

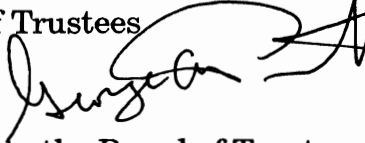


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MEMORANDUM
September 9, 1994

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

Admissions Office

Since the start of FY '95, the Office of Admissions Services has increased services to prospective students in general and specifically to community college students and graduates. As a result, initial inquiries for the first six weeks of FY 1995 total 3,907 compared to 3,234 for the same period last year, a 21% increase. Applications increased 9%, and new enrollments increased by 26%.

Two regional Application Day programs were held in July and August, 1994. The programs were attended by 166 prospective students; 83 applications were submitted on-site (50% conversion from inquirer to applicant).

As part of the New Jersey Baccalaureate Degree Completion Program, five on-site group information sessions were held at Gloucester County College, Ocean County College, and Atlantic County College. The sessions were attended by 594 prospective students.

Alumni Affairs

One of the priorities of the Office of Alumni Affairs is to cultivate our alumni constituency and bring them up to date with developments at the College. In keeping with this goal, we are arranging alumni-student receptions to coincide with my out of state travel. The first reception was held in Los Angeles on July 16. Four alumni, three students and their guests attended. The event was enthusiastically received. One alumna and a student are considering trying to organize similar meetings. Another breakfast reception is planned for September 10 in Seattle, Washington.

The Alumni Association is planning their fourth alumni-student breakfast for Saturday, November 5 at Ft. Monmouth, New Jersey. Arrangements are being made by a Director on the Alumni Board who is in the Air Force Reserve at that base.

Center for Corporate and Public Partnerships

Colloquium. This year's corporate-higher education Colloquium will be co-sponsored by the AT&T School of Business and the American Council on Education. The Colloquium addresses the issue, "Retooling the Workforce for the Future." A plenary panel comprised of leaders from organizations that are changing the ways they do work lead the day's program. Twelve concurrent sessions explore employer needs and the demands on a changing workforce in a changing environment. Participants are expected to leave with models and strategies for addressing workforce issues in their organizations. We have just received word that the United States Assistant Secretary of Labor for Training and Development Douglas Ross has agreed to speak. A special President's luncheon will be planned.

The opening panel for the 1994 Colloquium will address the theme, "Transforming Today's Employees into Tomorrow's Workforce." The three presenters have been invited because they lead organizations that are models for moving into the next century. Thomas Bracken, President and CEO of CoreStates New Jersey National Bank; and Albert Croia, General President of the Laborers International Union of North America, a 650,000 member international union, will join me on the panel.

This year marks the initiation of the annual competitive Colloquium Awards. Nominations were received from across the country, literally from New Jersey to California. The furthest application was received from an organization in the Czech Republic. Four awards will be presented at the Colloquium.

ACE Agreement. A new formalized letter of agreement between Thomas Edison State College and the PONSI Program at the American Council on Education has been approved and signed. The letter specifies the working relationship between the College and the American Council on Education for the operation of the PONSI program for the next five years.

PONSI site evaluations/services. PONSI evaluations have been scheduled for AT&T, the National Academy for Paralegal Studies, the Omega Institute, and the National Registry of Radiation Protection Technologists. As a follow-up to a PONSI evaluation earlier this year, staff from CoreStates New Jersey National Bank visited the College to learn more about other college programs and services and to explore how those services might be made available to bank employees.

Office of Corporate Programs. The Office of Corporate Programs has worked with several organizations to develop service agreements and has provided continuing services to several organizations.

The Omaha Public Power District (OPPD) has signed a Letter of Agreement to receive services for FY 1995 from Thomas Edison State College. The company is interested in bringing college services to their site to accommodate the educational advancement goals of their nuclear reactor operators. The company pays an annual service fee of \$24,000 which provides on-site services four times a year, telephone consultations with students and a quarterly report. Currently, 20 students from OPPD are enrolled, and the company also supports their tuition and fees. The College has worked with OPPD since 1989, has enrolled 35 students, and has graduated six.

A preliminary proposal was sent to TKR Cable for services. TKR wants its nondegreed managers to earn quality degrees in as short a time as possible. They sought the assistance of the Office of Corporate Programs in developing a strategy to achieve that goal.

A "Degrees of Success" seminar will be held at the AT&T School of Business on August 19th. This seminar is part of a series of up to 15 seminars that will be offered over 18 months. The seminar explores the decision-points involved in selecting a degree, examines alternative methods of earning degrees, and identifies the study and time management skills needed to balance work and education. The seminar was developed by the Office of Corporate Programs and is staffed by external consultants. It has been offered three (3) times to 50 participants each time and has had a waiting list for participation. The seminar is marketed jointly by the School of Business and the College; information about the seminar reaches more than 100,000 individuals each time it is offered. The impact of this seminar on enrollments will be monitored.

Organizational changes at PSE&G raise questions about whether this long-term partnership between the College and the nuclear training center will continue after December. Since 1984 when the partnership began, the College has enrolled 209 PSE&G employees. Ninety-four students are currently active, 57 of whom have fees covered by a purchase order that is part of the continuing partnership agreements. The College has graduated 43 PSE&G employees, 28 covered by the agreement with the nuclear training center.

TOPS

TOPS has worked actively over the past three months to complete several projects and initiate two new ones in the area of economic development. TOPS presented a report reflecting the work of the planning committee for a new Economic Development Corporation (EDC) to the city. Final steps toward the creation of the EDC are now underway.

- * The first stage of the Trenton Enterprise Initiative (TEI) project was also completed and the city's comprehensive plan for neighborhood revitalization was submitted to the U.S. Department of Housing and Urban Development. TOPS was closely involved in the preparation of the TEI plan, and is now active in efforts to implement it through the TEI Coordinating Committee.
- * TOPS assisted the city in the establishment of the city-schools collaborative, which is working to strengthen the relationship between the school district and city government. This has led to the planning for Trenton's first Educational Summit which will bring together the major stake holders in this area.
- * TOPS has continued its involvement in strategic planning with the city and its major departments. TOPS recently sponsored a one day planning retreat which was held with the Mayor and his cabinet and a more major planning retreat is being planned for the fall.
- * With the assistance of summer interns, TOPS recently began a Trenton study of cigarette smoking as a child health issue. The project is part of the office's efforts with the city to address the broader issue of substance abuse.

- * At the request of the Mayor, TOPS has recently renewed its work in the area of youth violence. The Executive Director recently participated in a major conference in Washington entitled "Solving Youth Violence: Partnerships at Work." The office has also worked with the city to strengthen and expand the Weed and Seed Program.
- * Finally, TOPS has worked to assist the city in developing its Professional Internship Program. This program seeks to provide professional work experience and mentorship for Trenton's high school students. The program particularly targets those students who would not otherwise think of attending college, but have the academic ability and other strengths to succeed.

Communications and College Relations

Media Relations: The Office of Communications and College Relations arranged for a taped interview of Drew Hopkins and student Charline Udoh at CNN affiliate TKR in Mahwah on July 26. Hopkins and Janice Toliver were interviewed on NJN Radio on July 27. Central Business Magazine reporter Dan Levine visited the College and interviewed Jerry Ice, Iris Saltiel, Evelyn Spradley, student Charline Udoh, and Linda Holt. Educom Review, Link-Up and On-Line Access, national publications for computer users, have run major stories on the College and the CALL Network this summer.

Linda Holt, director of Communications and College Relations, also was interviewed by the Daily Record and Trentonian regarding the New Jersey Baccalaureate Degree Completion Program and regarding the outcome of the sentencing in the Eklund/Streckewald accident. She has followed up on media contacts generated through the Wang Trophy program.

Staff Activities: Linda Holt graduated in July from the Summer Institute for Women in Higher Education Administration at Bryn Mawr College, Philadelphia, Pa., where she served on a panel on higher education and government. Linda Soltis provided information about the College at the New Jersey State Fair in August.

Financial Aid and Veterans' Affairs

As of August 5, 1,453 financial aid applications were distributed, 198 applications were received, and 54 awards totaling over \$70,000 were granted to 31 students. One hundred and nine students were counseled about financial aid options.

Resignations

The following individual resigned from the College:

Julie Atwood - Senior Transcript Evaluator - Registrar's Office