New Jersey Association of State Colleges and Universities

The leading voice for public higher education in New Jersey.

NJASCU Brochure, May 2019
Includes Special Section on the Value of a Bachelor's Degree
The Staff

Barbara Berreski, JD, MS
Interim Executive Director
Government & Legal Affairs

Patricia S. Berry
Chief Operating Officer

Pam Hersh, MIS
Communications & Public Affairs Director

Charlene R. Pipher
Executive Administrator and Web Coordinator

Theresa M. Toth
Administrative Assistant

New Jersey Association of State Colleges & Universities
150 West State Street
Trenton, New Jersey 08608
609-989-1100
@NJASCU
https://www.facebook.com/NJASCUorg
www.njascu.org

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Who We Are

The New Jersey Association of State Colleges and Universities (NJASCU), based in Trenton is a nonpartisan, nonprofit organization, created by law in 1985 to support and advocate on behalf of New Jersey's senior public institutions of higher education.

In higher education institutional years, 34 years old is young. We like to think of NJASCU as having the youthful energy and enthusiasm of the students attending the public institutions, plus the wisdom that comes with age. We are building on the past to go forward to the future. All members of NJASCU strive to provide an education that is affordable, accessible, and representative of the highest standards of teaching and learning. NJASCU's mission is to advance the missions of its members by promoting higher education as a public good and the collective value of the public institutions in service to the residents of New Jersey.

Landmark legislation in 1986 and 1994 transferred important fiscal and administrative authority from the state government to the institutions themselves, with the emphasis on trustee governance and direct public accountability.

Goals and Objectives

➢ Fund senior public institutions of higher education equitably, addressing past shortcomings and future needs.

➢ Revise the state's financial aid programs to meet student needs more equitably in order to have the financial aid programs satisfy the governor’s stated priority for free community college.

➢ Recognize – in statute – the evolution, comprehensiveness, and maturity of New Jersey's senior public institutions so that they are best positioned to meet evolving student markets and emerging state needs.

➢ Broaden the NJASCU sphere of influence through marketing and public affairs activities that make NJASCU the voice of public higher education for all senior public institutions of higher education.

➢ Implement the following legislative reform and regulatory priorities:
  ▪ Reform the procurement and construction provisions of the State College Contracts Law to provide a uniform set of rules for all senior public colleges and universities;
  ▪ Facilitate public-private partnerships now permitted under state law.
  ▪ Provide regulatory relief from statutes and regulations that tie the hands of and put financial stress on the colleges and universities particularly as these institutions try to avoid, at all costs, a rise in tuition and fees.
  ▪ Prevent future regulations that amount to unfunded mandates.
## The Board

NJASCU is governed by a 14-member board consisting of a trustee and the president of each institution with voting privileges. Rowan University and Montclair State University, two of New Jersey's public research universities, are affiliated members of NJASCU.

### Board Members 2019-2020

**The College of New Jersey**  
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The State College/University Story

The story of New Jersey’s state colleges and universities is a narrative that began more than 165 years ago. Once upon a time in the 1850s, organizations of teachers and parents in several urban public-school districts came together as part of a national movement to improve educational quality by helping teachers reach higher professional standards.

Three “normal” schools were established; they offered advanced training in various subject areas and the art of teaching (pedagogy). Eventually, these three schools became The College of New Jersey, William Paterson University of New Jersey, and Kean University.

By the 1960s, state colleges expanded. They began to offer more diversity in their courses, going far beyond an exclusive focus on education and related fields.

In 1985, the New Jersey Association of State Colleges and Universities was established by law, and in 1986, state statutes gave our colleges greater control, independence and responsibility over their educational missions and operations. After becoming public research universities, Rowan University and Montclair State University have remained affiliated members of NJASCU, in order to be part of the effort to advocate on behalf of New Jersey’s senior public higher education institutions. All NJASCU members share an unwavering commitment to delivering high quality and affordable education, responsive to the needs of New Jersey’s citizens.

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The College of New Jersey
www.tcnj.edu
Founded 1855, Ewing

The College of New Jersey (TCNJ) is a highly selective institution that is consistently recognized as one of the top comprehensive colleges in the nation. Founded in 1855 as the New Jersey State Normal School, TCNJ maintains the seventh highest four-year graduation rate among all public colleges and universities. It is ranked by *Money* as the top public college/university in the nation among institutions of its size (5,000-10,000 students). Since 1991, *U.S. News & World Report* has ranked TCNJ the No. 1 public institution among regional universities in the northeast.

Known for its natural beauty, the college is situated on 289 tree-lined acres in suburban Ewing Township, New Jersey, in close proximity to both New York City and Philadelphia. A strong liberal arts core forms the foundation for a wealth of degree programs offered through the college’s seven schools: Arts and Communication; Business; Education; Engineering; Humanities and Social Sciences; Nursing, Health, and Exercise Science; and Science. Five signature experiences are the hallmark of a TCNJ education. They include a personalized, collaborative, and rigorous education; undergraduate research, mentored internships, and field experiences; community engaged learning; global engagement; and leadership development.

TCNJ's longstanding commitment to faculty-student collaboration was recognized in 2015 by the Council on Undergraduate Research, which named the college the recipient of its inaugural “Campus-wide Award for Undergraduate Research Accomplishment.” In 2006, TCNJ was awarded a Phi Beta Kappa chapter – an honor shared by less than 10 percent of colleges and universities nationally.

Essential to its mission, TCNJ believes in the transformative power of education to develop critical thinkers, responsible citizens, and lifelong learners and leaders. Leadership programming is offered throughout an undergraduate’s career, as well as other programs and services aimed at students’ social, emotional, career, academic, spiritual, and physical development. TCNJ encourages students to expand their talents and skills through more than 200 campus organizations. These groups range from performing ensembles and professional and honor societies to student publications, Greek organizations, and intramural and club sports.

High achievement and scholarship in the classroom have been mirrored by the success of The College of New Jersey’s varsity student-athletes. Since the 1978-79 Lions wrestling team captured the college’s first National Collegiate Athletic Association (NCAA) team championship, TCNJ has established itself as one of the nation’s most successful Division III programs, winning 40 teams and 50 individual NCAA championships.

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Founded in 1855 as a teacher's college in Newark, Kean University was the first public post-secondary institution in New Jersey. The university is now a comprehensive, global institution of higher education, with its main campus in Union. Serving a richly diverse enrollment of more than 16,000 undergraduate and graduate students, Kean's mission is to provide an affordable, accessible and world-class education that prepares students to think and respond critically and creatively in a rapidly changing world.

The university continues its legacy as a top producer of teachers in New Jersey and is a growing educational hub in the fields of business, health care and technology. Its five undergraduate colleges – the College of Business and Public Management, the College of Education, the College of Liberal Arts, the College of Natural, Applied and Health Sciences, and Michael Graves College – offer more than 50 undergraduate degrees over a full range of academic subjects. Nathan Weiss Graduate College offers six doctoral degree programs and more than 60 options for graduate study leading to master’s degrees, professional diplomas or certifications.

Kean University is the only public university in the United States to have a campus in China. Wenzhou-Kean University is an English-speaking campus for Chinese, Kean USA and international students located on a 500-acre campus in the foothills of Wenzhou, China.

The university is also a higher education innovator within the State of New Jersey. Kean Ocean in Toms River, a partnership with Ocean County College, offers a Kean University degree on a community college campus. In the New Jersey Highlands in Morris County, Kean is developing a new campus to serve as an outdoor living laboratory for field-based scientific study and other classroom and field instruction.

Kean's Human Rights Institute holds an annual conference and offers a broad range of programs to raise awareness of human rights violations worldwide and inspire action among students, teachers and the general public.

With five theatres on campus, Kean Stage and the award-winning Premiere Stages contribute to the intellectual life of the community with programs, plays and concerts that reflect the ethnic and cultural diversity of central and northern New Jersey. Five galleries on the main campus conduct an eclectic exhibition program that often integrates the visual arts with academic programs.

Kean's more than 130 academic, professional interest and philanthropic student groups add to the vibrant campus life. The university fields 14 Division III men's and women's athletic teams and has eight sports facilities, including Harwood Arena and Kean Alumni Stadium. Students also participate in a full schedule of intramural and recreational athletic activities.

The Kean faculty is recognized for teaching distinction, scholarship and service. Kean remains committed to excellence in higher education and continuing its long tradition of access, opportunity and affordability for students seeking a college degree. Each year, Kean proudly builds on this distinguished history, as it stays focused on guiding students to academic and professional success.

Dawood Farahi, PhD, became Kean University's president on July 1, 2003.
Montclair State University enrolled 20,987 graduate and undergraduate students in fall 2016 in its 10 colleges and schools. The university, long a leader in graduate education in New Jersey, was designed in 2016 as a Research Doctoral University by the national Carnegie Classification of Institutions of Higher Education. With a new classification, Montclair State moves from a master’s to a doctoral research institution, reaching a major academic milestone. The designation recognizes the university's increased number of doctoral students in research fields, as well as its growing ability to attract significant funding from federal agencies such as the National Science Foundation, the National Institutes of Health, NASA, and the U.S. Department of Education. On July 21, 2017, Montclair officially obtained state designation as a public research university.

New facilities for the School of Communication and Media added in 2017 feature leading-edge technology, including a 4K studio, interoperable control rooms, a dedicated film studio and broadcast-ready newsroom, make the new facility the most technologically advanced broadcast and media production facility at any university in the nation. The school’s groundbreaking Center for Cooperative Media continues to help Montclair State bolster news coverage for New Jersey residents, while also providing students with pre-professional training in an evolving field.

Renovations to Partridge Hall provide a home for The Graduate School and the new School of Nursing. Launched to address both a regional and national shortage of qualified nurses in a health care environment that is undergoing radical changes, the School of Nursing enrolled its first students in an RN to BSN degree program in fall 2016.

The Robert D. McCormick Center for Child Advocacy and Policy, with its own faculty and professional staff, oversees groundbreaking interdisciplinary graduate and undergraduate degree programs, as well as public service initiatives for children and families of New Jersey and the agencies that serve them.

The University Center for Autism and Early Childhood Mental Health, which serves as the New Jersey Autism Center of Excellence, coordinates all statewide autism research and treatment funded by the Governor’s Council for Medical Research and Treatment of Autism.

Montclair State’s new Center for Clinical Services opened in fall 2016, providing the general public with a host of programs and services, from mental health counseling to literacy development. It also serves as a research hub, offering students professionally supervised opportunities to develop skills in treating clients of all ages and backgrounds.

Montclair State received substantial grants in FY 2016, including awards from the National Science Foundation, the United States Department of Defense, the United States Department of Education, the National Institutes of Health, National Endowment for the Humanities, NASA, the John Templeton Foundation, the John S. and James L. Knight Foundation and the State of New Jersey.
New Jersey City University (NJCU) provides top-quality education to more than 8,200 students who reflect the dynamism of the university's metropolitan Jersey City location. As the safest public university campus in New Jersey and one of the most diverse in the nation, NJCU prepares students to be leaders in a global society within the comforts of an intimate community. Whether on a beautiful landscaped campus in a vibrant urban community or in the heart of New Jersey’s waterfront business district, students learn and grow by interacting with culturally and ethnically diverse classmates and faculty from countries worldwide. Students prepare for success by engaging in rigorous applied-learning experiences that include laboratory research, field studies, performances, exhibitions, studio work, cooperative education internships, community service, and study opportunities for all on campus, around the state, and abroad.

NJCU offers 43 undergraduate and 28 graduate degree programs, and three doctoral programs. The NJCU School of Business now offers The Harvard Business School Credential of Readiness at NJCU (CORe), an online program that prepares entering graduate students with a non-business background for graduate studies in business. In September 2017, the NJCU School of Business began offering an M.S. in Business Analytics and Data Science.

NJCU, in partnership with Brookdale Community College, offers a wide array of bachelor's degree completion programs for residents on the central and southern New Jersey coastline at BCC's Wall Campus. NJCU continues to expand its program offerings in Monmouth County with Master of Science degrees and a Certificate Program in addition to its highly popular Accelerated Nursing Program.

NJCU provides an exceptional educational experience that helps prepare students for career success and keeps education affordable. Ten years after graduation, NJCU students earn 22 percent more than the national average income. Debt burden for NJCU graduates is the lowest of the public four-year institutions in New Jersey. NJCU is in the 54th percentile nationally for lifting students from the bottom 40 percent to the top 40 percent of earners in the nation as a result of their college experience.

NJCU held a ribbon-cutting ceremony in April 2018 for its fully-renovated and expanded Science Building which allows for the expansion of STEM studies and research capacity. The Science Building is equipped with 45 ultramodern teaching and research laboratories, a greenhouse, observatory, imaging center, cell culture lab, bio-informatics lab, and Geographic Information Science Lab.

Construction progresses on the $400 million University Place redevelopment project, which will greatly enhance Jersey City's west side, have an enormous economic impact, and provide students, faculty and neighbors with a welcoming place to live, work, dine, and shop.

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Ramapo College of New Jersey
www.ramapo.edu
Founded 1969, Mahwah

Ramapo College of New Jersey is the state’s premier public liberal arts college. Ramapo has been named among the top three and Number One among the public institutions in New Jersey in College Choice’s ranking for 2018. The college is listed in Kiplinger’s Personal Finance Magazine as among the “100 Best Values in Public Colleges,” is ranked annually by U.S. News & World Report as one of the Best Regional Public Universities North category, and is a Top College for the value by Money magazine. Ramapo is recognized as a “Military Friendly School” by Victory Media and is named a Career Development College of Distinction on CollegesofDistinction.com. Ramapo also is named a Top 10 college for highest return on investment by Affordable Colleges Online, and was named best campus housing in New Jersey by niche.com in 2018. Collegemagazine.com ranked Ramapo among the top 10 in the country for students with physical disabilities and zippia.com recognized Ramapo for its job placement success of its graduates.

Established in 1969, Ramapo College, which will be celebrating its 50th anniversary, offers bachelor’s degrees in the arts, business, humanities, social sciences and the sciences, as well as in professional studies, which include business, education, nursing and social work. In addition, the college offers courses leading to teacher certification at the elementary and secondary levels, and offers graduate programs leading to degrees in Accounting, Business Administration, Educational Technology, Educational Leadership, Nursing, Social Work and Special Education.

Undergraduate students choose to concentrate their studies in one of five schools comprising more than 540 course offerings and 36 academic programs. There are 216 full-time faculty and 244 adjunct faculty members. The college has 472 full-time staff and 45 part-time staff members. The Roadrunner student-athletes have attained outstanding success in Division III competition. The Men’s Basketball Team has had three straight appearances in the NCAA Tournament, including reaching the Final Four in 2018, and Men’s Soccer player Joseph Fala was named NCAA All-American following a stellar 2018 season that saw the team reach the Sweet 16 for the first time in college history.

Ramapo College joins an elite group of institutions with less than five percent of business schools worldwide earning the accreditation distinction of its business degree program by the Board of Directors of the Association to advance Collegiate Schools of Business (AACSB International). Additional accreditations include: the Social Work Program (Council on Social Work Education), the Chemistry Program (American Chemical Society), the Nursing Program (Accreditation Commission for Education in Nursing), the Teacher Education Program (Teacher Education Accreditation Council), and the Teacher Certification Program, approved by the State of New Jersey.

Dr. Peter P. Mercer became the college’s fourth president on July 1, 2005. Ramapo College, like all state colleges and universities in New Jersey, is governed by a board of trustees appointed by the governor. William F. Dator, who was instrumental in originally siting the college in its idyllic location, is chair of the board.
Since its founding in 1923, Rowan University has evolved from a teach preparation college to a Carnegie-classified doctoral research institution that's ranked among the best national public universities in America. Today, Rowan’s approximately 19,500 students can select from 80 bachelor’s, 44 master’s, six doctoral and two professional (medical) degrees – along with undergraduate and post-baccalaureate certificates – in colleges and schools across four campuses. The university is one of just 56 institutions in the country with accredited programs in business, education, engineering, and medicine. It is also one of just three American universities to offer both M.D.- and D.O.-granting medical programs.

Rowan combines liberal education with professional preparation from the baccalaureate through the doctorate. The university provides a collaborative, learning-centered environment in which highly qualified and diverse faculty, staff, and students integrate teaching, research, scholarship, creativity and community service. Through intellectual, social, and cultural contributions, the university enriches the lives of those in the campus community and the surrounding region.

As a result of its 2017 Carnegie research re-classification, Rowan was re-categorized by U.S. News & World Report in its 2018 Best Colleges edition as a national university, ranked #91 among public institutions and #171 overall among 311 nationally ranked schools. For 2019, the report placed the Henry M. Rowan College of Engineering at #24 in the nation among the best undergraduate engineering schools and ranked the Department of Mechanical Engineering 13th (tied).

Likewise, The Princeton Review has included Rowan’s William G. Rohrer College of Business among the “Best 295 Business Schools” in the nation.

Rowan continues to expand its programs and partnerships. Among the most recent – and vital to higher education in New Jersey – was its June 2015 partnership with Burlington County College (now Rowan College at Burlington County) to improve access to affordable four-year undergraduate degrees. That move followed an initiative two years earlier with Gloucester County College (now Rowan College at Gloucester County) that enables students to pursue Rowan bachelor's degrees at the county college or to transfer seamlessly to Rowan University after earning an associate degree and meeting other standards.
Stockton University entered a new era in fall 2018 with the opening of a brand-new residential campus in Atlantic City and the addition of new Unified Sciences and Health centers on the main campus in the Pinelands National Reserve.

The two diverse locations allow the university to expand its interdisciplinary approach to undergraduate and graduate education in business, hospitality and tourism studies, environmental science, arts and sciences, the health sciences and continuing studies.

The new $178.3 million Atlantic City site offers beachfront living and learning with housing for 533 students overlooking the beach and Boardwalk, a parking garage and a 14-classroom Academic Center.

Stockton’s main campus in Galloway sits on 1,600 wooded acres. A $33.2 million expansion of Stockton’s world-class science facilities along with a $15.2 million Health Sciences Center were dedicated in May 2018. The new Academic Quad transformed the main entrance to the university, providing a central outdoor location for students to study and meet between classes.

Stockton also has instructional sites in Manahawkin, Hammonton, and Woodbine. The almost 8,000-square-foot expansion of the Manahawkin instructional site in 2018 serves nursing students with a Foundations of Nursing lab featuring simulated patients and seven physical assessment examining rooms.

Stockton’s Kramer Hall Instructional Site in Hammonton hosts the university’s Master of Arts in Counseling and Master of Science in Data Science and Strategic Analytics programs.

The university was ranked 9th among the top public Regional Universities of the North by U.S. News & World Report in its 2019 edition of “America’s Best Colleges.” Military Times rated Stockton 24th among four-year schools in the nation in its “Best for Vets: College 2019” listing. U.S. News & World Report also listed Stockton as “Best for Vets.” Undergraduate admission is test optional and Stockton’s Transfer Pathways program provides a seamless transition for students coming from community colleges in the state.

The university has more than 9,600 students and offers more than 160 areas of study. New undergraduate programs include a major in Africana Studies and minors in Cannabis Studies and Migration Studies. Graduate programs are also available in education, instructional technology, business administration, communication disorders, physical therapy, occupational therapy, nursing, criminal justice. American studies, social work, the nation’s first Master of Arts in Holocaust and Genocide
Studies, and the state’s first Professional Science Master’s program in environmental science. Stockton also offers doctoral programs in physical therapy, organizational leadership, and nursing.

Thomas Edison State University
www.tesu.edu
Founded 1972, Trenton

Thomas Edison State University (TESU) has a national reputation for academic excellence and educational integrity. Established by the state of New Jersey and chartered by the New Jersey Board of Higher Education in 1972, the university was founded for the purpose of providing diverse and alternative methods of achieving a collegiate education of the highest quality for mature adults.

With the campus’ six buildings located in the historic district surrounding the state capitol building in Trenton, TESU is one of New Jersey’s senior public institutions of higher education and one of the first schools in the country designed specifically for adults.

Through the New Jersey State Library’s affiliation with the university, students have access to library resources and services, including electronic access to online journals, eBooks, downloadable audio books, research guides and premium databases as well as full text articles from newspapers, magazines and scholarly academic journals that can also be downloaded. Dr. Merodie A. Hancock became the fourth president of the University in March 2018.

True to its mission, the university provides distinctive undergraduate and graduate education for self-directed adults through flexible, high-quality collegiate learning and assessment opportunities. The entire academic program at TESU revolves around the needs of adults, removing the barriers that limit many adult students who cannot sacrifice their personal and professional responsibilities to pursue their education.

The university’s more than 15,200 students can earn degrees through a wide variety of rigorous and high-quality academic methods that can be customized to meet their individual needs, including online courses, guided independent study, examination programs, courses delivered via mobile devices as well as by maximizing the transfer of credits earned from other regionally accredited institutions, earning credit for professional and/or military training, and demonstrating college-level knowledge acquired outside a traditional classroom through prior learning assessment. For more than 40 years, TESU has been providing specialized educational opportunities for members of the United States military, veterans and first responders that optimize their training and experience.

A national leader in the assessment of adult learning, the university is a pioneer in the use of educational technologies. Identified by The New York Times as the “college that paved the way for flexibility,” TESU offers associate, bachelor’s, master’s and doctoral degree programs in more than 100 areas of study as well as undergraduate, graduate and professional certificates through its five schools: Heavin School of Arts and Sciences; School of Business and Management; School of Applied Sciences and Technology; W. Cary Edwards School of Nursing; and John S. Watson School of Public Service. TESU is also home to The
John S. Watson Institute for Public Policy, which is designated to deepening the analysis around critical public policy challenges and broadening the range of policy ideas, perspectives and options.

William Paterson University
www.wpunj.edu
Founded in 1855, Wayne

William Paterson University, located on 370 wooded hilltop acres in suburban Wayne, New Jersey, provides a challenging, supportive, intellectual environment for nearly 10,000 undergraduate and graduate students from 28 states and 81 countries. Founded in 1855, William Paterson offers 52 undergraduate and 47 graduate degree programs, ranging from liberal arts and sciences to pre-professional and professional programs, through five academic colleges: Arts and Communication, Cotsakos College of Business, Education, Humanities and Social Sciences, and Science and Health. The university's graduate programs include two doctoral degrees: the doctor of nursing practice, added in 2011, and the doctor of psychology in clinical psychology, established in 2015. An Honors College provides academically gifted students with a rigorous curriculum.

The institution’s more than 400 full-time faculty includes 41 Fulbright scholars, two Guggenheim Fellows, and recipients of numerous other awards, grants, and fellowships. Students benefit from individualized attention from faculty mentors, small class sizes, and numerous research, internship, and clinical experiences. A focus on undergraduate research is featured each April during Explorations, a month of activities highlighting research, scholarship, and creative expression across all disciplines. William Paterson continues to expand its state-of-the-art facilities, including a new 40 million academic building, University Hall, with specialized classrooms and clinical spaces for the health sciences, including the Nel Bolger RN Nursing Laboratory. Students in the sciences collaborate with faculty on numerous research projects supported by a Science Complex with nearly 100 research labs and 50 teaching labs. The university's nationally recognized programs in professional sales and financial planning in the Cotsakos College of Business feature access to the Russ Berrie Professional Sales Laboratory and the Financial Learning Center, a simulated trading room.

Designated as a Hispanic-serving institution in 2015, William Paterson has been nationally recognized for its leadership in the American Democracy Project and is a founding member of New Jersey Campus Compact. In 2011, the university became the first public New Jersey college or university to require new undergraduates to take a course on civic engagement. It has been honored as a “Military Friendly School” by militaryfriendlyschools.com, and was among the first higher education institution in the state to collaborate with Choose New Jersey. The university is committed to sustainability and is a charter signatory of the American College & University Presidents Climate Commitment. Its solar panel installation, dedicated in 2010, ranks among the largest university installations in the United States.
The Value of a Bachelor’s Degree –
For the Individual and for Society

INTRODUCTION

➢ Each of New Jersey’s senior public universities and colleges has its own unique DNA, but all share one common trait – a passionate belief in the value of a bachelor’s degree as the transformative pathway to personal fulfillment and a healthy society.

➢ The value is indisputable and quantifiable. Data indicate the correlation between a bachelor’s degree and a stronger society with a more prosperous economy, more civic engagement, and healthier and more financially secure individuals. For every dollar a state invests in higher education, it receives up to $4.50 in return (edlabor.house.gov Committee on Education and Labor Report, “Don’t Stop Believin’ (in the value of a college degree)).”

➢ “Folks who just read the headlines or rely on the opinion pages for their information might conclude that the value of a college degree is in decline. The facts tell a different story. Contrary to this false narrative, a college education is more important now than ever before for both tangible and intangible reasons. A college degree is still the surest way to increase wage potential. In addition, with the rise of artificial intelligence and the consistent call for multi-talented and flexible critical thinkers in our workplaces, college is – and will increasingly be – the best way to prepare for an uncertain future.” (Dr. Mark A. Heckler, president of Valparaiso University, op-ed, The Chicago Tribune, September 11, 2018.)

➢ “It will transform your life in many ways. It will expand the range of vocations you can pursue, increase your knowledge of the world, deepen your capacity to appreciate societies and cultures, and provide a foundation for lifelong learning … College is a long-term investment. It enables graduates to develop and adapt, and it pays off spectacularly in the long run. The idea that we would be better off with fewer college graduates is a short-term swindle, a swindle that would cheat America’s young people, weaken the nation’s economy and undermine our future. We need to have the confidence to invest in our young people and to ensure that a college education is accessible and affordable for students from all backgrounds and financial circumstances.” (Dr. Christopher Eisgruber, president Princeton University, at Princeton University’s Commencement, June 2018.)

➢ “The evidence remains overwhelming: College is the single most reliable path to the middle class and beyond. No, it doesn’t guarantee a good life. Nothing does. But earning a good living without a college degree today is difficult. College graduates earn vastly more and are far more likely to be employed. They live longer, are more likely to be married, and are more satisfied on average with their lives.” (David Leonhard, op-ed editor, the New York Times, May 18, 2018.)

➢ In President Eisgruber’s 2018 commencement address, he notes not only the value of a four-year education, but the particular value of a PUBLIC four-year education. Society must “support America’s public institutions of higher education. They are engines of social mobility and innovation,” and have experienced “steep drops” in state funding.
A particular argument about the value of a PUBLIC four-year degree comes from NYU Philosophy Professor Kwame Anthony Appiah, who wrote in his *NYTimes Magazine* “Ethicist” column of May 5, 2019, the following:

“Take a quick look at the resumes of this country’s most successful CEOs or social entrepreneurs, and you see how many did NOT attend “name brand” colleges. (Last year only 14 CEOs of the Fortune 100 companies attended Ivy League schools .... In a study .... By Stacy Berg Dale and Alan B. Krueger, students from middle-class families who were admitted to a highly selective school but chose to go to a less-selective one earned as much as those who made the opposite choice....

Pay is a terribly crude proxy for the array of opportunities that higher education can bring, but it’s the sort of thing economists can measure. The real point is that getting a college degree, is for a variety of reasons, enormously helpful; the prestige value of the college that grants it is of far less importance. The more you come into your own, the less significant such borrowed glory becomes.”


VALUE TO THE INDIVIDUAL:

Earning Power Over a Working Lifetime

- Individuals with a bachelor’s degree typically make about $1 million more than high school graduates over their lifetimes and experience higher levels of employment even through economic downturns. *U.S. House of Representatives, Committee on Education and Labor Report “Don’t Stop Believin’ (in the value of a college degree)” 2018; edlabor.house.gov.*

- Individuals with a bachelor’s degree typically make about $500,000 more than those with an associate degree over their working life. (*Douglass Webber, “Third Way” – Is College Worth It? Going Beyond Averages -September 2018*)

- Fringe benefits are an important factor. Beyond wage earnings, college graduates also receive increased employer-provided fringe benefits such as health insurance and retirement plan that result in better health and longer life expectancy. (*Dr. Mark A. Heckler, Chicago Tribune, Guest College, September 11, 2018*).

- A bachelor’s degree improves economic mobility rates. New Jersey public college graduates have a high percentage of individuals who move up two or more income brackets. (*The New Jersey Office of the Secretary of Higher Education in a presentation on December 11, 2018 to the New Jersey Association of Student Financial Aid Administrators.*)

- Between 2007 and 2017, the average wage for a working New Jerseyan who left high school without a diploma went up by 5 percent. Those with a high school diploma gained 7 percent. Those with a bachelor’s degree saw their wages jump by 15 percent. (*The New Jersey Office of the Secretary of Higher Education in a presentation on December 11, 2018 to the New Jersey Association of Student Financial Aid Administrators.*)

- In 2017, a college graduate with a bachelor’s degree made 86 percent more (almost double) than a comparable New Jersey worker with only a high school diploma.
A 2017 NJ Department of Labor report indicates considerable disparity in personal income by educational attainment levels among adults age 25 and over. The median annual income for New Jersey residents of age 25 and over with a bachelor's degree is over $61,000; adults who either attended some college or earned an associate's degree is 32 percent less at about $42,000. Adults with a high school diploma only earned a median income of about $32,000, 48 percent less than bachelor-degree holders. (New Jersey Department of Labor & Workforce Development, Division of Economic & Demographic Research (10/2017): https://www.state.nj.us/labor/lpa/dmograph/adprof/s6.htm)

Senior citizens who need to work past the age of 65 find it easier to remain employed or seek new employment if they have a college degree. Nearly 20 percent of Americans 65 or older are still working, the highest percentage in more than half a century. As more and more Americans delay retirement, it is those with a college degree that find it easiest to keep working past 65. Their less-educated peers are having a more difficult time staying in the workforce. It is a crucial distinction, because financial experts say both groups would benefit from working an extra year or more to improve their retirement security (Stan Choe and Sara Skidmore, Associated Press article in the Press of Atlantic City, October 16, 2018).

Source: U.S. Census Bureau, 2005-2007 American Community Survey, 2017 1-year estimates American Community Survey
Average Annual Earnings, by Years of Completed Schooling

Value to the Individual:

Health benefits

➢ Research has documented a link between a bachelor's degree and increased mortality, decreased depression and a higher self-rating of health. A study published in the *American Journal of Public Health* shows that earning a bachelor's degree after reaching the age of 25 is linked with having fewer symptoms of depression and having a higher self-rating of health. (*American Journal of Public Health* published online February 8, 2012, study by Katrina M. Walsemann, PhD, MPH, Bethany A. Bell, PhD, MPH, and Robert A. Hummer, PhD)

Value to Society:
Reduced demand for public assistance

➢ Twelve percent of bachelor’s degree recipients were on Medicaid, whereas 21 percent of associate degree recipients were on Medicaid, and 29 percent of high school diploma recipients were on Medicaid. (College Board, 2016)

➢ Unemployment rate is lower for bachelor’s degree holders – 2.2 percent versus 3.2 percent for those with some college or an associate’s degree. (U.S. Department of Labor, Bureau of Labor Statistics, 2018)

Source: College Board, 2016
Value to Society:
Better Citizens – more philanthropy, more volunteering, more voters

- Bachelor’s degree recipients vote, volunteer and make donations in greater numbers than associate degree recipients or high school degree recipients. (College Board, 2016)

- The volunteer numbers in 2015 were 39 percent (bachelor’s), versus 27 percent (associate degree), versus 16 percent (high school degree). (College Board, 2016)

- The voting numbers in 2014 are 45 percent (bachelor’s), versus 32 percent (associate degree), versus 20 percent (high school degree). (College Board, 2016)

- The dollar amounts of donations from individuals with a bachelor’s degree are more than double than the donations from individuals with an associate degree. In overall community involvement, bachelor’s degree holders exceed associate degree holders by three points. (College Board, 2016)
Source: College Board, 2016
Value to Society:

Healthier economy – more tax revenues, more ‘good’ jobs, greater return on investment

➢ More tax revenues for state, federal and local governments are generated by those with four-year degrees ($14,500) versus those with an associate degree ($10,100). (Georgetown University Center on Education and the Workforce “Three Educational Pathways to Good Jobs: High School, Middle Skills, and Bachelor's Degree,” October 2018)

➢ What is a “good” job? As defined by the Georgetown University Center on Education and the Workforce, a good job is one that pays at least $35,000 for workers 25-44 and at least $45,000 for workers 45-64.

➢ More good jobs are available for workers with a bachelor's degree. There are 13 million good jobs for workers with a high school diploma, 16 million good jobs for workers with middle-skills preparation, and 36 million good jobs for workers with bachelor’s degrees.

In 1991, most good jobs did not require a B.A. Today, there are three distinct pathways to good jobs: high school, middle skills, and bachelor's degree, says new research from the Georgetown University Center on Education and the Workforce (CEW) in partnership with JP Morgan Chase. In 1991, there were 15 million good high school jobs, 12 million good middle-skills jobs, and 18 million good B.A. jobs. By 2016, the high school pathway decreased to 13 million good jobs, the middle-skills pathway grew to 16 million good jobs, and the B.A. pathway doubled to 36 million good jobs. (Georgetown University Center on Education and the Workforce “Three Educational Pathways to Good Jobs: High School, Middle Skills, and Bachelor’s Degree,” October 2018)

➢ In 2014, economists Jaison Abel and Richard Deitz of the Federal Reserve Bank of New York estimated the average annual return on investment from a college degree, net of tuition paid and lost earnings, at between 9 percent and 16 percent per year for a lifetime. For the last two decades, the return on investment has hovered at the high end of that range, around 15 percent per year. By comparison, the historical average return on investments in the American stock market is around 7 percent per year. Morton Shapiro, the president of Northwestern University and a leading educational economist, says that for most people, the decision to invest in a college degree will be the ‘single best financial decision they make in a lifetime.’ The data apply to all baccalaureate degrees – public and private universities. (Princeton University President Christopher Eisgruber at Princeton University's 271st commencement, June 5, 2017)

➢ Soft skills – intangible skills – acquired in four-year education are valued by employers. Both critical thinking skills and dispositions improve substantially over a normal college experience. (Review of Educational Research, 2016)

➢ College instills in students aptitudes, skills, and other characteristics that make them different from those who do not go to college. (New York Federal Reserve Study, 2014). A defining feature of a four-year degree is a steady stream of classes, experiential learning opportunities like internships or research and interpersonal interactions that prepare a student for a diverse working world. These attributes gained on campus that are often what set one applicant apart from another. (Dr. Mark A. Heckler, Chicago Tribune, Guest Column, September 11, 2018)
Median Tax Payments of Full-Time Year-Round Workers (ages 25 and older) in 2015

"Good" Jobs

Source: (Georgetown University Center on Education and the Workforce “Three Educational Pathways to Good Jobs: High School, Middle Skills, and Bachelor’s Degree,” October 2018)
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NJASCU Institutions – By the Numbers
A Powerful New Jersey Presence, Building a Powerful New Jersey Future

Most of the information below applies to all nine NJASCU members - New Jersey’s seven state colleges and universities (The College of New Jersey, Kean University, New Jersey City University, Ramapo College, Stockton University, Thomas Edison State University, William Paterson University), plus two research universities, Montclair University and Rowan University that remain affiliated members of NJASCU. Any variations are noted.

Students and Alumni

➢ 100,209 undergraduate students.
➢ 116,200 total students, including graduate and professional education students.
➢ 97 percent of undergraduates are residents of New Jersey (excluding Thomas Edison whose adult on-line education attracts students from all over the country).
➢ 91 percent of first-time students at New Jersey’s public four-year institutions are residents of New Jersey – making New Jersey the 4th best in the country at enrolling home-state students.
➢ 672,000 alumni.
➢ 75 percent of NJASCU institution alumni live in New Jersey.
➢ $13,575 is the average in-state tuition and fees for AY 2019 (excluding Thomas Edison State University, which is an online, undergraduate-and-graduate-degree granting university charging only per credit).
➢ The average tuition and fee percent of increase for AY 18-19 was 2.4 percent; there was a 5.8 percent tuition-and-fee increase during the four-year time frame of 2012 to 2016 – representing the 10th lowest, five-year percentage change among public four-year institutions nationally.

Economic Benefits - $3.6 billion to the State of New Jersey

The state’s senior public institutions of higher education provide an enormous economic and lifestyle value to their local communities and the State of New Jersey – a value that extends far beyond their primary chartered missions of providing affordable, high-quality education that ultimately benefits everyone in society. Based on economic impact studies that some individual NJASCU institutions have done over the past few years, the economic impact value of all the institutions is estimated to be $3.6 billion to the State of New Jersey and the communities that host the colleges and universities. This estimate takes into account the following factors:

➢ NJASCU institutions’ operating budgets totaled $2.13 billion.

➢ $330 million represents the NJASCU institutions’ capital projects since 2013 – stimulated by the recent infusion of state bond money through the Building Our Future Bond Act that allotted $247.5 million to the state colleges and universities and other bond funds administered by the NJ Educational Facilities Authority. NJASCU institutions received $67.5 million in New Jersey Higher Education Capital Improvement Fund money (the Fall 2015 cycle).

➢ 23,700 employees for NJASCU institutions fall into the following categories: full-time benefits-eligible faculty and staff; adjunct faculty; part-time staff; and mentors. They also would pay $230 million in payroll taxes.
➢ **116,220** students are spending an estimated $610 million annually in New Jersey (based on calculations from economic impact studies of some NJASCU institutions). Ninety-seven (97) percent of NJASCU students live in New Jersey, so they and their families are contributing to New Jersey’s economy.

➢ **75 percent** of NJASCU institution alumni live in New Jersey, giving back in significant ways to their communities.

➢ **$12.272 million** is contributed to New Jersey’s communities through community service provided by its students, faculty and staff. The number of community service hours are staggering – an estimated 500,000 hours per year. The volunteer jobs include: serving in crucial emergency roles (fire and first aid), tutoring/mentoring, building affordable housing, fundraising for local charities, and implementing food and clothing drives. The New Jersey equivalent pay rate for volunteers is $25.68 per hour.
New Jersey Association of State Colleges & Universities
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www.njascu.org