



Thomas Edison State College
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MEMORANDUM

September 8, 1995

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJECT: President's Report to the Board of Trustees

New Trustees

I am pleased to report that our two new senior trustees will be sworn-in at the September meeting: Mr. Nicholas Carnevale who has been a very active Foundation Director for many years; and Mrs. Ida Hammond, an alumnae who has served the College in many ways over the years - most recently as Alumni Association President and Foundation Director.

Mr. Carnevale is retired Chairman and CEO of the Walter B. Howe Insurance and Real Estate Company. He is very community and civic-minded and currently serves as an elder in the Nassau Presbyterian Church, a member of the Rotary Club of Princeton, and Vice President of the Somerset County American Red Cross.

Ms. Hammond has worked for the New Jersey State Department of Education for many years, and currently serves as a Planning Associate in the Division of General Academic Education. She has served as a tutor in the Adult Literacy Program for the Volunteers of America, and as a tutor in the Literacy Tutorial Program for the Department of Education.

In addition, Lieutenant William Kisby joins us as student trustee. Lt. Kisby is enrolled in the Bachelor of Science in Human Services degree with a specialization in criminal justice. He is the supervisor of the Intelligence South Unit and is assigned to the State Police Office in West Trenton. It is interesting to note that Lt. Kisby's son is a recent graduate of the University of Chicago.

Postreporting: Program Planning Handbooks (Liberal Arts, Human Services); Test Description Books

At the March 1995 Board of Trustees meeting, the College was granted a bid waiver to reprint 12,000 copies of two Program Planning Handbooks at a cost of \$30,500. This is a one-year supply. To better serve the students and to make the best use of resources, the Program Planning Handbooks have been reconfigured into five books. Two books, Liberal Arts and Human Services, were printed and delivered in July 1995. The actual cost of these books was \$21,653. It was awarded to Graphic Reproductions, the lowest-bidding printer who met our specifications.

The Test Description Books, approved at the June 1995 meeting, are still in production.

Bidding Threshold Increased

The College has been advised that the state has increased the bidding threshold from \$11,100 to \$11,700, effective July 1, 1995.

In accordance with Thomas Edison Board of Trustees' action taken in 1991, the College has amended its bidding threshold reference to reflect this increase. No additional Board action is required.

New DIAL Courses

Four new courses were offered for the fall registration: Introduction to Business, Principles of Sales, Introduction to Photography, and Women and Social Action. This brings the total number of Guided Study courses to 81. Additionally, four courses were added to the On-Line Computer Classroom: American Cinema, Contemporary Ethics, International Economics, and Social Psychology, bringing the total to 17. Lastly, full implementation of Contract Learning begins this semester, with eighteen courses available.

New Faculty

Eight new faculty joined DIAL as mentors for the winter semester: Dr. Robert Bittner (Rutgers, The State University) Industrial Engineering Technology; Dr. William Brant (University of Pittsburgh) Business; Mr. Parthasarathy Iyengar (Pratt Institute) Mechanical Engineering Technology; Dr. Paul Krasucki (City University of New York) Computer Science & Mathematics; Mr. Anthony Natale (Rider University) Operations Management; Dr. Lee Rosenthal (Polytechnic Institute of NY) Electronic Technology; Dr. Rajib Sanyal (Georgia State University) Management; and Dr. Carolyn Stumpf (Rutgers, The State University) Management.

Bell Atlantic Project

The College is actively involved with Bell Atlantic on two projects. The first is a cooperative effort between Thomas Edison, Rutgers, The State University, and Steven Institute of Technology using Bell's "Classroom of the Future" technology to deliver courses to Bell Atlantic employees in New Jersey. Summer activities focused on research and administrative matters. Courses will be offered beginning with the winter 1996 semester.

The second project is a cooperative venture - the Mid-Atlantic Network for Teaching Learning Enterprises. Coordinated by George Mason University, the group consists of twenty-one institutions from the mid-Atlantic region who have an interest in creating, sharing, and marketing distance learning technologies and courses. The first venture of the group was a summer workshop held at George Mason which focused on training trainers for the utilization of new technologies within the educational environment.

NRRPT TECEP Test in ALARA Principles

Work on this project for test development, supported by the National Registry of Radiation Protection Technologists, is centered on preparation of a TECEP examination in ALARA Principles. Specific details are in the Annual Report. During the summer, the chairman of the faculty committee, Dr. Frank Haughey, of Rutgers University, was required to resign due to personal circumstances; no successor chairman has been identified.

Under Dr. Haughey's direction, the content specifications for the test were revised and reformatted, centering on two variant strains of the examination, one aimed at nuclear power plant personnel, the other at medical/health radiation personnel. This effort to accommodate the two sectors proved difficult to implement, and consideration will be given to the development of a single examination appropriate for both groups. Work toward the definition of the necessary packet of related materials has continued.

Test Development

The annual review and update of the Tax Accounting examination has been completed, and the new version introduced. Initial draft revisions have been received from faculty for the TECEP examinations Alcohol Abuse: Fundamental Facts, and Substance Abuse: Fundamental Facts; editing is underway.

The Office's summer intern has begun a program of producing scrambled versions of existing tests, which will provide an additional measure of security in situations where multiple students take the same test.

Computer Administration of Tests

Since the 1994-1995 academic year, the Office of Test Development and Research has offered students the opportunity to take essay tests via word processing. While initial responses were low, information on the availability of testing via computer is now sent to *all* student test registrants, with the result that more students have expressed interest in this program.

The Office has established suitable logistical arrangements for convenient computer testing for students. Three personal computers have been installed in the Academic Center in a location which is convenient to the main testing area, an important consideration, since students are required to channel through central testing prior to testing via personal computer.

New Academic Dean

I am pleased to report that Dr. Patricia Sparks has been appointed the new academic dean following a nationwide search. She will join the college staff in September 1995. Dr. Sparks comes to the College with an excellent background. Her last position was as Dean of Distant Education at St. Josephs College in Maine where she was responsible for the academic and administrative

management of their Associate in Science in Management and Bachelor of Science in Health Career Administration degree programs. The programs served over 5,000 students worldwide. From 1978 to 1985, Dr. Sparks was the Assistant Vice President for Academic Affairs at Boston University.

Master of Science in Management Degree Program

The College was not successful in the search for a Director of Graduate Studies. Following a nationwide search, one candidate was chosen and he declined the offer. The College will begin a new search during the coming academic year.

Course development for the management courses continues. Current plans anticipate beginning a pilot cohort group of students for the winter session 1996. The pilot group will enable the College to assess the effectiveness of communicating with the student via the computer and any improvements or changes necessary, and will provide field testing of a number of the supporting written materials. Further information on pilot group activities will be provided later in the year.

Media Relations and Advertising

The Office of Communications and College Relations continued its targeted marketing emphasis this summer by advertising in three editions of the Latino newspaper, "El Especial." Short features on the College were sent to the "special sections" (on seniors, education issues, etc.) of many newspapers nationwide during the summer. Features were provided to national news media focusing on particular issues and professions (e.g., single parents, perfusion technologists). The College Foundation had excellent coverage of its first Golf

Classic July 11. Other news releases focused on Michael Scheiring's information-sharing trip to China and on PONSI evaluations, staff appointments, and DIAL programs. News media throughout the state provided excellent coverage of the spring and summer New Jersey Baccalaureate Degree Completion Program signings.

Activities to Support Enrollment Growth:

Communications and College Relations has completely revisited the *College Prospectus* as an important informational, marketing and recruitment tool. The Gillespie Organization worked with staff to create a new design and fresh editorial copy reflective of the College's traditional values yet 21st century approaches to higher education for adults. This book will be available to inquirers during the fall.

Director of Development Search

Maureen McGuire was selected as the new Director of Development effective July 24. Maureen, who had been Director of Development and Executive Director of the Mercer County Community College Foundation for the past five years, brings to this position a wealth of knowledge and experience. She was responsible for MCCC's comprehensive fundraising program and for the implementation of its special events calendar. She received her Bachelor of Arts degree in political science from Rutgers University. A member of the National Society of Fundraising Executives, New Jersey Chapter, Maureen has been listed in *Who's Who of Emerging Leaders in America*, *Who's Who of American Women*, and *Outstanding Young Women of America*.

Access Programs

To promote awareness of the College's degree programs to Aviation professionals, Dr. Saltiel gave presentations to two chapters of the Professional Aviation Maintenance Technicians Associations and to the North Jersey FAA chapter meeting. All arrangements for these meetings were organized by Michael Arsics, student member of our Bachelor of Science in Applied Science and Technology Advisory Board.

The Office has been working with the New Jersey Medical Society to assist them in developing a Medical Practice Manager Program. Courses for the program are being developed and delivered through Rutgers, the State University. Individuals who complete the program will be able to use the 9 semester hours in our Bachelor of Science in Business Administration degree. A brochure describing the program was distributed in August to 10,000 members. An entire page of the brochure was devoted to Thomas Edison State College.

An information session was scheduled for members of the Plainfield, New Jersey Police Department. More than 75% of the 20 attendees were African-American and Latino. To expand the network of community liaisons, a breakfast meeting was held in the Newark office of the College. Ten guests from the New Jersey Department of Health, New Jersey Department of Human Services, Medicaid, and the Affirmative Action Office of the New Jersey Department of Treasury attended the meeting.

Activities scheduled for August included an Application Day program and on-site group sessions at Essex County College and Hudson County Community College for the New Jersey Baccalaureate Degree Completion Program.

Financial Aid And Veterans' Service

As of July 21, 1,306 FY 1996 financial aid packets were requested, and 191 applications were received. One hundred twenty-four awards were made to 69 students. It is anticipated that more than 70 veterans will apply for benefits.

This fiscal year will be challenging, since the office will move from a manual award making and reporting mode to an electronic delivery system. A consortium arrangement with community colleges involved in the New Jersey Baccalaureate Degree Completion Program is under consideration. This arrangement will enable students enrolled in the program to receive financial aid for courses taken at participating campuses.

The Office of Corporate Higher Education Programs

Preparations for the annual Colloquium are well underway. Dr. James Carnes, CEO of Sarnoff Research, will keynote the conference. Caesar's in Atlantic City will host the event. More than 200 corporate and collegiate educators are expected to attend this event, which increasingly is becoming an agenda in the area of corporate-collegiate partnerships. This year, for the first time, the American Council on Education will host its meeting of state coordinators for ACE-PONSI in conjunction with the Colloquium.

The Colloquium follows a business year that sets new highs in the number of evaluations conducted. The office conducted 17 on-site PONSI evaluations for 15 different organizations. The previous high had been 14. An additional 18 annual reviews were conducted. The year-end totals were 35 evaluations for 29 organizations. Stated another way, this is 192 courses and 550 credits recommended.

The newly merged office assumed responsibility for supervising on-going corporate contracts. Significant on-site work continues with PSE&G at the Salem Nuclear Training Center, AT&T Network Services, AT&T School of Business, and the Omaha Public Power District. Consultants experienced in higher education, student advocacy, and managing contracts are providing services to these sites.

Development Office/Alumni Affairs

The Development Office planned and executed the first Thomas Edison State College 1995 Golf Classic. The successful event, held on July 11 at the Cranbury Country Club, generated a total income of \$30,700 from corporate sponsors, individual golfers, ads, dinner attendees, and other golf activities. The 1996 Golf Classic is scheduled for June 10, 1996 at the Trenton Country Club.

The Gala Committee is working on the October 14, 1995 dinner dance and silent auction to be held at the Princeton Hyatt Regency. Approximately 1500 "save the date" cards were sent, and the Committee selected Steven E. deSouza as the alumni Spirit of Edison recipient. The ad journal letters are scheduled to be mailed in August.

Plans and strategy for the Corporate Appeal are being formulated, and a corporate brochure is being developed. The Employee Campaign total to date is \$4,487 in gifts, and pledges and Board gifts from Foundation Directors and Trustees received to date total \$11,950.

The Alumni Annual Fund has received \$69,189 in gifts and pledges against their goal of \$75,000. A new pledge reminder notice was designed and is being sent to donors with unfulfilled pledges.

The Alumni Association is receiving nominations for candidates to be considered for the Association's awards for Outstanding Service and Outstanding Professional Achievement. The two recipients will be honored at the Association's Annual Meeting in October.

Additional alumni are being cultivated who are interested in promoting the College; they include three attorneys who live/work in Cherry Hill, and a New Jersey State Policeman.

The alumni will sell the new line of college and alumni souvenirs at Commencement.

The Thomas Edison State College Alumni Association in conjunction with the Savino Agency of Northwestern Mutual Life has planned four workshops on estate and insurance planning, retirement planning, and investing in the '90's.

Resignations

The following people have resigned from the College:

- Michael Wheeler - Registrar's Office
- Ruth McKeefery - Academic Programs
- Barbara Getz - Public Affairs
- Rosalind Bridgewater - Admissions
- Shayla Pruitt - Human Resources