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M E M O R A N D U M

TO: Members, Board of Trustees

FROM: George A. Pruitt  
 President

SUBJECT: Report of the President

I. Governor's Annual Message

I am pleased to report that in his annual message the Governor has indicated strong support and priority for higher education. He has outlined significant initiatives which although not particularly relevant to Edison State College, will be good for the higher education community.

II. Management Information and Services

Administration and Finance has undertaken a series of initiatives in conjunction with the efforts of Academic Affairs and Community Affairs to enhance the College's MIS capability and to move towards making the electronic college a reality. They include:

- A. Testing and delivery of the WANG VS 85 mini-computer.
- B. Testing of three (3) IBM PCXT micro-computers with delivery anticipated in February.
- C. Initiating various levels of discussions with Wang representatives in providing funding, equipment, or program support to Edison's efforts to establish an electronic college.
- D. Pursuing similar initial discussions with IBM and Four Phase Systems.
- E. Working with the Governor's Office of Policy and Planning on obtaining their support for Edison's initiatives at utilizing high tech instruments for the delivery of higher education services including a possible statement within the Governor's Annual Message. The Governor's Office is supportive and indicates willingness to assist the College in its efforts.

### III. Audit Report and Copier Savings

The Office of Legislative Services completed an audit of the Department of Higher Education for FY-1981 and 1982. Of the 46 areas tested during the audit, Edison had the lowest number of cites (10) and the fewest areas (8) of any of the State colleges. More importantly no material weaknesses were found nor were there any cites for inappropriate use of funds or questionable costs.

The College traded in its IBM Series III Model 20 Copier for a new Series III Model 60. As a result, the College has obtained a better quality machine with the capacity to produce 100,000 copies per month vs 35,000 copies per month while reducing our current costs from \$2,303 per month to \$1,456 per month for an annual savings of \$10,164.

### IV. Progress Report on Project LEARN

An exciting new component has been added to the College's Project LEARN effort. Through a special \$3,000 supplement to each of the 14 institutions spearheading Project LEARN nationally, the Kellogg Foundation has established an electronic mailbox and conferencing system. As one of the lead institutions, Edison State College is now part of this electronic communication system and can begin sending and receiving messages to and from all regions of the United States. (A United Kingdom component is to be added later this year.)

The project is being coordinated by the American Productivity Computer Network through the E.I.E.S. system of New Jersey Institute of Technology. Its intention is to foster the principle LEARN goal of "networking," meaning people and institutions linked together in some way to pool experiences, problems, and approaches to solutions concerning the adult learner.

Within this overall scheme, the electronic mailbox and conferencing system will facilitate:

1. Better and more efficient services to adult learners
2. More efficient referrals among institutions
3. Improved project management
4. Computer conferencing
5. Extensive, inexpensive sharing of information across regions

The Project Manager of Kellogg, the Central office of CAEL, and the Evaluation team (FERA) are also a part of the LEARN network which should encourage more open communication between the leading institutions and the grantees.

The staff of Edison are particularly excited about the prospects of using the electronic mail and conferencing system as a means of spreading the word about the College's strengths and services and keeping abreast of new developments in other parts of the country.

A demonstration of the electronic mail system will be set up for the next Board meeting.

## V. TELELEARNING

On January 11, 1984 Paul Jacobs and Richard Hansen met with TeleLearning Systems. This is a company that delivers courses nationally. Its founder is Ron Gordon, formerly Chief Executive Officer at ATARI, who sold his interest to found, build up, and sell a number of other companies that produce consumer electronic products (language translators, general-purpose hand-held computers, etc.). Since its founding in November, 1982, TeleLearning has developed hardware and software, and sold approximately 7,000 "knowledge packages" (modem, software, and TeleLearning catalog). Gordon plans to sell 200,000 knowledge packages in 1984 utilizing 12,000 retail outlets.

At the close of the January 11 meeting, plans were drawn up:

- for TeleLearning to disseminate information about Edison degree programs and examinations,
- to develop new writing courses to be delivered via TeleLearning, with assessment for credit by TECEP examinations,
- to further consider PONSI evaluations, and
- to pursue other possibilities for mutually beneficial activities among Edison, TeleLearning, and Ohio University.

The Department of Higher Education is being kept informed about these plans.

Our involvement with TeleLearning represents an outstanding opportunity to implement many of the "electronic college" ideas and plans we have been talking about.

## VI. Externalizing the College

The Community Services outreach effort, under the direction of Janice Toliver, has recently embarked upon an exciting collaborative effort with the City of Camden. Activities are planned that will provide Edison services to City of Camden employees in addition to a city-sponsored outreach effort to Camden residents.

The Office of Community Programs has completed several Programs on Noncollegiate Sponsored Instruction (PONSI) evaluations over the past month. Recent evaluations have been completed for the Chubb Institute, the Mercer County Local of the International Brotherhood of Electrical Workers, the American Paralegal Institute, and the New Jersey Board of Realtors. This program, under the direction of Jim Ratigan, continues to be an effective linkage mechanism for the College to relate to both business and community organizations.

During the last six months of 1983, news about the College appeared in many newspapers throughout New Jersey as well as New York, Pennsylvania, Massachusetts, and Florida. Nineteen general press releases were sent, not including the special releases that were generated from the Inauguration, Commencement, and Project Learn. Also, over 60 individual releases on graduates were sent to their hometowns. The releases generated approximately 200 placements in papers since July.

News about the College also appeared in special interest magazines, most notably "Good Housekeeping" and "Working Mother." (Following the "Working Mother" story,

one of our graduates wrote to the magazine confirming how she was able to earn a degree through Edison while being a single parent. Her letter was printed in the next issue.)

In support of the College's outreach efforts to special interest groups in New Jersey, special articles were placed in several publications, such as the Mercer Business Magazine, AAENJ newsletter, the Journal for Radiologic Technologists, and the Private Career School Association, Claridge Hotel, and Chubb Institute newsletters, to name a few.

To begin the New Year, an article on the Center for Management Education and Services appeared in the business section of The Newark Star Ledger on January 1.

#### VII. Alumni Workshops

The Office of Alumni Programs continues to offer well-attended workshops for our alumni. The most recent workshop was presented by the North Jersey Chapter of the Alumni Association at the Nabisco Corporate Headquarters in East Hanover, New Jersey. The workshop was titled, "Persuasive Negotiations," and attracted thirty-eight (38) alumni. These workshops are attracting alumni who have had limited or no prior association with Edison after their graduation, and thus, are expanding our alumni and outreach network.

#### VIII. Financial Aid Update

The College has received initial support in its request for eligibility in the Tuition Assistance Grants (TAG) Program. Pending final approval from the Department of Higher Education, these grants will provide increased financial aid opportunities for Edison students. The grants are need-based and allow a student to offset a portion of their Edison educational costs, particularly the Tuition Equivalency Fee and the Thomas Edison College Examination Program (TECEP), fees normally not covered in other grant programs. We expect that participation in the TAG program will impact positively on enrollments from potential students in lower income brackets.

#### IX. Appointment of BSN Director

I am pleased to report that Dr. Dolores Hall Brown has accepted the invitation to join the Edison staff as Director of the BSN Program. Dr. Brown brings to Edison significant experience in Nursing Education, and we welcome her expertise and leadership in developing the BSN program to its fullest potential.

#### X. And the Bad News Is

I am extremely sad to report that Barbara Scheatzle will not be returning to her duties at the College. The demands of motherhood and Barbara's commitment to those demands make it impossible for her to return full time. Although I commend her for her commitment and I realize that it was a difficult decision to make, I sincerely regret that Barbara will no longer be a part of Edison's "A-Team." Her leaving is a personal and professional loss to the President's Office and to the College in general. We will be planning an appropriate get-together in her honor, and I will keep you informed as to the particulars.

XI. Notification of the Nonrenewal of a College Staff Member

On January 6, 1984, I notified Mr. Arthur Rosenfeld that his current agreement of employment with the College would not be renewed upon its expiration on June 30, 1984. Said action was taken pursuant to acceptance of recommendations of Mr. Rosenfeld's supervisor, Susan Simosko, and the Vice President for Academic Affairs, Dr. Jerry Ice.

In addition, I personally reviewed Mr. Rosenfeld's complete personnel file in its entirety after giving him the opportunity to review the file contents, including many documents placed in the file at Mr. Rosenfeld's request.

On December 7, 1983, I agreed to the following request made on Mr. Rosenfeld's behalf by Ms. Barbara Hoerner of the State AFT: "Mr. Rosenfeld will have until December 19, 1983 to respond in writing to the November 18, 1983 recommendation of Dr. Jerry Ice. Dr. Pruitt will then confer with Mr. Rosenfeld prior to the formulation of his own independent evaluation of Mr. Rosenfeld's candidacy. A copy of Dr. Pruitt's recommendation will be transmitted to Mr. Rosenfeld for response. If the President's evaluation is positive, a recommendation to reappoint Mr. Rosenfeld will be presented to the Board of Trustees for final action on February 3, 1984. If the evaluation is negative, the President will present Mr. Rosenfeld's response as part of his report on the matter to the Board of Trustees in public session on February 3, 1984."

Therefore, in conformance with said agreement, the appropriate attachments which you should receive are as follows:

- a copy of Dr. Ice's recommendation,
- Mr. Rosenfeld's rebuttal,
- my letter informing him of my disposition of the matter, and
- Mr. Rosenfeld's written response.

In that as of this date I have not received Mr. Rosenfeld's response to my letter of January 6, I am holding the attachments in anticipation of receiving Mr. Rosenfeld's response prior to the Board meeting on February 3, 1984. If I have not received Mr. Rosenfeld's materials, I will present to you the other agreed upon documents at the meeting.

I am informing the Board of this action pursuant to my agreement with the State Union and Mr. Rosenfeld. No action on the part of the Board is required or requested.