



**THOMAS  
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STATE COLLEGE**

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**MEMORANDUM**

**June 9, 2000**

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJ: President's Report to the Board

**Marketing**

***Advertising***

Pursuant to the College's integrated marketing, communications, and outreach plan, the College's current advertising campaign, "Learn the Difference," was launched in February 2000 and will continue into FY 2001. Newsprint, radio, television, magazine advertising, and other advertising media are being used in this campaign. The newsprint venues have been expanded for this campaign to include insertions in the *Trenton Times*, *Bergen Record*, *Star Ledger*, and *Asbury Park Press*. For the first time, the College is using zoned editions of national newsmagazines, including *Time*, *US News & World Report*, *Newsweek*, and *Sports Illustrated* in its advertising mix. Full page, full color ads appear in the Mercer and Bergen County editions of the magazines. These counties were chosen based on the probability of attracting the most potential students in the College's Target Groups 1 and 2, as identified in the Carnegie Marketing Research Report. In addition to the print advertisements, a corresponding radio advertising spot was created. Several different radio stations are being used, including National Public Radio, a news station, an oldies station, and a station playing music from the past three decades. Again, these stations were chosen based on the radio listening habits of the College's two target groups. The College's billboards will remain in place through the remainder of the year. The College is also advertising its Military Degree Completion Program in military publications through the end of the year.

In cooperation with NYD2, a web design firm, the College is presently upgrading and totally redesigning its website to ensure that all users (and particularly potential students) can easily navigate the site and get the information they need to make informed decisions regarding the College. The new website will be publicly launched this summer, and advertising will be incorporated into the media mix directing potential and current students, along with alumni, friends of the College, and media to the website.

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## **Publications**

As part of the College's strategy to ensure that all publications and collateral material convey a consistent and recognizable quality image in order to promote the College's brand, several institutional publications have been redesigned and formatted. *Invention*, which is mailed to more than 20,000 alumni, donors, and friends of the College, is now published in a magazine format. A new College brochure, which complements the *Prospectus* and serves as a general information piece, and two new brochures, promoting both the MSM and MAPS programs have been developed. These brochures will be distributed to potential students attending college fairs and other special events. A companion brochure to the Degrees of Success program, coined Paths to Achievement, has been developed to describe workshops available to those interested in earning college credit through academic testing. A new Community College/Pathways Program piece has also been produced which mirrors the design of its sister market publication for the Military Degree Completion Program.

A new resource, the College Marketing Kit, has been developed for the College. The kit will contain all of the College's essential collateral pieces (undergraduate and graduate prospectus, catalog, registration bulletin, MDCP brochure, community college brochure, etc.). The kit will also contain brief overviews of each of these publications, explaining what is contained in each brochure or collateral piece and presenting contact information. These kits are produced specifically for the College's corporate, military, and community-college markets. The information contained in the kits will be tailored to each market. We have also produced a new *Registration Bulletin* and have reformatted our Degree Completion handbooks into a single, more user-friendly *Program Planning Handbook*.

## **College Relations**

As part of the College's Datatel conversion process, the College continues its formal review process of all outgoing correspondence to students in order to optimize the performance of the Datatel system while communicating a consistent and timely message to students. In May, the College developed a special outreach communication to more than 3,000 inactive students to rekindle their interest in continuing their education with the College.

The College is currently building e-mail databases of alumni, inquirers, and current students. A targeted electronic communication program is under development and will increase the College's exposure to major market areas, while promoting various College programs and services.

## **Development and Alumni Affairs**

### ***Investing In Performance Campaign***

As of March 31, 2000, the "Investing in Performance" grand total of gifts and pledges has reached \$2,287,829. This means that the campaign has achieved more than 91% of its goal of \$2.5 million.

### ***Foundation Revenue***

The Foundation's combined preliminary fund balance as of March 31, 2000, totaled \$1,495,322, compared to \$1,361,882 for the same quarter last year. The Endowment fund balance remained strong at \$568,953, and the Quasi-endowment fund balance was \$657,247. The development activity for the first quarter period ending March 31, 2000, 1999, resulted in a cumulative total of \$294,200 received by the Foundation.

### ***Annual Gala***

We have changed the date and location for the Ninth Annual Gala. It will now be held on November 18, 2000, at the War Memorial Building in Trenton. The theme of the gala is "The Grand Ball — Trenton 2000." The Spirit of Edison recipients have been chosen: Maurice Perilli, Family of Edison Award; Albert Stark, Community Leader Award; and Eric Pennington, Distinguished Alumni Award.

### ***Golf Classic - June 19, 2000***

The Thomas C. Streckewald Golf Classic Committee met on May 3, 2000, for an update on the status of planning for the outing. After the meeting, the committee teed off for a round of golf, which was donated by Cherry Valley Country Club. Catherine Streckewald and her son, Daniel, attended and had lunch with John Thurber. The golf outing has several new sponsors this year: Pfizer, Inc.; PNC Bank; Sovereign Bank; The Fund for New Jersey; and Trap Rock Industries.

### ***Foundation Board***

The Foundation Board of Directors held its quarterly meeting on March 17. Eugene Elias and Warren Broudy, from the firm of Druker, Rahl & Fein, presented the Board with an overview of the results of the external audit of the Thomas Edison State College Foundation.

### ***Personnel***

The new Director of Development, Stephanie Bray, began work at the College on May 15, 2000. The new Development secretary, Sharon Beach, will begin work on May 22, 2000.

### ***Alumni Phonathon***

The Alumni Association held its phonathon during the week of April 29. Michael Smilack served as chair of the event. Although the final results of this fund raising effort have not been confirmed, the phonathon appears to have generated donations in an amount that exceeds last year's total.

## **John S. Watson Institute for Public Policy**

### ***New Jersey Urban Mayors Association Partnership***

On March 29, 2000, the Watson Institute sponsored the second annual conference of Mayors, Superintendents, and School Board Presidents at Thomas Edison State College. This event was organized by the Institute on behalf of its partner, the New Jersey Urban Mayors Association.

Twenty-one urban districts were represented at this meeting. Following a morning of presentations concerning the critical need for upgraded school facilities in the urban districts, the status of pending legislation, and local district plans, the participants broke into discussion groups to identify issues of common concern and plan next steps. The lunch time speaker was Assembly Minority Leader and Bayonne Mayor, Joseph Doria. Following the conference, Institute staff prepared a report that was circulated to all participants.

To keep current on rapid changes in New Jersey education law and policy, Institute staff attended a variety of conferences related to Abbott issues, including conferences sponsored by the Public Education Institute and the monthly series sponsored by New Jersey Institute for School Innovation. With the consent of NJASA, we have been regularly attending meetings of the Urban Superintendents. Additionally the Institute assisted a group of policy makers around the state to craft a set of principles concerning school facilities, which various organizations or governing bodies may wish to adopt.

### ***Trenton Activities***

#### ***The Trenton Public Schools—***

The Institute continues to work with the school district on legislative and regulatory matters. We have been assisting the district with revisions to the Early Childhood Plan consistent with the New Jersey Supreme Court's latest decision in Abbott VI. We've also been advising the Superintendent concerning the proposed facilities legislation and its impact on the Trenton District. Staff assisted the Superintendent in formulating remarks for the legislature on the first year of implementation of whole school reform.

#### ***Heritage Tourism Initiative—***

Two Working Committee meetings were held, with stakeholders from government, academia, and the private sector. The first meeting was orientation and review of the draft plan. The second meeting included presentations by state government officials, and the creation of committees to work on creating a database of assets, producing of a power point educational presentation, and planning a conference on tourism.

Institute staff and the Director of the Trenton Convention and Visitors Bureau met with the NJ DEP Assistant Commissioner for Natural Resources to discuss the need for DEP involvement and brief her on the status of the initiative.

The Institute is participating in three separate but related NJ Transit initiatives in an advisory capacity. These include a project to include art in the new train station, a program to upgrade the pedestrian environment around the train station, and expansion of a light rail system from the train station to the State House. The Institute is also advising on several other Trenton projects, including the creation of a bike path route and creation of a new park as part of the reconstruction of Route 29.

#### ***Children's Future Project—***

Underwritten by funding awarded by the Robert Wood Johnson Foundation, Institute staff focused on completing initial interviews with local community leaders and experts in child health across the country to identify ideas to improve children's health outcomes in Trenton. Data describing children's health outcomes in the community was gathered and was shared with staff at Robert Wood Johnson for discussion. Subsequently it was reprinted and sent out to more than

100 local community leaders. We are also exploring GIS systems and other agencies to describe in more detail key factors affecting health outcomes in Trenton.

Our initial analysis of local programs and services in Trenton found: a) funding is heavily weighted toward children and youth in very high risk categories; b) there is little collaboration among providers; c) existing funding is highly fragmented, based on a deficit model; d) the scale of most programs is small, e) there does not appear to be a common set of trusted leaders who are frequently identified by local groups; and f) there is little evaluation of local efforts to see what works.

On April 26, we convened a meeting of about 35 Trenton community leaders, at the College, to share our findings and discuss ideas for Children's Futures. Additional presentations have been made to the Mayor's Youth Commission, the Council of NJ Grantmakers, and to the Healthy Mothers/Healthy Babies consortium. Site visits were conducted in Baltimore, Washington DC, and Chicago to learn more about notable efforts in the children's health field. In addition, we have reached agreement with the national organization, Zero to Three, to convene a meeting here in Trenton of national experts in child health, along with community representatives, to further explore ideas and issues. That meeting will be held June 27 and 28 at the College.

As a result of our interviews in Trenton and across the country, we have defined a set of core principles guiding our work: 1) focus on prevention; 2) focus on scale; 3) focus on a narrow age cohort; 4) emphasize effective models and clear outcomes; 5) stay patient and flexible.

#### *Assistance to Non-profit Corporations—*

Institute staff have established partnerships, or sit on the Boards of a number of non-profit corporations. Current accomplishments and activities include the following:

- Completed a proposal for funding of an open space plan for the Ironbound Community Corporation.
- Continued work with Public Interest Law Center on production of a publication that will support efforts by school districts to increase and improve outdoor recreation and education opportunities.
- Institute member invited to serve as co-chair of the Urban Environment Committee for the Coalition for Affordable Housing and the Environment
- Institute staff member invited to chair the Long-Range Planning Committee of the Association of New Jersey Environmental Commissions (ANJEC) Board. Presented information to the board on the status of school facilities legislation and led a discussion on the importance of environmental groups becoming involved in urban concerns. Worked with staff to identify and orient a new staff person who is working to create environmental commissions in urban areas. Attended and facilitated a discussion at an ANJEC/Community Foundation conference on the relationship between cities and suburbs.
- Hosted a meeting of the Community Foundation/Mercer Chapter to discuss creation of a fund targeted at the needs of women and children.
- Development of methods for the implementation of certification of early childhood education providers to assist the State in complying with the Supreme Court's requirements in Abbott VI and to assure that all early childhood educators are trained teachers with college degrees.

### ***Current HINT (Healthcare Information Networks and Technologies) Initiatives***

The College continues to act as Data Intermediary Project Administrator on behalf of the Department of Health and Senior Services (DHSS). During this quarter, DHSS, Deloitte Consulting, and Institute staff have completed the QuadraMed project work plans. The first 2 pilot hospitals, Columbus in Newark and St. Mary's in Passaic, started submitting data in early January 2000 to the NJ Department of Health & Senior Services. Currently, two additional pilot hospitals (Valley Hospital – Ridgewood; Burdette Tomlin Memorial Hospital – Cape May Court House) started submitting data during April for a total of four pilot hospitals. Phase III (Test System - Pilot) and Phase IV (Train Pilot Staff) of the project deliverables were completed during this quarterly reporting period.

An Institute staff member has been appointed by the Department of Health & Senior Services Commissioner, Christine Grant, to serve on the HINT Advisory Board. This Board has the responsibility to assist the State of New Jersey to implement the HINT Legislation

### **Outreach to and Academic Partnerships with Target Markets**

Outreach and Academic Partnership activities on behalf of the College continued to grow among our targeted markets, including the military, community colleges, institutional partners, corporations, and community groups/underrepresented populations. Activities during the past quarter are described below.

#### ***Military***

College staff met with officials from Coast Guard Headquarters in early April, and again in May to discuss the Memorandum of Understanding between the Coast Guard and the College regarding the Coast Guard Acquisition Workforce. Agreements on process were made that will allow for rapid response and consistent academic advising for students who are in the Coast Guard. The Coast Guard has also committed budget dollars in the upcoming Federal budget for the development of an on-line course in procurement. The College will develop this for-credit course and make it available for the Coast Guard. The course would also be available for students in the Bachelor of Science in Business Administration.

The College developed a number of initial degree Program Plans to assist military personnel in a variety of military service institutions. Degree "templates" specific to military programs were created for military education officers to promote associate's and bachelor's degrees with major areas of study in the Liberal Arts Military Degree Builder program (major areas of study in Communications and Journalism).

The College has submitted a proposal to participate in the new Navy College Partnership Program. The College was able to respond to 44 of the 78 Navy Occupations being considered through this partnership. If the College is selected to participate in all 44 of these programs, we hope to realize 200 additional enrollments from this program in the first year of a three-year span, with the expectation of enrollments increasing each year.

College staff provided training sessions to the Navy College Office personnel in Norfolk, Virginia, between April 25 and 27, 2000. Eighteen different vessels were visited to provide information to

more than 100 interested Navy staff regarding the College. College staff also visited Dover Air Force Base and Aberdeen Proving Grounds to meet with education office personnel there.

As a result of the College's outreach to Boeing Aerospace Operations Training Facility located at McGuire Airforce Base, New Jersey, ten Boeing employees have now enrolled in the College's Associate in Applied Science degree program. The College provided an on-site program-planning workshop on April 27, 2000.

In May College staff traveled to San Antonio, Texas, to provide Army Education personnel training on Thomas Edison State College's role in the Department of the Army and Servicemembers Opportunity Colleges (SOC) SOCAD Occupational Degree Builder program. College staff were recognized by SOC for their outstanding efforts in this program. Staff also provided training for the education office staff Senior Noncommissioned Officers in the medical imaging field. This is one of the fields for which the College has have a SOCAD Occupational Degree Builder articulation at both the associate and baccalaureate level.

The College was an exhibitor at the Department of Defense Worldwide Symposium on Education May 15 through 18, 2000. Over 3,000 military educators, Department of Defense personnel and colleges providing services to the military services worldwide attended this symposium. College staff conducted presentations for the Coast Guard, National Guard, and the Army during breakout sessions.

Finally, over 100,000 sailors and marines have requested the Navy/Marine SMART transcript introduced this year. The College is listed third in institutions of choice for receipt of transcripts following Regents College and the University of Phoenix.

### **Community Colleges**

Bergen County Community College signed a Degree Pathways agreement with the College in May. College staff have already developed a degree completion template that articulates Bergen offerings with the College's BA degree, with a Psychology specialization. New degree completion templates have also been developed for Degree Pathways partners at Camden County College (Psychology) and Edison Community College in Florida (Liberal Studies). The Thomas Edison State College Course List that accompanies degree completion templates has also been updated. This list classifies DIAL courses, TECEP examinations, DANTES examinations, CLEP examinations, and New York University Foreign Language examinations. This information promotes courseware offered by the College.

College staff attended numerous transfer fairs at community colleges statewide. During the 10 transfer fairs held between the months of April and June, information about the College was provided to over 200 prospective students.

The College hosted its first Community College Partners Meeting on March 31, 2000, to reinforce our position as a responsive partner to the New Jersey State Community Colleges. The transfer counselors of the 19 New Jersey Community Colleges attended, along with their counterparts from Bucks County Community College. This meeting highlighted many of the significant changes at the College over the past few years. The meeting was held in the newly renovated Townhouses and included a guided tour. Thomas Edison State College was also represented at the annual two-year/four-year transfer counselor meeting in May at Fairleigh Dickinson University.

### ***Institutional Partners***

The partnership agreement between Thomas Edison State College and California State University, Long Beach, has been finalized. The first activity in this partnership is the credit review of the Global Logistics Institute for 9 sh credit. The Institute serves approximately 150 students per year. Many of these individuals are interested in degree completion at the bachelor's level. The Thomas Edison State College Bachelor of Science in Business Administration with a focus on logistics is the degree of choice. Our first student has enrolled and is expected to complete his degree through portfolio assessment.

The relationship between Thomas Edison State College and the Zaidner Institute continues to grow, with more than 100 students coming to the College from Zaidner each year. Zaidner has expanded operations with satellite programs in Montreal, Toronto, Brooklyn, Baltimore, and Detroit. Offerings have been evaluated on an on-going basis by ACE. At the urging of the College, a meeting is planned to bring all the satellite programs together with ACE for an annual meeting. The first meeting is scheduled for June 20, in Baltimore.

### ***Corporate and Community Programs***

College personnel and Merrill Lynch representatives have developed a website partnership whereby Merrill Lynch has agreed to place the College's website link on its education page and the College has placed Merrill Lynch's website link in our corporate partners section. This should make it easier for Merrill Lynch employees to locate information about the College and its programs, and it is also symbolic of the strong relationship being developed between the two organizations.

In April, the College met with 35 employees from the accounting office of Engelhard Corporation, a firm that is investigating alternatives to traditional education. Also in April, College staff made two presentations to Americorp in East Windsor, which have resulted in one enrollment and several inquiries to date. The College participated in corporate education fairs at the Cooper Health Systems in Camden, New Jersey, and at Bell Atlantic in Teaneck, New Jersey. In addition, the College attended an AT&T and Lucent Technologies education fair in Middlesex, New Jersey. College staff met with some 50 employees at the New Lisbon Developmental Center. Financial aid was identified as a critical factor for these employees. The College has provided financial aid information for their submission and will participate in a follow-up meeting in July 2000

College staff have also reached out to members of the Trenton community. Academic Programs staff have developed a degree-completion template for a Bachelor of Arts in Religion, which will be promoted to a consortium of ministers affiliated with Galilee Baptist Church in Trenton.

### ***Learner Services***

The Learner Services area has been reorganized to provide improved services to students and strengthen the leadership in this critical area of the College. The Acting Director for Learner Services position has been filled by Susan Davenport, and the Acting Registrar position has been filled by Donna Watson. Gregory Dye has accepted a position to serve as the Coordinator of Graduate Advising in the Graduate Studies Office. Dr. Sonja Eveslage, Office of Academic

Program Development and Graduate Studies, will lead this expanded graduate program area. The Office of Admissions' responsibilities for inquiries and applicants has been transferred from the Academic Affairs Division to the Public Affairs Division. The Office of Admissions functions relating to the evaluation of records pertaining to enrolled students will remain in the Learner Services unit.

A reorganization of the current filing system in the Registrar's area is currently under way and is expected to be completed by the beginning of the new fiscal year. Over 10,000 student files are involved in the reorganization, which will use the Datatel system to provide access to student information found in the hard copy files, and will combine several separate filing systems into one primary filing system.

## **The National Institute on the Assessment of Experiential Learning**

The National Institute on the Assessment of Experiential Learning has drawn approximately 30 registrants, nine of whom are alums. This is the first time those who have selected the advanced track outnumber those who chose the beginning track, which implies that more educators are gaining experiential knowledge in this field.

New sessions to be offered at this this Institute are "Developing and Teaching an On-Line Portfolio Course"; "Prior Learning Assessment and Adult Learning: The Search for a Critical Perspective"; "Faculty Portfolios"; "Research on the Assessment of Prior Learning: Implications for Improving Practice"; "Brainstorming on Needed Research Projects in Prior Learning Assessment"; "How Adults Learn: Implications for the Assessment of Prior Learning: Prior Learning Assessment Programs as Catalysts to Institutional Partnerships"; and "Advising Prior Learning Assessment Students."

The College will continue to offer the concurrent, electronic conference again this summer, discussing the following questions: How reliable is portfolio assessment? If you showed the same portfolio to three different faculty in the same content area, would they evaluate it similarly? If you have ever conducted reliability studies on your PLA program, what were your results? How important is consistency of evaluation? Do you have any thoughts on ways in which portfolio assessment can be conducted more reliably?

## **Corporate-Higher Education Programs**

One American Council on Education (ACE) course review has been completed during the quarter. This was for a new sponsor organization, Key Testing and Review, Inc., of West Trenton, New Jersey. Preparation is underway for site reviews at: NRRPT (National Registry of Radiation Protection Technologists), REST Institute and the Learning and Performance Center of Lucent Technologies, Inc.

The pilot presentation of the new test-taking workshop for corporate audiences, "Paths to Achievement," was received in a very positive manner this winter. The College is in the process of completing a new brochure to make the new service known to a wider audience.

Our office conducted a Programmatic Review of the five modules that constitute the California State University, Long Beach program in Global Logistics. The review was conducted in a manner similar to an ACE review, with the assistance of a team of three highly qualified faculty members. The resultant report recommended 6 semester hours of credit for the current program, and specified certain changes which might then qualify for 6 semester hours of graduate credit. This effort is a significant step forward in the College's efforts to develop a successful working agreement in a variety with the University.

## **Implementation of Datatel Computer Information System in the Academic Affairs Division**

The Associate Deans have a major, on-going role in the implementation of the integrated computer system. Typical activities and responsibilities have included writing and upgrading degree audit syntax for Bachelor of Arts, Associate in Arts, and Associate in Science in Natural Science and Mathematics programs and the Labor Studies Certificate program; assigning numbers for the following courses in the Faculty Consultant database; reconciliation of student Evaluations and Program Plans; participating in training sessions; assisting/training staff; participating in weekly Team meetings and Academic Policy meetings; and collaborating with staff and external consultants to ensure quality, integrity and maintenance of the system. As of May 2000, over 10,900 courses are in the database.

## **Distance & Independent Adult Learning**

### ***Course Enrollments***

DIAL course equivalent enrollments (CEEs) for the two fall semesters exceeded our target number. We had a total enrollment of 3,526. This represents an 18% increase over FY99, where the total CEEs in the two fall semesters was 2992. Registrations in November and December for the Winter 1 semester are also up.

### ***Test Development and Independent Study***

During the reporting period, two examination revisions were completed: "Marketing Management Strategy" and "Advanced Labor Relations & Collective Bargaining." The first Study Pack offering—Introductory Statistics—began development during this reporting period.

### ***Course Development***

Revisions of seventeen courses were completed as follows:

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|----|---|---------------|
| 1. | Introduction to Financial Accounting I  | ACC-101-GS    |
| 2. | Introduction to Financial Accounting II | ACC-102-GS    |
| 3. | A World of Art                          | ART-100-GS    |
| 4. | Nutrition                               | BIO-108-GS/EM |
| 5. | Introduction to Business                | BUS-101-GS    |
| 6. | Economic Issues in Organizations        | EIO-520-MS    |
| 7. | English Composition I                   | ENC-101-GS    |
| 8. | Global Environmental Change             | ENS-311-GS    |

9.	Business Finance	FIN-301-GS
10.	Modern Latin America and the Caribbean	HIS-333-GS
11.	War In American Society	HIS-356-GS
12.	Human Resource Management	HRM-530-MS
13.	Poetry, Modern American	LIT-347-GS
14.	Introduction to Psychology	PSY-101-GS
15.	Social Psychology	PSY-339-GS
16.	People and Organizations	PSY-369-GS
17.	The Adult Years	SOC-335-GS

New courses in development are as follows:

1.	Creating and Implementing the Electronic Enterprise	MAR-306-OL
2.	Production and Service Development for Electronic Enterprise	MAR-432-OL
3.	Marketing with Electronic Enterprise	MAR-441-OL
4.	Radiation Dosimetry	NUC-452-GS
5.	Thanatology	PSY-300-GS
6.	Introduction to Counseling	PSY-331-GS

All of these courses support one or more degree programs in the College.

## **New Program Development and Graduate Studies**

To better support expansion of graduate programs, the offices of New Program Development and Graduate Studies have been combined. The newly configured Office of New Program Development and Graduate Studies will be under the direction of Dr. Sonja A. Eveslage. Dr. Esther Taitsman will continue in her role as Associate Dean and Director of Graduate Studies. A planned expansion position to provide graduate student advising was filled. The expanded office will support implementation of the Master of Arts in Professional Studies and expansion of the Master of Science in Management (MSM).

## **Master of Arts in Professional Studies**

Seven students are enrolled in the first two courses offered in the Master of Arts in Professional Studies (MAPS) degree. Four of the students are taking both courses, and the others are enrolled in one. The students have diverse professional experience and include a systems administrator for the State of New Jersey, a business officer for a Pennsylvania community college, and a school teacher from Georgia. Most are Thomas Edison State College graduates.

## **Resignations**

The following staff have resigned from the College:

Dale W. Englebert

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Watson Institute