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M E M O R A N D U M  
June 8, 1984

TO: Members, Board of Trustees

FROM: George A. Pruitt

SUBJ: President's Report

I. Minority Leaders Seminar, May 8, 1984

Approximately 140 leaders from the Black and Hispanic communities participated in an invitational conference sponsored by the College. The conference was designed to highlight the opportunities available to Black and Hispanic adults through Edison State College, as well as to develop working relationships with community, corporate, and government organizations committed to serving the interests of adult minorities in the New Jersey area. The Honorable Mildred Barry Garvin, Assemblywoman, 27th District, State of New Jersey, provided the keynote address. A panel of community and corporate leaders discussed higher education's linkages with community organizations and corporations and how the connection could be strengthened. The individuals contributing to the panel were: Warren Smith, Director of EEO/Community Affairs, Englehard Corporation; Casto Maldonado, Public Affairs Consultant, Prudential Insurance Company of America; Fred Burgos, Director of EEO and Affirmative Action, State of New Jersey; Margaret Hayes, President of the New Jersey Coalition of 100 Black Women.

The conference was an outstanding success. The Minority Services Committee did an excellent job in planning and executing the conference. In particular, Lanse Davis and Angela Fontan provided outstanding leadership for the event.

II. Foundation Board of Directors

I am pleased to report that three highly respected individuals have responded positively to our invitation to serve as members of the Board of the Foundation. We have received unconditional confirmations from Mr. Edward Booher, Chairman of the Board of McGraw-Hill Publishing Company (retired), and Mr. Larry Woolf, Senior Vice President of Caesars Boardwalk Regency Hotel and Casino. Mr. John Connolly, President of National State Bank, has indicated his willingness to serve, pending his review of internal considerations at his bank to clarify the appropriateness of accepting this invitation. I expect shortly that Mr. Connolly's formal acceptance will be forthcoming.

I am currently having discussions with two other individuals of similar stature, with the expectation that they too will join the Foundation Board. These individuals, together with Trustee Christian Yegen, constitute an excellent beginning to our efforts directed at significantly increasing philanthropic support for the College.

### III. Budget Issues

As you will gather from the report of the Finance Committee, our financial condition has improved dramatically in recent months. I had indicated in the past that we expected third quarter revenues to increase substantially towards recovering lost ground from the first and second quarters. The turnaround we projected has, in fact, taken place, and we are currently well within acceptable parameters of achieving our projected revenue targets. Because of our favorable third quarter results, the College thawed its budget freeze and has purchased approximately \$45,000 in equipment. Most of these purchases have gone to acquire additional data processing support for our new computer, as well as replacing obsolete typewriters, audio cassette recorders, and other needed items.

### IV. Award Program

The College and the AFT local jointly developed procedures for carrying-out the merit award, tuition reimbursement, and career development leave programs for FY 1984. Results will be announced shortly.

### V. Capital Improvement

The College received notification from the Division of Purchase and Property that the space now occupied by the New Jersey Commission on Capital Budgeting and Planning will soon be made available to the College as requested.

Also, the College is working with the Division of Purchase and Property on renovating the first floor conference and board rooms, and the College completed an equipment renovation of its lunch room for use as both an eating facility and a meeting room.

### VI. Career Planning and Placement

The Office of Career Planning and Placement recently opened a computerized Placement Service for Edison students and alumni. The service will serve a job match function matching the qualifications and credentials of individuals listed with the service to position vacancies supplied by employers. Thus far, a number of firms have indicated interest in Edison students. Among these are Prudential, Wang, Northwestern Mutual Life, the N. J. Public Advocate's Office

Additionally, a series of Career Planning Workshops are being offered at Edison State College regional sites. The two-part workshop includes a self-assessment component to identify interests, values and skills, and a job search techniques component to assist with job research, resume writing and interviewing.

## VII. Women's Resources

As part of the Army Extended Learning Program for Military Dependents, Edison State College has been on-site, once a week, at Fort Monmouth since November bringing the Edison program to military spouses. Pre-enrollment sessions, drop-in hours, and workshops are being offered specifically for spouses.

## VIII. The Charlotte W. Newcombe Foundation

The Charlotte W. Newcombe Foundation has awarded a Newcombe Scholarship grant of \$7,000 to Edison State College for 1984-85. As the Executive Director of the Newcombe Foundation stated, "This grant is made in recognition of the excellent supportive services which you offer to mature, returning women and to provide increased financial aid support to a group whose needs are frequently unmet." Since 1981-82, the College has awarded 47 Newcombe scholarship grants totaling \$15,180 to women enrolling in Edison State College.

## IX. Certificate Programs

The Academic Council has recommended the creation of a certificate program in accounting, finance, labor studies, management of human resources, marketing, operations management, and public relations. A certificate will be awarded to students on the completion of 18 semester hours of work in one area. The College staff believes the addition of the certificate program will be an attractive program for students pursuing the associate and bachelor's degree. In addition, students may wish to pursue this program who have already completed a degree in another field.

The College is working with the Department of Higher Education on a program document for three proposed Associate in Science degrees which combine the liberal arts and selected elements of professional studies. This degree program was developed as a realistic alternate degree option for those students whose needs cannot be adequately satisfied by the College's current Associate in Arts and Associate in Science in Management degrees. As with other Edison State College degree programs, students will have the opportunity to develop an individualized emphasis within the Associate in Science degrees. The individual emphasis will parallel the specializations in the various baccalaureate degrees. The proposed Associate in Science degrees will be in Human Services, Natural Sciences and Mathematics, and Applied Science and Technology.

## X. Electronic College

Dr. Marilyn Kressel, Director, Center for Learning and Telecommunications of the American Association for Higher Education, was a consultant to the College on April 30. Dr. Kressel reviewed with College staff the Electronic College position paper and the development of an appropriate set of objectives for a planning study. Dr. Kressel indicated that she was unaware of other models for us to emulate in the comprehensive plan being suggested by Edison.

On May 18, a proposal titled "Planning Study for the Implementation of the Electronic College at Edison State College" was submitted to the Computers in Curriculum grant program of the New Jersey Department of Higher Education. The

proposal requested funds for the examination of implementation costs and enrollment impacts associated with implementing an Electronic College. Additionally, the planning study would recommend an implementation plan and a five-year strategic plan for the creation of the "Electronic College," as well as examine potential linkages for the system throughout state government.

The College is planning to submit an additional grant proposal on implementing a computerized evaluation and advisement system to the Fund for the Improvement of Collegiate Education (FICE). This major priority of switching from a manual to computerized service for evaluation and advisement would greatly improve overall staff efficiency, productivity, and services to our students.

#### XI. International University Consortium

Edison State Collge has received approval from its Academic Council and the New Jersey Higher Education Telecommunications Project to join the International University Consortium.

The International University Consortium for Telecommunications in Learning (IUC) is a participatory service organization providing television-assisted courses and related services to colleges and universities serving adult students. IUC courses are designed for older, highly motivated students, including those who have work or family responsibilities, those who are physically handicapped, and others who for whatever reason, cannot attend classes on a campus on a regular basis.

IUC currently offers courses in three areas of study: Humanities, Behavioral and Social Sciences, and Technology and Management. Within each curriculum, IUC offers a sufficient number and variety of courses for member schools to award baccalaureate degrees to students who have completed all or most of their work with IUC courses. Beginning this fall, students also will be able to meet general education requirements in the sciences with three introductory courses in biology, chemistry, and earth science.

IUC does not award credit for its courses. Member institutions adopt the IUC courses as their own by determining the credit value of the courses, their place in the curriculum, and setting degree requirements and tuition fees. In short, all academic and institutional prerogatives remain with the institutions when they join the Consortium.

#### XII. Financial Planning Seminar

The Office of Alumni Affairs sponsored a one-day seminar on Financial Planning for the New Jersey Alumni on Saturday, May 19, 1984. Twenty-seven alumni and their guests were treated to an excellent review of financial planning and investment strategies by Paul and Donald Zoch of Directions Unlimited Financial Services of Fairfield, New Jersey. Annette Singer, Director of Alumni Programs, coordinated the seminar and was responsible for arranging for the Zochs to present the seminar free of charge.