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M E M O R A N D U M
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TO: Members, Board of Trustees
FROM: George A. Pruitt 
SUBJ: President's Report to the Board of Trustees

Facilities Update

On December 1, 1990, the staff of the East Orange Office was moved to new offices at 153 Halsey Street, Newark. The Cherry Hill Office of the College is scheduled to move to new facilities in Camden on May 17, 1991.

Institutional Identity.

The graphic institutional identity project which began with the design of the Prospectus last year has continued to develop. Through the generosity of Gillespie Advertising, Inc., long-term "identity project" assistance has been donated to the College. To accommodate the College's publications needs in the interim, the Communications Office worked with Backes Graphics, a modestly priced but quality design firm in Princeton, to assure that all publications meet standards of consistency and professionalism. Print productions of special note during the past quarter include the revised and updated, The Kelsey Building, a new annual fund campaign brochure with matching support materials, and The Honor Roll of Contributors (incorporated into Invention at a savings of \$13,634).

The development of a stylebook is underway. Designed to improve all internal and external written communications of the College, it will aid students in better understanding the institution, its programs, and its processes.

Video Update

A short segment, "Introduction to Thomas Edison State College," presented by Senator Bill Bradley has been taped and will be spliced into the beginning of "Opening Doors." "Opening Doors" is also being edited to make it more timely.

The 97-minute Commencement video which includes a collage of pre-Commencement highlights has been completed and is ready for distribution to new graduates who attended ceremonies last October.

Media Relations

The PONSI program at Thomas Edison was featured prominently in The New York Times, New Jersey section, on January 13, 1991. A feature story on our recent alumna, Aviva Goldman, was printed in The Times (Trenton), The Jewish Standard, and CAEL News. The Burlington County Times ran a feature story on student trustee, Theodore Kessler, on December 10, 1990.

The Times (Trenton) featured a substantial article on the College as part of its "Progress '91" business supplement. Rider College, with only half the amount of space given to Thomas Edison, was the only other four-year institution mentioned in the supplement.

Outreach to minority and seniors' publications in the past quarter have included: two African-American newspapers in Newark, "El Especial" (Union City, New Jersey), which responded immediately with great interest in a story on the College; "The Hispanic Outlook in Higher Education;" "Hispanic Magazine;" "Aim" magazine (Chicago, Illinois); "Golden Years;" and "Modern Maturity."

Advertising

Through careful consideration of the College's past advertising practices and through better dissemination of information via nonpaid information channels, we have been able to reduce our advertising expenditures to less than one-half of what was disbursed during this same quarter of the previous fiscal year. Despite this decrease in advertising during this period, we have seen an increase in inquiries about the College. Recent advertising included: the Mercer County Chamber of Commerce Roster; the Chamber of Commerce of the Princeton Area Directory; the Woodson Journal (a minority publication); and the American Cancer Society Program.

Admissions Services

Inquiries. As of January 31, the College has received 16,398 inquiries compared to 11,886 last year.

Application Day. The first Application Day for 1991 was held on February 15 in Cherry Hill. Designed for individuals who have requested and received Thomas Edison literature, 55 people attended, and 39 new applications were received.

Servicemen's Opportunity College (SOC). Several representatives from the Servicemen's Opportunity College visited the institution and met with key staff regarding the relationship of the institution to various military service branches. Thomas Edison is an active participant in SOC.

Minority Outreach. A direct mail campaign to outstanding minority community college graduates is currently underway. Names and addresses were provided by the College Board. A cover letter and literature was sent to each graduate in the College's local service area including New Jersey, New York, Pennsylvania, Maryland, and Delaware.

Center for Corporate and Public Partnerships

The Center for Corporate & Public Partnerships brings a good news/bad news orientation to this report. As part of the effort to exhibit the Center's leadership role, three Center staff recently had studies published.

James Ratigan, Director of PONSI, worked with J. Donald Trotter, Program Manager, AT&T Executive Education, to develop a model that estimates a corporation's financial gain (loss) on a PONSI investment. Their return-on-investment model calculates tuition reimbursement savings that can result from PONSI evaluations. The article entitled "A PONSI Model for Quality Assurance: Towards a Better Partnership Between Business and Higher Education" appeared in the Fall 1990 issue of the PONSI Report, a publication of the American Council on Education.

Linda Wiesner, Program Manager, and Sonja A. Eveslage, Dean, published a study entitled, "Students Evaluate Degree Services in the Workplace." It appeared in the Winter 1991 issue of The Journal of Continuing Higher Education.

On the downside, the first visible impact of the recession has affected the Center's partnership arrangements. The agreement to bring degree services on-site to AT&T employees at the Bedminster Network Operations Center will be terminated in February 1991. The company is undergoing reorganization and downsizing and, in the process, is scrutinizing all expenditures. It's probably worth noting that the partnership survived similar scrutiny in 1990 and that our liaisons there expect the agreement to be reinstated at some time. This arrangement accounted for sixteen percent of FY 1990 revenues. Corporate liaisons will continue working with Center staff over the next year to make the business case for the agreement. Although the immediate loss is significant, we anticipate that a stronger business case will be a long-term benefit. At the same time that the Center faces the loss of the AT&T partnership, other inquiries are increasing particularly from the public utilities corporations. The most noteworthy of these are from Mississippi and Oklahoma.

Development

Corporate Visits. An on-going outreach program of "friend-raising" visits to area corporations has been initiated. To day, the Vice President for Public Affairs and the Director of Development have visited the Trenton Times and American Re-Insurance Company.

Annual Fund. Solicitations were sent to the Board of Trustees and to the Foundation Board in December, and to College staff in January. Alumni and currently enrolled student solicitations are underway. Newly designed campaign brochures with matching envelope and response cards were used in conjunction with the solicitation letter. Attached is a copy of the campaign materials for your review.

Corporations who have contributed to our Annual Fund in the past and all current vendors of Thomas Edison will be solicited in late February. Corporate solicitations on a state-wide basis will begin in late May.

The Annual Phonathon has been scheduled for mid-April. The 1991 goal is \$60,000. This is the same goal as last year, since the war in the Gulf and the economy may affect our campaign.

The Foundation Board. Meetings have been held with the various committees. Follow-up meetings with individual Directors are continuing as we seek to develop a list of both prospective major donors to the College and possible new Board members.

Of special note, Board Director, S. John Quattrone, was honored as "Volunteer of the Year" for his many years of service by the American Cancer Society, Mercer County Unit, at the Cancer Society's Joyce McDade Memorial Ball held on February 23, 1991. College staff and Foundation members attended to show recognition and appreciation for Mr. Quattrone's efforts.

Alumni Affairs

The Alumni Association and the Center for Corporate and Public Partnerships have joined together to form a Corporate Outreach Project to create a connection between alumni and current students, and to provide inspiration to corporate students to complete their degree requirements. Alumna Nancyanne Kopp (BA '76), Program Manager for the Center and former alumni Board member, will coordinate the project. It is anticipated that we will be better able to identify Thomas Edison alumni/students and alumni and prospective students at corporate sites to introduce the College and the Center to the human resource staff at their corporation. The Alumni Board has appointed Anthony Mangeri (BA '87) and Rita Ackley (BA '90) to work with Ms. Kopp. Both are new members of the Alumni Board.

Financial Aid

The Financial Aid Office is preparing to implement the new Perpetual Adult Loan (PAL) Program. Created and approved in December 1990 through the Thomas A. Edison State College Foundation, the program will make loans to responsible Thomas Edison students without interest or legal sanctions. Borrowers will be asked to acknowledge their "moral" obligation to repay the loan when they are financially able to do so.

Middle States Reaccreditation

The College has been notified that Dr. Catherine Gira, Provost and Professor of English at the University of Baltimore has been nominated by the Middle States Association to serve as Chair of the Evaluation Team which will visit the College in 1992. The College has responded positively to the nomination. We look forward to working with Dr. Gira and the entire evaluation team.

Master of Science in Management Faculty Committee

In order to continue the work on the proposed Master of Science in Management degree program, a faculty committee has been appointed to assist in curriculum development. The committee includes Dr. William Brant, Rider

College; Dr. Edward Mazze, Temple University; and Dr. Charles Nanry, Rutgers University. Dr. Ruth McKeefery, Dr. Thomas Donlon, and Dr. Jerry Ice will be meeting with the faculty during the spring.

Guided Study

Enrollment for Guided Study courses offered during the Winter, 1991 semester is 593 course equivalent enrollments. This represents a 6% increase over the winter semester, 1990. The course "Introduction to Microcomputer Software" will be offered on the CALL Network with seven students enrolled.

Thomas Edison State College became one of the first college's in the country to offer "The American Civil War" which is based on the Public Broadcasting Service series. Professor Joseph Gowaskie joined DIAL as a mentor for the course. In addition to Professor Gowaskie, Drs. Maryagnes Lattimer, Edward Mosley, David Sconyers, Arthur Bloomberg, Maura Campbell, Peter Daniledes, Kathy Fedorko, and Arthur Finkle joined DIAL as mentors. This brings the total number of mentors participating in the program to 33.

The Academic Council approved four new courses to be offered beginning with the fall, 1991 semester. These include Physics I & II (nonlab), Environmental Studies, and Computer Literacy.

Portfolio Workshops

The Office of Testing and Assessment continues to present portfolio workshops for potential and enrolled students as well as faculty development workshops for external groups. Recently, staff visited the faculty at the Center for Urban Theological Studies of Geneva College to discuss characteristics of adult learners. Also, a faculty development and training workshop was held for Cambridge College faculty. Participants teach in Cambridge College's graduate study preparation program.

1991 National Institute

The National Institute on the Assessment of Experiential Learning, scheduled for June 9-12, 1991, is taking shape. Brochures describing the Institute have been mailed to approximately 5,100 individuals. Early signs of interest indicate that this year's contingent will be the largest yet.

Panel Participation

The Director of Testing and Assessment has been invited to participate in a panel on testing and assessment at Suffolk Community College in New York in March. This panel will be part of a faculty development day at Suffolk.

Nursing Developments

The Nursing staff held a Clinical Performance Nursing Examination Training program in January and February for new examiners. The clinical examination now has ten qualified examiners for test administration.

The College is expecting to hear from the National League for Nursing's Board of Review regarding the accreditation status of the BSN program sometime in March.

GIS Testing

The Director of the Office of Test Development and Research serves as Thomas Edison's coordinator of the state mandated assessment of General Intellectual Skills (GIS). The GIS measures are special tasks which assess the ability to perform important thinking and reasoning skills in the location and analysis of information and in the presentation of information. Mathematics is an important component of such measures.

The College believes that it is important to understand these measures and to consider their role in the education of Edison students. The College chose not to test in 1990, due to logistical considerations, but sees a value in participation in the testing which is conducted under the auspices of the Department of Higher Education. In 1991, strong efforts will be made to secure an appropriate student sample for the testing.

Such testing has proven to be difficult to coordinate on a conventional, instructional, campus. It is even more difficult to implement within the framework of nontraditional adult education at Thomas Edison. The fundamental strategy has been to seek the participation of that subset of students who are already planning to visit the College for advisement appointments. These students are being asked to remain about an hour and one-half longer in order to complete a GIS task.

The results of the GIS assessment will be known later in the spring. In addition to the formal DHE evaluation, the College is exploring the possibility of a separate college evaluation of the results, in keeping with the general purpose of advancing an understanding of the needs and capacities of Thomas Edison students.

Test Development

Additional test development was undertaken for the video-based courses that are made available by College Video. Essentially, such development recasts examination resource material, made available by the courseware producer, into formats as reasonably equivalent to a TECEP examination as is possible. Work is now beginning on a new test, Government by Consent, which would replace two government tests no longer offered.

The faculty consultant committee on the Community Health examination raised some additional questions concerning this examination, which is virtually completed. These questions have been addressed in activity that is presently under completion. The introduction of the examination is projected for this spring.

Conference Presentation

The Director of the Office and the Vice President for Academic Affairs participated in a session on the ethical implications of the concepts of educational malpractice, at the annual meeting of the Association for Continuing Higher Education held in Miami. The proceedings of the session are projected as a journal article. The Director will also make a presentation to the annual conference on Outcomes Assessment at Montclair State College later in March.

Operation Desert Shield/Desert Storm

Since September, 1990 the College has extended the annual enrollment period or refunded fees for 16 students ordered to the Middle East for Operation Desert Shield/Desert Storm.

The College has 222 students on active duty with the military and an additional 330 serving with the National Guard. In addition, the number of enrolled students listed as veterans is 1329.

Middle States Reaccreditation Self-Study

The College Self-Study, in preparation for the Middle States review, is progressing very well. The Steering Committee received a report from each of the nine Work Groups at their meeting on January 11. All nine Work Groups have had regular meetings and have made significant progress on the study of the areas assigned to them. Key college personnel have attended Work Group meetings to summarize, review, and identify accomplishments and concerns.

During the next few months, the Steering Committee will provide an opportunity for all college employees to participate in the study by attending seminars and presentations. To keep the Self Study before the total college community, there have been articles in each issue of Edison News. This practice will continue until the Middle States Review team visits the College in 1992.

The Self-Study is broadly based and encompasses many areas including: a review of the mission, goals, and objectives of the college; reviewing all aspects of academic degree programs; services to students; analyzing Thomas Edison's programs of testing, portfolio assessment, and Guided Study. Work Groups are also analyzing the human resources of the College; the organization, governance and decision-making processes; as well as the resources of the institution. Focus is also being placed on Thomas Edison State College as a leader in higher education.

All Work Groups and the Steering Committee have assisted with the content of the proposed survey instruments. Groups to be surveyed include: students, graduates, Thomas Edison staff, faculty consultants, corporate and military contacts, Statewide Testing and Assessment Center liaisons, and minority community leaders. In addition, a computerized analysis will be made of responses of existing questionnaires: graduate questionnaire, program planning handbook questionnaire, Guided Study questionnaire, and the official student withdrawal questionnaire.

Articulation Agreements

New Articulation Agreements have been completed during the quarter with the following colleges:

Atlantic County College
Accounting and Finance
Hospitality Management
Business Administration
Computer Information Systems

Bucks County Community College
Accounting
Office Administration
Business Administration
Small Business Management
Business Management - Occupational
Bank/Bank Management
Hotel/Restaurant/Institutional Management
Real Estate - Occupational
Retail Management - Occupational

Burlington County College
Business Administration
Accounting Technology
Psychology
Criminal Justice

Camden County College
Music
Computer Science/Math

Sussex County Community College
Business Administration
Liberal Arts
English
Psychology

Resignations

The following people have resigned from the College:

Jacquelyn Martin	-	Registrar's Office
Robert Orta	-	Admissions Office
Kerry Gilbert	-	Admissions Office