



Thomas Edison State College
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M E M O R A N D U M
June 14, 1991

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

Nursing Office

National League for Nursing Accreditation. Official notification to the nursing and higher education community continues regarding the College's initial accreditation of the nursing program by the National League for Nursing. Thomas Edison State College will appear on the official list of accredited programs published by the National League for Nursing in the June issue of Nursing and Health Care.

The Director of Nursing is working with the new Director of Nursing at Regents College (New York) on a new contract between the institutions regarding use of the New York Regents performance exams and for continued site review (when needed) of our nursing testing centers.

All College Forum

On May 24, 1991, the College initiated the new Forum series designed to bring to staff current major issues related to the academic work of the College. The Forum will be held four times per year and will feature speakers and/or teleconferences.

The featured speaker for the first Forum was Dr. Stephen Brookfield, a professor of adult education at Teachers College, Columbia University. Dr. Brookfield was invited because of his exemplary and continuing research in the field of adult learning. He is known internationally for his work investigating how adults learn, how they negotiate educational systems, and how they perceive the educational process. His speech, "The Other Side of the Mirror: Adults' Experiences of Learning and Perceptions of Valued Educators," drew on this research. A question and conversation hour followed the presentation.

The Forum Committee consists of:

Debra Dagavarian, Director, Testing & Assessment
Robert Herbster, Program Advisor
Eunice Lewis, Assistant Administrator,
Student Fees & Revenues
Evelyn Spradley, Education Technology Specialist
Donald Trucksess, Administrative Assistant
Donna Watson, Evaluator
Sonja Eveslage, Dean, Center for Corporate
and Public Partnerships

Master of Science in Management Degree Program

Two meetings have been held with consulting faculty to discuss the rationale, concept, and initial design considerations for the program. One of the challenges will be the development of independent learning courses/modules delivered through the CALL Network. The faculty have indicated that the strength of the program will be more on its focus on leadership abilities and competencies than on management abilities.

Visitors

In late April, 1991 Dr. Tadashi Kaneko, Chief, Research Division for Higher Education, National Institute for Education Research in Tokyo, Japan visited with selected Academic Affairs staff to discuss the development of nontraditional higher education.

Dr. Dale Huffington, Associate Director, University Extension, University of Missouri, met with our Guided Study staff on the College's student registration and advisement services to adult learners.

Office of Academic Programs

Institutional Self Study for Middle States Association Reaccreditation. The Institutional Self Study is progressing on schedule. Each of the eight work groups made comprehensive written reports in February, which were circulated to the College community. In April, two colloquiums were held to review the reports. The College staff expressed appreciation for being included in the process and made many valuable comments to the work group chairpersons.

In April, the eight work groups submitted a summary of their recommendations. These recommendations are being addressed by the appropriate offices in order to implement any suggested change or improvement to programs and procedures.

The Institutional Self Study questionnaires have been completed and are being delivered with the anticipation of summary results by the end of June.

The first draft of the reports by work group chairpersons will be submitted by June 14, 1991 with a final copy of the report completed by the first of September.

Articulation Agreements. One new Agreement was completed with Union County College in the following areas: Accounting, Liberal Studies, Services for the Deaf, and Nursing.

Faculty Consultant Training. A Faculty Consultant Training workshop was held on April 26. Workshop sessions were conducted on Portfolio Assessment, on the Program on Noncollegiate Sponsored Instruction (PONSI), and on Guided Study. A special session was also held to consider the development of new written, audio, and video materials for the adult distant learner.

International Presentation. Thomas Eklund, Coordinator of Academic Advisement was one of the principal speakers at a conference on adult distant learning in Edinburg, Scotland.

Toll Free 800 Number. Student services will be enhanced shortly with the addition of a toll free 800 number for enrolled students calling the College's Advisement Center.

Directed Independent Adult Learning

Guided Study. Enrollment for Guided Study courses offered during the summer, 1991 semester is 560 course-equivalent enrollments in 33 courses. This represents a 26% increase over the summer semester, 1990. Two Guided Study on CALL courses drew sufficient enrollments to be offered during the summer semester: Introduction to Microcomputer Software and Managing in Organizations. This semester became the first summer semester in which enrollments exceeded 500.

The Academic Council approved two more new courses to be offered during FY 1992: Introduction to American Government and Business Law.

The summer semester also saw the culmination of the planned transfer of registration functions from the DIAL office to the Registrar's Office. Overall, the transition went very smoothly with no disruption of service to students.

Satellite Activities. DIAL sponsored two satellite teleconferences for the college staff. "The Case for Adult Student Assessment" was a joint production of The College Board and PBS. "Open Learning: Critical Reflections" was a joint production of the Canadian Distance Education Association and PBS. It was a live transmission from the Annual Canadian Distance Education Association meeting. Both of these teleconferences focused on issues of concern for the staff and serve as up-to-date professional development activities.

Registrar's Office

Degree Rescinded. Mr. Robert Penner received an Associate in Science in Natural Science Mathematics degree in Biology from the College on March 1, 1988. While he was pursuing the baccalaureate degree, the Registrar's Office discovered in August, 1989 that he was submitting fraudulent transcripts. Fourteen credits toward his associate degree had to be removed, which left Mr. Penner with insufficient credits for a degree. Mr. Penner was afforded full due process as a student in the investigation of this fraud and was suspended from the College in August, 1989. His degree has been rescinded.

Office of Testing and Assessment

1991 National Institute. The National Institute on the Assessment of Experiential Learning was held June 9-12, 1991. Twenty-six people registered, the largest number of paid registrants the National Institute has had in its three-year history.

The group of participants appears to be interesting and diverse. CAEL sent one of its Philadelphia-based staff members. From our own consulting faculty, Dr. Julian Wade Farror attended. Cambridge College, once again, sent three people, one of whom also attended last year. Bethel College (Minnesota), whose director of adult education attended the Institute two years ago, sent a portfolio advisor this year. Southern Nazarene University (Oklahoma), whose director of prior learning assessment attended the Institute last year, sent another staff member this year; SNU plans to send a new staff member each year, and we had our first Canadian participants registered this year from Seneca College in Toronto and the Open Learning Agency in Richmond, British Columbia.

Accreditation Visit. Debra Dagavarian, Director of Testing and Assessment, participated on an accreditation team visit to Upper Iowa University for the North Central Association of Colleges and Schools. This was her third accreditation visit, and the first for North Central.

Office of Test Development and Research

Examination Redefinition. The 6 credit TECEP Written Expression Examination has for some years been a single four-hour examination consisting of two parts. The policy governing a student's ability to receive credit for the two parts has proved cumbersome to implement, and the need for separate assessments has increased. The single examination will be divided into two new examinations, Written Expression I (two hours) and Written Expression II (three hours), each worth three semester hours in credit.

Presentations. The Director of the Office participated in a conference on assessment at Montclair State College on March 15, organizing a session on gender and access to nontraditional programs, and delivering a paper using data derived from the Thomas Edison College Examination Program.

Workshops. The Director of the Office attended the annual meeting of the National Council on Measurement in Education, in Chicago, on April 2-5 and participated in a presession workshop on the subject of standard setting on multiple choice examinations. The material covered in the workshop will be relevant to the development of standards and cut-off scores on the TECEP program.

GIS Testing. Staff carried out the administration of the GIS tests at Edison during the interval February 15 to March 28. Approximately 30 students were tested in a feasibility study. The results of this testing, which will be summarized in a brief report, were generally positive and indicated that Edison students perform credibly on these examinations. The future of such testing is to be negotiated with the Department of Higher Education.

Media Relations

This has been an unusually productive period for gaining name recognition of Thomas Edison State College via the news media. Successful media placements have included the following.

CALL Network Release. A news release in March on the CALL Network entitled, "Computer on a Laptop," caught the eye of news media across the nation and resulted in over 50 inquiries the next day. Radio, television, and print media used the release from coast-to-coast. Specific examples of coverage include:

On Easter Sunday, the ABC-TV affiliate in Philadelphia (Channel 6 "Action News") carried a news feature on CALL which was taped at the College. Reporter Nora Mushanic interviewed several staff members, including Drew Hopkins, Bill Seaton, and Evelyn Spradley.

"Publish!," the national magazine which is the standard of the desktop publishing industry, interviewed Linda Holt and Evelyn Spradley and plans to run a story in July's edition. The national computer magazine, "Link- Up," also interviewed Linda Holt and will run a story on CALL.

"The Chronicle of Higher Education" had CALL as its lead "Computer Notes" story in the April 17, 1991 edition.

Linda Holt was interviewed on WHWH-AM radio in Princeton.

The College received letters from two writer/Ph.D.s (in Canada and Connecticut) who wanted to know more about the College and CALL for books they are writing.

Other callers, such as New Jersey Network, have indicated that they are interested in doing a story on CALL.

Eveslage Interview. The Communications Office contacted media in Utah where Sonja Eveslage was consulting with the University. As a result, Dr. Eveslage appeared on a major daytime interview program on Salt Lake City's KSL Radio during her visit.

Trenton Office on Policy Studies Release. A news release and phone calls resulted in coverage of the Trenton Office on Policy Studies (TOPS) by both Trenton newspapers and WHWH-AM radio.

College Featured. "Hispanic Outlook on Higher Education" and "El Especial," a Hispanic newspaper in northern New Jersey, carried features about the College this spring. "The Minority Business Journal" also featured the College in a half-page news story in March. "New Jersey Business" magazine also featured the Center for Corporate and Public Partnerships in its feature "Partnerships in Developing a Workforce" in the March edition.

A major news story on the College was featured on the front page of the Sunday Business Section of the (Trenton) Times on March 3, 1991. The College was featured in a story in the (Newark) Star-Ledger on April 28, 1991. On April 29, Linda Holt was interviewed for a short feature to appear in the national magazine, "New Woman," later this year.

New Photography Emphasis. A new emphasis on photography is resulting in greater placement of photos in newspapers throughout the region. We have added a significant number of eastern Pennsylvania daily and weekly newspapers to our mailing list, which is being updated and computerized.

Release Distribution. A release was distributed to newspapers which have commencement sections in late spring (an issue we traditionally miss because we hold commencement in October). The "angle" to the release was that the College will not hold commencement this spring...and why.

Employer of the Week Feature. Arrangements have been made for a color photo and feature on the College to appear on the first page of the (Trenton) Times Sunday employment section as "The Employer of the Week."

Admissions Services

The Office has now expanded its role in advising applicants to include those individuals who have received their evaluations but have not yet made a decision to enroll. In many cases, these students desire further clarification of the evaluation they received before deciding upon their enrollment. To insure that all staff are current with the various curricular policies and requirements in the several degree programs offered by the College, a series of training programs were conducted.

Office staff participated in a series of presentations to approximately 75 prospective students who are employees of the New Jersey Department of Transportation during an educational emphasis program held at the Parkway Avenue facility in Trenton.

The Director met with representatives of the Royal Alliance Corporation in New York to discuss the College's potential in assisting their employees. Contact was made with their Director of Human Resources and with several interested employees. There is an excellent opportunity for a relationship with this corporation as their President is an alumnus of the College.

On May 22-23, 1991 members of both the Admissions Services and Center for Corporate and Public Partnerships staffs will jointly man a display and information booth on the Trenton Commons. This event is sponsored by the Trenton Downtown Association.

Center for Corporate & Public Partnerships

Trenton Office of Policy Studies Opens. Under a memorandum of understanding between the College and the City of Trenton, the Trenton Office of Policy Studies (TOPS) became a part of Thomas Edison State College. TOPS will provide policy analysis and development for the City of Trenton and will be directed by John Thurber, an attorney with policy development experience in the Public Advocate's Office. Incorporating TOPS into the ongoing College activities is a significant step in giving a programmatic life to the College's public service mission, which includes a commitment to serving "the public interest as a center of innovation, information, (and) policy formulation."

TOPS is funded through grant funds and has already received support from the Fund for New Jersey and the Mary Owen Borden Memorial Foundation. Administratively, TOPS will report through the Center.

Center Services Adapt to Changing Economy. The Center for Corporate & Public Partnerships has taken several steps to adapt to the changing economy and the recession that is having a negative effect in so many areas. First, the Office of Corporate Programs has developed a pricing model based on individual participation in activities rather than an overall contract for an organization. The individual price structure will make it easier for organizations that must charge services back to departmental budgets.

Outreach efforts have intensified. Major emphasis has been placed on getting help from our friends. The Center's Advisory Board sponsored PONSI Plus, an orientation to organizations that have potential for having their courses evaluated for college credit recommendations. Board members invited likely candidates from their own industries as well as from others. Almost 20 new sponsoring units were represented. Two Advisory Board members from AT&T sponsored a meeting with all the managers who have worked with the Center in some liaison capacity. This original meeting was dubbed, the "AT&T-TESC User's Group." The group will meet again in several months to continue discussing strategies for building the Center into the company's strategic vision. The increase in outreach has already led to developing new pockets of interest and an increase in the number of inquiries.

Center Staff Active as Participants in Higher Education. Center staff remain active as participants in the higher education community. Daniel Negron, Assistant Director of PONSI, hosted a meeting of the New Jersey Chapter of the Hispanic Association of Higher Education. James Ratigan, PONSI Director, will discuss corporate and college linkages at George Mason University's Ninth Annual Conference on Nontraditional/Interdisciplinary Programs. Iris Saltiel, Director of Corporate Programs, assisted the New Jersey Employment and Training Commission in preparing recommendations for the Governor. Sonja Eveslage, Dean, has been selected as one of 15 fellows nationally to participate in the Project for the Study of Adult Learning, a program of Illinois State University.

Office of Development

Annual Fund Update. Contributions to the 1990-91 Annual Giving Campaign have been received from the Board of Trustees and the Foundation Board of Directors (\$5,200), college staff (\$2,435), and enrolled students (\$1,595). To date these contributions total \$9,230.

The Annual Alumni Phonathon was held during the first two weeks of April. Volunteers placed 6,686 calls and directly reached 2,805 alumni. Fifty-five percent (1,542) of these alumni pledged \$51,342. An additional 195 alumni contributed \$11,362 in response to our direct mail campaign. Alumni gifts and pledges total slightly more than our \$60,000 goal. Letters have been sent to remind those alumni who have not yet paid their pledges, as well as to those alumni we were unable to reach during the Phonathon.

In-kind gifts of professional services have also been received from Gillespie Advertising, Inc. and The Hillier Group.

Grants. In support of the TOPS Program, commitments for \$40,000 have been received from two Foundations--\$30,000 from the Fund for New Jersey and \$10,000 from the Mary Owen Borden Foundation.

A gift-in-kind of approximately 200 printers has been received from a local WANG branch office. Their estimated value is approximately \$225 each, for a total value of \$45,000.

Resignations

The following people have resigned from the College:

Suzan Nagib - Management Information Systems
Alice Mencher - Registrar's Office
Patricia Shine - Testing & Assessment

PRESIDENT'S REPORT ATTACHMENT

MEMORANDUM OF UNDERSTANDING

TRENTON OFFICE OF POLICY STUDIES

This MEMORANDUM OF UNDERSTANDING entered into this 17 day of April, 1991, by and between THE CITY OF TRENTON, County of Mercer, State of New Jersey (the "CITY") and THOMAS EDISON STATE COLLEGE, City of Trenton, County of Mercer, State of New Jersey (the "COLLEGE");

WHEREAS, the CITY and the COLLEGE have determined that there is a need to establish and administer an Office of Policy Studies to provide independent policy analysis and review of City government operations in the City of Trenton, New Jersey; and

WHEREAS, the CITY and the COLLEGE also have determined that the Trenton Office of Policy Studies could best be administered jointly by and between the CITY and the COLLEGE; and

WHEREAS, the CITY and the COLLEGE have agreed to jointly administer the Office of Policy Studies, subject to the terms and conditions hereinafter specified;

NOW, THEREFORE, the CITY, by the Mayor, and the COLLEGE, by its President, enter into this MEMORANDUM OF UNDERSTANDING, as follows:

1. The CITY and the COLLEGE agree to the joint creation and administration of the TRENTON OFFICE OF POLICY STUDIES of Thomas Edison State College (the "CENTER").
2. The purpose of the CENTER is to provide independent policy analysis and review and to develop new programmatic initiatives in support of CITY government operations. Consistent with its purpose, the CENTER will solicit, receive and administer, all through the COLLEGE, funding from public and private sources. The CENTER will also draw upon the expertise of individuals associated with Trenton area institutions of higher education, public policy practitioners, and other appropriate consultants.
3. The administrative head of the CENTER will be an Executive Director, who will be appointed by the President of the COLLEGE, upon the recommendation of the Mayor of the CITY. The Executive Director, who will be an employee of the COLLEGE, will be appointed for a term of one year, and may be reappointed for successive one-year terms by the President, upon the recommendation of the Mayor. The Executive Director shall direct the activities of the CENTER. He or she shall also be responsible for the supervision of any additional employees of the CENTER, consistent with applicable COLLEGE standards.
4. The Mayor of the CITY shall provide direction for the work of the CENTER, identifying the issues and tasks for which he requests the CENTER'S assistance. The Executive Director shall be responsible for responding to such requests, utilizing the guidance and assistance of the Advisory Board as appropriate.
5. Notwithstanding the above, the Executive Director will not participate in partisan political activities either within or without the City of Trenton, nor will he or she direct, permit or authorize CENTER resources to be used for or in connection with such activities.
6. From time-to-time, the CENTER will hire full-time or part-time employees or consultants, as may be needed for its ongoing administration or for specific projects. Such

appointments will be made by the COLLEGE upon the recommendation of the Executive Director, consistent with State laws and regulations and COLLEGE standards and procedures. The CENTER may also obtain the services of staff through other employment relationships, subject to the approval of the President and consistent with applicable laws and regulations.

7. The funds to support the salaries and benefits of all employees of the CENTER, including but not limited to the Executive Director, shall be exclusively funds generated by the CENTER.

8. All monies generated by the CENTER in support of its activities shall be administered by the COLLEGE, consistent with State laws and regulation and COLLEGE procedures. In the event the CENTER receives funds designated for a restricted purpose, the CENTER will prepare a workplan for the accomplishment of the designated purpose. This workplan shall be subject to the approval of the COLLEGE pursuant to its fiduciary responsibilities. The COLLEGE will review all expenditures from such restricted funds for compliance with the workplan and any other applicable restrictions.

9. The COLLEGE agrees that it will not charge a fee to the CENTER for its administrative and other services, except that any interest earned on funds received by the COLLEGE on behalf of the CENTER shall be retained by the COLLEGE for its own use.

10. Each request for outside funding shall be submitted by the CENTER through the COLLEGE with the approval of the CITY. In establishing the budget for each proposal, the CENTER will consider whether to include an indirect cost component. In the event a specific project receives funding which includes an indirect cost component which is larger than necessary to offset the CENTER's general operating budget, the CENTER will provide a portion of such excess indirect costs to the COLLEGE for its own use.

11. The COLLEGE agrees to provide, at no cost to the CENTER, except as indicated above, appropriate office and meeting space, which office space will include but not be limited to a private office for the Executive Director.

12. At no cost to the CENTER, except as indicated above, the COLLEGE agrees to furnish the CENTER's office and meeting space with appropriate office furniture and fixtures, and to provide the necessary equipment and supplies.

13. There shall be appointed an Advisory Board to help guide the activities of the CENTER. The members of the Advisory Board shall be appointed by the Mayor, with the consultation of the President.

14. This MEMORANDUM OF UNDERSTANDING may be amended upon the agreement of the parties, and may be terminated upon thirty-day notice by either party. In the event the agreement is terminated, the COLLEGE shall disburse any remaining funds which it holds on behalf of the CENTER in accordance with the intent of the grantors.

15. Upon the cessation of the operation of the CENTER or the termination of this agreement, any remaining equipment or other property purchased with funds received by the CENTER shall revert to the COLLEGE, unless otherwise designated by the grantor.

16. The COLLEGE and the CITY are Equal Opportunity / Affirmative Action institutions and comply with applicable Federal and State laws prohibiting discrimination. No person will be discriminated against with regard to programs or employment on the basis of race, sex, color, religion, national origin or ancestry, age, marital status, place of birth, handicap, or veteran status.

This MEMORANDUM OF UNDERSTANDING is entered into the day and year first
above written.

THE CITY OF TRENTON



By: Douglas H. Palmer, Mayor

THOMAS EDISON STATE COLLEGE



By: George Pruitt, President