

# Academic Affairs Staff Workshop Small Group Brainstorm on Competitive Advantage

August 6, 2025

## QUESTION 1: Current WP Competitive Advantages

Specific major 4 + 1, 4+2

- a) SPL
- b) Health Management

WPOne UG Program

- a) Feed Grad WPOne Programs

Academic & Social Wrap Around Support Services

- a) WPOne
- b) Traditional

Cost

- a) Financial Aid Package
- b) Tuition Cost
- c) Scholarship

Reputation

- a) Education
- b) Jazz
- c) Nursing

Micro-credentials

Internships which provide networking opportunities, career exploration and workforce readiness

Success Teams via Navigate- advising, financial aid, counseling, career coaching, and a structured support system which impacts student persistence, success and retention.

Campus family atmosphere which provides a deeper sense of care, concern, commitment, communication, and community for our diverse student population.

## Question 2. What WP Could Develop into Competitive Advantages

1. Lower Tuition: cost (housing)
2. Career Readiness
3. Major for a day/try before you buy by full access tours
4. Name Association → rebranding, reframe how our name is associated with communities (Major donor? e.g. Glassboro → Rowan) (e.g. Trenton State College → The College of NJ) (Woodland Park → W. Paterson – Elmwood Park → E. Paterson)
5. Student Experiences → facilities need more care/pride in our campus
6. Transportation access
7. Key programs at CCOB: Financial Planning has a big job market, but it is hard for students to be aware of it. Marketing specific programs will benefit students
8. Informing the community of jobs we need and how WP programs fill those needs
9. Peer to peer engagement to market
10. Faculty receive info. From local businesses about the need for those roles
11. Consider 3-year degree programs:
  - Can we do this by offering 4-credit courses?
  - An example would be RN to BSN
  - State of Maine does this, common overseas
  - Can we address 5–6-year graduation rates through this model?
12. Improve transfer credit acceptance:
  - Combine with Dual Enrollment to offer competitive degree completion
  - State-wide numbering system to align curriculum and simplify path for students
  - Maximize credit acceptance
13. Coaching folks in Humanities on how to explain their skillset and tangible skills as employable talents. Similar to teaching program in CAHSS Our culture potentially could become an advantage caring for students → Culture caring
14. Campus Police have more empathy
15. Shea Center – Galleries Leverage performing arts adding more diversity to events – especially for students here during the summer
16. Invite local high schools to campus → College of Ed did that
17. Homeschooled students reach out to home schooled students
18. What should we do about AI? How can we leverage it?
19. Expand AI credential into a major
20. 3-years degree → reduce number of credits
21. Develop industry partnerships with pharma companies

### Question 3: What we see as competitive advantages for Montclair, Ramapo, and PCCC

#### MSU

- a) Students are typically from higher socio economic; status; background
- b) Physically closer to NYC
- c) More access to wealth
- d) Surrounded by a wealthy community
- e) Train station right on campus; NJ transit buses are on their path
- f) Better customer service (hear from parents but some disagreement)
- g) Accessibility → train + highway + location
- h) Geographic: easily access
- i) Updated facilities
- j) Surrounding town art scene
- k) Community ties
- l) Bloomfield, Paterson

#### RAMAPO

- a) Maybe near library UMNJ → part of it
- b) More integrated w/nursing training
- c) New Library
- d) Very close to the highway + well-funded
- d) Small school vibe
- e) Strong academic reputation
- f) Support
- g) Involvement
- h) Community events
- i) Live music + event
- j) Hiking
- k) Pipeline w/PCCC
- l) On site office at PCCC
- m) Berge CC? connection
- n) Beautiful campus, clean engineering program

#### PCC

- a) Financially accessible
- b) Free funding for first 2 years
- c) Prof. Cert courses (Radiology, HVAC)
- d) Receive federal funding
- e) 3 campuses
- f) Smaller campuses: easier to connect w/profs
- g) Geographic in community (one in Paterson, Passaic & Wanaque)
- h) Cost → low cost courses
- i) Maybe better at training specific skills