

MINUTES

BOARD OF TRUSTEES

THOMAS EDISON STATE COLLEGE

March 19, 1999

MEMBERS PRESENT: Richard Arndt, Chairman; Fred Abbate; Nicholas Carnevale; George Fricke; Tina Greco, Student; Ida Hammond; E. Harvey Myers; Carole Nerlino-Cerepak; George A. Pruitt, President.

MEMBERS ABSENT: Christopher Daggett; Thomas O'Neill; Heidi Schwab, Student.

ALSO PRESENT: Jerry Ice, Vice President and Provost; John Thurber, Vice President for Public Affairs; Esther Paist, Executive Assistant to the President; Marie Power-Barnes, Director of Marketing; Donald Trucksess, Union Representative.

Chairman Richard Arndt, who noted that the date, time, and location for the meeting had been published in accordance with New Jersey law, officially called the public meeting to order at 2:00 p.m. Mr. Arndt noted that, since the meeting was being held in Fort Myers, Florida, the audio portion was being transmitted, live, to Trenton and that a videotape would also be available upon request.

MINUTES:

The minutes of the December 11, 1998, meeting were presented for approval. Nicholas Carnevale moved and Ida Hammond seconded a motion to adopt the minutes. Motion carried (7-0).

SWEARING IN OF TRUSTEES:

Fred Abbate and Nicholas Carnevale were reappointed to the Board and were duly sworn in to new terms.

PRESIDENT'S REPORT:

Dr. Pruitt stated that the Governor has made her budget statement, and that he perceives the budget (especially when taken together with the \$550 million bond issue) as a positive statement from the state regarding higher education. On the other hand, he also

pointed out that he cannot respond with total enthusiasm to the College's having received an essentially "flat" budget. We recommended a 3.5% increase and received 2.5%. Moreover, the negotiated and mandated salary increase of 4% again has not been funded. Commenting on the debt service on facilities, Dr. Pruitt noted that a \$550 million bond issue was announced (at a 2 for 1 match), but this is only a start, and it increases the debt-service burden on colleges. Both the salary increase and debt-service issues put pressure on tuition. He further indicated another negative is that despite economic upturns in the state economy, there is no plan on the part of the state to "reinvest" in higher education. Dr. Pruitt stated that college presidents will receive the budget generally positively, but not enthusiastically, and there will probably be a 5%-to-6% increase in tuition. The College will have adequate revenues in the next budget.

Regarding incentive performance funding, he commented that although at one point the College planned not to participate in this state program because of inappropriate measures, we have now worked some of this out in the form of modified benchmarks that relate more directly to the College's mission and students. However, the aspect of "diversified revenues" is still very much under discussion.

Dr. Pruitt further stated that the College is currently preparing to generate its next five-year plan and has conducted two retreats to discuss future directions and formulate statements that we will share with the Board at the June meeting. We want to produce a "credo" statement based on our understanding of our core values, core competencies, and our mission. In September, we will have completed a description of how the College will look in five years, with an eye to formulating our next five-year plan. We are doing this also to prepare for the next accreditation visit by the Middle States Association.

Dr. Pruitt commented that the College has never been stronger and has flourished in spite of lack of funding from the state. As just one example of the College's strength, the College's Center for DIAL has created 18 new courses this year and its enrollment increases are in the double-digits.

In discussing College planning, Dr. Pruitt pointed out that "PPSTM" (Programs, Products, Services, Technology, Marketing) establishes the "pillars" around which our college is built. We have done well with all but the "M" so far, and are now looking ahead to a new emphasis on marketing. Marie Power-Barnes, Director of Marketing and College Relations, made a presentation to the Board entitled "Marketing and Growing the College, an Overview of College Strategy and Current Marketing Campaign." A synopsis follows.

In support of College's strategic goals of (a) increasing enrollment to 12,500 and (b) enhancing institutional awareness and image of the College among key constituencies, the College has developed an integrated marketing, communications, and outreach plan. The plan has four major components. First, the College is conducting a three-tiered marketing research project with Carnegie Market Research to measure

- who our students are and where they are most likely to come from;
- why prospective students do or do not come to TESC, and

- who these prospective students see as our competition and how this competition positions themselves in the marketplace.

This research is slated for completion by June 30, 1999.

Concurrently, a marketing campaign has been developed to support strategic goals. The College is using a mix of print, radio, broadcast, and outdoor advertising to promote awareness and foster enrollment. Stage one of this campaign focuses on New Jersey, using highly targeted messages and media venues. In stage two, the College will enhance its web site and explore the use of other new media tools. Part three of the plan involves ongoing outreach in the areas of both internal advocacy and external relationship development. The marketing of the College requires an institution-wide commitment to ensure the plan's success both in providing our services and communicating them to our target markets. Using existing research as a benchmark, the College will monitor the plan's progress through inquiry tracking mechanisms, analysis of inquiry, applicant and enrollment counts, and analysis of the upcoming Carnegie project results. Modifications will be made as necessary. The integrated marketing plan will grow and evolve with the College. It is a long-term undertaking necessary to meet our strategic goals and to make TESC the presumptive choice among adult learners.

Dr. Pruitt commented that we will keep the Board regularly briefed on our marketing efforts. Even now, our application numbers are increasing. We continue to enjoy strong word-of-mouth referrals due to our good services. Our infrastructure is prepared to take up the consequences of enrollment growth. Our current investment in the marketing campaign comes from carry-forward at present and we will need to generate other revenue sources to continue, especially in the face of lack of state support. Nicholas Carnevale pointed out that special project marketing funding could come from the Thomas Edison State College Foundation. We already have advocates in our alumni and will plan to mobilize them.

BID WAIVERS:

George Fricke reminded the Board of our omnibus bid waiver approval system, and acknowledged the good, useful tool of the bid waiver tracking system. He then presented the following bid waiver resolution:

WHEREAS: The "State College Contracts Law," Chapter 64 of Title 18A of the New Jersey Statutes requires that any purchase exceeding \$17,700 must be publicly advertised for sealed bids in the local newspapers; and

WHEREAS: Section 5a of the additional article to Chapter 64 of Title 18A of the New Jersey Statutes states that the College may waive the bidding procedures by resolution of the Board of Trustees of the College; and

WHEREAS: The purchasing policies of Thomas Edison State College approved by the Board of Trustees on October 10, 1986, provide for the granting of categorical prior approval and post reporting to the Board of such purchases; and

WHEREAS: Background information on each bid waiver will always be provided in one attached document entitled "Bid Waiver Requests"; and

WHEREAS: The College is planning to

- purchase advertising services for New Jersey Awareness of College at an estimated cost of \$300,000,
- publish a Course Registration Bulletin at an estimated cost of \$74,000,
- publish a new College Catalog at an estimated cost of \$55,000,
- publish the Degree Completion Handbook at an estimated cost of \$28,000,
- provide training for technical staff of the State Library and the statewide library community for hub configuration and maintenance of Cisco routers at an estimated cost of \$70,000,
- print course manuals and study materials for the MSM and Guided Study programs at an estimated cost of \$108,000

in accordance with the explanation and description of each project as set out in the attached "Bid Waiver Requests"; and

WHEREAS: The College will not be going to a sole source, but will seek proposals from a list of vendors; now, therefore be it

RESOLVED: That the Board of Trustees does hereby authorize a bid waiver for the College to purchase advertising services for New Jersey Awareness of College at an estimated cost of \$300,000; to publish a Course Registration Bulletin at an estimated cost of \$74,000; to publish a new College Catalog at an estimated cost of \$55,000; to publish the Degree Completion Handbook at an estimated cost of \$28,000; provide training for technical staff of the State Library and the state-wide library community

for configuration and maintenance of Cisco routers at an estimated cost of \$70,000; and to print course manuals and study materials for the MSM and Guided Study programs to be used during FY 2000 at an estimated cost of \$108,000.

George Fricke moved and Nicholas Carnevale seconded a motion to adopt the resolution. Motion carried (7-0).

TRANSCRIPT EVALUATION PILOT PROJECT

Dr. Pruitt presented the following resolution:

WHEREAS: The Board of Trustees of Thomas Edison State College has the authority and the responsibility to determine the educational curriculum and academic policies of the College; and

WHEREAS: The College wishes to establish a pilot program (running from April through September, 1999) allowing applicants who request it the opportunity to obtain an academic evaluation (for a fee of \$200) prior to enrolling at the College, as described in the attachment herewith; and

WHEREAS: The appropriate Academic Affairs staff have reviewed and recommended the establishment of such a pilot program; and

WHEREAS: Running such a pilot program will provide valuable information that will guide planning and policy relative to student evaluations conducted prior to enrollment; now, therefore, be it

RESOLVED: That the Board of Trustees of Thomas Edison State College does hereby approve the establishment of a pilot program, to run between April and the end of September 1999, allowing applicants to obtain an academic evaluation prior to enrolling in the College, as detailed in the attachment herewith.

George Fricke moved and Harvey Myers seconded a motion to adopt the resolution. Motion carried (7-0).

REPORT OF THE ACADEMIC AFFAIRS COMMITTEE:

Committee Chairperson Fred Abbate referred to the committee's written report and moved on to present the resolutions concerning the degree reviews for the Liberal Arts and Business degrees. Jerry Ice provided background information regarding changes recommended, pointing out that the changes lie within the degree Specializations, and that the core of the programs are unchanged. Regarding the retirement of Specializations in the BA, Dr. Ice pointed out that, historically, our Specializations come about in response to student requests. Now, we see that some Specializations either have minimal enrollments or have no easy means for fulfillment of course requirements. Our new "liberal studies" degree can continue to accommodate students who wish to pursue those areas, even now. Regarding the BSBA changes, Dr. Ice pointed out that they mainly concern movement of courses from "elective" to "required" status in order to provide more flexibility for students.

Fred Abbate introduced the progress report on the New Program Announcement of the Master of Arts in Professional Studies (MAPS) degree. Dr. Pruitt explained the statewide process of asking other institutions for information on duplication and pointed out that no duplication problems were cited. Approval should be forthcoming at the end of the year.

LIBERAL ARTS DEGREE FIVE-YEAR REVIEW:

Fred Abbate presented the following resolution:

WHEREAS: The Board of Trustees of Thomas Edison State College has the authority and the responsibility to determine the educational curriculum and academic policies of the College; and

WHEREAS: A committee of the Academic Council has concluded a five-year review of the Liberal Arts degree programs; and

WHEREAS: The committee report has been reviewed by an external consultant; and

WHEREAS: The final report has been reviewed and approved by the Academic Council at its February 19, 1999, meeting; and

WHEREAS: The president of the College recommends the changes as presented; and

WHEREAS: The Academic Affairs Committee of the Board of Trustees has reviewed and concurred with recommendations as presented; now, therefore be it

RESOLVED: That the Board of Trustees of Thomas Edison State College does hereby accept the degree change recommendations as presented and incorporated herein by reference, effective July 1, 1999.

Fred Abbate moved and Ida Hammond seconded a motion to adopt the resolution. Motion carried (7-0).

RETIREMENT OF BACHELOR OF ARTS DEGREE SPECIALIZATIONS:

Fred Abbate presented the following resolution:

WHEREAS: The Board of Trustees of Thomas Edison State College has the authority and the responsibility to determine the educational curriculum and academic policies of the College; and

WHEREAS: The Academic Council, at its February 19, 1999, meeting, reviewed and approved the retirement of the following: Bachelor of Arts degree program Specializations in African American Studies; American Studies; Anthropology; Asian Studies; Dance; Economics; Geography; Geology; Philosophy; Physics; Urban Studies; Women's Studies; and the Physics Option in the Associate in Science in Natural Sciences and Mathematics degree program; and

WHEREAS: The Academic Affairs Committee of the Board of Trustees has reviewed and concurred with recommendations to retire all of these except for those in Anthropology, Economics, Philosophy, and Physics; and

WHEREAS: The president of the College recommends the changes as presented; now, therefore be it

RESOLVED: That the Board of Trustees of Thomas Edison State College does hereby accept the recommendations to retire eight degree Specializations as presented and incorporated herein by reference, effective July 1, 1999.

Fred Abbate moved and Harvey Myers seconded a motion to adopt the resolution. Motion carried (7-0).

BUSINESS DEGREES FIVE YEAR REVIEW:

Fred Abbate affirmed that the Academic Affairs Committee commends the review process and involvement of the Academic Council in this review. Dr. Pruitt pointed out that our "best practices" in this and other areas will be monitored via our "vital signs" assessment. Fred Abbate then presented the following resolution:

WHEREAS: The Board of Trustees of Thomas Edison State College has the authority and the responsibility to determine the educational curriculum and academic policies of the College; and

WHEREAS: A committee of the Academic Council has concluded a five-year review of the Business degree programs; and

WHEREAS: The committee report has been reviewed by an external consultant; and

WHEREAS: The final report has been reviewed and approved by the Academic Council at its February 19, 1999, meeting; and

WHEREAS: The president of the College recommends the changes as presented; and

WHEREAS: The Academic Affairs Committee of the Board of Trustees has reviewed and concurred with recommendations as presented; now, therefore be it

RESOLVED: That the Board of Trustees of Thomas Edison State College does hereby accept the degree change recommendations as presented and incorporated herein by reference, effective July 1, 1999.

Fred Abbate moved and Ida Hammond seconded a motion to adopt the resolution. Motion carried (7-0).

CANDIDATES FOR DEGREE:

Jerry Ice presented the candidates for the associate, baccalaureate, and master's degrees as of January 15, 1999, as follows: 7 candidates for the Associate in Arts; 1 candidate for the Associate in Science in Management; 1 candidate for the Associate in Science in Natural Science and Mathematics; 8 candidates for the Associate in Science in Applied Science and Technology; 51 candidates for the Bachelor of Arts; 7 candidates for the Bachelor of Science in Human Services; 25 candidates for the Bachelor of Sci-

ence in Applied Science and Technology; 16 candidates for the Bachelor of Science in Business Administration; and 6 candidates for the Bachelor of Science in Nursing. There was a total of 122 candidates, 67 from out-of-state and 55 from New Jersey.

Dr. Pruitt stated that Commencement has been scheduled for October 2 at the War Memorial. He then presented the following resolution to approve the candidates as indicated:

The Board of Trustees of Thomas Edison State College does hereby approve the awarding of the appropriate degrees to those January 15, 1999, candidates indicated on the lists provided and incorporated herein by reference.

The action herein taken is pursuant to a certification by the President that the aforementioned candidates have satisfied all relevant degree requirements as recommended by the Academic Council and as established by the Board of Trustees.

Carole Nerlino moved and Ida Hammond seconded a motion to adopt the resolution. Motion carried (7-0).

CONTRACT RENEWALS:

Dr. Pruitt presented the recommendations for contract renewals as follows:

PRESIDENT'S OFFICE

CONTRACT RECOMMENDATION

Anna Krum, Program Assistant	1 Year	1999-2000
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DIVISION OF ACADEMIC AFFAIRS

CONTRACT RECOMMENDATION

Cecelia Blasina, Learner Services Representative	1 Year	1999-2000
Cheryl Dienes, Testing Coordinator	1 Year	1999-2000
James Jesson, Program Assistant	1 Year	1999-2000
Ann Prime-Monaghan, Program Advisor	1 Year	1999-2000
Marie Carmen Panlilio, Program Assistant	1 Year	1999-2000
Michele Robinson, Senior Learner Services Rep.	1 Year	1999-2000
Terri Tallon-Hammill, Assistant to the Director	1 Year	1999-2000
Deborah Ware, Learner Services Representative	1 Year	1999-2000

DIVISION OF PUBLIC AFFAIRS

CONTRACT RECOMMENDATION

Christina Young, Desktop Publishing Specialist	1 Year	1999-2000
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DIVISION OF ADMIN. & FINANCE

CONTRACT RECOMMENDATION

Ann M. Klopp, Systems Coordinator	1 Year	1999-2000
Mary Toth, Administrative Assistant	1 Year	1999-2000
Angie Zimnes, Assistant Administrator, Student Fees & Revenues	1 Year	1999-2000

Dr. Pruitt presented the following resolution:

The Board of Trustees of Thomas Edison State College does hereby approve the contract recommendations as indicated on the lists provided and incorporated herein by reference.

The action taken herein is pursuant to an evaluation of each employee's work performance and the recommendation of the President.

Nicholas Carnevale moved and Carole Nerlino seconded a motion to adopt the resolution. Motion carried (7-0).

PERSONNEL ACTIONS:

Dr. Pruitt presented the following resolution:

The Board of Trustees of Thomas Edison State College does hereby approve all appointments as indicated on the list provided and incorporated herein by reference.

The action herein taken is pursuant to a recommendation by the President of the College.

Ida Hammond moved and Harvey Myers seconded a motion to adopt the resolution. Motion carried (7-0).

NEW BUSINESS:

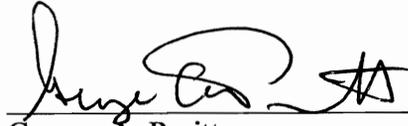
Esther Paist commented on the new format of the Board books and indicated that they will now always be available on site at future Board meetings.

Richard Arndt congratulated Linda Holt on her new position, Associate Dean for Graduate Studies, and thanked our hosts at Edison Community College for their hospitality. Tina Greco thanked the group for making possible her involvement on the Board of Trustees.

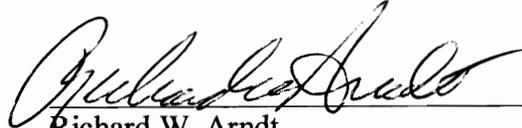
There being no further business, Nicholas Carnevale moved and Ida Hammond seconded a motion to adjourn. Motion carried (7-0).

Submitted by,

Approved by,



George A. Pruitt
Secretary to the Board



Richard W. Arndt
Chairman