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## **MEMORANDUM**

**June 9, 1995**

**TO:** Members, Board of Trustees

**FROM:** George A. Pruitt 

**SUBJ:** President's Report to the Board of Trustees

### **Postreporting on Bid Waivers**

At the March 1995 Board of Trustees meeting, the College was granted a bid waiver to reprint:

- 30,000 copies of the College Catalog at a cost of \$48,100. This is a two-year supply. The actual cost of the books was \$49,430. The increase is due to the skyrocketing stock costs plaguing the printing industry. The job was delivered in June 1995. It was awarded to the lowest-bidding printer who met our specifications: Parker Printing.
- 20,000 copies of the Guided Study Bulletin at a cost of \$29,500. This is a one-year supply. The actual cost of the books was \$27,275. The books will be delivered in June 1995. It was awarded to the lowest-bidding printer who met our specifications: Nittany Valley Offset.
- Program Planning Handbooks are still in production.

### **National Institute on the Assessment of Experiential Learning**

To date, 36 educators from around the country and beyond have registered for this June's National Institute on the Assessment of Experiential Learning. Most of them are from the northeast; one is from Bermuda, and one is from Saskatchewan. The state from which we have the most participants is Massachusetts, with Springfield College sending five. Dr. Debra Dagavarian, the Director of Testing and Assessment, made an accreditation visit to Springfield College for the New England Association of Schools and Colleges several years ago. They have a strong program in experiential learning assessment.

For the first time, almost as many participants will attend the advanced track as the beginning track. While beginning track registrants will learn the basics on methods of assessment and how to set up an experiential learning assessment program, advanced track participants will discuss topics including critical thinking, organizational strategies and outcomes assessment, publishing research in the field, adult learning theory, and recent research on the adaptive learning style inventory. One important session to be featured this year is on the applications of educational technology to distance learning, a broader approach than a similar session offered a few years earlier which focused mainly on prior learning assessment and technology. This new session will be facilitated by Dr. Jerry Ice, Vice President and Provost, along with William Seaton, Director of the Center for Distance and Independent Learning, and Evelyn Spradley, Associate Director for Educational Technology.

Once again, the National Institute offers two concurrent electronic conferences. Two issues are open for electronic discussion at any of several computers to be set up at the conference center. One topic deals with verifying the authenticity of evidence students provide in experiential learning assessments, and the other is about training faculty to conduct assessment. Thomas Edison staff are available to assist participants, and printed instructions will be beside each computer. Past experience shows that the electronic conferences generate excellent and lively discussions.

### **Guided Study Course Registration**

For the summer 1995 semester, there are 1,225 course equivalent enrollments in DIAL courses. This represents an 11% increase over the 1,099 reported for the summer 1994 semester. Of the summer 1995 number, 82 are On-Line Computer Classroom enrollments.

### **Satellite Conferences**

In cooperation with the College's Office of Human Resources, The Center for Distance Independent Adult Learning (DIAL) hosted the annual Secretaries Briefing sponsored by the American Management Association. Thirty-five college staff attended the successful conference.

### **New DIAL Faculty**

Five new faculty joined DIAL as mentors for the winter semester: Beverly Butcher (Ph.D. University of Pennsylvania) Anthropology; Deborah Compte (Ph.D. Princeton University) Spanish; Elan Gandsman (Ph.D. Tel-Aviv University) Radiation BioPhysics; Linda Mather (Ed.D. University of Pennsylvania) English; and Josephine Miller (MBA, Rider University) Accounting. One additional faculty mentor was added for the summer semester. Andrew Butula (Ed.D. Pennsylvania State University) Accounting.

### **National Registry of Radiation Protection Technologists (NRRPT)**

The course in Radiation Biophysics has been completed and was offered to students during the winter semester. Work on the TECEP examination in ALARA Principles continues. A version of a partial examination in ALARA Principles was piloted at the Health Physics/NRRPT midyear meeting in Charleston, South Carolina in January.

With the approval of Dr. Frank Haughey of Rutgers, chair of the working committee, Dr. Norman Sunderland of Utah State University was appointed to fill the vacancy created by the resignation of Dr. Norman Cohen of New York University. Dr. Sunderland brings to the project a long familiarity with the NRRPT licensure examinations and has already participated in the project as a reviewer.

The project will make assignments to materials generators in the forthcoming weeks. The committee members will all be attending the annual meeting of the Health Physics Society in Boston in July, and have agreed to hold a committee meeting regarding the draft material and the assembly of the tests during the course of those sessions.

### **TECEP Revision/Development**

Revisions have been completed on Introduction to Statistics, and the test needs only final formatting and approval prior to introduction. The annual review and update for the Tax Accounting examination, required by the frequent changes in this subject matter, is underway. The Business in Society redraft has been received from the principal faculty author and is in preparation for dissemination and review. Managerial Accounting is in preparation for review by a second consultant after extensive revision by the leading faculty person.

### **Americans with Disabilities**

The College now has a formalized program to provide services for students with disabilities, in accordance with the Americans with Disabilities Act. The Assistant Dean has the responsibility for maintaining files and serving the 69 students with disabilities enrolled in the College. The College is not permitted to require students to identify disabilities at the time of application. However, information is provided to all students, encouraging them to identify themselves so that services may be provided.

### **New Jersey Baccalaureate Degree Completion Program**

The New Jersey Baccalaureate Degree Completion Program is well on its way to being fully organized. As of June 30, collaborative agreements will have been signed with 16 county colleges. Preliminary work has been completed with the final three colleges. Each has indicated that they will be signing with the College as soon as possible. A great deal of work has been completed by many offices at the College. The Admissions Office has presented information sessions at the majority of the county colleges. The Dean,

Assistant Dean, and Associate Deans have participated in follow-up meetings on ten of the nineteen campuses. The Testing and Assessment Office has conducted three portfolio workshops and has administered examinations at all 19 county colleges. Major coverage has been given to the formal signings by all county and regional newspapers.

### **Computer Administration of Tests**

The College's offer to students to permit the taking of essay tests by means of a computer word processing program has shown a puzzling lack of takers. While this move has been in response to student input, there have been few positive responses to date and no actual testings. However, as more students become owners of personal computers, and use them on a daily basis, the word processing functions, in particular, are expected to become the preferred manner in which to create text. The present strategies for dissemination of information regarding this option will be reviewed, since it is believed that some minimal level of activity is required to promote an orderly development in this area.

The computer-based testing creates more noise, in the form of keystroking, than is considered acceptable in the conventional test administration setting. Accordingly, the Office plans to establish a room with several PCs to be used exclusively for testing purposes.

### **Bachelor of Science in Nursing Program**

National League of Nursing Visit. The College is preparing for the reaccreditation visit of our Bachelor of Science degree in Nursing by the National League for Nursing in September 1995.

### **Staff Activities**

The Associate Director of DIAL, Charlene Glascock, represented the College at the annual International University Consortium meeting held at the University of Maryland, University Park, Maryland. Prior to the meeting, she participated in a three-week long international computer mediated conference on Computer Conferencing, also sponsored by IUC. Ms. Glascock also presented a session on Distance Learning and Continuing Education at Rutgers University in April.

The National Academic Advising Association has selected Patricia A. Jackson, Senior Program Advisor, to receive the certificate of merit for outstanding advising in 1995. She will be honored and presented an award at the Annual NACADA Conference in Nashville, Tennessee, October 8-11, 1995. This award is given once each year at the national meeting, in recognition of the outstanding work of an advisor who has been nominated by his/her peers.

The Director of DIAL, William Seaton, attended the annual NUCEA conference in Anaheim, California making a presentation on the College's participation in the Going the Distance project. This project is coordinated through the Adult Learning Service of PBS and offers students the opportunity to earn an Associates Degree regardless of where they live.

### **Admissions Services**

Initial inquiries for FY 1995 to April 28, 1995 total 31,661. This represents a 10% increase over last fiscal year; inquiries for FY 1994 to April 29, 1994 were 28,819. Since January 20, 1995, initial inquiries have been handled by an outside vendor. This change has been successful. Prior to the transfer, admissions services processed an average of 698 inquiries a week. From January 20 through April 28, 1995, inquiries averaged 779 per week; an increase of 11.6% inquiries a week.

New enrollments increased by 12%. For FY '95 to April 28, 1995, new enrollments total 2,276 compared with 2,026 for the same period in FY '94. Also, during this same time period, new enrollments from New Jersey residents increased by 16% (1,618 resident new enrollments for FY '95 compared to 1,395 for FY '94).

Group information sessions at the Puerto Rican Association for Human Development in Perth Amboy, New Jersey and at the Middlesex County Economic Opportunities Corporation were attended by 37 prospective students from underrepresented populations. Upsala College in East Orange, which will close in May, held a special program to assist students in transferring to other colleges. Thomas Edison staff were on hand to assist in the counseling effort.

### **Office of Enrollment Outreach**

Cross-divisional coordinated activities continue to keep the work of growing the College on the forefront. Some highlights of the last quarter are:

Outreach to the Thomas Edison Extended Family:

**Alumni:** We are reaching out to our Alumni through the newly created *Each One Reach One* campaign which was launched with an article and coupon in *Invention* to be followed by a coupon in each issue of *Invention*. In addition, the Alumni Board was apprised of the enrollment growth campaign and encouraged to participate.

**Degree Advisory Committee:** A presentation of the Enrollment Growth Campaign and special initiatives were made to the BSBA degree advisory committee; the BSHS degree advisory committee; and the BSAST degree advisory committee. As a result, work has begun with the national professional association of Aviation Maintenance Technicians to promote our Aviation degree through a BSAST board member, and a BSHS board member has started assisting with the Criminal Justice marketing initiative in New York.

**Outreach to PONSI Sponsors:** In addition to working with PONSI Sponsors across the nation, the College has signed a 3 year Letter of Agreement with Ultrasound Diagnostic Schools and has begun to publicize the partnership through Ultrasound's 17 locations throughout the United States.

**Outreach by Specialization:** Early in March, 2,354 letters and Criminal Justice brochures were mailed to Law Enforcement professionals in New York, New Jersey, and Pennsylvania to promote the Criminal Justice degree. An exciting new venture is marketing our programs to currently enrolled students: staff are marketing portfolio assessment to criminal justice students via an alumni letter.

### **Alumni Affairs**

The Alumni Annual Fund Spring Phonathon was held March 26-April 4, 1995. Volunteers raised \$52,895 in pledges. This is a moderate increase of \$1,188 over 1994. The average pledge was \$45.52 compared to \$44.42 in 1994. We launched the phonathon with \$16,378 from gifts received from the Alumni Annual Fund letter sent in February.

This year, at the recommendation of the Alumni Annual Fund Committee - composed of alumni, students, staff and friends - a Saturday session was added. We raised \$7,000 in three hours and will continue to incorporate a Saturday in the schedule. We also noticed an increase of 4.2% (from 23.6% in 1994 to 27.8% this year) in the use of answering machines. To address this, we are going to take a more aggressive approach in our direct mail follow-up appeal this fall.

The final in the first series of Alumni Association regional breakfast meetings for alumni and students was held in Atlantic City on May 20. We have now begun the implementation of a second series which will be four financial planning workshops to be held in different locations throughout the state. Alumni, students, and staff will be invited.

The Alumni Annual Fund letter this past February asked alumni to send along their success stories with their contributions. Ten graduates responded. As a result, we have more information about a potential major donor prospect that will be cultivated. Realizing that there are more interesting stories yet to be learned from our alumni and student constituency, an Alumni-Student Profile form was developed and will be distributed at all events.

### **Communications and College Relations**

**Media Relations and Advertising:** As part of the College's enrollment growth initiative, the Office of Communications and College Relations focused its media relations activities in-state with coordinated editorial and advertising outreach, emphasizing minority audiences. Advertising included an ad in *The Minority Business Journal* and three ads in *El Especial*, a publication for the Latino community, as well as a career-oriented ad in *The Trentonian*. Editorial coverage included the NJBCP signings during this period. Outreach was extended in May to *women's magazines nationwide* through a personalized letter and supporting materials.

**Publications and Activities to Support Enrollment Growth:** Publications produced during the past quarter include the Catalog, three Program Planning Handbook catalogs, the DIAL Course Registration Bulletin catalog, two PONSI *NEWSBRIEFS*, two DIAL *Signals, Invention, Monthly News*, 13 NJBDCP brochures, Tuitions and Fees brochure, 192 Specialization/Option sheets, DIAL informational brochure, DIAL poster, Alumni Award/Election brochure, Golf Classic collateral, Basic Skills booklet, dean's retirement invitation package, On-Line Computer Classroom brochure, employee donation solicitation materials, Prospectus redesign, National Institute collateral, six ads, as well as various flyers, posters, alumni, and development mailings.

Publications staff worked with a College-wide to write, design and post a Home Page on the World Wide Web, attended a seminar about marketing on the Internet and became involved in a college publications staff listserv. In addition, the publications staff continues to facilitate the re-imaging of the College's collateral to assist in meeting enrollment and marketing goals. This includes extensive work on the Prospectus and the Home Page, as well as all items coming for review and reprinting.

**Director of Development Search:** The search for a director of Development continued during the quarter. Four of the five finalists received second interviews (one accepted another position).

**Events:** The office planned and implemented activities supporting the new Foundation Golf Classic to be held July 11 and the annual gala to be held Oct. 14.

### **College Exposure Via the Internet**

The College is moving rapidly to generate a dynamic Home Page on the World Wide Web. We have secured the equipment necessary to develop, maintain, and manage our page. Because this will be the first exposure Thomas Edison has on the Internet, the page is being designed as high quality/high tech and will convey basic information about the College. An experienced Home Page writer has been retained to work with College staff in developing the initial text and the strategy for further development. The primary page will serve as the basis from which additional components and utilities will be developed in-house; we will have the ability to grow the resource significantly. General information about the College, its students, methods of earning credit, how to make an application, and fees, as well as more specialized news about electronic and on-line classrooms, the Institute for Public Policy, and the National Institute on the Assessment of Experiential Learning are likely to be first on the page. Substantive decisions about how the page is developed further, how the College utilizes Internet access, and the implications of each of these on the future direction for CALL are key considerations in our use and application of this exciting multimedia technology.

**Financial Aid and Veterans Affairs**

Financial aid awards increased by 16% and the number of awards grew by more than 28%. An estimated \$148,000 in federal and state aid has been distributed to students. Eighty-three students were certified for veterans' benefits, and 366 students applied for financial aid.

**Resignations**

The following people have resigned from the College:

Patricia Sentak - Office of Testing and Assessment  
Lynn Sciortino - Office of Human Resources