

Capital Campus

APRIL 2013

College Lunch and Learns Educate Staff

Blackboard Analytics: Reporting and Charting Made Easy

At the March Lunch and Learn, Division of Planning and Research staff detailed how Blackboard Analytics will help to decentralize information, which will ultimately empower staff and enable innovation.

Formerly known as iStrategy, Blackboard Analytics is a package that is independent from the Blackboard learning management system that students currently use. It is, in fact, a packaged software solution and analytics reporting application for colleges and universities that is the new trend in higher education.

Blackboard Analytics pulls data directly from Datatel and puts it into a Web-based reporting interface that enables the accessing of reports and charts easily.

One of the main goals of the project is to support the decision-making process by having reports that are customizable. Furthermore, staff will be able to view the same data set in various ways to analyze trends.

The Web-based interface allows for reports to be generated anytime, anywhere and yet still be protected by the College's security system. Using the system, staff will be able to add and remove variables and filters to fit their needs and the interactive reports cause zero risk to source data. Actually, since the data is up-to-date as of the previous day, all staff will be viewing the same information. Data is viewable in tables or charts and once a report is customized, it can be saved by the staff member to be viewed at a later date. Reports may be accessed and shared in a num-



Matthew Brown (left) and Ying Jiang were presenters at the March Lunch and Learn.

ber of formats including print, .PDF, Microsoft Excel or emailing a direct link to report.

According to **Dennis Devery**, vice president for Planning and Research, "This will be a huge time saver since staff will no longer need to wait for other College offices for the reports they need; the data and the ability to customize that data will be available to staff directly."

Learner Support Center a 'One-Stop-Shop' for Students

At the February Lunch and Learn, Thomas Edison State College's Learner Support Center (LSC) presented its vision of a working model that can "leverage infrastructure, technology and assets to meet the needs of our students."

The LSC strives to provide accurate information to students throughout their enrollment, eliminating the need for telephone transfers, with the goal of providing students with a positive experience so they can concentrate on their ultimate goal - completing their course work.

To prepare for and launch the LSC, the "team" received in-depth training and enhanced screen permissions related to financial aid, test administration and course registration from College experts; has staff that once worked in areas associated with graduation, evaluation and student registration; has created more than 100 new knowledge-based articles; and tracks and shares results.

Using a three-tier system, LSC handles 80 percent of the incoming calls and is able to assist 60 to 70 percent of those students



LSC presenters, pictured from left to right, are Anna Krum, Tanisha McKinnis and Juliette Puchello.

Focus On: Juliette Punchello

Some might call her a natural born leader — whether it is co-coaching her daughter's sports teams, chairing the elementary School Board Committee or her new role as director of Thomas Edison State College's recently launched Learner Support Center (LSC), **Juliette Punchello** knows how to take charge.

However, she'll be the first to tell you that it is the "team" that makes her shine.

"The LSC team responds to an average of 500 student calls and parature tickets per day, and providing world class customer service is the foundation of every interaction we have," said Punchello, who has worked at the College for 14 years.

"My team also is very student-focused and likes to look at College processes through the eyes of our students with the hope of enhancing and improving efficiencies that will make the College experience more enjoyable for those we serve. I am fortunate to work with such a dedicated team of student affairs professionals who are happy to come to work each day and support the mission of the College."

Punchello knows full well the challenges that students face. She earned a BS degree in communication from Drexel University and an MA degree in communications at LaSalle University. Deciding that she needed to deepen her "theoretical knowledge in higher education," she recently completed an MS degree in higher education from Drexel University, which was accomplished entirely online.

Prior to her role with LSC, Punchello was an enrollment manager in the Office of Enrollment Management and Strategic Partnerships. Before coming to the College, she worked at Prudential Insurance Company in Fort Washington, Pa., as a proposal consultant, assisting the national sales team in preparing responses for RFP's from global corporations that were purchasing employee healthcare benefits packages.

Punchello noted that what convinced her to join Thomas Edison State College was "its innovative and flexible educational model and drive to serve adult students."

What does she like most about working at the College? "That is an easy answer — the people! I am continually inspired and educated by my colleagues. I look at each conversation and exchange as a learning opportunity to explore how we can enhance our services to students."

Noting that the LSC is an exciting place to work, Punchello added, "We are constantly changing and growing in ways to serve our students. In FY 2014, we expect to become responsible for additional forward facing functions that will enable us to respond to all student questions as the point of first contact, eliminating the need for transfers to other departments."

"The establishment of the Learner Support Center fulfills one of the College's long range goals as outlined in our recently adopted Strategic Vision Plan," said **Ray Young**, asso-



Juliette Punchello
Director, Learner Support Center

ciate vice president and dean of Learner Services. "It is actually the culmination of several years planning and preparation. When the search began for an energetic and innovative leader to head this unit, we were very lucky to find Ms. Punchello 'on-deck and ready-to-serve.' Her personal qualifications and proven track record at the College easily caught our attention. Her enthusiasm and willingness to take on the challenge were exactly the combination we were looking for and she has proven our instincts correct."

Punchello lives in Warminster, Pa., with her "wonderful husband," Bob, who is on the faculty at Penn State University in Abington, Pa., and helps her co-coach. Their two children, Lauren (8) and Nick (3), keep "us busy with school, Brownies, soccer, softball, basketball and all of the general wonderful chaos of childhood." They also recently added to their family, adopting a yorkie/poodle mix from the SPCA that they named Biscuit.

The session is part of a series of webinars aimed at helping new students become acclimated to Thomas Edison State College and its programs.

College staff served as Enrolled Student Orientation Webinar panelists in January. Pictured, front row, from left to right, are **Jennifer Stark**, **Patricia Certo**, **Nia Abuwi**, **Chip Stoll**, webinar coordinator **Rhonda Beckett** and **Jeronica Lawrence**; second row, from left to right, are **Donald S. Cucuzzella**, **Todd Siben**, **Alisha Pendleton**, **Jacquelyn Rossetter**, **Maureen Woodruff** and **Vanessa Meredith**.



a Bachelor of Science degree after a long absence from academia and definitely feel that Thomas Edison State College was the right choice for me."

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during their first call. When more expert assistance is needed, tier two is initiated and the student is transferred to a specific unit for resolution. When interdepartmental coordination is needed, tier three is introduced. In the end, LSC tracks and ensures the resolution of all issues. The aim is to provide a "One-Stop-Shop" for answering student questions and fulfilling their administrative needs. This is accomplished by representing every College area in dispensing information to students. LSC staff have been trained by fellow staff and has access to their expert opinions when the need arises. According to **Juliette Punchello**, director of the Learning Support Center, "The LSC empowers our self-directed adult students to manage the administrative functions of their own education."

NLNAC Accreditation



Students and alumni of the **W. Cary Edwards School of Nursing** participated in the **National League for Nursing Accrediting Commission (NLNAC)** accreditation/reaccreditation sessions at Thomas Edison State College. The process resulted in reaccreditation of the School's **BSN** program and initial accreditation for its **Master of Science in Nursing (MSN)** degree program and graduate certificate programs. To view a complete list of the **W. Cary Edwards School of Nursing's** accreditations, visit www.tesc.edu/nursing.

A Special Thank You

I came to you with a story about a little boy named Tyreek Trammell. Most of you, like me, did not know him and had never heard his plight, yet you willingly opened your pockets without hesitation and gave to a family who never expected a thing. Because of your kindness and generosity, the Trammell family received \$200 from 100 complete strangers from **Thomas Edison State College**. His parents were speechless and their eyes filled with tears as I presented our gift. All I did was ask, and you said "Yes" and for that I thank all 100 of you from the bottom of my heart.

~Antoinette Lewis, MED
Center for the Assessment of Learning

Staff Activities

Dr. Michael Williams, acting dean of the School of Business and Technology, published a special invitation collection of four articles for the Fall 2012 *Administrative Issues Journal* Conference held at Southwestern Oklahoma State University, in Weatherford, Okla. The conference theme was "Seizing Opportunities" and the four articles, included: *Seizing Opportunity*; *Courage As Catalyst*; *Opportunity as Transformation*; and *Succeeding to Fail: A Path to Transformation*. The conference published theme-related articles from diverse disciplines including business, healthcare, psychology and technology. Williams also delivered the keynote presentation entitled "From Unlearning to Learning: A Critical Process in Transformational Change" at the Spring 2013 Academy For Continuing Education Real Estate Conference held at the New York Athletic Club in New York City. In addition, he had two articles published: *Creating Your Future Today: Adult Education as Opportunity* in *FPN News* and *Struggle: Process and Promise* in the New York City-based *Mann Report*.

Dr. Henry van Zyl, vice provost for Academic Administration, attended the annual midyear meeting of the Executive Committee and Board of National Universities Technology Network (NUTN) in Dallas, Texas, in February. Van Zyl is the chair of the Finance Committee of the organization. At the recent meeting, he participated in a Corporate Outreach program, aimed at involving corporate partners in higher and distance education. Van Zyl has represented the College in various capacities as a member of NUTN since 2007.

Sylvia G. Hamilton, associate vice president for Enrollment Management Planning and Outreach, and **Marie Power-Barnes**, director, Market Research and Assessment, attended the 2013 Stamats Adult Student Integrated Marketing Conference in Rancho Mirage, Calif., in February. The conference provided a forum for discussion and presentations about adult student marketing, recruitment and communication strategies. The highlight of the conference was the presentation of the newly released 2013 Adult StudentsTALK™ research.

Janelle Smith, special services representative, attended the World Leaders Forum at Columbia University in New York City. The program featured an address and Q&A session by Nobel Peace Prize recipient Leymah Gbowee and concluded with a networking reception for members of the press and higher education administrators.

Dr. Susan Davenport, associate provost for Graduate Programs and dean of the Heavin School of Arts and Sciences, presented "Outcomes Based General Education for Adult Learners in the Twenty First Century" at the American Association of Colleges and Universities' Network for Academic Renewal Conference – General Education and Assessment: A Sea Change in Student Learning in March. The session focused on the College's transformed model of general education that is outcomes-based, integrative and transformational, and based on American Association of Colleges and Universities' LEAP Essential Learning Outcomes.



Dr. Michael Williams



Dr. Henry van Zyl



Sylvia G. Hamilton



Marie Power-Barnes



Janelle Smith



Dr. Susan davenport

Welcome New Staff



Rachael Marano has been appointed clerk typist in the Office of the Registrar. Marano is located on the 1st floor of the Academic Center and may be reached at extension 3075.

Join Staff in Running for a Cause

Save the Date: American Cancer Society's 'Run for Dad' – June 16

Be sure to join fellow staff on Father's Day, Sunday, June 16, 2013, for the annual 'Run for Dad' at Mercer County Park in West Windsor, N.J. The Run for Dad event is sponsored by the American Cancer Society and is focused on raising funds and building awareness about prostate cancer.

Registration begins at 7:15 a.m. Staff are urged to meet at the College's table by 8:30 a.m. The event's run and walk will officially start at 8:45 a.m. College staff who participated in 2012's Run for Dad were (pictured from left to right)

(pictured from left to right) **Donna Watson**, associate registrar, Office of Learner Services; **Dr. Garry Keel**, director, Office of Academic Advisement; **Shirley James**, professional services specialist, Center for Learning and Technology; **Linda Meehan**, chief of staff, Office of the President; **Debbie Lutz**, secretarial assistant, Office of the Vice President; **John P. Thurber**, vice president, Division of Public Affairs; and **Nia Abuwi**, associate director, Office of Academic Advisement.



Follow the 'Run for Dad' Facebook page at <http://www.facebook.com/RunForDad>. Staff in the Academic Center, who are interested in participating, can email Garry Keel: gkeel@tesc.edu; staff in the Canal Banks Building, can email Antoinette Lewis: alewis@tesc.edu; and staff in the Kelsey/Townhouses can contact John Thurber: jthurber@tesc.edu to sign up or for more information.

Dr. Richard P. Coe Appointed to ABET Post



Dr. Richard P. Coe

The ABET Board of Directors Executive Committee has appointed **Dr. Richard P. Coe**, assistant dean in the School of Business and Technology at Thomas Edison State College, as an ABET Applied Science Accreditation Commissioner (ASAC).

Founded in 1932, ABET is a nonprofit, non-governmental organization whose accreditation provides assurance that a college or university program meets the quality standards established by the profession.

As an ABET commissioner, Coe will serve as an Applied Science Accreditation team chair for the organization's higher education site visits during the 2013-2014 cycle and attend 2013 and 2014 Summer Commission meetings.

College Hosts NJ AHEAD

Educators discuss support for learners with special needs



On March 1st, the Office of Student Special Services, headed by **Laura Brenner-Scotti**, ADA coordinator, hosted NJ AHEAD, the New Jersey Association on Higher Education and Disability. **Dr. Mary Ellen Caro**, vice president for Enrollment Management and Learner Services, welcomed more than 60 disability services professionals, IT staff, Web designers and instructional designers from colleges and universities throughout the state. The topics focused on how best to provide services to learners with unique needs.

Pictured (from left) are Laura Brenner-Scotti; Jennifer Aitken, president, NJ AHEAD; Dr. Mary Ellen Caro; Keynote Speaker Bill Welsh; and **Dave Anderson**, associate vice president, Enrollment Operations.

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Robert Burton, assistant director, Office of Military and Veteran Education; **Patrice Coleman-Boatwright**, academic advisor; **David Hoftiezer**, director of Admissions; and **Terri Tallon**, director of Military Student Services, attended the Veteran Women, Minority & Service Disabled Conference at Richard Stockton College of New Jersey on Feb. 26. The conference's mission was to connect veterans with the services and benefits they have earned, which include healthcare, mental health, education, housing and employment, small business opportunities and grants.

Capital Campus is produced by the Office of Communications at Thomas Edison State College. To submit a story idea for the newsletter or for more information, please contact Linda Soltis at extension 2065.