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M E M O R A N D U M  
September 16, 1988

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

In that the President's Report for this meeting is the Annual Report, the following items are updates and additions.

Bid Waiver Updates

- 1) Following approval of a resolution by the Board of Trustees at its March 11, 1988 meeting, the College sought printing proposals for the Viewbook.

Nine printers were asked to submit proposals on the project, and all nine did so. Media Graphics of Pennsauken, New Jersey, was secured for the project at a base price of \$18,730.00. (The resolution estimated that the price would be under \$22,000.) The highest proposal was \$31,075.00, with most falling in the low \$20,000 - \$23,000 range.

- 2) Following approval of two resolutions by the Board at its June 3, 1988 meeting, the College sought proposals to purchase a fund accounting system and consulting services to implement the system.

The Dynalogic Fund Accounting System was purchased at a cost of \$38,258 to include 5 modules: general ledger, purchase order, accounts payable, accounts receivable, and fixed assets. Training for these modules was included. In addition, the College expended \$95,500 for Peat Marwick's Consulting Division to assist the College in the successful implementation of this system including consultation, training, policy and procedure documentation, enhancement specifications, and testing and certification that ensured an effective transfer to the automated accounting system.

- 3) At the December 4, 1987 meeting, the Board approved a resolution authorizing purchase of consulting services to assess the College's development and fund raising potential.

Since the last report, the contracted assessment of the College's resource development program has been completed. The report and recommendations were received June 1, 1988, and were shared at the June 16th meeting of the Foundation Board of Directors. Dr. William Hausman and Mr. Douglas Allinger, the two principals of Donald A. Campbell and Company who handled our study, were on-hand to review and answer questions about their findings.

Service and expense obligations for this assessment have been paid. The study was completed on time and under the proposed limit. Total expenses were \$21,147.99.

#### Office of Public Relations

A nationwide search is underway to recruit for the newly created position of Director of Communications and College Relations. The Director will report to Vice President Hansen and will be responsible for providing overall leadership on the internal and external factors which affect our institutional image including all forms of communications with the College's varied constituencies.

#### Office of Admissions

The Admissions Office is maintaining contact with the Center for Independent Living in Camden, New Jersey. This organization concerns itself with opportunities for the handicapped. The Center learned about the College through our Minority Leaders Luncheon program. The Admissions staff have held two briefings for this agency and have recorded at least one completed application as of this date.

In August, Nick Green and Rich Hansen made a presentation to Atlantic Electric personnel. Since Atlantic Electric has an extensive network of sites, linked by their internal computer system, this could provide an excellent experimental location for some of our computer-orientated activities. Trustee Fred Abbate has been involved in establishing this link.

The University of Pennsylvania Hospital, Human Resources Department, requested an information briefing about the College. This briefing was held on August 25, 1988.

We have also been approached by Antioch University/Philadelphia to explore the transfer of some of their students. It is our understanding that Antioch/Philadelphia is closing in the near future, and students could possibly transfer without significant loss of credit.

Recently, Admissions staff represented the College at an Educational Fair sponsored by Princeton Plasma Physics Laboratory. Several Edison graduates are currently employed at Princeton Plasma Physics and suggested the contact with their alma mater.

The New Jersey State Fair once again provided a forum for Edison to spread the word. Edison, shared an information booth with the Department of Higher Education.

#### Office of Financial Aid

The Office of Financial Aid in Cherry Hill is now "on-line" and able to communicate with the Trenton facility. This computer capability, combined with the recently purchased College Scholarship Service MICRO-FAIDS program, will permit the Office to operate with greater efficiency and ultimately to serve students faster.

As of August, 1988, 114 students applied for financial aid. This figure represents an increase of 21% over 1987 applicants.

The Director of Financial Aid continues to work with the New Jersey Department of Higher Education Veteran's Affairs Office in order to have guided study approved for veteran's benefits.

In order to keep abreast of the rapidly changing federal financial aid regulations, the Director of Financial Aid recently attended three federal workshops dealing with congressional methodology in need analysis, federal audits, and debt counseling.

#### Office of Military Affairs

The Director of Military Affairs represented the College at Officer Candidate School graduation ceremonies held at the New Jersey Military Academy in Sea Girt. As part of the College's military outreach program, the Military Affairs Office will exhibit and give a presentation at the Annual North Carolina Army National Guard Conference in Ashville, North Carolina.

#### Development/Foundation Office Update

A \$5,000 unrestricted grant has been received through the Foundation from WANG Laboratories. This is the first of a three-year commitment by that corporate good neighbor. An additional gift-in-kind of computer equipment is also scheduled to be finalized this summer.

The staff appeal program is underway for 1988. Letters were sent to 150 staff people this summer. A direct mail piece is presently being sent to 2,300 alumni who were not contacted during the Phonathon held last March. Response to the new Return-of-Gifts program continues, and the Foundation now has 22 enrollees with another 15 qualified and making decisions.

### Center for Corporate Partnerships

Activity in the PONSI Office has been very high. Since July, three evaluations have been conducted. They are:

International Brotherhood of Electrical Workers, Local 164. The five-year review of the apprenticeship program reaffirmed the 36 semester hours of lower level credit. This evaluation affects approximately 30 people per year.

Technical Training Project. In this first-time evaluation of this course of study, the eight courses were awarded 29 semester hours of lower level credit. The evaluation affects about 40 people per year, most of whom are minorities who then work in the pharmaceutical or chemical industries. The evaluation also opens college credit possibilities to numerous other project graduates. A systematic outreach to graduates will be developed during the coming year.

Public Service Electric and Gas (PSE&G). In this first-time evaluation, three courses were recommended for 6 semester hours of credit. About 200 people per year complete the courses.

On another front, Center staff worked with PSE&G/Nuclear staff to organize a recognition dinner for the employees who have graduated from Edison. Eight graduates were recognized at the dinner held on July 11, 1988. To show the company's support, several managers attended including Stephen Miltenburger, Vice President of Nuclear and Chief Nuclear Officer for PSE&G. The College was represented by Vice Presidents Hansen and Ice, Dean McKeefery, and Center staff.

### Resignations

The following people have resigned from the College:

Debra Ford	-	Registrar's Office
Rebecca Hull	-	Academic Affairs
Ella Heathington	-	Administration & Finance