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M E M O R A N D U M

TO: Members, Board of Trustees

FROM: George A. Pruitt

DATE: March 16, 1984

SUBJ: President's Report



I. Budget Issues

The College is pleased to report that it collected \$74,993 or 99.3% of the revenues budgeted in January and \$64,367 or 110% of the College revenues anticipated in February. On a year to date basis, the College has achieved 93% or \$425,135 of its budgeted target for student revenues for the preiod ending February 29, 1984. The College needs to continue to focus on increasing the revenue yield, particularly from the transcript evaluation fee and the PONSI program. The College has received its allocation of \$42,100, for the 1984 salary program. This allocation represents approximately 78% of our salary program needs. The remaining needs will be met by cost savings generated by the College. This represents a significant improvement over the 43% allocation received by the College in FY-83. In addition, funding was provided to cover the AFT contractual costs for career development - \$1,000, tuition reimbursement - \$400, and merit awards - \$2,000.

The Governor's recommended FY-85 budget of \$7.5 billion includes \$113.3 million for higher education, a 2% increase over the current adjusted appropriation. The Governor has recommended \$1,999,000 for Edison, a 3% increase over the College's original appropriation of \$1,853,531. The major area that was not funded, but supported by the Department, the Treasurer, and the Governor's office was the Electronic College program - \$140,000. All high tech initiatives were funded centrally in the Department's budget for allocation by the Chancellor. Edison will be pursuing funding for this program with the Department.

In addition, this budget provides for continuing funding and support of the College's nursing program. Edison was the only College

to be recommended to receive three new budgeted positions in FY-85. In fact, the Governor has called for abolition of 350 positions in Higher Education for FY-85.

Overall, the Governor's recommended budget for Higher Education and Edison is austere and calls for the institutions to increase tuition and fees.

II. New Equipment

The College acquired new equipment to assist the staff both administratively and programmatically in delivering services to students. The three IBM PCXT micro-computers that were purchased under the Kellogg grant have arrived. They will be utilized to provide career guidance services to adults. In addition, the College has leased/purchased two Xerox 1035 desk top copiers for \$135 a month that have a variety of features including reduction and enlargement.

III. FIPSE Proposal

A preliminary proposal was submitted by Dr. Paul I. Jacobs, Director of Testing, to the Fund for the Improvement of Postsecondary Education (FIPSE), for the Development of a Computer "Sampler" of Examinations for College Credit. The proposal requested \$139,250 for a two-year project, the abstract of which was as follows:

"For many adults with hesitations about returning to college, the opportunity to easily earn credits for what they already know without attending classes could be a powerful persuader. This proposal is to develop "sampler" tests, to be delivered by microcomputer, that would enable potential adult students to discover, with minimal expenditure of time and money, whether or not they are likely to pass specific college-level examinations for credit."

Of the 2,030 preliminary proposals FIPSE received, approximately 300 of them, including that of Dr. Jacobs, were chosen as those whose authors are invited to submit more detailed final proposals by April 10, 1984.

IV. TeleLearning

On March 7 and 8, TeleLearning, the "Electronic University" that delivers courses nationally over telecommunication lines to home computers, provided some media events to announce and to demonstrate the enrollment of the first student into a course leading to a CLEP examination-for-credit and a simulation of the enrollment of that student by computer in a degree program at Thomas A. Edison State College.

A dinner and press conference in New York City were attended by TeleLearning Chairman Ron Gordon, Assistant Secretary of Education for Educational Research and Improvement Dr. Donald J. Senese, various Edison staff members, representatives of several other colleges, reporters from such publications as Forbes, Fortune, and Newsweek, and television crews from ABC-TV, Channel 11, and the Cable News Network. A congratulatory telegram from Vice President George Bush was read.

The College was mentioned in a number of subsequent news stories in such papers as the Newark Star-Ledger, the Trenton Times, the Asbury Park Press, the Los Angeles Times, the Cleveland Plain-Dealer, and the weekly Chronicle of Higher Education. A film clip of Dr. Jacobs responding to reporters questions was shown on Channel 11's evening newscasts. As a result, a number of inquiries have been received from prospective new students.

The College is continuing its plans for involvement with the Electronic University through joint promotional efforts, the development (in collaboration with Ohio University) of a noncredit TeleLearning course on opportunities for adults returning to college, the exploration of ways that students may receive credits for knowledge acquired through TeleLearning courses, and the development of a system for enrollment by computer at Edison.

V. Foreign Language Testing for Credit

The College currently offers DANTEs examinations in French, German, Italian, and Spanish. A new agreement reached with New York University will allow Edison students to take New York University examinations for credit in a number of other, less commonly taught languages: Arabic, Chinese, Dutch, Gaelic, Greek, Hebrew, Japanese, Korean, Norwegian, Persian (Farsi), Polish, Russian, and Swedish.

VI. Program on Student Potential

The Program on Student Potential for College Studies is about to get underway. The first training session, designed to train staff from the eight participating colleges in interviewing techniques, is scheduled for the week of March 19.

The purpose of the Program is to develop a process for assessing the potential of the atypical and nontraditional student for the successful completion of college-level work and to gather and evaluate data on the success of the process. The process will include the use of a specially designed interview by McBer and Company and various portfolio assessment techniques.

The College will receive \$8,000 over 18 months from CAEL to support its effort in the Project. The Project itself has been underwritten by the Ford Foundation.

As an open admission institution, Edison State College will be using the process: to define those characteristics which make some Edison students more successful than others in earning a degree; to apply portfolio assessment techniques to other situations; and to provide leadership to other institutions wishing to use the new techniques for admitting what has been defined as "high-risk" students.

Staff involved include Dr. Paul Jacobs, Janice White Tolliver, and Theresa Bowman.

VII. New Jersey Higher Education Telecommunications Project

Edison State College is serving as fiscal agent for the New Jersey Higher Education Telecommunications Project (N.J.H.E.T.P.), a FIPSE funded program under the leadership of Wayne State University. The primary aim of the project is to aid in the establishment of a National Cable College Channel. To this end, the N.J.H.E.T.P. was awarded \$100,000.

Current members of the project include: Burlington County College, County College of Morris, Edison State College, Essex County College, Mercer County Community College, New Jersey Network, and the Association of Independent Colleges and Universities of New Jersey. The Project's primary activities for the coming year will be the review and acquisition of telecourses and the development of a telecurriculum which will interface with the lower division telecourse offerings of two-year colleges and upper division telecourse offerings provided by four-year institutions.

VIII. CABLEREACH

The New Jersey Committee for the Humanities has notified the College of a \$30,000 grant award titled CABLEREACH: Humanities. The grant will establish a cooperative link between the College and Princeton University, as well as New Jersey humanists who have expressed an interest in this cable television project. Other cooperating institutions are Essex County College and the New Jersey Network.

The major goal of the grant is to produce a cable television program(s) in which a humanist view is focused on the current international scene.

IX. Corporate Services

A significant collaborative effort between AETNA Insurance Company and Edison State College has been finalized. James O. Tatro, Director of College & University Relations for the AETNA Institute for Corporate Education, AETNA Insurance Company, has been working with Lanse Davis, Corporate Education Specialist, to develop a collaborative relationship. By September 1984, AETNA will make Thomas A. Edison State College's Bachelor of Science in Business Administration degree

available at three of their field sites (yet to be selected). The Company's goal is to provide upward mobility to its employees. As the logistics of operating the program are worked out, the Thomas A. Edison State College degree may be available at more of the Company's 400 field sites.

X. Community Services

As part of the College's effort to serve the needs of governmental units through the Center of Management Education and Services, a luncheon was held with officials of the City of Camden. Twelve (12) city officials and leaders attended the meeting. Janice White Toliver, Coordinator of Community Services, will coordinate follow-up services.

XI. Minority Outreach

A conference for Black and Hispanic community leaders is planned for May 8, 1984. The Conference, "Making Higher Education Responsive to Minority Concerns: Edison State College's Call to Action," will feature Assemblywoman Mildred Barry Garvin as the keynote speaker. A major agenda item will be to develop collaborative relationships between the College and community organizations.

XII. Military Affairs

Major General Thomas W. Kelly, Commander, Fort Dix, has authorized an expanded public awareness campaign about Edison State College at Fort Dix. Edison staff will be embarking upon a series of briefings to soldiers at the civilian and support functions including hospital personnel, military police, and military spouses.

XIII. 1984 Annual Fund, Profiles in Partnership

Unprecedented success in the Alumni Phonathon has set the tone for the 1984 Alumni Fund. A special effort in 1983 to increase alumni activities and to increase the accuracy of alumni records has paid dividends as follows:

	<u>1984</u>	<u>1983</u>	<u>% Change</u>
Pledges	1,048	824	+27%
Pledges from first time donors	541	251	+116%
Average Pledge	\$25.32	\$20.13	+26%
\$100+ Pledges	64	12	+433%
Total Pledged	\$26,538.00	\$16,589.00	+60%

The Alumni Fund, with direct mail solicitation still to follow, will significantly surpass its \$20,000 goal.

The corporate and individual campaign will get underway in April and continue throughout the year.

XIV. Enrollment and Evaluation Data

After considerable review and discussion with the Department of Higher Education staff the College has established a more meaningful way to translate or equate our enrollment data with that of the other higher education institutions in the State. Reporting data will correlate with the four basic services:

<u>Service</u>	<u>Data</u>
1) Academic Advising and Degree planning	Unduplicated head count of total enrollees during the fiscal year
2) Evaluation of Educational Credentials	Total number of credit hours evaluated from credentials
3) Assessment of prior learning	Total number of credit hours attempted through testing and assessment
4) Awarding of degrees	Total number of degrees awarded during the fiscal year.

Using this approach, the head count enrollment at Edison from July 1, 1982 through June 30, 1983 was 4,112 students.