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M E M O R A N D U M  
June 8, 1990

TO: Members, Board of Trustees  
FROM: George A. Pruitt *GAP*  
SUBJ: President's Report

Governor's FY 1991 Budget. Since our last meeting, the Governor delivered his budget message for FY 1991 detailing a series of significant reductions in state funding in response to the serious fiscal crisis. He also proposed a series of tax increases to support the difference. Attached to this report is a comprehensive summary of the Governor's recommendations. I will elaborate on this at the meeting.

Trustee Appointments. We have received word that the Department of Higher Education has recommended reappointment of Harvey Myers and appointment of Carole Nerlino to the Board of Trustees. The Governor has subsequently approved the recommendations which will now go to the Board of Higher Education for final action on June 15.

Staff Honors. I am pleased to report that our Personnel Director Carron Albert has received a personal note of appreciation from Chancellor Hollander for the leadership role she played in developing the State College Classification Plan. Carron was subsequently honored publicly at the Board of Higher Education meeting May 18, 1990.

Master of Science Degree Program in Management. On April 30, 1990, the College was informed that the Department of Higher Education ". . . sees no impediment to the development of the program. . ." based on the review and reactions by other colleges on the Preliminary Program Announcement submitted by the College.

Positive discussions have been underway with Cambridge College in Massachusetts to collaborate on the identification of appropriate competencies at the undergraduate and graduate levels. A proposal for funding the project has been submitted to the Pew Foundation by Cambridge College. Start-up costs for Edison's role in developing the appropriate outcomes assessment examinations have been incorporated in the grant proposal.

Alumni Affairs/Phonathon Results. This year's Phonathon was another record-breaking event.

- The \$60,000 goal was exceeded by the end of the seventh of eight scheduled sessions. The total pledged is \$63,961 (unaudited).
- Alumni pledges increased by almost 40%, from 1,308 to 1,825.
- Of 2,969 responding "yes" or "no," 61.5% made a pledge for a specific dollar amount. Another 593 indicated that they would send something and asked that the pledge form be mailed to them. (The national average for alumni giving is only 22%.)
- Participation level increased--77 alumni/students and 52 staff members volunteered their time.

Once again, the Alumni Board--Alumni Leadership Circle--launched the Phonathon with 100% in pledges. An extra, but important, benefit resulting from the enthusiastic and charged atmosphere of this year's Phonathon, was the impact it had on alumni who had never before been active. Ten volunteered for various Alumni Association committees.

Center for Corporate and Public Partnerships. The Center has renewed partnerships with two major employers. PSE&G's Nuclear Training Center agreement represents the beginning of four years of affiliation with the Center. AT&T-Bedminster requested their third agreement. Because of these relationships, approximately 90 students are enrolled from each site.

Two significant PONSI activities will enable more adults to access higher education and will help solidify the Center's national leadership role. The first is the request for a PONSI evaluation from Digital Equipment Corporation. The corporation is seeking a review of the courses offered through the newly created Digital Services University. This new curriculum is available to 14,000 employees at five sites in the United States. Recent presentations to more than 200 unit managers were offered to orient them to Edison so that the College could be added to Digital's career development resources. Both activities resulted from the initiative of Mr. John Fischer, Vice President at Digital and a member of the Board of Directors of the Thomas A. Edison State College Foundation.

The second activity is the presentation of a cost-benefit model by Jim Ratigan, Edison PONSI Director, to the American Council on Education (ACE) at the National PONSI Sponsors meeting held in Minneapolis, MN. Mr. Ratigan worked with Mr. Donald Trotter of AT&T's corporate education staff to develop the model. Their work represents the first PONSI cost-benefit analyses and will have a significant impact on the PONSI outreach effort.

Guided Study. Course equivalent enrollment for the summer semester is 442, a 60% increase over the summer semester, 1989. This brings the total enrollment for the 1989/90 academic year (fall, winter, and summer semesters) to 1512--a 36% increase over the 1111 enrollments recorded during the 1988/89 academic year.

Guided Study on CALL. Thirty-six students remain active in the winter pilot of Guided Study on CALL. The revised CALL Network software has met with enthusiastic approval from both students and mentors. It has increased participation rates by making the network more user-friendly and efficient.

Thirteen new courses have been purchased for addition to the program over the next three years. These new additions will increase the number of courses available to students by 40%. Courses include: American Government, Introduction to Business Law, Business Mathematics, Introduction to Chemistry (nonlab), Introduction to Computers, Developmental Psychology, Environmental Studies, History of Western Civilization I and II, Physics I & II (nonlab), Introduction to Psychology, and Introduction to Western Art.

Final work is being completed on the Guided Study on CALL registration material and general information flyer. These items will be available during midsummer.

Satellite Activities. "Bringing Together Research and Practice," the second college-wide satellite teleconference, was held on May 16, 1990, sponsored by PBS Adult Learning Service. College staff participated in a discussion of recent research on adult learners and how these findings might be applied to the work done at Edison.

The National Institute on the Assessment of Experiential Learning. Twenty adult educators are set for Edison's second annual national institute to be held June 4-7, 1990 at the Henry Chauncey Center, Educational Testing Service, in Princeton. The number of registrations has been the strongest from the Mid-Atlantic states, and nearly all of the registrants are administrators of college programs for adult learners.

This year's institute features Morris Keeton, former CAEL President, and a panel on accreditation issues. In addition, returning core faculty include Harriet Cabell, from New College at the University of Alabama, and Urban Whitaker, author of Assessing Learning: Standards, Principles, and Procedures.

Testing and Assessment Growth. The growth in portfolio assessment and testing continues. The current monthly average number of new portfolio registrants is double the last fiscal year, from 24 to 50. The current monthly average number of credits submitted for assessment has soared to 230% over the FY 1989 average, from 261 to 860. TECEP/DANTES registrations have also increased over last fiscal year by 35%, from a monthly average of 160 to the current 216.

Examination Revision. A revised form of the TECEP examination in Security Analysis and Portfolio Management was completed and scheduled for introduction in May. Similar revisions are underway for 16 other TECEP examinations currently offered the College.

Graduate Volunteer Cooperation. Approximately 20 Edison graduates have volunteered to take both a new Computer Predictive Test, the experimental guidance tests developed under the Challenge Grant, and the related conventional TECEP. On average, the volunteers offered to take four examinations, with some individuals ranging as high as seven areas. These contributions bespeak the spirit of the graduates, and will greatly facilitate validation of computer predictive testing.

Presentations. The Interim Director of the Office of Test Development and Research participated in a conference on assessment at Montclair State College, giving a paper on "Assessing the Nontraditional Student." The Interim Director also participated by invitation in the annual meeting of the National Council on Measurement in Education, serving as discussant of the arguments propounded in a special invited debate on academic admissions testing.

Cooperative Programs. Three Agreements were signed during the past quarter.

An Articulation Agreement with Brookdale Community College provides students the opportunity to complete a baccalaureate degree following an associate degree program conducted by Brookdale Community College in Guayalquil, Ecuador and in Lincroft, New Jersey.

Edison State College signed a Memorandum of Understanding with the Office of Education Services, McGuire Air Force Base, to provide services and degree program opportunities for active duty military students. A similar Memorandum of Understanding was signed with the Delaware National Guard.

New Jersey Institute for Collegiate Teaching and Learning. Edison State College was invited to participate in the professional development workshop sponsored by the New Jersey Institute for Collegiate Teaching and Learning. The Institute is funded by the New Jersey Department of Higher Education and located at Seton Hall University, South Orange. The Edison team included three staff members and one faculty consultant. The purpose of the Institute is to provide campus teams the opportunity to think about their own campus in terms of current and projected student demographic shifts; to expose team members to strategies to meet the needs of a diverse student body, and to provide initiatives to enhance student learning.

The Institute also provided Edison the opportunity to nominate six staff persons to serve as consultants to other campuses in specified areas of expertise. The following persons will serve as consultants in the areas listed:

- Dorothy Sconyers, Senior Program Advisor, Innovative Teaching/Learning in Sociology
- William Seaton, Director, Center for Directed Independent Adult Learning, Innovative Teaching/Learning in Sociology
- Howard Bueschel, Senior Program Advisor, Innovative Teaching/Learning in Air Science
- Debra Dagavarian, Director, Office of Testing and Assessment, Experiential Learning
- Esther Taitzman, Senior Program Advisor, Adult Students Returning to College
- Tom Eklund, Coordinator, Academic Advisement, Student Empowerment

Application Activity. As of April 30, 1990, there were 3,845 applications compared to 3,003 for the same date last year--an increase of 28%. In ten months, the College has already surpassed the total number of applications received for FY '89 (3,598).

Application Days were held on March 30 in Cherry Hill, on April 27 in Kenilworth, and May 4 in Lakewood. Of the 210 in attendance at the three sessions, 100 have submitted applications to date.

A pre-enrollment session was held in the Council Chambers, Trenton City Hall, for municipal employees. This session was initiated through Mr. George Hanna, Treasurer of the City of Trenton, who is also a member of our Minority Advisory Committee.

Media Relations. On April 11, 1990, Norman Crawford, Vice President for Public Affairs, appeared on the Storer Cable Television program, "Your Community Network." During the taping, several nontraditional students were interviewed regarding their educational programs and career aspirations. The show was aired on April 23, 1990, in the Plainfield area.

Articles featuring Edison appeared in The Times (Trenton), CAEL News, The Chronicle of Higher Education, Mercer Business Magazine, The Star Ledger (Newark), the New Jersey Minority Business Journal, and the Business Journal of Central New Jersey in addition to the weekly column in The Times (Trenton).

Financial Aid and Veterans' Affairs. During this quarter, 334 students requested financial aid information. As of March 30, 1990, \$17,794 in federal and state aid and \$10,821 in institutional aid was awarded to 36 qualified students.

Jules Kahn, Director of Financial Aid, was recently appointed newsletter editor of the New Jersey Association of Student Financial Aid Administrators.

Statement Made by Badi Foster from Tape of Teleconference on "Doing Business with Business," on March 15, 1990.

"That is why we are partnered with the best, and that is Thomas A. Edison State College. They are the best."

Question from the panel member: "Best, why?"

"Best because they have quality education, and they have figured out a way to break this nut called distance learning. Reducing barriers of time and distance--they know how to do it."

Resignations. The following people have resigned from the College:

Paul Jacobs	-	Office of Testing and Assessment
Theodore Merias	-	Office of Administrative Services
Debra McGorvin	-	Office of Academic Programs