

CHAPTER 92

AN ACT concerning college degree completion and supplementing chapter 3B of Title 18A of the New Jersey Statutes.

BE IT ENACTED *by the Senate and General Assembly of the State of New Jersey:*

C.18A:3B-34.2 “30 Credits Per Year to Finish” communication campaign.

1. a. The Secretary of Higher Education, in consultation with public and independent institutions of higher education, shall establish a Statewide “30 Credits Per Year to Finish” communication campaign. The purpose of the campaign shall be to raise awareness among students and their families that a student should take no less than 30 credits per year to graduate within two years in the case of an associate degree or within four years in the case of a baccalaureate degree. The communication campaign shall:

(1) make use of a variety of marketing media including billboards, brochures, and electronic resources; and

(2) reach students directly during course registration for the academic semester.

b. Each public and independent institution of higher education shall annually report to the secretary on the strategies employed and the incentives provided by the institution to encourage students to enroll in no less than 30 credits per year. The secretary shall share the information on the reported strategies and incentives among the institutions.

2. This act shall take effect immediately.

Approved August 17, 2018.