



Thomas A. Edison State College
101 West State Street
CN 545
Trenton, New Jersey 08625

Office Of The President
(609) 984-1105

MEMORANDUM
March 9, 1990

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

Chancellor's Resignation

On Friday, February 16, Ted Hollander announced his resignation as Chancellor of the New Jersey Department of Higher Education. The unanticipated announcement came at the end of the Board of Higher Education's February meeting held here at the College. It is an announcement that I greeted with great ambivalence. On one hand, I am pleased for Ted. Over the last seven years, he and I have become friends as well as colleagues. As a friend he has given great public service in a very difficult job and has, therefore, earned a respite and change of direction consistent with his best personal interests. The decision to leave was Ted's and Ted's alone. He will assume a professorate at Rutgers, teach, speak, consult, and continue to share with the educational community his accumulated assets, knowledge, and wisdom, and for him I am delighted.

As a colleague, however, he will be greatly missed. Unlike many of his counterparts throughout the nation, Ted has always viewed his role as Chancellor as more an advocate for the legitimate interests of higher education than an "agent" for the state. He has taken seriously his responsibility as an advocate of the public interest, and has provided extraordinary leadership, particularly in areas of affirmative action and opportunity for minority scholars and students. His professional values are the values of the academy. He has set high standards for his office, and we will be fortunate if his successor is of similar character.

Changes in Student Fees/State Budget

Normally, we would, at this meeting, be requesting an adjustment in student fees for the year beginning July 1. However, the Governor has requested, and the legislature has concurred, that the Governor's budget message be postponed from February until the middle of March. The state's current fiscal problems are serious, and they are expected to deteriorate further by July 1.

It is not possible to make recommendations on student fees for next year until we know what the Governor will be recommending for us in state appropriations. I do not believe it possible for the state to cut the budget into balance. From everything I know, a tax increase is absolutely essential. Even if a tax increase is proposed, I still expect the fiscal climate to be one of great austerity.

We will be prepared to analyze the Governor's budget recommendation, the impact on the College, and recommend an appropriate response in regard to student fees by the end of the month. It may be necessary to hold a special meeting of the Board of Trustees to consider this matter prior to the regularly scheduled meeting in June. This situation is fluid; we will have to be prepared to respond as circumstances require.

Bid Waiver Update

At its March 10, 1989 meeting, the Board of Trustees authorized a bid waiver to contract with an external service bureau for payroll processing and to acquire consulting services to ensure a timely implementation for the College's payroll and human resources package. This authorization provided \$60,000 for the initial implementation of payroll services and consulting services. As a result of this authorization, the College did contract with Control Data to provide payroll services, and engaged the firm of Peat Marwick Main to assist in the implementation of the payroll process. The College is now in the process of implementing the human resources component of the payroll package and will continue to engage Peat Marwick Main under this authorization at an estimated cost of \$15,000. The College expended \$8,910 in consulting services in the initial implementation of payroll with this firm.

We're Proud to Announce

Edison alumnus and Foundation Director, Carole Nerlino, is being featured every Wednesday from 6:00-7:00 p.m. on WMTR radio (1250 am on your dial). Titled "The Carole A. Nerlino Show," Carole will be answering personal financial questions on the air and recommending investment strategies to her listening audience. To reach Carole during the broadcast, call (201) 538-1250, or write your questions to her at: WMTR, PO Box 1250, Morristown, NJ 07960.

Lansing J. Davis, Administrator, Corporate Education, has accepted a position with the American Council on Education (ACE) as Director of the Program on Noncollegiate Sponsored Instruction (PONSI). Lanse has been a member of the Center staff since its origin and has had a significant role in shaping the Center's philosophy as well as developing its service model. Although Lanse's good work will be missed, we anticipate that his move to ACE will assure continuation of our good working relationship with the national office.

Guided Study

The winter semester of the Guided Study Program began on January 8, 1990 with a course equivalent enrollment of 627 in thirty five courses. Included in this figure were five Guided Study on CALL courses with an enrollment of 68. This enrollment represents a 96% increase over the previous winter semester.

Guided Study on CALL

As indicated above, this semester marks the first time that CALL has been made available to the general student body. Because this semester still represents a testing phase of the Guided Study on CALL software, enrollment was limited to five courses representing each of the following disciplines: humanities, social science, natural science, business, and computer science. Also, unveiled for the first time is the conferencing component of the system. Conferencing will allow students and faculty to participate in a dialogue similar to what would occur in a classroom. Students and faculty will be interviewed (via a survey) at the conclusion of the semester to ascertain their reactions to using computer-mediated communication.

Student Enrollment and Activity

During the last two fiscal years, the College was successful in adding significantly to staff in enrollment sensitive areas, both to accommodate recent enrollment growth and in anticipation of continued increases. Through December, the staff in Academic Programs has successfully responded to sizeable increases in first-year enrollments and in student activity. Compared to the first six months of FY 1989, first-year enrollments have increased 19% and student requests for advising services (letters, telephone calls, and appointments) have increased 13%.

Increased student activity has combined with reorganization of the testing and assessment staff and the restructuring of the fee schedule--specifically the creation of the Assessment Tuition fee--to yield large increases in TECEP registrations and in portfolio activities. TECEP registrations are running almost 30% ahead of last year, while the number of students entering the portfolio process has nearly doubled.

The Assessment Tuition revenue results mirror the growth in testing and assessment. Through December, Assessment Tuition revenues were 41% ahead of projections.

BSN National League for Nursing Accreditation

The tentative plans are to have a site visit by the National League for Nursing in the fall, 1990. The College's self-study report on the Bachelor of Science degree in Nursing will need to be submitted in August. Prior to the submission, a consultant from the NLN will come to the College to review the program. A number of activities are currently underway by the staff and consultant faculty committees in anticipation of the program's readiness for the site visit.

TECEP Examination

A new TECEP examination, Introduction to Human Services, is being introduced during the current month, culminating a development process that began in the spring, 1989. The new examination will be useful to a sizable number of Edison students with occupational experience in the human services area.

Presentation

A paper, "Multiple Choice Prediction of Essay Performance in Credit by Examination," was presented by the Interim Director, Test Development and Research, and the Assistant to the Director, at the annual meeting of the Eastern Educational Research Association, on February 16, 1990. The paper was stimulated by audience questions during presentations of the Challenge Grant computer adaptive testing project regarding the extent to which computer predictions would assist students who are confronting essay examinations.

Computer Adaptive Examinations

An appeal has been made to Edison graduates to assist in the testing phase of the computer adaptive materials. In addition, the questions in these materials will be systematically included in the copies of the associated TECEP test when these copies are prepared for administration. Currently enrolled students will also be encouraged to voluntarily participate in this testing phase.

Application Activity

Application counts continue to run ahead of expectations. As of January 31, 1990, there were 2,563 applications compared to 2,070 for the same date last year--an increase of 23.8%. As of the same date, our records show 1,431 first-time enrollments compared to 1,212 last year for an increase of 18.1%. Sixty-six percent (66%) of our applicants are from New Jersey, slightly over 60% are male, and 13.8% are Black or Hispanic.

Special Activities

Several meetings have been held with the management staff of the Urban Women's Center in Trenton. As a result of these discussions, regular Admissions visits will be made to the center to advise and inform their clients about the educational opportunities available through Edison.

College staff are exploring possible areas of mutual cooperation with the Trump organization in Atlantic City.

Discussions were also held with the following organizations to determine possible areas of cooperation in employee training and assessment:

Brookdale Community College
General Electric Corporation (SERTAS Project)
Greystone State Hospital
Princeton Developmental Center
Southern Baptist Convention
Southern New Jersey Hospital
Trenton Veterans Center

Military Affairs

Military outreach activities continue to expand. With the addition of an Admissions Representative in South Jersey, we now have the ability to visit more military sites. The Office plans to expand its schedule of regular visitations to include Willow Grove Naval Air Station, Lakehurst Naval Air Station, the Willow Grove Naval Air Development Center, and the New Jersey National Guard Officer Candidate School.

Center for Corporate and Public Partnerships

The growth and development of the Center for Corporate and Public Partnerships continues. Perhaps the best indicator of its success is the number of organizations seeking advice and services. Four recent examples demonstrate this point.

- * At the request of the American Council on Education, James Ratigan, Edison's PONSI director, and Dr. Donald Trotter, a marketing manager for AT&T, made a presentation to the national PONSI Advisory Committee at its December meeting. The two presented the model they have developed for calculating the cost/benefit ratios for PONSI credit recommendations. The analysis, originally prepared for AT&T decision-makers, provides an easy way to show when tuition aid savings will offset evaluation costs incurred through the PONSI evaluation process.
- * Center staff completed a major project for Public Service Electric & Gas. At PSE&G's request, the Center had assisted the company in reviewing and organizing its curriculum materials to prepare for a PONSI evaluation. The project demonstrated the Center's ability to draw on the College's systems and resources to help corporations effectively organize their educational programs.
- * Several corporations have requested proposals for consultation or for programs to serve their employees on-site. They are AT&T, Bell Communications Research, New Jersey Bell, and Digital. Proposals to each of these corporations were expected to be submitted by the end of February.

College Relations

Office staff participated in the CASE Regional District II Conference held in New York City. At that meeting, the Director of Communications and College Relations was selected to serve on the CASE Committee for Career Advancement of Women and Minorities.

The Communications staff coordinated their efforts with staff from Academic Programs for the completion of the AETna Institute videotape on advising for use by enrolled students.

The Director of Communications and College Relations is chairing the Committee for the Annual Grass Roots Luncheon for the Trenton Urban Women's Center.

Media Relations

The weekly column in The Times (Trenton) continues to feature articles about Edison programs and staff initiatives. The topics covered included the President's view on the students of the 1990's (a two-part article), application days, TECEP, portfolio workshops, Phonathon, and the CALL Network.

The Communications Department staff are working with the Asbury Park Press regarding an article on Edison, and with WBUD/WKXW staff on radio public service announcements.

Staff attended the Temple University School of Communications and Theatre reception for media professionals and students in the tri-state area.

The Director of Communications and College Relations was featured in a segment of WPVI-TV's half-hour public affairs program PUERTO RICAN PANORAMA, which aired on January 14, 1990. News of her recent appointment to the Board of Trustees of the Trenton Urban Women's Center appeared in the latest Temple Review.

Advertising

The advertising contract was continued with U.S. 1, the newspaper geared to the Route 1 corridor business community. The newly-designed ad for the Center for Corporate and Public Partnerships ran in the Business Journal of New Jersey and in U.S. 1.

Other advertising outlets were: the programs for the Mercer County Fire-Police Benefit Concert, Military Educators and Counselors Association Directory, and the American Cancer Society Ball, as well as an ad in the Chronicle of Higher Education for the upcoming National Institute on the Assessment of Experiential Learning.

Veterans' Affairs

During this quarter, 114 students requested information concerning the application process for veteran's benefits. Veterans also wanted information about converting military experience into academic credit. Researching this for veterans generates enrollments and provides visibility for the College. Long-range plans include publicizing this service on a national level.

The Director of Financial Aid and Veterans' Affairs has recently been appointed to the Minority Affairs Committee of the New Jersey Association of Student Financial Aid Administrators.

Alumni Affairs

The 1989 Alumni Leaders' Conference was held in December at Scanticon. Twenty-one (21) alumni leaders and potential leaders from across the state gathered to discuss issues and concerns facing the Alumni Association. Dr. William Hausman from Campbell and Company, consultant to the Edison State College Foundation, was the facilitator. Alumni identified their perceptions of the strengths and weaknesses of the College and of the Alumni Association and suggested priorities to enhance the Association's support of Edison and its own growth. Mildred Koslow, Association President, has appointed an advisory committee to review the recommendations, prioritize them, and report the results first to the executive committee and then to the Alumni Association Board for implementation.

The merger of Alumni Highlights and Invention has taken place. Alumni offered their recommendations for the logo and format of their section of the College quarterly. An enlarged newsletter committee is now being formed. The committee will be comprised of three or four alumni who have writing and/or publication expertise. We are fortunate to have such talented people aboard who are willing and able to contribute to this type of College/Alumni partnership.

On a Personal Note

On February 14, I was awarded the degree Doctor of Public Service honoris causa by Bridgewater State College (Massachusetts). I was greatly honored and flattered by this recognition. It made for a wonderful Valentine's Day gift.

Resignations

The following people have resigned from the College:

Jean Puddington - Corporate Programs
Cheri Friend - Registrar's Office
Valerie Davison - Testing and Assessment
Cha Thompson - Registrar's Office
Janet Heirigs - Testing and Assessment
Lansing Davis - Corporate Programs