



**THOMAS
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MEMORANDUM

September 4, 1998

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJ: President's Report to the Board of Trustees

New Program Development

The College is actively pursuing the development of a new master's degree in liberal arts. An initial faculty focus group was conducted, and Dr. Dominic Iorio, retired liberal arts dean from Rider University, has agreed to serve as the lead faculty consultant. He will articulate major themes and approaches in the curriculum, and his work will provide the platform for further training.

The Corporate-Higher Education Forum (formerly called the Colloquium) will be held October 22-23, 1998, at the Gateway Hilton in Newark. The College is working in partnership with the American Council on Education, and this year's Forum is expected to attract participants from across the country. Pat Traynor, AT&T's vice president for global marketing, will be a main speaker. Al D'Augusta, executive vice president from Summit Bank, will discuss the process for moving "From Corporate Training to College Degrees." Richard Billows, of The Hampton Group, a Denver-based provider of training courses on-site and on-line, will discuss training on the Internet. Representatives from the transportation, utility, and engineering industries also will speak.

Academic Partnerships and Programs

Military Partnerships. Two new initiatives have been launched in the past month as a result of the focus on the Military Degree Completion Program. The first, the Occupational Degree Builder, which was approved in May by the U.S. Army, has now been presented to individuals enrolled in basic NCO training program at the U.S. Army Air Logistic School, Fort Eustis, Virginia. A presentation on August 4 officially introduced the Occupational Degree Builder to 21 trainees. Members of new classes will be oriented to the program every month, for the next twelve months.

Further, on August 21, 1998, the College entered into a Memorandum of Understanding with the U.S. Coast Guard for a program leading to baccalaureate degrees for members of the Procurement and Contracting staff of the Coast Guard. The Coast Guard is the first governmental agency to seek a relationship with the College for making a baccalaureate degree program available to employees. These individuals referred to as "1102 series" employees will pursue degrees under the Military Degree Completion Program. The Memorandum of Understanding provides financial support to the College for on-site training at four major facilities throughout the United States. This effort is directly related to the Clinger-Cohen Act, which mandates that Procurement and Contracting personnel earn the baccalaureate degree by the year 2000.

Edison Community College. A cooperative agreement was signed in July that will allow graduates of Edison Community College in Ft. Myers, Florida, to proceed toward completing a bachelors degree with Thomas Edison State College. Under the agreement, the two institutions will share resources and provide a supportive structure for individuals as they progress from the associate to the baccalaureate degree. Community college staff are scheduled to visit to become more familiar with Thomas Edison State College methods of evaluation and advisement and to work through appropriate testing and other support services for full implementation of the program in the fall of 1998.

Center for Distance and Independent Adult Learning (DIAL)

New Administrative Procedures. To keep pace with anticipated growth as well as pursue new initiatives, the office staff is implementing a two-pronged approach to duplicating course video and audiotapes. DIAL staff will continue to duplicate many of the needed course video tapes and all course audio tapes on a full-time basis, along with recording master tapes from the satellite and managing the master tape inventory. In addition, selected external vendors will produce a limited number of course videotapes. Distributing tape production among multiple vendors will ensure that production can meet demand, and will also for current staff to take on additional projects and new initiatives. As part of DIAL's expansion plan, we plan to produce or obtain back-up copies of our master $\frac{3}{4}$ inch U-matic video tapes on Super VHS (SVHS) tapes, to allow more flexibility in duplication procedures and to better protect us against master tape damage or loss.

New DIAL Faculty Mentors. Six new faculty mentors have been assigned to courses, for a total of 141 active course mentors. The new additions are: John Glascock, Ph.D., Political Science, Johns Hopkins University - *Course: American Civil Rights and American Government*; Christine Hunt-Holzer, Ph.D., Visual Arts and Communication, Union Institute - *Course: World of Art*; Gary Lorenz, Ph.D., Business Administration, University of Minnesota, *Courses: International Management and Business Policy*; Ken Rodgers, MA, History, California State University - *Courses: African History and Marriage and the Family*; Marcia Steinberg, Ph.D., Sociology, City University of New York - *Course: Sociology*; Charles Wang, M.Ed., Mathematics, University of Delaware - *Course: College Algebra*

Media Relations

In the past quarter, there were a number of valuable media exposures for the College. The College was prominently featured in an article on distance learning in *HR Magazine*, which is considered one of the best venues for reaching a national corporate education audience. The College also received large, positive profiles in *The Princeton Review* and *Peterson's Guide*. A three-page, illustrated article on the College's Latino students and alumni was featured in an issue of *The Hispanic Outlook on Higher Education*, a national weekly magazine. Earlier this summer, *Mercer Business Magazine* ran a two-page, illustrated article on Thomas Edison's Senior College. The Senior College program was highlighted in the State of New Jersey's *Pension News* newsletter, which is distributed to retired state employees. The College also was featured in articles in *The Star-Ledger*, *The Record*, *The Courier-News* (Bridgewater), *The (Trenton) Times*, and weekly newspapers in geo-targeted Bergen County. Interviews with College staff also were broadcast on a radio news program in Somerset County and a public access TV talk show in Dallas, Texas. WZBN TV (Trenton) also interviewed staff for a news story on our partnership with Midi, Inc. An editorial board meeting with *The (Trenton) Times* was held in August on a variety of news issues.

Advertising

An aggressive, enrollment and image enhancing advertising program was launched this summer. Using the MSM program as an illustration of the College's quality, advertisements ran in both education and business sections of *The Star-Ledger*, as well as in the business section of *The Record* of Hackensack (*Bergen Record*) and two groups of weekly newspapers in northern New Jersey. A revised commercial appeared on WRKS-FM, the top-rated New York station for the African-American community, as well as on WKXW 101.5, which is heard throughout New Jersey. An ad also appears in the September edition of *Off Duty Magazine*, targeting active duty military and their families. An ad or advertorial also is appearing in the next edition of *The New Jersey Almanac, New Jersey on the Eve of the 21st Century*, which will be distributed to corporations and will be for sale in New Jersey major bookstores. An ad also appears in *Peterson's Guide*. Full-page ads appeared in certain issues of *Time*, *Newsweek*, *U.S. News*, and *Sports Illustrated* in Mercer County and will continue in Mercer and Bergen alternately through November.

Development and Alumni Affairs

Thomas C. Streckewald Golf Classic. The Thomas C. Streckewald Fourth Annual Golf Classic, held at the Trenton Country Club on June 29, 1998, was a great success with the gross income totaling \$26,930. The tournament had a total of 91 paid golfers, 15 corporate foursomes, and 14 hole sponsors. AT&T sponsored both the luncheon and five foursomes. The net of \$10,615 will be placed into the Thomas C. Streckewald Endowment Fund.

Gala. Ticket sales are underway for the Seventh Annual Gala to be held on September 26, 1998, at the Hyatt Regency Princeton. The invitations to "Totally Hot," the theme for the Gala, were printed pro bono by the Parker Communications Group and were mailed during the week of August 10. To date, the ad journal has generated an income of more than \$20,000, and will be printed courtesy of Sarnoff Corporation. As of August 25, 1998, the total revenue generated by ticket reservations, contributions, and the ad journal is \$33,165.

Alumni. The Alumni Association's annual fund drive has generated \$91,012 in gifts and pledges towards its 1998 goal of \$100,000. As of July 31, 1998, \$61,948 was collected. Pledge reminder cards were mailed out to collect the outstanding pledges and matching gifts.

To further advance the alumni outreach initiative, the Alumni Association made arrangements with two travel companies which will offer travel discounts to Thomas Edison State College alumni. One company, Travel Incentive Corporation, offers exclusive savings on vacation packages worldwide, including Disney World, Sandals resorts, Bahamas, Hawaii, and Bermuda. In addition, Travel Incentive can save alumni up to 60% off international airfares. A second company, International Horizons, specializes in educationally oriented, moderately priced overseas trips for those who want to learn more on their overseas ventures than is commercially available. This company's strengths are in Europe, the Middle East, and North Africa. Alumni may find both sites on the alumni web page.

The Alumni Association will hold its annual board meeting the morning of Commencement day. A new slate of officers will be voted upon for the upcoming year and the Association will present awards for Outstanding Service to the Alumni Association, Outstanding Professional Achievement and Outstanding Service to Society. The Alumni Association will also hold its Tenth Annual PHT (Putting Him/Her Through) Banquet at the Princeton Holiday Inn immediately following Commencement.

John S. Watson Institute for Public Policy

Cities of Action Symposium. The Institute collaborated with the NJ Urban Mayors Association and the NJ Department of Community Affairs to sponsor a one-day Cities of Action Symposium entitled, "Community Economic Renewal – Plugging the Leaks." This symposium provided case studies of economic renewal strategies that have been successfully implemented in various U.S. communities. More than 100 New Jersey planners and non-profit leaders, as well as several urban mayors, took part in the event and participated in the discussion. The discussion focused on the issues of smart, sustainable growth, generating community wealth and keeping valuable resources in the community.

New Jersey Urban Mayors Association Partnership. The NJ Urban Mayors Association welcomed its newest member, Joseph Doria, Bayonne at its quarterly meeting. Mayor Doria is also the Minority Leader of the New Jersey General Assembly.

The mayors were briefed in several areas including, but not limited to, the impact of the state budget on their cities, the Governors Commission on Property Tax Reform, and the implications of the latest Abbott decision. The mayors also agreed to meet with the urban school superintendents to discuss strategies to support positive education outcomes in their communities.

The Institute is following up last year's Trenton NetDay activities with a plan to provide hardware and technical assistance to sites that were wired last year. A survey of needs and current program goals was completed, and a workshop in computer literacy and internet use is planned for the Fall.

The Institute's Oral History project is underway, with a number of important interviews completed by Stanley Van Ness. Exploratory meetings were held with New Jersey Network and William Paterson University to discuss possible collaborations. Rutgers University staff has assisted us with technical issues.

Postreporting

At the March 1998 Board of Trustees meeting, the College was granted a bid waiver to print the *Registration Bulletin*: a one-year supply of 25,000 copies at an estimated cost of \$70,000. The publication delivered under budget, on June 1, 1998, at a cost of \$63,110. The contract was awarded to the lowest bidder who met our specifications, Parker Communications Group (PCG).

At the March 1998 Board of Trustees meeting, the College was granted a bid waiver to print the *Portfolio Assessment Credit Description Book*: a one-year supply of 2,500 copies, and at an estimated cost of \$20,800; 2,000 copies of the publication were delivered under budget, on July 17, 1998, at a cost of \$10,147. The contract was awarded to the lowest bidder who met our specifications, XYAN.

At the March 1998 Board of Trustees meeting, the College was granted a bid waiver to print the *Program Planning Handbooks*: a one-year supply of 6,000 copies at an estimated cost of \$23,900. These books were delivered under budget, on June 30, 1998, at a cost of \$17,834. The printing job was awarded to the lowest bidder who met our specifications, XYAN.

At the June 1998 Board of Trustees meeting, the College was granted a bid waiver to reprint the *Prospectus*: a four-month supply of 20,000 copies at an estimated cost of \$29,580; 19,600 copies of the publication were delivered under budget, on July 6, 1998, at a cost of \$21,997. The contract was awarded to the lowest bidder who met our specifications, PCG (Parker Communications Group).

At the June 1998 Board of Trustees meeting, the College was granted a bid waiver to print the *Test Description* and *DANTES Books*: a one-year supply of 1,500 copies of each book at an estimated cost of \$14,500. The books delivered on July 31, 1998, at a cost of \$10,324. The contract was awarded to the lowest bidder who met our specifications, XYAN.

At the June 1998 Board of Trustees meeting, the College was granted a bid waiver to advertise in news magazines in Bergen and Mercer Counties from August through November 1998 at a cost not to exceed \$15,000. This advertising program was delivered under budget at a cost of \$14,194. The company facilitating the advertising is Media Networks, Inc.

Resignations

The following staff members have resigned from the College:

Penelope Stohn Brouwer	-	President's Office
Mary Buzby	-	Registrar's Office
Sheila Martin	-	Learner Services
Nancy Spencer	-	Admissions

The following staff members have resigned from the State Library:

Donna Bensen	-	Library
Rosilie Hinton	-	Library for the Blind and Handicapped

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