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M E M O R A N D U M
April 11, 1986

TO: Members, Board of Trustees

FROM: George A. Pruitt

SUBJ: President's Report

The Robert Taylor Memorial Owls

Nothing brings me more personal pleasure than to tell you that we took the advice of our distinguished colleague, Bob Taylor, and purchased five twenty-two inch Italian owls to, hopefully, present the pigeons with "an offer they can't refuse." Be sure to look at them after the meeting.

February Revenue

The College is delighted to report that February revenues totalled \$84,550, 25% above the budgeted target. On a year-to-date basis, the College has achieved \$676,942 or 105% of the College's budgeted target for eight months of the fiscal year. The College needs to realize \$470,500 in the remaining four months to achieve its revenue budget of \$1,147,482.

Capital Improvements

The College's various capital renovation projects are progressing. The hookup of the College to Trenton's co-generation facility has been completed; bids have been let to retro-fit all the College's windows; the renovations of the College's Board room and conference room are in the last stages of completion; and a study of the College's air conditioning and electrical requirements for its data processing center has been completed. An RFP will be let shortly for electrical upgrades and the installation of a 7.5 ton air conditioning unit. Finally, a study will be commencing for establishing the College's local area network for its computer equipment.

Computer Enhancements

The College has prioritized and obligated \$150,000 for additional computer enhancements including a memory upgrade, tape drive, focus software, fastlan system, and a new HVAC system.

Generating New Business

In keeping with the Center's two goals of increasing enrollments and generating contractual revenues, Center staff have made a major effort in the last quarter to market Edison services to nuclear plant training directors and employees holding the nuclear operator's license. This campaign was initiated because the College recently completed an evaluation of both the nuclear operator's license and the basic Navy Nuclear Power School. By itself, the license carries a credit award of 27 semester hours, and Navy School graduates can earn 41 semester hours. Individuals completing both of these earn a total of 57 credits. To share this information, training directors at each of 53 national sites have been contacted and provided with information about the College, the credit awards, and the means to serve groups of their employees. The campaign began in January, and we have had follow-up inquiries from 9 locations, a 16 percent return.

Staff Professional Activity

Two staff members have had articles accepted for publication. Lansing Davis and Dr. Sonja Eveslage will have an article entitled "Crediting AIB Courses Toward a College Degree" appearing in Bank Training: The Competitive Edge. The anthology will be published by the American Society of Training and Development's Banking Interest Group. Dr. Eveslage has a second article entitled "Retooling for Tomorrow's Work: Higher Education's Challenge in Serving Business and Industry" accepted by Educational Record, a journal published by the American Council on Education.

Jack Phillips, Registrar, has been appointed to the Nontraditional Education Committee of the American Association of Collegiate Registrars and Admissions Officers for the coming year.

Edison Goes to Harvard

I am pleased to report that Dr. Jerry Ice has been accepted into the Institute for the Management of Lifelong Education at Harvard University for the Summer of 1986. The Institute is an intensive two-week residential program intended for administrators, planners, program heads, and faculty concerned with the design and implementation of lifelong education programs. The College is supporting Dr. Ice's involvement in the program, and his participation will support our leadership as an institution with a national reputation in serving the adult learner.

Edison Student Honored

Mr. Edward Stitt, a currently enrolled student, has been selected as the Outstanding New Jersey College Student of the Year by the New Jersey Association of Lifelong Learning. The award will be presented to Mr. Stitt at the Annual Conference of New Jersey ALL on May 8, 1986 at the Cherry Hill Inn, Cherry Hill. Mr. Stitt is 87 years old.

Publications

Program Planning Handbooks for our five baccalaureate and seven associate degree programs were completed and have been distributed to enrolled students since July 1, 1985. Along with the new 1985-87 catalog and our new admissions Viewbook, our current publications have improved dramatically.

New Specializations

At the February 28 meeting of the Academic Council, two new specializations were added to our baccalaureate degrees. In the BS/AST program, Forestry was added as a specialization. In the Business Administration program, Purchasing/Materials Management was added.

We're Getting There

Progress continues on our goal for the computerization of transcript evaluations and academic advisement. We are hopeful that by July 1 we will have an automatic transcript evaluation system to begin field testing.

Application Update

Applications for the fiscal year have increased by 38%. Total applications received to date number 1,848 - over 500 more than received last year at this time. The current total is in line with institutional projections and places the yearly goal of 2,400 well in reach.

To continue its proactive recruitment campaign, the Office of Admissions is sponsoring an APPLICATION DAY on Saturday, April 19, 1986 in the College's North Jersey Regional Office in East Orange. The goal of APPLICATION DAY is to prompt prospective students who have not yet applied to submit applications and begin the enrollment process.

Introducing: Thomas Edison, Abraham Lincoln, and Benjamin Franklin....

With the assistance of Foundation Board member Richard Gillespie, President of Gillespie Advertising, the College's 1986 advertising campaign has been launched. A combination broadcast and print campaign is underway utilizing three historical figures who could have used the services of Edison State College. Thomas Edison, Abraham Lincoln, and Benjamin Franklin are highlighted to focus attention on the College and our unique academic services. Copies of the print ads are attached.

Project LEARN

Dr. Arlon Elser, Program Director, W.K. Kellogg Foundation has informed the College that our request for \$30,000 has been approved to continue the computerized guidance sites at the Woodbridge Public Library and the Camden County Library. Each library will be given one IBM PCXT and usage of SIGI Plus or Discover as well as a half-time counselor. This project will begin May 1 and continue through April 30, 1987.

In addition, Dr. Elser indicated approval of nearly \$78,000 for the final (continuation) year of Project LEARN. The focus of this final year of Project LEARN will be to disseminate the first three years' major outcomes. Among the activities planned are: four major conferences, a series of seminars for faculty at two and four year colleges. The seminars will focus on assessment issues, learning outcomes, and faculty involvement in facilitating learning for distant adult learners.

Development Activities

The first quarter of 1986 has been very active for the Thomas A. Edison State College Foundation. The table below compares the income for the quarter with the income projection for the calendar year.

<u>GIFT TYPE</u>	<u>Income Projection 1/1/86-12/31/86</u>	<u>Income 1/1/86-3/31/86</u>	<u>Percentage Achieved</u>
Unrestricted	\$ 85,500	\$21,299	24.9%
Restricted	48,875	15,625	32.9%
In-Kind	<u>10,000</u>	<u>1,400</u>	<u>14.0%</u>
TOTALS	\$144,375	\$38,324	26.5%

In addition, in-kind advertising services (in progress) were provided by the Gillespie Organization, and planning was initiated for a September golf outing in Atlantic City.

Also during the quarter, preliminary audit documents were received which indicate that the Foundation Fund (unrestricted assets) has doubled for the second consecutive year to \$45,700.

At the end of March, the Development Office received word that the alumni annual giving program has been selected as a finalist in the Sustained Giving Category of the prestigious 1986 CASE/U.S. Steel Alumni Giving Incentive Awards Program. To qualify as a finalist, the alumni giving program must demonstrate no year-to-year decline in the number of alumni donors or in alumni dollars during the preceding four-year period. In 1985 the alumni giving program was a finalist in the Improvement Category of the CASE/U.S. Steel Program.

Center Reports Demonstrate College's Cost-Effectiveness

During the last quarter, the Center for Corporate Partnerships has provided three Center members with year-end reports detailing the goals, activities, and accomplishments of the year's on-site services provided under the terms of their agreements. A major component of the overall annual report is the "Corporate Center Activity Report" which is generated by a computer analysis of the students enrolled from the member organization. The report lists the names of students enrolled and indicates the type of academic activities they have been involved with, e.g. transferring credit, taking tests, or developing portfolios. A key part of the report is literally its "bottom line," which computes the average semester hour costs to the organization for the students enrolled.

The activity reports clearly show the college's cost-effectiveness for the organizations involved. The New Jersey Department of State (which had the highest per credit hour cost of the three organizations) paid \$13.42 per credit hour. This average includes the application, enrollment, and transcript evaluation fees in addition to miscellaneous fees for independent study or graduation for the 36 students enrolled with Edison.

Bell Communications Research has enrolled 34 students who earned 1,347 semester hours of credit for an average expenditure of \$8.87 per semester hour of credit. DeVry Technical institute has 15 faculty enrolled. These instructors have earned a total of 939 semester hours of credit at a per credit cost of \$7.14. (The DeVry report is included as an appendix.)

Phonathon Results

The 1986 Alumni Phonathon exceeded all expectations by raising \$37,344 in pledges, 24 1/2% over the projected goal of \$30,000. This represents a 23% increase over the 1985 total and 56% over 1983.

The Phonathon set several additional records: the average pledge was \$32.33 compared to \$26.28 in 1985 and \$20.13 in 1983; there were 72 pledges of \$100+ compared to 52 in 1985 and 12 in 1983.

Of major significance was the sharp decrease in the number of wrong numbers called: 86% decrease over 1985 and 242% over 1983! This can be attributed to the demographic surveys sent to alumni, thus enabling the College to update the alumni data base.

Three pledges totalling \$4,700 helped put the total well over the goal. One alumna from Colorado pledged \$500 and another alumnus from New Jersey pledged \$850. Both will be matched by their respective employers. A \$2,000 pledge was made by a former president of the Alumni Association who is retired and lives in Little Rock, Arkansas.

Alumni continue to take a more active role in the Phonathon, and Alumni Fund Co-Chairs focused on this group to enlist phonathon callers. Of the 42 alumni callers, 17 (40%) were 1985 graduates.

Center for Learning Through Telecommunications

The Guided Study Program had a total of 68 course equivalent enrollments during the spring semester in the following courses:

The Adult Years: Continuity and Change
General Biology
The Religious Quest
People and Organizations
Systems Organization

Projects which are continuing under Center's direction are the New Jersey Higher Education Telecommunications Project. The Project's main activities have been focused on the acquisition of new programming which includes the newly produced "Mechanical Universe" (Physics I); "The Story of English" (History of the English Language); "Understanding Human Behavior" (Introduction to Psychology); and "Oceanus" (Oceanography I).

The Center is negotiating with New Jersey Network to sponsor an "Annenberg Hour." Such an hour would showcase the most recently produced and widely acclaimed telecourses from the Annenberg/Corporation for Public Broadcasting collection. It would provide the Center and the College with statewide exposure within the context of academically sound programming.

With the purchase of new video editing equipment, the Center is now able to dub its own copies of telecourse videos. This will speed service to students and increase the cost effectiveness of the Guided Study Program.