

Attachment B: The Richard Stockton College of New Jersey Enacting Priorities that Strengthen New Jersey's Economy

Priorities	Stockton Initiatives	Impact
1: Market New Jersey for economic growth.	<p>Action Step 1: Account management team will ensure that...the resources of all state departments and authorities, the state's higher educational institutions, and local and regional jurisdictions are aligned.</p> <ul style="list-style-type: none"> ▪ Aviation Research and Technology Park (ARTP) partners: NJ Econ. Dev. Authority, Depts of Commerce and Labor, and the Comm. on Higher Educ.; CRDA, Educ. Fin. Authority; Atlantic Cty and its Improvement Authority; the So. Jersey Econ. Dev. District; Offices of Rep. LoBiondo & Assmn. Whelan. <p>Action Step 7: Partner with Regional Tourism Organizations and Expand the New Jersey Tourism Brand</p> <ul style="list-style-type: none"> ▪ New Jersey Center for Hospitality and Tourism statewide Advisory Council will include the Office of Travel and Tourism, six regional tourism councils, and industry-based organizations statewide. The state-commissioned Annual Survey results will sharpen focus on aspects of cooperative marketing efforts to improve everything from casino to eco-tourism promotion. ▪ Hospitality and Tourism Management B.S./B.A. program partners: Atlantic City Hotel and Lodging Assn., Greater Atlantic City Reg. Tourism Council, South Jersey Tourism Corp., State Historic Preservation Office, Greater Phil. Hotel and Lodging Assn., & local tourism councils, chambers of commerce. 	<ul style="list-style-type: none"> ▪ Attracts new technology and research-based businesses to the region. ▪ Serves as a central clearinghouse for data and analyzed results about tourism and hospitality marketing effectiveness. ▪ Increases affordable, high quality, education and training opportunities to incumbent and nascent tourism professionals.
2: Develop a world-class workforce.	<p>Action Step 1: Strengthen Math & Science skills</p> <ul style="list-style-type: none"> ▪ Stockton grants 25% of all math and science degrees awarded by state public colleges and universities (excluding Rutgers, NJIT & UMDNJ), which can increase with the addition of facilities and advanced degree programs. ▪ Stockton has an approved 5-year Bachelors/Masters degree program in Computational Science. ▪ National Science Foundation (NSF) has recognized Stockton's innovative Math-Across-the Curriculum initiative, which impacts all students. <p>Action Step 2: Develop a World-Class Higher Education System</p> <ul style="list-style-type: none"> ▪ 13% of all state college graduates (excluding Rutgers, NJIT & UMDNJ) earn their bachelor's degrees from Stockton. The addition of branch campus locations in Mays Landing and Atlantic City offer additional capacity. <p>Action Step 3: Ensure that Education and Training Investments Meet the Workforce Needs of New Jersey Businesses and Nonprofit Organizations</p> <ul style="list-style-type: none"> ▪ Professional Development and Continuing Education programs for health care, education, and business professionals offered at three locations: Atlantic City, Mays Landing, & Pomona. Additional online opportunities continue to expand. Implemented successful Department of Labor Business Service Division grants. 	<ul style="list-style-type: none"> ▪ Strengthens math and science education opportunities for students in the region. ▪ Cutting edge approach to Computational Science that applies computers & math to solve scientific problems. ▪ Increases access to local, affordable, responsive education and training options. ▪ Ensures highly qualified teachers, skilled health care workers, and leaders.
3: Promote sustainable growth and infrastructure investments.	<p>Action Step 3: Create a long-term strategy for reliable, competitively priced energy.</p> <ul style="list-style-type: none"> ▪ Stockton's geothermal and other technologies heat, cool, & power its facilities, serving as an international model in energy efficiency. ▪ With new facilities, Stockton can continue to host international conferences. <p>Encourage brownfields redevelopment.</p> <ul style="list-style-type: none"> ▪ Asst. Professor Tait Chirenje is a national leader with the DEP & research grants. 	<ul style="list-style-type: none"> ▪ Reduces CO2 emissions and dependency on commercially produced electric power. ▪ Maintain leadership. ▪ Restores environment.
4: Support and encourage innovation.	<p>Action Step 1: Create the Edison Innovation Fund</p> <ul style="list-style-type: none"> ▪ Academic leadership to the William J. Hughes Technical Center, its 60 contractors, and partner agencies to develop the Aviation Research & Tech Park (ARTP). A Southern NJ Innovation Council would prosper at Stockton. ▪ The Tech Center Stockton is committed to accelerating the technology transfer and commercialization processes. ▪ The College supports faculty to patent their research results, seeking protection now for a recent breakthrough: synthesis of chemotherapy drugs. 	<ul style="list-style-type: none"> ▪ Enhances technical development of the Center to meet the Next Generation Aviation Transportation System (NGATS). ▪ Increases tech transfer.
5: Encourage entrepreneurs.	<p>Action Step 1: Create a single access point for small businesses to obtain information about business support services, financing, and doing business...</p> <ul style="list-style-type: none"> ▪ ARTP will provide an environment for entrepreneurship for small and minority/women owned businesses. ▪ The Small Business Development Center (SBDC) of Atlantic, Cape May and 	<ul style="list-style-type: none"> ▪ Provides local access to women and minority-owned businesses; development resources: grants, business plan

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	Cumberland Counties, located at Stockton's Carnegie Library Center, serves entrepreneurs and small business owners on-site, and in traveling services.	advice, financial planning.
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