Although coordination of outgoing communication has improved, we have not yet fully accomplished development of an integrated outgoing communication model. However, the Public Relations Office has been designated as the “official” entity that speaks on behalf of Bergen, greatly reducing duplications and misinformation going out to our stakeholders and partners.

Establish and train alumni ambassadors to represent the College at different venues throughout the county. (T3.G.B.a2)

- The Alumni Ambassadors Program has been conceptually drafted but it is being remediated to meet the present needs of the college and community. A two-pronged “Ambassadors” sequence (BCC Professional Ambassadors/Mentors and College Transfer Ambassadors) – utilizing both professionals in the workforce and recent BCC alumni who are currently enrolled in 4-year institutions will provide transfer/career pathways information, professional mentoring, and bridges to information about 4-year colleges and universities. The performance of this program will be tracked at the conclusion of the fall and spring semester each year to ensure success at all levels.

**Strategic Theme 4: Institution Building**

- Establish a student communication advisory council to enact recommendations of Communication Task Force and improve effectiveness (T4.G.A.a3)
  
  - A review of the College’s communications to the students revealed that some of wording could be clearer and use more direct language to promote understanding.
  - The student communication advisory council recommends a small group of students to proofread messages to improve readability and clarity, use more bullet-points instead of long paragraphs; if action is required by students make it very clear at the end of the message, regularly conduct inter-departmental review of communication materials to assure information accuracy.
  - The Advisory Council also recommend use of multiple communication channels (i.e., e-mail, letter, text, etc.) whenever possible.
  - As part of the quality control, the student communication advisory council will review outgoing communications to ensure that they meet the above criteria. Recommended changes will go to the originator of the communication.

**Vision**

As a college of choice, Bergen Community College provides a comfort level that enables students of all abilities to mature as learners and engaged citizens. A leading community college in the nation, the College creates a stimulating, rigorous, and inclusive learning environment. Use of innovative technology enhances learning experiences and widens access to learning media. Community and business leaders value the College as a reliable partner and principal provider of workforce development. Bergen County residents of all ages and cultural backgrounds appreciate the College as the hub of their educational and cultural activities.

**Mission**

Bergen Community College educates a diverse student population in a supportive and challenging academic environment that fosters civility and respect.

The College offers a comprehensive set of accessible, affordable, high-quality credit and non-credit courses as well as degree and non-degree programs.

Bergen provides lifelong learning opportunities for all members of the community. The College responds to community needs through workforce training and continuing education, and by developing programs for employers.

**Values**

- integrity
- student success
- academic and institutional excellence
- lifelong learning
- respect
- accountability
- innovation

These core values will guide our daily endeavors.
Approved by the Board of Trustees June 6, 2012, implementation of Bergen Community College’s Strategic Plan, Framework for the Future, began with the start of the academic year in September. Four strategic themes — Student Success and Excellence; Faculty and Staff Success and Excellence; Commitment to Bergen County; Institution Building — lay the groundwork for 14 strategic goals and 42 action items. Twelve strategic action items were the focus of the 2014-15 academic year. This report is designed to summarize the high-level actions taken to implement Bergen’s strategic goals. Please visit, http://www.bergen.edu/about-us/institutional-effectiveness/strategic-planning for more information.

Strategic Theme 1: Student Success and Excellence

- Develop, implement and sustain a system for students to access academic planning and career planning information (T1.GA.a2)
- Provide a continuous and consistent employee orientation program (T1.GB.a1)
- Bergen students can now access accurate and current transfer information including information on transfer scholarships on the website. New, transfer counselors can invest more of their expertise in organizing workshops, transfer fairs and the education of our students and faculty rather than repeatedly dispensing basic transfer information.
- The use of social media to inform the college community of signing of new articulation agreements and announcing transfer fairs significantly increased the college community’s interest in articulations and their attendance.
- Recently, the information technology program articulated with Kean University for medical informatics; nursing program added Ramapo, Drewel and Walden to their articulation roster; exercise sciences articulated with Eastern Stroudsburg University of Pennsylvania and University of Scranton. Bergen is in the process of negotiating program articulations with NJIT and William Patterson.
- Provide a summer academic enrichment experience for minority students enrolling for the first time (T1.GC.a2)
- The Summer Intensive Program ran for a second year. With the infusion of a student success grant from the NJUCC during summer 2014, the program served 58 students from near and distant high schools and was able to offer the Student Success (IST 101) course for college credits – giving a head start on earning college credits. Approximately 55 percent of the Summer Intensive Program students received free or reduced lunch. The curriculum is focused on the Accuplacer review in arithmetic, algebra and English; as well as non-academic behavior interventions, such as time management, development of personal mission, and learning about an academic structure so that they can successfully navigate a college campus.
- In July 2014, a newly created Office of Multicultural Affairs launched the Progressive Male Initiative, targeting men of color. Through this program, students attend lectures, seminars, and field trips. Students engaged in one-on-one mentoring sessions conducted by a member of the Bergen/Community Coalition for Student Success. As part of the Progressive Male Initiative Program, 10 students attended the Black/White College Bound National Conference held in Tampa, Florida. The students met many national trailblazers in the field. Their travel costs were fully covered by the College.
- The College still needs to develop an effective process/system to continuously update, identify gaps and propose new policies.

Strategic Theme 2: Faculty and Staff Success and Excellence

- Develop and execute strategic outreach programs with K-12 schools and community-based organizations (e.g., faith/interfaith groups, cultural organizations, PTA, PTSA et al.) in Bergen County (T3.GA.a1)
- Established the Bergen/Community Coalition for Student Success. Twenty-five individuals from local K-12 school administrations, police officers, business owners, attorneys at law, former professional athletes, and board of education members are serving on the coalition. The major goal is to bring the community “voices” into the College’s student success initiatives. The coalition members provide one-on-one mentoring to the students participating in the Progressive Male Initiative Program. The coalition is currently involved with Englewood School district in development of three stackable career/technical programs to serve Englewood high school students.
- The coalition assisted with the effort to bring Bergen classes at the Dwight Morrow High School campus in Englewood in March 2015, lowering barriers to accessing the college’s educational programs.
- The College recently launched an advanced manufacturing program with the Bergen County Technical High School. The high school students will be on the Paramus campus of Bergen while working and learning alongside Bergen students in the manufacturing programs.
- Develop a coordinated plan and processes to manage ongoing communication to stakeholders and partners (T2.GA.a2)
- The Public Relations Office has been visible and effective; in Bergen County (T3.GA.a1).
- The College currently involved with Englewood School district in development of three stackable career/technical programs to serve Englewood high school students.
- A comprehensive and up-to-date calendar of events is available from the college’s website with one click. The Events Planning Office is charged with the continuous update and maintenance of the electronic event calendar.