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SUMMARY

Driven and results-oriented community college leader dedicated to expanding opportunity and success to students with extensive experience in the areas of holistic student supports, advancement, fundraising, marketing, public relations, government relations, trustee education and professional development, and college-level teaching. Adept at building broad partnerships with an active, community- and solutions-based approach that accomplish mutually beneficial goals.

PROFESSIONAL EXPERIENCE

July 2018 to Present – Executive Director, New Jersey Center for Student Success
New Jersey Council of County Colleges, Trenton, NJ

Lead the statewide New Jersey Center for Student Success that supports and strengthens New Jersey's community colleges' efforts to provide access, opportunity, equity, and economic mobility to students and other constituents. The Center is one of 16 state-based student success centers in the nation, and I currently serve as one of four student success center executive directors on Jobs for the Future's Student Success Center Network National Leadership Team, which provides strategic guidance to the JFF staff on national and statewide community college student success priorities.

- Created and lead Connecting Adults to Opportunity, a partnership with the Institute for Higher Education, the NJ Office of the Secretary of Higher Education, Jobs for the Future, 14 NJ community colleges, and the Center for Student Success, the statewide initiative to increase the number of adults who hold post-secondary credentials to ensure New Jersey reaches its ambitious 65 % post-secondary attainment goal by the year 2025 (65 x 25).
- Created and lead Connecting Students to Social Services Supports, the statewide holistic effort to ensure people have the full complement of resources they need to successfully get on, stay on, and complete a path to a post-secondary credential, and help reach the state's 65 x 25 post-secondary credential attainment goal.
- Oversee the statewide College Readiness Now program, a state-supported initiative that partners community colleges with high schools to ensure underprepared high school students can complete developmental course sequences before graduating high school. Last year, over 2,500 students participated statewide with 48% of them becoming completely college-ready in math and/or English.
- Expanded access to the Supplemental Nutrition Assistance Program (SNAP) for community college students enrolled in Perkins-eligible programs by creating a strategic partnership with the New Jersey Department of Human Services.
- Serve as community college statewide lead on MDRC's Scaling Up Community College Efforts for Student Success (SUCCESS), with two NJ community colleges participating in the national program to improve graduation rates for traditionally underserved students.

PROFESSIONAL EXPERIENCE (continued)

October 1999 to June 2018 – Director of Communications
New Jersey Council of County Colleges, Trenton, NJ

Served as the Director of Communications tasked with coordinating all statewide advancement, fundraising, and communication campaigns and activities for an organization specializing in advancing New Jersey's community colleges.

- Developed and implemented communication campaigns that resulted in increased state funding to community colleges by \$31 million over a five-year period and increased the community college construction program by \$200 million, doubled enrollment in the NJ STARS program, and secured 62% voter approval of Higher Education Bond Referendum.
- Collaborated with Council leadership, college officials, and other constituents to secure nearly \$4 million in private and public funding to support Council events, public affairs campaigns, and the NJ Center for Student Success.
- Created statewide student engagement programs, including NJ STARS Student Ambassador Program and NJ Community College Completion Challenge (#NJC4).
- Collaborated with Council leadership and staff to create statewide community college lobbying events, including Trustee Ambassador Day and NJ Community College Student Lobby Day.
- Produced several publications for various statewide audiences including newsletters, directories, program guides, brochures, and occasional papers, ensuring consistent messaging and adherence to established brand standards, as well as managing the Council's social media platforms and websites.
- Collaborated with Council leadership and staff to develop and implement statewide trustee education programs including Trustee Seminars and New Trustee Orientations.
- Supervised third party specialists including graphic designer, fundraising specialist, and videographer, as well as oversee the work of web design and advertising firms.
- Served as the chief strategic communication counselor to the Council's leadership as well as the statewide advisor to the New Jersey Community Colleges' Institutional Advancement Affinity Group, the Information Technology Affinity Group, and the Distance Education Affinity Group.

PROFESSIONAL EXPERIENCE (continued)

January 2001 to Present – Adjunct Professor, Communication Studies Department
The College of New Jersey, Ewing, NJ

Serve as an Adjunct Professor at The College of New Jersey, teaching undergraduate courses in the Communication Studies Department, specializing in Introduction to Communication Theory and Strategies of Public Relations.

- Design and implement course curriculum for communication and public relations courses, coordinating with the Communication Studies Department Chair to ensure curriculum and course materials follow College guidelines and departmental standards.
- Consistently recognized by graduates and department colleagues alike for an unyielding commitment to student success.
- Assist students in achieving their full academic potential by providing academic advising and tutoring assistance as well as professional guidance.
- Collaborate with community organizations and professional contacts to place high-performing undergraduate students in public relations and communications related internships, graduate programs, and full-time positions.

August 1998 to August 1999 – Graduate Assistant
Rowan University, Glassboro, NJ

Served as a Graduate Assistant as part of the Graduate Public Relations Program at Rowan University with responsibilities for the creation of all print materials, newsletters, news releases, and advertisements for the department as well as ample project work in support of departmental initiatives.

- Responsible for content development, editing, and publication of two departmental newsletters—*A Touch of Class* and *PRofile*, and served as the guest editor for *The Journal of Educational Relations*, Vol. 20, No. 2.
- Created and disseminated several brochures and handouts such as the Graduate Survival Guide and the Open House Brochure, designed to highlight the benefits of the Graduate Public Relations Program at Rowan University.
- Facilitated several special events and communications related workshops for undergraduate and graduate students aimed at increasing student and alumni engagement.
- Provided supervision and direction to the undergraduate student workers in the Public Relations Department.

May 1998 to August 1998 – News Writer
South Jersey Health System (now Inspira Health Network), Bridgeton, NJ

Served as a News Writer in the hospital system's Marketing and Public Relations Department.

- Wrote news releases published in Cumberland and Salem County newspapers.
- Wrote for *SJH News*, a newsletter read by over 1,700 employees.
- Coordinated publicity for Cumberland/Salem County American Heart Walk.

PROFESSIONAL EXPERIENCE (continued)

June 1996 to August 1998 – Public Relations Assistant
Salem Community College, Carneys Point, NJ

Served as the Public Relations Assistant for Salem Community College, where I leveraged public relations, marketing, and advertising concepts to develop content, create and publish brochures, commercials, public service announcements, print advertisements, and other materials for a wide variety of audiences and purposes.

- Executed marketing strategies to showcase Salem Community College and increase awareness of programs and events.
- Oversaw the writing, editing, and publication of *Inside*, the Salem Community College newsletter.
- Planned and executed several special events including Adult Back to School Night and Community Day.

EDUCATION

Rowan University, Glassboro, NJ, March 2016

Doctorate in Education

Concentration: Community College Leadership

Dissertation: *The Experiences of Community College Trustees During Their First Year of Service: A Phenomenological Study*

Rowan University, Glassboro, NJ, August 1999

M.A., Public Relations

Concentration: Corporate Public Relations

Thesis: *Producing Award-Winning Publications*

Rowan University, Glassboro, NJ, May 1998

B.A., Communication

Concentration: Public Relations/Advertising

Related activities: Public Relations Student Society of America and
PRaction (student-run PR firm) Account Supervisor

Salem Community College, Carneys Point, NJ, May 1996

A.A., Communications/Journalism

Related Activities: Phi Theta Kappa Honor Society and Student Government Association

DISSERTATION

The Experiences of Community College Trustees During Their First Year of Service: A Phenomenological Study

This dissertation focused on the shared lived experiences of community college trustees during their first year of service on their boards. Participating trustees in this study became ambassadors and advocates for their community colleges, even though those responsibilities were not required of them. Also, the participants in this study developed relationships with their colleges and the students they serve by witnessing students in their moments of triumph during student-centered celebration events.

ACCREDITATION

Accredited in Public Relations (APR), November 2005 to Present
Public Relations Society of America's Universal Accreditation Board

LEADERSHIP PROGRAM

June 2006 to June 2007

The Chair Academy Community College Leadership Program

CERTIFICATES

January to April 2001

Website Design and HTML Authoring Noncredit Certificate Program
Burlington County College, Mount Laurel, NJ

February 2000

Introduction to Adobe Photoshop Noncredit Software Training
Mercer County Community College, West Windsor, NJ

COMMUNITY COLLEGE ALUMNI ASSOCIATION

July 2007 to Present

Salem Community College Alumni Association

- Served as Alumni Association President from 2007 to 2009.
- Created alumni and community engagement and fundraising programs that increased the Alumni Association's fund balance by 90%.
- Identified and awarded textbook grants to eligible community college students.

COMPUTER SKILLS

- Specialize in both PC and Apple computers
- Microsoft Windows, Mac OS, Mac iOS operating systems
- Word processing, desktop publishing, website development and management, and social media
- Blackboard, Blackboard Collaborate, and Canvas Learning Management Systems
- Adobe Acrobat Pro, Adobe InDesign, Adobe Photoshop, Adobe Dreamweaver, Quark XPress, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Microsoft Outlook, Microsoft Office 365, Google Docs, Zoom, Eventbrite, SPSS, WS_FTP Pro, Fetch, iMovie, Mozilla Firefox, Google Chrome, Microsoft Internet Explorer, Wix, WordPress, HTML, Facebook, Twitter, YouTube, Instagram, HootSuite, Foursquare, and LinkedIn

FUNDRAISING ACCOMPLISHMENTS

2019 State of New Jersey Funding for College Readiness Now VI, \$1,000,000
Jobs for the Future National Leadership Team Support, \$5,000

2018 State of New Jersey Funding for College Readiness Now V, \$1,000,000
Prudential Foundation Grant for NJ Center for Student Success, \$100,000
PSEG Foundation Grant for NJ Center for Student Success, \$300,000
Jobs for the Future Student Success Coaching Support, \$10,000

FUNDRAISING ACCOMPLISHMENTS (continued)

- 2017 State of New Jersey Funding for College Readiness Now IV, \$1,000,000
Prudential Foundation Grant for NJ Center for Student Success, \$150,000
Kean University for NJC4 Initiative, \$10,000
Rutgers University Newark for NJC4 Initiative, \$5,000
- 2016 State of New Jersey Funding for College Readiness Now III, \$1,000,000
Prudential Foundation Grant for NJ Center for Student Success, \$175,000
Kresge Foundation Financial Amendment for NJ Center for Student Success, \$150,000
New Jersey Education Association for NJC4 Initiative/Phi Theta Kappa Day, \$25,000
PSE&G Foundation for NJ Center for Student Success \$12,000
State Street Foundation for NJ Center for Student Success, \$10,000
Kean University for NJC4 Initiative, \$10,000
Rutgers University Newark for NJC4 Initiative, \$5,000
- 2015 NJ Secretary of Higher Education Grant for College Readiness Now II, \$520,000
Prudential Foundation for NJ Center for Student Success, \$200,000
PSE&G Foundation for NJ Center for Student Success, \$10,000
New Jersey Education Association for NJC4 Initiative/Phi Theta Kappa Day, \$25,000
Kean University for NJC4 Initiative, \$10,000
- 2014 NJ Secretary of Higher Education for College Readiness Now Pilots, \$620,000
Kresge Foundation for NJ Center for Student Success, \$500,000
New Jersey Education Association for NJC4 Initiative and Phi Theta Kappa Day, \$25,000
PSE&G Foundation for NJ Center for Student Success, \$10,000
State Street Foundation for NJ Center for Student Success, \$10,000
- 2013 New Jersey Education Association for NJC4 Initiative/Phi Theta Kappa Day, \$25,000
PSE&G Foundation for NJ Center for Student Success, \$10,000
- 2012 Fund for New Jersey for NJ Center for Student Success, \$30,000
PSE&G Foundation for NJ Center for Student Success, \$10,000
New Jersey Education Association for Phi Theta Kappa Day, \$10,000
- 2011 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$5,000
- 2010 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$5,000
- 2009 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$5,000
- 2008 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$5,000
- 2007 New Jersey Education Association Advocacy Partnership, \$150,000
PSE&G Corporate Contribution for Phi Theta Kappa Day, \$3,500
- 2006 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$3,500

FUNDRAISING ACCOMPLISHMENTS (continued)

- 2005 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500
- 2004 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500
- 2003 Johnson & Johnson Foundation for NJ Council of County Colleges Advocacy, \$15,000
PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500
- 2002 Johnson & Johnson Foundation for NJ Council of County Colleges Advocacy, \$15,000
PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500
- 2001 Johnson & Johnson Foundation for NJ Council of County Colleges Advocacy, \$15,000
PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500
- 2000 Johnson & Johnson Foundation for NJ Council of County Colleges Advocacy, \$20,000
PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500

SELECTED CONFERENCE AND WORKSHOP PRESENTATIONS

Farbman, Jacob; Fichtner, Aaron, and Mirza, Zakir. (October 2019). New Jersey's Community Colleges Vision 2028: A Framework for the Future. Anti-Poverty Network of New Jersey Annual Summit, Edison, NJ.

Custard, Donna; Farbman, Jacob; Howard, Lynette; and Johnson, Tish (August 2017). What You Need to Know Now to Prepare Your Child for Tomorrow. New Jersey Parent Summit, Iselin, NJ.

Farbman, Jacob (April 2017). Making the Case for Small Businesses. New Jersey Business & Industry Association, Trenton, NJ.

Comlay, Elinor; Worrell, Kris; and Farbman, Jacob (March 2017). Fake News: The Rise of Alternate Facts and What We Can Do About Them. Public Relations Council of Greater Atlantic City, Linwood, NJ.

Moscattelli, John and Farbman, Jacob (November 2016). Accreditation in Public Relations (APR) Boot Camp, Public Relations Society of America Philadelphia Chapter, Rowan University, Glassboro, NJ.

Farbman, Jacob (April 2016). Public Relations Strategic Planning. PRSA PR Institute, Public Relations Society of America, Philadelphia, PA.

Farbman, Jacob; Bryant, Cassie; and Venturelli, Louis (April 2016). Engaging Students in the Completion Agenda: When National and State Associations Join Forces, American Association of Community Colleges Annual Convention, Chicago, IL.

Farbman, Jacob (October 2015). Bridging the Communication Disconnect, Public Relations Society of America Chapter. Philadelphia, PA.

Farbman, Jacob (October 2015). Advocacy Strategies for Community College Students, Phi Theta Kappa Middle States Honors in Action Conference Keynote Address, Newark, DE.

SELECTED CONFERENCE AND WORKSHOP PRESENTATIONS (continued)

Farbman, Jacob (April 2015). Bridging the Communication Disconnect, TEDx Talk, The College of New Jersey, Ewing, NJ. <https://www.youtube.com/watch?v=wDf3PjUbFL4>

Blalock, Jennifer; Farbman, Jacob; Bryant, Cassie; and Venturelli, Louis (April 2016). Engaging Students in the Completion Agenda: When National and State Associations Join Forces, The League for Innovation in the Community College Innovations Conference, Boston, MA.

Van Atter, Pattie; Whitfield, William; Medina, Sophia; and Farbman, Jacob (April 2014). New Jersey Community College Completion Challenge #NJC4, Phi Theta Kappa Nerd Nation International Conference, Orlando, FL.

Basso, Joseph; FitzGerlad, Suzanne; and Farbman, Jacob (October 2013). Accreditation in Public Relations (APR) Boot Camp, Public Relations Society of American International Conference, Philadelphia, PA.

Farbman, Jacob; Schardien, Elaine; and Wills, Laura (February 2011). Preparing Résumés and Essays for Your Transfer Applications. Presentation to Ocean County College NJ STARS Students, Ocean County College, Toms River, NJ.

Farbman, Jacob (April 2010). Developing Successful Interview Skills. Ocean County College Phi Theta Kappa Chapter, Ocean County College, Toms River, NJ.

Blackman, Chris; Dagenais, Bernard; Krewson, Chris; McGrath, Tom; and Farbman, Jacob (May 2009). Media Panel Discussion: Traditional and Non-Traditional Media Relations. PRSA Institute, Philadelphia Chapter of the Public Relations Society of America, NBC 10 Studios, Bala Cynwyd, PA.

Farbman, Jacob (May 2008). Public Relations Measurement and Return on Investment. PRSA PR Institute, Philadelphia Chapter of the Public Relations Society of America, Philadelphia, PA.

Smith, BJ and Farbman, Jacob (April 2008). MySpace is Everybody's Space – Maintaining a Positive Image Using Social Networking. Phi Theta Kappa International Convention, Philadelphia, PA.

Farbman, Jacob, and Yannuzzi, Raymond (September 2007). An Overview of New Jersey's Community Colleges. NJ Community College Student Government Association Day, Trenton, NJ.

Farbman, Jacob (February 2007). Creating Public Relations Messages. New Jersey School Public Relations Association Monthly Meeting, Monroe Township, NJ.

Farbman, Jacob and King, Maureen (October 2006). Innovations in Education: NJ PLACE and NJ STARS. CareerTech 2006: Innovations in CTE, New Jersey Department of Education, East Brunswick, NJ.

Farbman, Jacob (September 2006). Public Relations Planning for Nonprofit Groups. New Jersey Self-Help Clearinghouse Workshop, Longbranch, NJ.

SELECTED CONFERENCE AND WORKSHOP PRESENTATIONS (continued)

Holl, Lynn; Farbman, Jacob; and Marinace, Elizabeth (April 2006). Marketing the NJ STARS Program. New Jersey Community Colleges' Best Practices Conference, Mercer County Community College, West Windsor, NJ.

Farbman, Jacob and Rosa, Robert (October 2004). Marketing Community College Customized Training Programs. New England Workforce Network Conference, York County Community College, Wells, ME.

Farbman, Jacob (November 2002). Connecting Your Community College to Legislators. National Council for Marketing and Public Relations District I Conference, Philadelphia, PA.

SELECTED PUBLICATIONS

Nespoli, L., & Farbman, J. (2014). New Jersey. In J.N. Friedel, J. Killacky, E. Miller, & S. Katsinas (Eds.), *Fifty state systems of community colleges: Mission, governance, funding, & accountability* (4th ed.). Johnson City, TN: The Overmountain press.

Farbman, J. (2010, September 22). NJ STARS maps a bright future for community colleges. *The Times of Trenton*.

Farbman, J. (2010, September 14). Offering opportunity and strengthening community colleges. *Burlington County Times*.

Farbman, J. (2010, September 13). NJ STARS good for students, county colleges. *Today's Sunbeam*.

Farbman, J. (2010, September 12). NJ STARS provides opportunities, strengthens community colleges. *New Jersey Sunday Herald*.

Farbman, J. (2010, September 12). NJ STARS deserves support on its merits. *Gloucester County Times*.

Farbman, J. (2010, September 10). Three cheers for NJ STARS. *The Daily Record*.

Farbman, J. (2006, October). Ten lessons that aren't in the textbooks: Helping students launch and succeed in their PR careers. *Public Relations Tactics*, 22-23.

Farbman, J. (2006, March) Free tuition? NJ STARS helps your top students go to college. *NJEA Review*, 16-17.

Nespoli, L., Lam, L., and Farbman, J. (2004, June/July). N.J.'s community college compact: A strategic blueprint for workforce development programs. *Community College Journal*, 26-28.

Farbman, J. Tips for success. *Salem Community College Student Handbook*, 2000-2001, 82 & 84.

Farbman, J. (1999, 2nd Quarter). Notes from the guest-editor. *The Journal of Educational Relations*, 4.

AWARDS

2017 Phi Theta Kappa Board of Directors Alumni Achievement Award

2007 Public Relations Society of America Philadelphia Chapter Outstanding Educator Award

2006 National Council for Marketing and Public Relations Silver Medallion of Achievement

2006 Salem Community College Distinguished Alumnus Award

2005 The College of New Jersey Sigma Pi Outstanding Faculty Award

2002 National Council for Marketing and Public Relations Silver Medallion of Achievement

2002 National Council for Marketing and Public Relations Bronze Medallion of Achievement

1998 Salem Community College Employee of the Spring Semester Award

1997 National Council for Marketing and Public Relations Silver Medallion of Achievement

PROFESSIONAL AFFILIATIONS

June 2019 to Present

Jobs for the Future Student Success Centers Network National Leadership Team

January 2018 to Present

Jobs for the Future Student Success Centers Network

June 2019 to Present

Rowan University Ed.D. in Community College Leadership Advisory Council

June 2017 to Present

Atlantic Cape Community College Communication Program Advisory Council

February 2016 to January 2018

New Jersey Secretary of Higher Education Student Success Task Force

September 2015 to Present

We Raise New Jersey Partnership for Assessment of Readiness for College and Careers Coalition

August 2008 to December 2019

Philadelphia Public Relations Association

January 2000 to Present

Public Relations Society of America, Philadelphia Chapter

November 1999 to December 2017

National Council for Marketing and Public Relations

PROFESSIONAL AFFILIATIONS (continued)

June 2006 to December 2016

National Council for Marketing and Public Relations District I Council New Jersey Representative

January 2002 to December 2003

New Jersey Business & Industry Association Education Committee

January 2003 to December 2018

New Jersey Press Association Associate Member

VOLUNTEER ACTIVITIES

1994 to 2000

Elmer Fire Department, Elmer, NJ

Served as a volunteer firefighter, lieutenant, and president of the organization. Completed basic and advanced firefighter courses at Delaware State Fire School. Presided over all monthly business meetings of the department.

1995 to 1999

Elmer Ambulance Corps., Elmer, NJ

Served as a volunteer Emergency Medical Technician (EMT). Earned State of New Jersey EMT License through non-credit program at Gloucester County College.

References Available Upon Request