



**THOMAS
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STATE COLLEGE**

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MEMORANDUM
September 10, 1999

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJ: President's Report to the Board

Datatel Activities

Associate Deans have continued to have an extensive role in the implementation of Datatel. Their responsibilities include training staff; writing and testing degree program requirements syntax; course classifications for the database; assigning numbers for course equivalencies; and entering degree program requirements. This integrative system will provide a better application format for the evaluation and advisement process. We are moving toward the completion of the Datatel Colleague implementation this quarter, with the emphasis on adding all of the degree requirements and non-course (e.g., military and ACE/CREDIT) items into the database, as well as course equivalencies from most of the colleges our students have attended. During the quarter, Learner Services staff and managers have also been actively involved in the preparations for the Datatel implementation in terms of developing and processing test scripts, participating in subcommittee meetings, and preparing course equivalencies. The goal for implementation involves completing 47,000 equivalencies; approximately 12,000 equivalencies have been completed to date.

The need to balance the service to students with the Datatel implementation goals has resulted in the reassignment of workflow and telephone hours for the admissions and applicant phone lines during the last two months of the summer. Preparations for the new telephone system and design of telephone processes have also been an important focus in developing quality student services.

Academic Partnerships

Zaidner Institute

Zaidner Institute has expanded its operations with satellite programs in Brooklyn, Toronto, Montreal, Baltimore, and Detroit, as well as through a new initiative with a Yeshiva in Munsey, New York. In Zaidner's first outreach to male students, ten Yeshiva students are continuing studies at Ramapo College while pursued degrees through Thomas Edison State College. Dr. Swartzbaum, Registrar at Zaidner, made his annual visit to the College in August.

Edison Community College

Edison Community College has launched its University Center, with Thomas Edison State College as one of three academic institutions offering bachelor's degrees. On-campus courses are being offered by Florida State University and International College. The Center has established an advisory council to coordinate program planning and support. Applications received to date are in excess of twenty.

Marketing Initiatives

Marketing activities were undertaken by members of the Academic Affairs staff as follows. Staff members

- continued to manage partnerships with institutions participating in the Degree Pathways Program, developing degree-completion templates for the following: Brookdale Community College, Camden County College, and Mercer County Community College;
- coordinated the update of the Thomas Edison State College Course List that accompanies degree-completion templates. This document classifies Thomas Edison State College Examination Program exams, DANTES exams, CLEP exams, and New York University Foreign Language exams;
- provided leadership for the Military Degree Completion Program and development of the initial Program Plans for institutional service members;
- developed a BA Religion Specialization degree-completion template to assist the Marketing Manager for Community Programs in promoting this program to a consortium of ministers affiliated with Galilee Baptist Church (Trenton, New Jersey);
- developed various degree-completion templates to assist the Military Relations and Markets Manager in promoting Liberal Arts Degrees to the military; and

- conducted information session for key decision-makers at Bergen Community College as a next step in finalizing a Degree Pathways agreement there.

New Programs

Occupational Degree Builders

The College has worked with Army and Servicemembers Opportunity College to expand the degree builder initiative to the baccalaureate degree. We have now prepared baccalaureate as well as associate degree builders for Medical Imaging, Respiratory Care, and Nuclear Medicine Technology.

Associate in Applied Science Degree

The proposal for the Associate in Applied Science degree has been prepared for final approval by the state. Dr. Robert Myers, Divisional Chair of Math, Science, and Technology at Westmoreland Community College, is the consultant reviewing the program.

Office of Corporate - Higher Education Programs

Course reviews have been successfully scheduled at Lucent Technologies, Learning and Performance Center, Ultrasound Diagnostic School, and the University Affiliated Programs at the University of Medicine and Dentistry of New Jersey.

The College's formal agreement with the American Council on Education concluded its five-year tenure and will be renewed for the coming five years. Terms of the new agreement remain basically the same as in the previous agreement. While this agreement is generally similar to those ACE has with other state offices, it contains a number of special provisions that reflect the College's unique relationship to ACE and to the process of evaluation of corporate education and training. For example, billing of clients in other states is done through the national office in Washington, DC; but billing for Thomas Edison clients is done directly by the College.

An agreement to continue providing College services to employees of OPPD (Omaha Public Power District) has been signed for the coming fiscal year. The company now extends Thomas Edison State College educational benefits to all employees, and not merely to those in the nuclear specialties. We are still in discussion with staff at PSE&G (Public Safety Electric and Gas) about a possible new agreement to provide educational services to employees at the Salem, NJ, facility. Finally, we were pleased to note an increase (AY98 = 3821; AY99 = 4559) in the number of credits used by Thomas Edison graduates who used ACE credit recommendations this year.

Marketing

Marketing and Market Research Activities and Outcomes

The coordinated roll out of the College's advertising campaign in target areas throughout New Jersey is well under way, supported by the advertising and communications expertise of Oxford Communications. The final results of the market research project conducted by Carnegie Research were presented to the College in August. This comprehensive research project involved geodemographic analysis of current students, focus groups and surveys of prospective students, and a competitive analysis of other colleges and programs that attract the College's prospective students. The results of the research show a highly affluent student base located primarily in New Jersey and indicates the need for continued emphasis on targeting, segmenting, and differentiating the College's marketing efforts.

Through the use of geodemography, the College can now target its messages and segment its inquirers into two dominant target markets, both of which are affluent but each of which has quite different lifestyle characteristics. The College can locate, track, and target these two groups through zip code identification to increase our conversion ratios and yields. The research also provided student and competitive needs analyses regarding College publications, the Web site, and our advertising efforts and customer service issues.

Image Enhancement/Name Recognition/Enrollment Advertising

The College continues its coordinated strategy to strengthen our image. We have refined both our image enhancement and enrollment campaign advertising, and have developed additional materials which promote our MSM program. The campaigns' strong, clean, and powerful advertising messages have been placed in print, outdoor, and broadcast media (including public and commercial radio and public television). We are currently incorporating the results of the Carnegie research into our media plans for the year. We will also incorporate the results of a second Eagleton Poll conducted in August. We will use this poll to assess the level of name recognition the College enjoys in the state. This measure will help us evaluate the effectiveness of the initial image campaign and will aid in making adjustments to our messages if necessary. This data, coupled with Carnegie results, will assist the College in its strategic positioning. Messages and designs employed in our external advertising campaign will be incorporated into all collateral material design where applicable, thereby integrating all aspects of College marketing messages to convey a cohesive and consistent message to target markets.

Redesign of Publications

The College has undertaken the task of redesigning all print and related collateral materials to convey a consistent image of high quality with design elements that tie together all College publications while presenting descriptive text in a more student-benefit based approach. This approach has now been incorporated into the two of the

College's major publications, the College Catalogue and the Registration Bulletin. This ongoing effort will insure that all marketing efforts of the College are mutually supportive, enhance our strategic goals, and convey the image we have identified as critical to our success. We have also designed and implemented a College-wide publication and collateral inventory-tracking system to better manage inventory and avoid stock-outs and wasteful overages.

New Media

The College continues to evaluate, redesign, and update the College's Web site. As more and more inquirers choose our Web site as their first point of contact with the College (many driven there by our advertising efforts), it is imperative that our site provide the information they need. Our focus groups have provided input that has led us to begin the development of new interactive tools, including self-assessment, financial planning, and program planning to aid site visitors. We are also exploring the use of e-mail as a communications tool, which we will use to further cultivate both student prospects and alumni. We have added an e-mail capture option and are tracking sources of inquiry by major media venues through the Web site. We have also redesigned the home page to complement our external marketing messages and graphics in order to increase continuity and recognition.

Outreach to Target Markets

Outreach activities on behalf of the College continued to grow among our targeted markets, including the military, community colleges, corporations, and areas designed to reach underrepresented populations and seniors.

Military—

The College met with the representative from Headquarters, United States Coast Guard, on July 15 to finalize negotiations on the administration of the Thomas Edison State College—US Coast Guard Memorandum of Understanding (MOU) for the Acquisition Workforce. The Coast Guard will cover the \$275 Application and Credit Assessment fee for the first 20 members who apply to the College. The Coast Guard will also pay 100 percent of the tuition cost, up to \$150,000, for members who need to meet the Clinger/Cohen Act requirements that the MOU addresses. In addition, the Coast Guard will provide Thomas Edison State College with a purchase order for \$6,600 that will pay for the travel cost the College incurs for staff to service this MOU.

College staff visited Carlisle Barracks, PA, the week of July 26, 1999, at the invitation of its Federal Women's Program to provide an overview of the College's programs and individual counseling on returning to learning. The week culminated with the College being part of the in-processing of this year's class at the Army War College. In August, College staff visited Fort Sam Houston, TX, to participate in a program with Servicemembers Opportunity College (SOC) and the Department of the Army. The two-part program introduced three new Occupational Degree Builders (one associate's degree

and two bachelor's degrees). The College has also been working with the Naval Nuclear Power Training Unit and Limestone College to form a working agreement. This agreement would have Limestone College offer six-week courses on base; Thomas Edison State College would pre-approve the course offerings to assure that they would fulfill requirements in the Bachelor of Science in Applied Science and Technology with a specialization in Nuclear Engineering Technology. Most instructors would be either Thomas Edison State College alumni or current students. The College attended the school's College Fair on August 25, 1999.

In FY 1999, Military enrollments increased 110 percent, from 196 to 411. This increase was achieved in the first year that formal military marketing was the responsibility of the new Marketing and College Relations unit of the College. The College will continue to work toward increasing our military enrollment numbers with still more targeted marketing and outreach services.

Community Colleges—

College staff have met with each of the 19 New Jersey Community Colleges and Bucks County (PA) Community College transfer counselors to set out plans for FY2000 and provide updated collateral materials. As part of our outreach plan, we are developing monthly mail communications and targeted e-mails to augment our in-person outreach.

Community Programs—

Fifty-nine Lincoln University students attended a weekend presentation, held at Lincoln's Urban Center in Philadelphia, on Thomas Edison's BS degree in Human Services. A majority of the students who attended the session were from underrepresented populations. A presentation on the College was also held for 23 students and selected faculty at RETS Institute in Nutley, NJ. The Applied Science and Technology degree programs in Electronics Engineering Technology were highlighted, since many of the RETS courses have been evaluated the American Council on Education's College Credit Recommendation Service. Another eighteen employees attended a College information session at Union Camp/International Paper in Wayne, NJ. One of the employees, a Thomas Edison student, had the opportunity to share with the group her experiences with the College.

Representatives from Thomas Edison State College and Mercer County Community College attended a meeting with staff from the education department at the Federal Correctional Institution, Ft. Dix, to discuss the College's Bachelor of Science in Business Administration degree. Currently, Mercer County Community College offers a Certificate program and the AS degree in Business to a select group of inmates. Building on Mercer's degree, Thomas Edison will develop a proposal to make available on-site the BSBA in General Management.

Thomas Edison State College was one of four colleges that participated in Brookdale Community College's "Women Returning to School" program. In addition to a brief presentation on the College, the 38 participants had the opportunity to hear an alumna

talk about her experiences at Thomas Edison. The College has been a co-sponsor of this annual program for several years.

College Relations

As part of the College's strategic marketing goals, targeted media placements positioning the College as the leader in higher education for mature adults are critical. This quarter the College was featured in articles published in *NJ Monthly*, *New Jersey Business* magazine, and *Business News New Jersey*. Additionally, the College was featured in two distance learning articles that appeared in the *Newark Star Ledger*. Our MSM program is featured in the September issue of *Across the Board* magazine, a publication targeting executives.

Office of Development and Alumni Affairs

Foundation Revenue

The Foundation's combined fund balance as of June 30, 1999, totaled \$1,247,596, compared to \$982,212 for the same quarter last year. The Endowment fund balance remained strong at \$405,514, and the Quasi-endowment fund balance was \$307,526. Development activity for the FY 99 second quarter ending June 30, 1999, resulted in a cumulative total of \$243,538 received by the Foundation. [Editor's Note: the Thomas Edison State College Foundation's budget runs on a calendar year, not on the traditional fiscal year.]

Annual Spirit of Edison Awards Gala

The gala committee meets monthly to plan the upcoming gala, which is scheduled for October 30th and will be called "The Great Halloween Ball." Flyers were mailed to individuals and businesses asking for support for the ad journal and the silent auction. Early corporate commitments were solicited for special sponsorships, and the major sponsors are in place. Invitations to the event are being printed as an in-kind donation by the Parker Communications Group and will be mailed in early September. Sarnoff Corporation will provide in-kind printing services for the ad journal. The Boehm Gallery will host a pre-gala reception and private sale on September 15, 1999, at its studio in Trenton to support the event and generate revenue for the silent auction.

Foundation Board of Directors

The Foundation Board of Directors held its quarterly meeting on June 18 at the College. On behalf of the AT&T Foundation, Foundation Director Brian T. Maloney presented a \$100,000 check to Thomas Edison State College to be used for The Distance Learning Certificate Program, which will develop innovative curriculum in the techniques of developing materials and courses and in teaching distance education courses.

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Alumni Phonathon

The Alumni Association kicked off its annual spring phonathon with \$12,886 in direct mail and raised \$47,498 in pledges during eight sessions held from April 17, through April 27, 1999. As of June 30, 1999, a total of \$75,790 has been generated in direct mail gifts, individual pledges and matching gifts towards the \$115,000 goal. Two hundred and fifty-three unspecified pledges stimulated by students, alumni, and staff volunteers during the phonathon will count toward the goal upon receipt. Plans are underway for the Fall direct mail campaign, the November wrap-up phonathon and a pilot of one regional phonathon to be held in Northern New Jersey.

Alumni Database Screening

The firm of Marts & Lundy has provided the College with the results of its extensive alumni electronic screening process. Through this process the College's alumni have been rated based on their capability and likelihood of making annual gifts of \$10,000 or more and capital gifts of \$30,000 or more. The results of this alumni market research will help the Office of Development and Alumni Affairs to identify, qualify, cultivate, and solicit prospective donors. A strategic plan for this effort has been developed and is now being implemented.

John S. Watson Institute for Public Policy

New Jersey Urban Mayors Association Partnership

The Watson Institute continued to work with urban mayors and superintendents on various public education issues. The Institute is in the process of developing plans for a follow-up conference in early October. Meetings have been scheduled with several mayors and superintendents in an effort to develop consensus on topics to be addressed at that conference.

The Institute has also begun discussions with Mayor Jim Cahill of New Brunswick, Chairman of the NJ Urban Mayors Association Tax Policy Committee, concerning the most recent fiscal crisis faced by the City of Camden. The Institute will assist Mayor Cahill in convening a working group of economists, financial advisers, public policy analysts, political leaders and members of the foundation community, and others to identify appropriate measures to recommend to the State of New Jersey that address the issues affecting Camden and other cities.

Trenton Activities

The Heritage Tourism Initiative continued to be a primary focus. Fact-finding trips with a group of key decision makers and other leaders from the Trenton area included visits to Savannah, Richmond, Annapolis, and Baltimore. The group included representatives from Thomas Edison State College, Mercer County Community College, the City of Trenton, The County of Mercer, the State of New Jersey, Mercer County Chamber of Commerce, the Trenton Convention and Visitors Bureau, and the Community

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Foundation of NJ. Meetings were held with representatives of convention and visitors bureaus, chambers of commerce, and academic leaders. The Institute was able to collect important information on financing, marketing, and local business development.

Newark Activities

The Institute assisted the Greater Newark Conservancy in its selection of a consultant to design an Ecological and Environmental Center. This work by the Institute will continue during the design phase, with consulting services being provided to support the process. The Institute also continues to work with the City of Newark to complete an Open Space Master Plan.

Urban Education Issues

The Institute continues to work on the issue of the adequacy of recreation facilities in urban school districts across the state in partnership with the Public Interest Law Center. Two consultants were interviewed, and the City University of New York was selected to begin a literature review on the relationship between child development and play environment. Survey data on the scope and condition of athletic facilities in New Jersey school districts is being collected and analyzed by the Institute.

Greater Trenton's Promise

In keeping the focus on providing job shadowing and internship opportunities for high school students, the Institute's work over the past three months to support the Greater Trenton's Promise has been concentrated on establishing partnerships in the business community for learning coordinators at the high school. To date, the Institute has facilitated meetings with Trenton Downtown Association, Trenton African American Chamber of Commerce, College of New Jersey, and Capital Health System at Mercer. In addition, staff from Trenton High have been taken on site visits to University City High School and the Hospital at the University of Pennsylvania. Other meetings were held with Monmouth County Vo-Tech and Xerox Corporation. Greater Trenton's Promise is also partnering with the School District to increase internships, apprenticeships, and employment opportunities for high school students. During the past month, two public service announcements about mentoring were posted in a local newspaper, and about ten referrals have been given to Big Brothers and Big Sisters as part of this initiative. An announcement was also aired on Comcast Cable.

Charity Care On-line Management and Eligibility Verification Services

The State Department of Health and Senior Services has executed an agreement with Thomas Edison State College to act as project administrator for hiring a vendor to assess the creation of an on-line eligibility system. This system would use databases from the Department of Health and Senior Services, Human Services, and possibly the Department of Labor for determining Charity Care eligibility. DHSS has provided \$40,000 in funding to Thomas Edison State College to hire a vendor to undertake this new project. Thomas Edison State College has entered into a contract with Datatek Consulting Group, with the approval of DHSS, to undertake this project. This agreement has an effective commencement dated of July 1, 1999, was signed by Thomas Edison State Col-

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lege, on July 23, 1999. Datatek submitted on July 29, 1999, a Report of Findings and an Eligibility Determination Concept Paper, which have been forwarded to DHSS for their review.

HINT Legislative Initiatives

HINT study was the basis for the nine HINT bills S-323 through S-331, which seek to implement administrative healthcare efficiencies. The original 9 HINT bills were consolidated into one HINT Omnibus Bill S-323. Highlights of the HINT bill S-323 are as follows:

- Creates 30 day prompt payment requirement for healthcare claims;
- Requires standardized healthcare enrollment and claims forms;
- Removes consumer from routine claim inquiries from insurers;
- Requires report on statewide healthcare expenditures;
- Establishes Health Information Electronic Data Interchange Policy Council

The Senate on May 10, 1999, unanimously approved the Governor's amended HINT bill language and then sent the HINT bill to the Assembly. The Assembly unanimously approved the HINT bill S-323 on June 24, 1999. The Assembly forwarded the HINT bill S-323 to the Governor. The Governor signed the HINT bill on July 1, 1999, and this became Public Law, Chapter 154 of 1999.

Postreporting

As the last page of this report, there is a chart (entitled "Bid Waiver Tracking System, Fiscal Year 1999") that documents the status of bid waivers, their approved amounts, and the actual cost of completed projects. Since the last Board meeting, the College has completed a number of projects (see the column headed "Comp.") for which bid waivers were requested and approved. Each of these was accomplished for a cost that is at or below the amount requested. Please consult the chart for details on each project.

Resignations

The following staff have resigned from the College:

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|------------------|---|-----------------------------|
| Linda Holt | - | Office of Academic Programs |
| Kourtney Brown | - | DIAL |
| Richard Laramore | - | DIAL |
| Donna Wilson | - | Marketing |

The following people have resigned from the New Jersey State Library:

- | | | |
|-------------|---|--------------------------------|
| Chris Dorey | - | Government Information Systems |
|-------------|---|--------------------------------|

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