

VANGUARD

Official Newsletter of the Adjunct Faculty Association at Nassau Community College
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Recipients of the Chancellor's Award for Excellence in Adjunct Teaching

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*WE CARE
About Our Students,
Our Members,
Our College!*

FROM THE PRESIDENT'S DESK

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From the President's Desk



Stefan Krompier

Over the past year and four months, you have worked extremely hard to overcome the many personal and professional challenges that the COVID19 pandemic has thrown at you. Your efforts to provide your students with a top-notch education, while battling the virus threats to you and your loved ones, has been nothing short of herculean. I am extremely proud to know you and to serve as your president.

For so many reasons, it is extremely difficult to even begin to predict what this college will look like in the fall. Year-to-date student enrollment for the Fall Semester 2021 is down 19.97% and down 21.15% in credits. My hope is that a late July and August registration will reverse the present decline.

Via a plethora of communications to college administrators and Vision Point Marketing, I and other NCC marketing educators have offered advice as to how to shape both a marketing plan and a promotion plan that would significantly boost enrollment. On June 1st, Vision Point Marketing began promoting the many benefits of enrolling at NCC. Both myself and other campus leaders are looking forward to seeing their promotional plan and are hopeful that it achieves the desired result – a significant increase in both short and long-term enrollment.

This past Friday, I was particularly impressed with a message posted on Instagram that branded NCC as “*SUNY Nassau*.” The message focused on the cost savings of choosing SUNY Nassau over outrageously expensive colleges/universities, and labeled those who chose SUNY Nassau to begin their college education as “*The Smart Ones*.” I shared this post with my 484 Facebook friends and asked these friends to share the post with their friends. Knowing the correlation between effective marketing, enrollment, and jobs, I ask you to friend Nassau Community College on Facebook/Instagram and share NCC/SUNY Nassau posting with your friends. On Facebook go to: <https://www.facebook.com/nassaucommunitycollege> and on Instagram please visit <https://www.instagram.com/nassaucommunitycollege/>

Last, but certainly not least, I wish you a healthy and relaxing summer.

Stefan Krompier
President
Adjunct Faculty Association



Chancellor's Award for Excellence in Adjunct Teaching

2018-2019 Recipients

*Timothy Driscoll
Jamie Graber
Albert Grazia
Alan Hecht
Mark Malaszczyk
Michael McGinty
Anthony Perrotto
Norman Rubin*

2019-2020 Recipients

*Jane Borovina
John Boyle
Kerri Kiefer-Viverito
Phillip Moshoyannis
Patricia Radigan
Salwa (Sallie) Touma*

2020-2021 Recipients

*Robert N. Femminella
James Polo*