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M E M O R A N D U M  
December 14, 1990

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

Bid Waiver Updates

In March, 1990, the Board authorized a bid waiver for production of the College Viewbook (now called Prospectus). A firm was selected to print 75,000 for \$38,548.

Also in March, 1990, the Board authorized a bid waiver for production of Guided Study brochures. A firm was selected to print 10,000 for \$13,025.

In June, 1990, the Board authorized a bid waiver for production of Program Planning Handbooks. A firm was selected to print 2,500 for \$19,000.

CALL Network Staff Orientation

In September and October, 1990, Thomas Edison staff received an orientation to the Computer Assisted Lifelong Learning (CALL) Network. These sessions provided updates on the program, on the programs in place for students and faculty mentors to interact with the College, and on hands-on experience in using the system.

All enrolled students have now received information on the CALL Network as well as courses available for the spring, 1991 semester. Students will be able to complete Guided Study courses on CALL without additional telecommunication charges for the upcoming spring semester.

### Commencement Highlights

The eighteenth annual Commencement was held October 14 in the War Memorial Building in Trenton. Nearly 180 graduates participated from this year's graduating class of 590 (highest total ever). For the first time, the balcony of the War Memorial Building was occupied. A Doctor of Humane Letters was awarded to Alex J. Plinio, a vice president with Prudential Insurance and former President of the Prudential Foundation. Mr. Plinio's address to the graduates included personal stories of several graduates who, like most, overcame significant obstacles to complete their degrees.

Nineteen graduates were presented with Arnold Fletcher Awards for their exceptional achievement in independent learning.

Also, the College used the new mace to add an important tradition to the Commencement ceremony. As you may recall, last year we added our own Trustee caps, gowns, and hoods.

### New Staff

The Office of Testing and Assessment has recently hired Patricia J. Shine as Portfolio Advisor. Ms. Shine's former position was as coordinator of the Life Learning Experience Assessment Program at Bucks County Community College.

The Registrar's Office recently hired Julie A. Atwood as an evaluator. Previously, Mrs. Atwood was an administrator for the Board of Social Services in Hunterdon County.

In September, Ruth Webb West was hired as a nursing program coordinator for the performance test sites. Mrs. West has held teaching positions in pediatric and medical surgical nursing with Rutgers University and Temple University, as well as teaching assignments in Saudi Arabia and Lagos, Nigeria.

### Center for Directed Independent Adult Learning

Guided Study. Enrollment for the fall semester is 753 course-equivalent enrollments, a 23.8% increase over the fall semester, 1989. During this semester seven new faculty mentors were appointed.

The Academic Council approved the revision of "Computers and Society" from a 3 credit course to a 6 credit course and approved "The American Civil War" as a new history course to be offered during the winter, 1991 semester.

The fall semester also represented the first semester using DIAL's new computer registration system, AUTOENROL. AUTOENROL provides a much greater capability to track enrollments, revenue, and expenditures as well as to simplify the registration process itself.

**Satellite Activities.** DIAL coordinated a satellite teleconference, "College Marketing: Reaching The Out-Of-School Student" for the staff of the Admissions Office. In addition, the technical staff of DIAL participated in the satellite teleconference, "Repositioning for the 1990s and Beyond." This teleconference focused on the change in satellite transmission which the Adult Learning Service of PBS will implement in 1991. Two video series were recorded from satellite transmissions for use as Guided Study courses: "Discovering Psychology" and "The New Literacy." Both of these courses are scheduled for introduction in the fall of 1991.

### Office of Academic Programs

**Update on Articulation Agreements.** New Articulation Agreements have recently been completed with Cumberland County College, Burlington County College, and Atlantic County Community College.

**Servicemembers Opportunity College (SOC).** As a member of the SOC, the College completes an agreement with each participating active duty military servicemember as to the number of credits accepted and the credits that need to be completed for the degree. While the main emphasis through SOC is with active duty servicemembers, it extends beyond the active duty period to include National Guard, Military Reserves, and Veterans. The current enrollment at Thomas Edison State College in these three categories represents a large proportion of our total enrollment:

Active Duty Servicemembers	3.8% of enrollments
National Guard/Military Reserves	5.6% of enrollments
Veterans (not included above)	17.5% of enrollments
TOTAL	26.9% of enrollments

### Office of Testing and Assessment

Staff from the Office of Testing and Assessment made a presentation at the CAEL International Assembly November 8-10. The title of their session was "Assessment Through Testing: Maintaining Integrity in Test Administration."

Debra Dagavarian, Director of Testing and Assessment, recently returned from an accreditation team visit to Norwich University for the New England Association of Schools and Colleges. She has also been invited to participate on a team for the North Central Association of Colleges and Schools in April.

### Office of Test Development and Research

Working in cooperation with the Center for Public and Corporate Partnerships, the Office of Test Development and Research succeeded in attracting a number of respondents to its "risk free" testing offer, under which students may attempt a TECEP without the risk of a lost investment in fees if they will agree to take the correlated computer-based diagnostic test. Resulting scores on both tests are used to validate the diagnostic tests. The announcement by the Center appears to open a fruitful new area for acquiring test-takers while introducing a number of persons to the work of the College and to the TECEP program.

Specifications for the TECEP test in Community Health were revised in cooperation with the faculty committee, and the new test form will be introduced as soon as is practical. Approaches are being evaluated to alert students to the somewhat different specifications for the new test.

A paper on the role of gender and age in the patterns of participation in the TECEP program was developed and presented at the annual meeting of the Northeast Educational Research Association. The paper presents basic survey data drawn from the files of the College; essentially, it demonstrates that participation in the TECEP program is not different for males or females or for persons of different ages: the proportions of persons undertaking testing, and the proportions succeeding, are approximately equivalent.

The specialization Outcomes Assessment target areas for FY 1991 are Psychology, Computer Science, Counseling Services, and General Management. A general shift to 3-person committees was advocated; individual areas, such as General Management, will feasibly require more because they embrace a greater number of separate specialties as sub-areas. The impact of such separate specializations within a major on the design and interpretation of the assessment will be the focus of special work in the year ahead.

### Office of Communications and College Relations

Personnel. Linda Holt was appointed Director of Communications and College Relations on September 1, 1990, and the three-member staff was relocated to the Kelsey building.

College Relations. Staff attended a desktop publishing workshop sponsored by the Computer Factory, and they are also training interested individuals within the institution on desktop publishing use.

The director attended a College Board conference in Washington, D.C. which focused on attracting adult students to higher education. The program included a positive review of our Prospectus by a College Board publications expert.

Media Relations. Over 250 responses to Joyce Lain Kennedy's feature article on the College were noted. The article was a direct result of an outreach project by the Communications Office, and appeared in over 100 newspapers nationwide.

CAEL News did a feature article on Jerry Ice and Aviva Goldman in the fall, 1990 edition. Aviva Goldman is a 1990 graduate from Israel who is known internationally for her multitude of interests and accomplishments.

Publicity on the Digital grant was seen in The Times (Trenton), CAEL News, and on radio. The ribbon cutting ceremony for Digital was coordinated through the Office of Communications and College Relations.

### Office of Admissions Services

Inquiries. As of the end of October, the College has received 10,236 inquiries compared to 8,251 last year.

Application Day. The first Application Day of FY 1991 was held on November 14, 1990 in Edison, New Jersey. Students who have requested and received Thomas Edison literature but who have not yet submitted their application, were invited to meet with College representatives to facilitate their application process. Seventy-eight prospective students attended the session resulting in 42 new applications, 1 credit banking application, 2 re-enrollments, and 1 portfolio assessment registration.

Minority Outreach. Designed to bring the Thomas Edison story to minority leaders across the state, the first Community Leaders luncheon for FY 1991 was held on September 28, 1990 in Mt. Laurel, New Jersey. A small, but energetic, group attended.

One of the leaders in attendance, Mr. William Cottman, Executive Director of the Wildwood Housing Authority, contacted the institution to arrange for further services. The Director of Admissions Services met with Mr. Cottman, the principal of Wildwood High School, and the Director of the Wildwood Adult School to discuss plans to make Thomas Edison more accessible to the southern residents of New Jersey.

In another direct result of our outreach program, the Admissions Services staff presented a briefing to the staff of Ancora State Hospital. Over 30 employees attended, 80% of whom were minority group members. Contact was also renewed with the YWCA of Stratford, New Jersey, and a briefing will be scheduled.

### Center for Corporate and Public Partnerships

Two major events highlighted Center activities. The first meeting of the expanded Center Advisory Council was held September 14, 1990 at the Trenton Country Club. The 21-member Council has representation from major client groups served by the Center--electronics, financial services, pharmaceuticals, telecommunications, nuclear power, and state government. Representatives from five states (Massachusetts, Connecticut, Kentucky, Pennsylvania, and Georgia) joined their New Jersey colleagues. The group, chaired by Karen McMullen, Executive Director of the Garden State American Institute on Banking (AIB), developed an eight point action agenda to assist in introducing the Center and the College to their constituent groups. A list of Council members is attached to this report.

The Seventh Annual PONSI Sponsor's Meeting was held on November 9, 1990. With more than 100 participants, the meeting had the largest attendance to date and included corporate and academic representation from Massachusetts, New York, Virginia, Pennsylvania, Delaware, and New Jersey. The program featured Steve Hunter, Director, Digital Services University, and Ray Walker, Chair of the American Council on Education's (ACE) PONSI Advisory Board and Manager of Lynn Production Operation Training and Quality Systems, General Electric Company. In addition, sessions were held exploring successful models of college/corporate collaboration, technical skills in the workplace, model policies for awarding college credit, the PONSI process, and the ACE registry. The meeting was held at the PSE&G Technical Training Center in Edison, New Jersey, and was co-sponsored by PSE&G and ACE.

In addition to these two events, a proposal entitled, "Leadership Resources Institute," was prepared for the Kellogg Foundation.

### Office of Development

Annual Fund. The Foundation's fiscal reporting period was recently changed from January 1--December 31 to July 1--June 30 to conform with standard college reporting practices and to facilitate improvements in the College's annual alumni fund-raising campaign. This affords the opportunity to use the phonathon as only one part, rather than as the singular effort of the annual fund campaign. An appeal letter to staff and the various boards of the College from their prospective chairpersons will be mailed this month.

The mailing of appeals to alumni will be sent the second week in January, and appeals to students and corporations are scheduled for February. Appropriate follow-up is planned for March. The Phonathon is scheduled for April with follow-up in May. During the month of June, we will finalize the 1990-91 Annual Fund Campaign.

Annual Report. Work has been completed on the Thomas Edison State College Foundation's 1989-1990 Annual Report. The report will be included in the January issue of Invention as a separate insert--the "Honor Roll of Contributors."

**External Contacts.** Meetings have taken place with alumni to solicit their support in making introductions to their employers and other appropriate corporate constituents. Meetings have also been held with Center for Corporate and Public Partnerships participating corporations, and strategies are being finalized on how best to solicit them.

**The Foundation Board.** Special meetings with Directors of the Foundation Board have been held with the purpose of renewing their interest and support. Friend-raising luncheons hosted by Board members are now being planned. Several committees have met, and meetings have been scheduled for those which have not met as of this date. An initial meeting has taken place with Gillespie Advertising to assist Thomas Edison in evaluating our image, as well as to provide materials for solicitation to corporations.

**Alumni Affairs**

The second Annual Commencement Awards Banquet was held at the Hyatt Regency-Princeton immediately following Commencement. A total of 305 guests attended and included new graduates, their families and friends, alumni, and college staff. Once again, the highlight of the banquet was the conferring of PHT (Putting Him/Her Through) certificates. Seventy-three (73) recipients received certificates this year as compared to 56 in 1989.

**Financial Aid**

Financial aid applications through the end of October have increased from 159 in 1989 to 190 this year, an increase of 19.5%. Telephone inquiries have grown by the same amount.

Requests for the proctoring of examinations in the Cherry Hill Office has increased to the point where the office has run out of testing space. As a result, the landlord of the building has donated additional office space in order to accommodate all students who want to take Guided Study mid-terms and final examinations in the Cherry Hill Office.

**Resignations**

The following people have resigned from the College:

Bernard Bomba	-	Registrar's Office
Shannon Taylor	-	Registrar's Office
Kathleen Custer	-	Academic Programs
Janet Eickhoff	-	Personnel
Cathleen Marren	-	Directed Independent Adult Learning

THOMAS EDISON STATE COLLEGE  
CENTER FOR CORPORATE AND PUBLIC PARTNERSHIPS

ADVISORY COUNCIL MEMBERS

Mary B. Benedetti  
Vice President  
Insurance Society of Philadelphia

Dr. Alma Joseph  
Deputy Executive Director  
New Jersey Department of Personnel

Ronald Ceravolo  
Manager Nuclear Training Center  
PSE&G

Paula Kressley  
Program Administrator  
University of Maryland Degree Program  
Philadelphia Electric Company

Jane Coult  
Management Improvement Specialist  
New Jersey Department of the Treasury

Jack Mazza  
District Manager, Marketing Education  
AT&T Somerset Seminars

James D. DeVito  
Director Corporate Management  
Training and Development  
Johnson & Johnson

Marthaellen Meehan  
Assistant Vice President  
Employee Relations Director  
Howard Savings

Ed Durham  
Administrative Director  
New Jersey Department of State

Roberta McHugo  
Senior Administrator  
Aetna Life and Casualty

Peter Enander  
Executive-on-Loan  
INROADS/NJ, Inc.

Karen Miller McMullen  
Executive Director  
Garden State AIB

H. Denis Hanson  
Accreditation Division  
Institute of Nuclear Power Operations

Zoe Montague  
Learning Technologies Manager  
Digital Equipment Corporation

Robert E. Humes  
Formerly Senior Vice President  
for Human Resources  
Squibb

Diane Rhodes  
Manager, Strategic Education  
AT&T



Peter Thornton  
Associate Dean, Business Programs  
Thomas More College

Dr. Hank Spille  
Vice President  
Center for Adult Learning and  
Educational Credentials  
American Council on Education

Ed Scheingold  
Training Officer  
New Jersey Department of the Treasury

Al Young  
Director Human Resource Development  
New Jersey Department of Human Services

Anthony Zajkowski  
Vice President  
Director Career Planning & Development  
First Fidelity Bank