2 | Page

Presidential Task Force Recommendation Summary
In August 2023, following the successful construction of Phases I and II at its Atlantic City (“AC”)
Campus, Stockton University (“Stockton” or “University”) initiated efforts to study additional
expansion opportunities in AC. President Bertolino established a Presidential Task Force with
members representing Stockton’s Board of Trustees, alumni, students, faculty, and staff, as well as
AC business and community leaders. President Bertolino charged the Task Force to study options
that would enhance the University’s impact in AC and to recommend alternative enhancements to
Stockton’s AC footprint, and specifically a potential Phase III project on a 2.25-acre unimproved
property (“Block 21”) located between Hartford and Albany Avenues and owned by AC DEVCO. The
Task Force engaged the firm Brailsford & Dunlavey (“B&D”) to study, among other things, the
feasibility of a prospective Phase III campus project on Block 21.
In assessing potential physical and academic directions for the AC Campus to increase the
University’s capacity to serve its students and broaden its regional impact, B&D ultimately
determined that before the University considers expansion with a Phase III project, it must first
establish a clear identity and purpose for the AC Campus. In June 2024, B&D delivered a draft report
which was then finalized in July 2024 (attached as Appendix A) to the Presidential Task Force which
recommends prioritizing the repositioning of existing assets in AC and delaying expansion
opportunities with a Phase III project.
Moreover, B&D’s report recommends the following critical actions:
1. Continue to dedicate resources at the Galloway Campus, specifically to first-year and sophomore
undergraduate students.
2. Leverage the experiential and professional resources of AC for junior and senior undergraduate
and beyond.
3. Realign the University’s assets in AC to optimize value and minimize risk.
B&D also presented the following short-, medium-, and long-term recommendations that outline
the academic programs, asset modifications, and corresponding policies to optimize value at AC
for upper-division, graduate and non-traditional students:
x Short-Term (1-2 Years): Revise on-campus housing policies to ensure that first-year and
sophomore students are assigned to Galloway and limit AC Campus residency primarily to
upperclassmen and graduate students.
x Medium-Term (3-4 Years): Prioritize retaining current and introducing new programs that align
with the AC Campus’ clarified target markets and concentration on business, healthcare, and
technology, along with assigning new uses to existing AC assets to advance this academic
identity rather than pursuing physical expansion.
x Long-Term (5-10 Years): Focus on relocating relevant business, healthcare, and technology
programs from Stockton’s other campuses to centralize pre
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3 | Page

The Task Force agrees with B&D’s recommendation that the University should reposition the
AC Campus as Stockton's pre-professional and professional urban campus serving upper-division, graduate, and non-traditional students and focused on academic programs related to
business, healthcare, and technology.