholars program. Thomas Edison will offer graduate education courses through the JetBlue Scholars program to allow crewmembers to earn master’s degrees at discounted rates.

Thomas Edison and JetBlue have collaborated since the launch of JetBlue Scholars in 2016 to provide access to online courses and personalized coaching for crewmembers pursuing undergraduate degrees from Thomas Edison State University, with JetBlue covering most of the costs.

According to JetBlue, since launching JetBlue Scholars, the top question from crewmembers has been about master’s degree opportunities. The evolution of the program comes as a direct response to crewmember requests for additional options. Through the Master’s Pathways, crewmembers will be able to earn advanced degrees in leadership, business management, information technology, aviation management or liberal arts.

"Many of our nontraditional students complete their degree while working fulltime. The JetBlue Scholars program not only makes this happen, but also has the advantage of the"
full corporate support of JetBlue. Thomas Edison is committed to meeting JetBlue’s education needs and to remaining a premier education solution for crewmembers," said Dr. Merodie A. Hancock, Thomas Edison State University president.

The current JetBlue Scholars program for undergraduate degrees has already proven to be successful. In year one, 50 crewmembers received their degrees from Thomas Edison State University, and to date more than 185 undergraduate degrees have been conferred. The undergraduate pathway goes well beyond standard tuition reimbursement. JetBlue Scholars provides access to alternative college credit options, innovative learning platforms, online courses and internal Success Coaches to help guide crewmembers throughout the journey. The Master’s Pathways are a natural extension of this type of programming designed around adult learners and their unique needs.

Thomas Edison will join four other regionally accredited institutions offering graduate courses as part of the JetBlue Scholars program.

JetBlue Scholars by the Numbers

- 1,000+ crewmembers (employees) have participated in the program.
- 700+ crewmembers currently enrolled.
- 185+ degrees earned to date, with more on their way by the end of the year.
- 5,000+ classes completed from alternative credit course providers including StraighterLine, Sophia, Study.com, and internally developed and ACE reviewed courses.
- 93 percent average course completion rate.
- 16 months: average time to complete a bachelor’s degree.

William Paterson University Professor and Rand Corporation Awarded $460,000 Grant from the National Institutes of Health

NJASCU QuickTakes

William Paterson University health economics professor Rahi Abouk, director of the University's Cannabis Research Institute, and David Powell, a senior economist in the Rand Corporation, have been awarded a two-year grant of more than $460,000 from the National Institutes of Health for their proposed research, "Can Mandatory Electronic Prescriptions Reduce Opioid Abuse?"

Dr. Abouk, an associate professor in the University’s Cotsakos College of Business, and Powell are co-principal investigators. They will research whether mandated electronic prescribing (e-prescribing) helps to reduce inappropriate opioid use, abuse and overdoses.

"Overdoses involving opioids is one of the top public health concerns in the country," said Dr. Abouk. "Several states have been trying to establish a system by which physicians must send prescriptions electronically to pharmacies in an effort to reduce forgeries."

The first state to do so was Minnesota in 2011 but it was not fully enforced. In March 2016, the state of New York established an active mandate on prescribing. Next, Maine implemented a mandate for controlled substances only, beginning in July 2017. Approximately eight states are in the process of adopting this mandate, reported Dr.
Dr. Abouk and Dr. Powell will study the ramifications of the New York and Maine mandates on a comprehensive set of opioid-related outcomes while also considering whether the Minnesota law may have had similar effects by encouraging the use of e-prescribing.

E-prescribing combines many of the features of prescription drug monitoring programs which researchers believe are especially successful in reducing opioid abuse. This project will provide some of the first evidence about the potential effectiveness of these mandates.

"This research is very important because other states are trying to learn whether these e-prescribing systems would lead to improved health outcomes," said Dr. Abouk.

William Paterson University in Wayne, New Jersey established a Cannabis Institute in 2019 to provide evidence-based scientific and economic information on topics related to cannabis, as well as opioid drugs and other substances.

The Rand Corporation is a nonprofit institution that helps improve policy and decision making through research and analysis.

**Thomas Edison Receives Newcombe Foundation Grant for Mature Students**

**NJASCU QuickTakes**

The Charlotte W. Newcombe Foundation has awarded Thomas Edison State University a $50,000 grant for 2019-2020 through the Foundation's Newcombe Scholarships for Mature Students program.

"We are honored to receive this important scholarship funding on behalf of our students," said Dr. Merodie A. Hancock, president, Thomas Edison State University. "Our adult learners juggle many challenges from career and family obligations to financial constraints. Any time we can help to remove a barrier to their education, they are more likely to succeed. This award effectively recognizes the alignment of our mission with the mission of the Newcombe Foundation."

The Newcombe Foundation is an independent foundation that began in 1979 as a result of a bequest from the estate of Charlotte W. Newcombe, a Philadelphia philanthropist. In her will, Mrs. Newcombe created a foundation that would continue her lifelong interest in supporting students pursuing degrees in higher education. The Charlotte W. Newcombe Foundation is now based in Princeton, N.J., and has awarded grants totaling $70.8 million since 1981 to provide scholarships and fellowships in higher education.

In awarding the grant to TESU, the Newcombe Foundation remarked that they were impressed by TESU’s commitment to the students and to the city of Trenton.

"The Newcombe Foundation Trustees are delighted to support Thomas Edison, an institution offering multi-platform programming that allows mature students to complete degrees. This partnership exemplifies the Foundation’s focus on empowering 'nontraditional' students to advance their career aspirations," said Dr. Gianna Durso-Finley, executive director, Newcombe Foundation.
Newcomer Scholarships for Mature Students support completion of bachelor’s degrees by students who are 25 years of age or older who need financial assistance at selected colleges and universities.

**NJCU Faculty Part of 2019 Tony Awards Band**
*www.NJCU.edu*

The 2019 Tony Awards Band featured two NJCU faculty members. Prof. David Noland and Prof. Mark Thrasher serve on the Graduate Multiple Woodwind Faculty. Under their mentorship, the program has become one of the tops in the United States.

Woodwinds-NJCU offers outstanding training on clarinet, flute, oboe, saxophone, and bassoon. Students receive thorough preparation for future careers as well-rounded soloists, chamber musicians, ensemble members, and inspiring teachers.

NJCU not only offers one of the finest woodwinds and multiple woodwind faculties in the tri-state area, but also has wonderful scholarship opportunities for students who are both outstanding musicians and academic students. NJCU is happy to offer free trial lessons with faculty members, a private consultation and tour of the facilities, and a review of all of the exciting opportunities NJCU has to offer!

Multiple Woodwinds - the Multiple Woodwind program has grown into one of the most respected and renowned woodwind intensive degrees in the United States. Founded in the 1990s by the legendary pedagogue and performer Dr. Edward Joffee, the program has had tremendous success, with alumni gaining employment as full-time performers, teachers and touring musicians.

**Philanthropist Funds Rowan University Pet Therapy Program**
*www.Rowan.edu*

Gerald Shreiber believes in the power of pets.

He especially believes in the therapeutic qualities of dogs and their calming, unconditional love, which, for many people, can reduce anxiety, increase confidence and help lower blood pressure.

And, because the philanthropist, a proud supporter of Rowan University, believes students can benefit greatly from time spent with dogs, Shreiber, president and CEO of J&J Snack Foods Corporation of Pennsauken, this week committed $3 million to establish The Shreiber Family Pet Therapy Program of Rowan University.

"It is a pleasure for me to give back to the community," Shreiber said. "I can think of nothing better than (to support) our students, striving for education, complemented by therapy dogs."

Shreiber's gift will establish an endowment to create a self-sustaining program bringing...
certified therapy dogs to Rowan's Glassboro campus.

"This gift will ensure our continued ability to deliver resources to enhance the health and well-being of our students and the entire Rowan community," said Rowan President Ali Houshmand. "We thank Mr. Shreiber for his generosity, his ongoing support of the university and his commitment to our students' well-being."

Communications Studies Students Communicated in a Record-Breaking Fashion at Recent Health Conference
www.tcnj.edu

TCNJ's Department of Communication Studies furthered its reputation for producing top-notch undergraduate research, with a record-breaking number of student-authored papers chosen for presentation at the D.C. Health Communication Conference in Fairfax, Virginia.

Eight TCNJ students were the only undergraduate students in the nation invited to present papers at the conference hosted by George Mason University that took place on April 26-27, 2019. Communication studies and public health majors presented on a variety of issues related to this year's topic, International and Global Health Communication Research.

Each paper - co-authored by TCNJ Professor John C. Pollock - tested Pollock's Community Structure Theory, which posits that city or national demographics have the power to influence media coverage of national and global issues.

Noteworthy: New Jersey Issues

The (Not the Governor's) Budget
www.NJSpotlight.com
June 18, 2019

(Note: NJASCU is doing a thorough analysis of the Legislative Appropriations Proposal for next week's newsletter.)

Lawmakers took the first official step toward enacting a new state budget yesterday by advancing a $38.7 billion appropriations bill (S-2020, A-5600) that calls for new spending on legislative priorities like special education and mass transit but leaves out several tax increases sought by Gov. Phil Murphy, including his coveted millionaire's tax.

It sets the stage for what is likely to be a difficult budget negotiation that may drag out until the very last minute.

To make the numbers line up on paper, the Legislature's spending bill counts on some more optimistic revenue projections than the governor's, takes money from the state's rainy-day fund and also reduces the allocations for some noteworthy Murphy budget requests, including for an expansion of tuition-free community-college grants.
Universities Push States to Reinvest in Campus Deferred Maintenance

www.EducationDive.com

Colleges and universities across the U.S. are struggling to find the money to perform much needed deferred maintenance on their aging buildings before considering new construction.

Deferred maintenance is the term for when building repairs or the purchase of new equipment is put off because of budget shortfalls. Institutions of higher learning are left with no option but to do this when they are tight on cash.

The problem, however, is that over many years, the backlog of work can grow to what seems like insurmountable levels. As of 2016, it was estimated U.S. colleges had a $30 billion backlog of deferred work.

Joining University of Wisconsin in its fight to fund deferred maintenance on its campuses are the Missouri Department of Higher Education ($1.4 billion); the state of Illinois ($6.7 billion); and the University of California and California State University Systems ($8 billion, combined).