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M E M O R A N D U M

TO: Members, Board of Trustees  
FROM: George A. Pruitt  
DATE: September 20, 1984  
SUBJ: President's Report

Budget Highlights

The College finished fiscal year 1984 with revenues up and near budgeted targets, with expenditure rates down, and with 440 carryforward revenues increased. For FY '84 \$804,961 of revenues were realized or 84% of the revenue target, a ~~236%~~ increase over the revenue earned in FY '83; expenditures were 7.4% under budget totalling \$2.2 million; and 440 carryforward revenues were increased to \$153,618. A good fiscal year.

The College's FY '85 appropriation of \$1,999,000 was signed by the Governor, a 3% increase over the FY '84 adjusted appropriation and included the establishment of three new budgeted positions for the nursing program. Edison was the only College receiving new budgeted positions.

The College played a leadership role in managing efforts with the legislature and the Governor which successfully resulted in a \$4.5 million supplemental appropriation to the state colleges for FY '85. Edison's allocation was \$156,000 increasing our state appropriation to \$2,155,000.

The College's FY '85 fee schedule was approved by the Board of Higher Education effective August 1, 1984 increasing anticipated revenues by 3% to \$985,067.

For the first two months of FY '85, the College realized revenues totalling \$113,568 or 109% of the budgeted target.

The College obtained its FY '85 AFT negotiated allocations for: tuition reimbursement, \$600; career development leaves, \$1,600; and merit awards, \$4,000.

The College received notification that its salary program allocation for FY' 85 would total \$149,703, 100% of our salary program needs. As you recall, in the past the College has been significantly underfunded in its salary program (FY '84 - 86%, FY '83 - 43%) which required the College to leave positions vacant.

Thomas A. Edison State College Foundation

The first meeting of the resuscitated Thomas A. Edison State College Foundation Board of Directors will be held on October 1. Members of the Board are as follows:

Edward E. Booher  
Former Chairman and President  
McGraw-Hill Book Company

John J. Connolly  
President and Chief Executive Officer  
The National State Bank

Richard J. Gillespie  
President  
Gillespie Advertising

Richard S. Hansen  
Vice President  
Thomas A. Edison State College

George A. Pruitt  
President  
Thomas A. Edison State College

Michael J. Scheiring  
Vice President  
Thomas A. Edison State College

Larry G. Woolf  
President  
Caesars Tahoe

Christian C. Yegen  
Chairman of the Board and President  
Integrity Financial Group, Inc.

I am anticipating that Chris Yegen will be elected Chairman of the Board, John Connolly will be elected Treasurer, Rich Hansen will be elected Executive Vice President of the Foundation and Secretary of the Board, and that Mike Scheiring, according to the bylaws, will assume responsibility as Comptroller.

I am delighted that we have made such an auspicious beginning by attracting such an accomplished group of individuals to the cause and mission of this College.

Center for Management Education and Services

The most recent success of the Center for Management Education and Services is a \$10,000 contract with Public Service Electric and Gas. The contract requires PSE&G to enroll up to fifty (50) employees as special services students; the College will provide transcript evaluation services on-site at the Salem Nuclear Generating Facility.

Through the Center for Management Education and Services, the College is negotiating with Wang to provide regular educational services to employees in New Jersey. The corporation is planning to use College services beginning with a PONSI evaluation and extending to other on-site services that may include on-site advising and portfolio assessment.

The work with Wang represents the cooperation of many College offices. Earlier contacts from the Offices of Development, Management Information Systems, and Academic Affairs resulted in a proposal designed to explore further development of Edison State College's Electronic College concept.

During the summer, the Corporate Outreach staff focused on recontacting organizations that had expressed interest in working with the College. The major result of this activity is a solid list of prospects interested in PONSI as well as other College services.

These fifty-some organizations and the twenty-seven that have already sponsored PONSI evaluations will be the primary focus of the corporate outreach activity during the next year.

Included among on-going PONSI sponsors are major corporations such as New Jersey Bell and Atlantic Electric, nonprofit agencies such as the Department of Human Services, and proprietary schools such as Katherine Gibbs.

Potential new sponsors include the Garden State American Institute of Banking, several divisions of AT&T, and proprietary schools such as the Computer Processing Institute.

International University Consortium

As announced at the last Board meeting, the College has become a member in the International University Consortium. This fall, upper-level telecourses were made available to our students. Current enrollment figures indicate 43 course equivalent enrollments were generated in offering such courses as The Religious Quest: A Study of the World's Religions; and Systems Organization: An Examination of Organizations from a Systems Theory Perspective With Emphasis on Management Problems and Practices. The upper-level telecourses are much more than simple t.v. courses, but are in-depth studies requiring substantial reading, viewing of video programs, written assignments, and examinations. Each course has a faculty mentor who is available to students for questions and the discussion of relevant issues.

Progress in Automating Evaluation/Advisement Systems

The Academic Affairs staff and the Management Information Services staff are currently involved in the development phase for bringing the College's transcript evaluation/advisement services "on line." In so doing, the College will have New Jersey's first computer assisted system. This system will store and match degree requirements with a student's academic record. The record produced will be an evaluation report indicating graduation requirements and the student's progress toward completing those requirements.

Project LEARN

Progress continues with year two of Project LEARN. Data has been gathered to begin a computerized guidance referral network and to establish a data base on New Jersey specific information regarding nontraditional educational opportunities. A disk will be available through Project LEARN at Camden County Library, and Edison State College in Trenton and East Orange, the New Jersey Hotline, and other adult education providers.

CAEL Institute

Edison staff was involved in a CAEL Institute on Prior Learning Assessment. Dr. Paul Jacobs co-chaired the Institute on Guiding and Assessing Adult Learning. In addition, Susan Simosko served on the faculty for the Institute and coordinated the national Project LEARN poster contest. The Conference attracted more than 30 participants from across the country.

Advisement Center

At the end of the first year of the implementation of an Advisement Center for students, we have every indication of its success. Comparing statistics, 916 students called the Center in August, 1984 as compared with 846 in August, 1983; student appointments were held with 78 students in August, 1984 as compared with 36 in August, 1983. The increase undoubtedly reflects the fact that we have a larger student enrollment now as compared with a year ago. The responses from a student questionnaire distributed in February, 1984 indicate students are pleased with the services provided through the Center.

Office of Public Relations

Since the last Board meeting, 65 press releases have been sent to New Jersey newspapers. This effort has resulted in press coverage throughout the State with over 250 newspaper clippings during that period.

Throughout the next year, Edison State College will be participating in the Governor's "Jersey Jubilee," an exhibit that will be traveling to ten of the busiest malls. The purpose of the exhibit is to promote the services of New Jersey government. Because of our unique contribution to higher education in the state, Edison will be the only college with its own exhibit--a great opportunity for visibility. Other colleges will have the opportunity to participate only at their malls. The first exhibit begins at the Woodbridge Mall on October 15, 1984, with a grand opening by the Governor and heads of State. Wang donated a \$5,000 computer to the College to be used in the exhibit.

Over 350 people visited the College on September 16, 1984, during Trenton's Annual State Street Stroll. Edison participates in this event as a good neighbor in Trenton and reopens the Kelsey Room for tours.

Career Planning/Placement Activities - Fall '84/Winter '85

Jan Palmer and Ann Bielawski have just completed a workbook for returning women entitled, "Dusting Off." The workbook is designed to assist women in identifying skills gained from homemaking and volunteer experiences and to understand the transferability of these skills to paid employment situations or to furthering educational goals.

The four-part workbook includes the following sections:

A section on skills identification with several exercises to assist women in identifying transferable skills gained from volunteer and homemaking experiences.

A section on the job search including focus on resume writing using identified skills.

A section on returning to school with particular emphasis on higher education options for adults and methods of earning credit for prior learning (skills).

The final section focuses on decision-making and action planning.

The workbook will be used in three series of workshops scheduled over the next quarter:

September 25 and October 2 - As part of the CAEL Military Spouse Extended Learning Program, the workshop will be co-sponsored by Fort Monmouth Education Office and the Military Family Member Employment Program.

October 4, 11, 18, and 25 - At the Trenton YWCA as part of its Women's Center and Displaced Homemaker programs.

January 10, 17, 24, and 31 - For the Burlington County Extension Service of Cook College, Rutgers.

Plans during the quarter include printing the workbook for marketing as a Project LEARN activity.

Career Planning and Placement is also working with the Office of Testing and Assessment in redesigning Portfolio Orientation Workshops and will be presentors of the new workshops in 1985.

#### Office of Admissions

The Offices of Admissions and Community Programs have continued to generate a high yield of applications in this new fiscal year. Through September 7, 1984, 321 applications have been received. This figure compares to an FY '84 total of 265 applications generated in the same period.

Increased mobility and outreach efforts of the Office of Community Programs has resulted in a continuing increase in College inquiries processed by the Office of Admissions. In the first ten weeks of FY '85, inquiries totalled over 5,000, an average weekly count of 500. This figure compares with an average count of 375 for FY '84.

#### Military Affairs

Jules Kahn has negotiated a contract with the New Jersey National Guard in which Edison State College will provide educational services for fifty Guard Officers this year. Under this contract, the National Guard will pay 75% of the Tuition Equivalency Fee, per credit transcription/evaluation fee, practicum fee, and portfolio development and assessment fee for credits awarded.

Future contracts will include warrant officers as well as senior noncommissioned officers.

#### A Night at the Races

To celebrate the North Jersey Chapter's first anniversary, the Chapter sponsored one race. This included the presentation of the winners trophy and the Chapter name in lights and in the program. Fifty percent of the alumni present were new participants. Next year's date has already been reserved.

#### Alumni Leaders Conference I and II

These conferences were sponsored by the College in order to assist the Alumni Association in planning for continued growth and financial stability. Officers, members of the Board, and more than thirty leaders from the New Jersey chapters were invited to hear Dick Lloyd, Director of Alumni Relations at Rutgers and Gerry Harvey, President of the Rutgers Alumni Federation, share their experiences in planning, programming, and working cooperatively.

The second conference presented by Tom Streckewald focused on the process of long-range planning, and an Alumni Planning Committee was formed. A three year plan generated by this Committee is ready and will be presented at the Annual Alumni meeting.

#### Alumni Volunteers for Commencement Day Festivities

There are 34 alumni volunteers assisting with the 1984 Commencement and Banquet activities this year, almost three times more than last year.

First Out-of-State Chapter Planned

An alumnus in the Washington, DC area hosted a planning meeting to form an alumni chapter. Four local alumni, a representative from the Alumni Association Board, and the College were present. A general meeting is planned for late fall.

Elections

All chapter officers are in place for the coming year. The election of new officers and directors of the Alumni Association will take place at the Annual Meeting October 14. The chapters and the Alumni Association made great strides in encouraging new members to take active leadership roles. The new officers are:

Frank Hawrylo (BS '79)	-	President
Tom Hicks (BSBA '79)	-	1 <sup>st</sup> Vice President
Jaqui Berends ( BA '79)	-	2 <sup>nd</sup> Vice President
Millie Kevit (AA '82)	-	Secretary/Treasurer
Bill Geddes (BA '82)	-	Director (North Jersey)
Lee Becker (BA '82)	-	Director (Central Jersey)
Cornelia Muse (BA '78)	-	Director (South Jersey)
Gordon Beaver (BA '75)	-	Director (At-Large)
Mildred Koslow ( BS '83)	-	Director (Non-Chapter)

Twelfth Annual Commencement

Commencement will be held October 14, 1984 at 2:30 p.m. in the War Memorial Building in Trenton. We are pleased that Dr. John R. Coleman, President of the Edna McConnell-Clark Foundation, has accepted the invitation to give the Commencement address. Additional information about Dr. Coleman is attached to this report.

A luncheon for Dr. Coleman will be held at the Capitol Plaza Hotel at 2:30 p.m. Members of the Board, their spouses, and members of the President's Council are invited to share in this opportunity to talk with Dr. Coleman.

A second highlight of the Commencement ceremony will be the introduction of the College alma mater written and donated to the College by pianist and recording artist Roy Meriwether.