



**THOMAS
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MEMORANDUM

March 14, 1997

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJ: President's Report to the Board of Trustees

Postreporting: State Library Bid Waivers

At the June 1996 meeting, the Board of Trustees approved two bid waivers to permit the State Library to continue purchasing database maintenance and utility services from Palinet and Ameritech. The resolutions approving the waivers did not anticipate two significant activities that the State Library subsequently added to its work during FY 1997.

Specifically, the State Library has assumed responsibility for a branch operation at the Department of Environmental Protection and will soon be adding a second branch at the Department of Transportation. The cataloging activity for these two branches was not included in the original Palinet estimate of \$210,000 for FY 1997. The revised figure is \$260,000. The two departments involved will be funding the cataloging generated by the branches.

The original Ameritech waiver in the amount of \$40,000 was calculated based upon anticipated hardware and software maintenance costs for the Integrated Library System. As a result of a supplemental Library Network appropriation of \$500,000, the State Library was able to allocate \$50,000 for software upgrades that will permit access to the State Library's on-line catalogue via the World Wide Web. This upgrade will make it possible for anyone with Internet access to search the State Library catalog, place a hold on a book, or request an interlibrary loan. We anticipate that web access will become the method of choice for Thomas Edison State College students to access the State Library collection. With the revised scope, the FY 1997 total for Ameritech will be \$90,000.

Campus-Wide Information Systems Needs Assessment (CISNA)

I am pleased to report that the CISNA project is well underway and much progress has been made to date. Deloitte & Touche conducted fourteen individual and group interviews with key college managers to identify the overall critical success factors of the project. Based on this information, they established and conducted seven Joint Requirement Planning sessions. The purpose of the sessions was to review key strengths and weaknesses of the current system, review current and future information technology needs, review current business operations and improvement initiatives, identify overall system requirements, and translate these findings into the development of the College's systems Request for Proposal (RFP).

Deloitte & Touche then performed a detailed vendor evaluation and selection process resulting in the identification of seven vendors who were recommended to receive the RFP. The seven selected vendors were asked to propose their specific integrated systems solutions addressing the College's requirements. Three of the seven vendors responded to the RFP, and on-site demonstrations were held here at the College by each of the following vendors: CIS, Datatel, and SCT/Banner.

During January and February, the three vendors each conducted their two-day products demonstrations for the CISNA Steering Committee. The Committee plans to complete the following steps during February and March: check vendor references (Deloitte and Touche); score vendor demonstration evaluation forms; conduct selected site visits; review vendor contracts; and, make a vendor recommendation.

Townhouse Renovation Update

Bid responses received in late December for the townhouse renovations were, unfortunately, both few in number and not competitively priced. Most of the component packages received no more than two bidders and the prices that were presented resulted in bids that were almost \$2 million over budget for the project. There were a number of factors that contributed to this response. The President reported that there has been several meetings with both Treasury, DBC, and Turner Construction, the construction management firm, on what actions are being taken to get this project moving forward. Turner Construction has met with both DBC and the College and reiterated "its commitment to do whatever it takes to bring the project back in line and completed." All packages will be rebid in March. Construction specification packages are being refined to specifically provide more information to the bidders and Turner is aggressively focusing on getting additional vendors to respond. It was noted that the construction schedule which was originally estimated to be completed in 8 months, will now take approximately 11 months, which will cut costs and stimulate increased response. In recommending this modification, Turner Construction has agreed to the change in schedule at no additional cost.

Graduation Statistics

Including the January 15, 1997 group, the College has graduated 790 students this year, compared to 667 students for the same period last year. The College anticipates a total of over

1,000 graduates in FY 1997. Approximately one-half of the 123 additional graduates are Bachelor of Arts students who were able to graduate after the suspension of the Pre-Graduation Conference requirement.

Master of Science in Management (MSM) Degree Program

During the past quarter, the College continued to focus on the implementation, refinement and growth of the MSM program. Three additional courses have been developed; Seminar in Organizational Management and Leadership II, Economic Issues in Organizations, and Organizational Research. Work is underway for the Seminar in Organizational Management and Leadership III, and an updating of Marketing Management is being carried out.

The Beta cohort, composed predominantly of AT&T employees, completed their third semester. Feedback was solicited from the members of this cohort throughout the semester. As a result of this input, the College is making course development modifications to include clarification of: student and program expectations; course materials for the three newly developed courses in which the students were enrolled; and, of a protocol for electronic communications.

Cohort I, the first public cohort which is made up of 18 students with representation from both the public and private sector, completed their first semester. Ongoing recruitment efforts targeted Prudential and Bristol-Myers Squibb. There were several meetings of the Admissions Committee to review applications which culminated in the enrollment of 19 students to Cohort II. An orientation weekend for this cohort took place January 10, 1997 at the Princeton Marriott.

An ongoing review of the MSM program led to the exploration of a restructuring of the current 42 semester hour MSM into a 36 semester hour program. This consideration resulted from feedback from students, faculty and prospective constituencies as well as a review of other graduate degree programs. Student and corporate needs as well as marketing considerations led to a review of course content and to the proposed restructuring which would maintain academic integrity, meet the needs of a broader student population and be compatible with the mission of the College. A presentation and recommendation of this proposed change has been prepared for consideration by the Academic Council.

The College continues to monitor the MSM program with regular meetings of the Executive Committee governing the MSM, scheduled conference calls with the AT&T liaisons and through ongoing feedback from students, faculty and corporate sponsors. The College anticipates continued growth as the MSM program is refined and expanded as a model of academic excellence, sensitive to the needs of working adults.

Outcomes Assessment Project

The Outcomes Assessment Task Force Steering Committee, chaired by Samone Jolly, and comprising broad representation from Academic Affairs staff and from the Academic Council, was appointed to proceed with designing a learning outcomes assessment instrument that can be administered for all degree programs. The purpose of this project is to develop a mechanism to

replace the PGC that validates the integrity of the educational experience of students from an institutional standpoint. It is anticipated that the task force will complete their work within the coming year. Graduates will be invited to participate in outcomes assessment on a volunteer basis.

Alpha Sigma Lambda

The College's application for charter membership in Alpha Sigma Lambda, an honor society for adult learners, was accepted and approved. Thomas Edison has been designated the Lambda Tau Chapter. This recognition by Alpha Sigma Lambda makes Thomas Edison State College the first among external degree institutions to be added to the list of some 250 members.

The home society allows the College to recognize excellence among our graduates. Qualifications for membership require a grade point average of 3.5 from a minimum of 30 semester hours earned credit from the College. The College expects to induct its first members prior to the 1997 Commencement.

Center for Distance & Independent Adult Learning (DIAL)

DIAL course enrollment for the Winter, 1997 semester was 1,948, a 15% increase over Winter, 1996 enrollment. Three new Guided Study courses were introduced in the Winter 1997 semester: C Programming; Introduction to Human Geography; and, Dilemmas of War and Peace.

New Faculty. Nine new faculty consultants joined DIAL as faculty mentors during the Winter 1997 semester. The mentors, and the courses they support are: Anthony Cupo, BS and MBA in Management, Fairleigh Dickinson University - Small Business Management; Joseph Dumbra, BA and MA in Spanish, Fordham University - Elementary Spanish I; Connie Fontaine, LL.M. in Taxation, Villanova University - Business Law; Frederick Goos, BA in Philosophy, University of Pennsylvania - Myth and Culture; Thomas Klinkowstein, BA in Photography, Rochester Institute of Technology and MS in Video-Film, Syracuse University - Introduction to Photography; Henry MacAdam, BA and MA in History, American University of Beirut, and PhD in History, University of Manchester - Myth and Culture; Clifford Schumann, BS in Electrical Engineering, University of New Hampshire, BS in Engineering, U.S. Naval Academy, and MA in Math, Monmouth College - Small Business Management; Pamela Straker, BA in Psychology, University of Rochester, and MA and PhD in Psychology, Hofstra University - Introduction to Psychology; and Chet Zimolzak, BS in Political Science and MS in Geography, Penn State University, and MA in Geography, Madison University of Wisconsin - Introduction to Human Geography.

On-Line Computer Classroom™. The On-Line Computer Classroom™ courses have successfully been converted to delivery over the Internet. Utilizing the World Wide Web (WWW), students can now directly access the College's Computer Assisted Lifelong Learning (CALL) Network™ to participate in On-Line courses. This direct access permits students to review the course syllabus and faculty mentor letter of introduction, complete and electronically submit administrative forms, complete and submit assignments via private e-mail to faculty mentors, participate in electronic course conferences, and communicate with fellow students.

Business Degrees

The Advisement Committee on Business and Management met on October 18, 1996, and supported the advancement of proposals for two new specializations in the business degree area. These proposals were approved, after review of all materials, including faculty consultant reports and recommendations. The proposals were presented to and approved by the Academic Council on February 14, 1997. The new specializations are: Small Business Management/ Entrepreneurship, which will also be offered as an Option in the ASM area; and, Organizational Management, which will be offered only at the bachelor's level.

Corporate College Programs

Three initiatives continue to guide the College's work with corporate clients: expanding the base of organizations the College has contact with; extending PONSİ evaluation services; and developing partnership agreements to expand enrollment streams.

Building the Base of Contacts. A systematic strategy has been implemented to expand the number of organizations with which the College has contact. The list of the top 100 New Jersey employers was the beginning point for this initiative. Since the beginning of January, initial contacts have been made with the human resources director at 20 organizations.

PONSİ Evaluations. Two PONSİ evaluations expanded the base of partnership opportunities. A faculty team visited Omega Institute and recommended 25 credits for 11 courses. An evaluation for a new sponsor, Data Processing Trainers, was also conducted. The faculty team recommended 29 credits for 9 courses.

Partnerships Agreements. A partnership agreement was signed in January with the American Institute of Banking of New Jersey. This Institute serves more than 1,400 bankers annually in programs that can be incorporated into a Thomas Edison State College degree. The agreement solidifies a relationship by which students can earn nearly half their associate degree through PONSİ evaluated courses, and will extend to the baccalaureate level.

A conceptual agreement has been reached between the College and the AT&T School of Business. The agreement is being processed by AT&T and will be signed upon receipt. Through this agreement, AT&T will promote the College's undergraduate degree programs in business, applied science and technology, and liberal arts, and the College's Master of Science in Management program in all of AT&T's educational materials. Jerry Ice, along with Richard Pleban, Business Manager at AT&T School of Business, and Paula Vaughan, Vice-President for Change Management at Prudential will be making a presentation on college/organization partnerships at the Corporate College Conference in Atlanta, Georgia on March 10, 1997.

Two new Corporate Services Representatives positions were added in this area. Doyal Siddell and Donna Wilson joined the College in December, and are focusing on developing new enrollment streams for the College.

Communications & College Relations

Media Relations: The past quarter has been an excellent one for media relations. The Thomas Alva Edison 150th birthday event on February 11 was covered by Associated Press print and radio, the Philadelphia ABC and CBS affiliates, NJN, WKXW, NPR, The (Trenton) Times, The Trentonian and other media. In February, Dr. Pruitt was featured in a cover story in Mercer Business Magazine as well as The Times and Trentonian regarding his selection as Citizen of the Year by the Mercer County Chamber of Commerce. Wide distribution of other news releases with follow-up resulted in both immediate coverage and the promise of future use by media; these releases focused on Best Practices, and the 25th Anniversary.

Advertising. As part of a targeted advertising program, ads were strategically placed in HR Magazine, PERC on-line, and Training and Development Magazine. An ad was placed with The Army Times which reaches enlisted Army, Air Force and National Guard members worldwide. A number of ads focusing variously on the MSM and distance learning appeared in The New York Times and Star-Ledger in January, as well as a commercial on WKXW with statewide coverage. Ads pertaining to the Degree Pathways Program appeared in two county college student newspapers, which also received articles for free editorial placement.

Publications. A large volume of high-quality publications, advertisement graphics and Web site work was accomplished during the past quarter. There were 40 publications and advertisement graphics, including work toward the '97-'99 Catalog and '97-'98 DIAL Bulletin.

The College engaged a consultant to conduct three focus groups this spring to determine the effectiveness of the Prospectus. Outcomes of this exercise will provide guidance in the ongoing effort to improve this critical publication, the first communiqué with inquirers. Further, a series of direct mail pieces has been produced and will be sent to individuals *after* they receive the Prospectus.

25th Anniversary. With guidance by the 25th Anniversary Committee, a calendar was created for 1997 observances. The first event, the Edison's 150 birthday party, featured a panel discussion of "Thomas Alva Edison: The Man Behind the Legend" and birthday cake, and attracted some 150 members of the College community and news media. Additional guests were treated to a reception and tour of the Edison Connection museum in Bucks County following the event. The next scheduled event will be the dedication ceremony for the John S. Watson Institute for Public Policy on March 13. This event will be held in the State House and feature a number of Speakers of the Assembly with whom the late Assemblyman John S. Watson served. Upcoming events include the Foundation Golf Outing and Gala, the latter to be held in a large tent on West State Street, as well as a Commencement ceremony in the Princeton University Chapel.

Development

The past quarter has been an extremely active one, with extensive planning for special events for the 25th anniversary year, as well as preparations for "Campaign 2001," the ambitious fundraising campaign being spearheaded by the Foundation.

Thomas C. Streckewald Golf Classic. The Foundation will hold its third annual golf classic on Monday, June 23, 1997 at the Trenton Country Club. Co-chairs of the event are Dr. James E. Carnes, Richard J. Gillespie and Eric R. Lear and the honorary chair is Catherine J. Streckewald.

Silver Anniversary Gala. The Silver Anniversary Gala will be held under a large tent on West State Street in front of the State House on September 20, 1997. All approvals from the State and City have been granted which include the closing of West State Street and access to the State's parking garage and the State House on the night of the event. The Gala Committee has set a very aggressive goal of 600 ticket sales for this event.

Walk of Honor. As of February 20, 1997, 51 bricks have been sold. Sales have resulted from commencement day hand-outs and a mailing to over 16,000 alumni, staff, students and friends. A second mailing is planned for March. The Alumni Association will purchase several bricks and the College will purchase memorial bricks for past key staff members and in honor of the College's past presidents.

Planned Giving. The first 1997 planned giving mailing went out in late February. Six diverse professionals with expertise in the legal field, trust and estate planning, financial planning, and insurance and other bequest vehicles will work with the College throughout the year in providing seminars and presentations to alumni and students as part of the annual planned giving activities.

Bequest from Dr. James Brown. We received notice that Dr. James Brown, Jr., founding President of the College, has left the College a \$50,000 bequest in his will. We are awaiting further notification from Dr. Brown's attorney regarding the terms and receipt of this generous gift.

Foundation Revenue. The Foundation's annual fundraising revenue as of December 31, 1996 totaled \$ 244,175, which surpassed the projected revenue goal of \$242,198. The original goal of \$250,000 was adjusted after the corporate fundraising plans were revised for the "Campaign 2001."

Alumni Affairs

New Staff Members. After an extensive search, Daniel T. McFadden has been appointed as the College's new director of alumni affairs. He began his new position on January 21, 1997. Before joining the Thomas Edison staff, he served for five years as director of alumni relations at The Lawrenceville School. Mr. McFadden received his BA degree from Yale University and his

MBA degree from the Wharton School of Business. With the addition of Ms. Janice Palmer on the same date as principal clerk typist for the Development and Alumni Affairs office, the office is again fully staffed.

Alumni Board. The January 25, 1997 meeting of the Alumni Board of Directors included ambitious planning for new activities and programs to serve our alumni, including regional chapters, new web-based services such as career and placement resources, alumni networking and other opportunities to strengthen the relationship between the College and its graduates.

John S. Watson Institute for Public Policy

The Watson Institute for Public Policy has been actively working over this quarter to serve the needs of its partners in a wide variety of areas. In particular, the Institute has significantly expanded its activities in relation to the urban environmental issues facing Newark and other cities in New Jersey, and has worked to design a new leadership development program for college juniors. The dedication ceremony for the Institute is scheduled for March 13.

The Institute received positive responses on the major grant applications it submitted in the prior quarter to the Fund for New Jersey and the Geraldine R. Dodge Foundation. Grants were received from these in the amounts of \$100,000 and \$50,000, respectively. In addition, \$25,000 in support (towards a \$50,000 two-year pledge) was received from PSE&G for the planning of a new program in leadership development. Together with the core support from the College, these funds will ensure the vitality of the Institute's work over the next year. Other funding opportunities for the Institute were actively pursued during this quarter to permit expansion of these efforts.

Work with the Newark Environmental Coalition on open space planning and preservation in targeted Newark neighborhoods continued at a good pace. A draft concept paper for the project has been produced and is being reviewed by the Coalition's membership. The document will serve as the basis for grant proposals and will help define the Coalition's goals. At the last meeting, the group hosted Joel Frieser, Deputy Director of the Newark Economic Development Corporation, who spoke about current projects and asked for the Coalition's assistance in neighborhood development and public education around environment and quality of life concerns. The Coalition received word from the Conservation Foundation that it has been awarded a grant of \$5,000.

Work also continues on a number of projects with the City of Trenton, including the re-creation of Stacey Park and development of the waterfront. Additionally, progress was made in efforts to implement a heritage tourism study in Trenton. A meeting of all interested cultural leaders was held with a consultant to better define the scope of work. CoreStates New Jersey National Bank has committed \$5,000 towards the study as well as the services of a senior vice-president of the bank.

In Trenton, work is continuing with the Trenton Enterprise Coalition. The TEC continues its commitment to foster and support residents in building healthy communities within the many diverse neighborhoods that comprise the city of Trenton. The Coalition hosted outgoing Superintendent of the Trenton school system, Dr. Bernice Venable, at its meeting in December. Dr. Venable gave an overview of the district's accomplishments and continuing challenges. A team of students from the Woodrow Wilson School completed design of a survey instrument for gathering information on Trenton organizations and a report on best practices in coalition building nation-wide. These tools will be helpful as the group moves ahead with efforts to strengthen public education in Trenton. In particular, the TEC has requested assistance from the Watson Institute in identifying ways to increase parental involvement in the schools and the educational process.

Student interns from the Woodrow Wilson School have completed research to identify the "best practices" of coalitions formed in other cities throughout the country. The research results provide insight and knowledge which will enable the TEC to become more effective in playing a key role in Trenton's revitalization efforts.

In addition, the TEC, in conjunction with the Trenton Fellows (a group of graduates of the Community Fellows Program sponsored by the Community Foundation of NJ), is currently involved in an exciting initiative to organize and help revitalize the lower Canal Banks Community which encompasses West Hanover, Passaic, Spring and Church Street. The Watson Institute has provided training, planning and oversight assistance for this project.

The Watson Institute is playing a coordinating role in Trenton's "NetDay" project, which will involve using volunteers to connect Trenton schools, after-school programs and community groups to the internet. The goal in Trenton is to create New Jersey's first 'wired city' and to use Trenton youth to assemble many of the computers purchased through funds raised for this purpose. This very exciting project is part of a statewide project called NetDay-NJ, coordinated by the Partnership for New Jersey.

Resignations

The following staff resigned from the College:

Jason Trujillo	-	DIAL
GiGi VanHise	-	Testing and Assessment
Annette Singer	-	Alumni Affairs
Heather Whalin	-	DIAL
Sue Williams	-	Registrar

There were no resignations for the New State Library.