




# THOMAS EDISON STATE COLLEGE

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## **MEMORANDUM**

December 9, 1994

TO: Members, Board of Trustees  
FROM: George A. Pruitt   
SUBJ: President's Report to the Board of Trustees

### **New Jersey Baccalaureate Degree Completion Program**

The county college response to the New Jersey Baccalaureate Degree Completion Program has been outstanding. Agreements have been signed with Atlantic Community College, Camden County College, Cumberland County College, Gloucester County College, County College of Morris, and Ocean County College. The agreement with Burlington County College will be signed at a public event on December 13 at the Burlington County College campus.

Preliminary meetings have been held with Mercer County Community College, Middlesex County College, Raritan Valley Community College, and Warren County Community College. Three additional colleges have expressed interest in an agreement: Hudson County Community College, Sussex County Community College, and Union County College.

Information sessions at the campuses have been well attended:

Atlantic Community College	167
Camden County College	87
County College of Morris	150
Cumberland County College	51
Gloucester County College	125
Ocean County College	450

In addition, the College has received over 1,000 "Intent to Transfer" forms, with 390 coming from Ocean County College alone.

### **Center for Directed Independent Adult Learning (DIAL)**

**Guided Study.** Enrollment for Guided Study courses offered during the fall, 1994 semester was 1630 course equivalent enrollments prior to the close of the withdrawal period. After the close of the withdrawal period enrollments stood at 1545 which represents a 4% increase over the fall of 1993. Sixty four of these enrollments were in the On Line Computer Classroom. This enrollment report represents a change from past practices, as we are now reporting both pre and post withdrawal enrollments. The official enrollments will be considered those enrolled after the close of the withdrawal period. A total of 123 sections in 71 courses were available to students. Additionally, six new faculty joined DIAL during the fall semester: Ladylease Goodridge-White, Essex County College; Louis DeLago, Chestnut Hill College; Charles Vevier, University of Medicine and Dentistry of New Jersey; Sylvia Baer, Gloucester County College; Arlene Gonzalez, Richard Stockton College of New Jersey, and Thomas Simonet, Rider University.

The fall semester also included eight new courses: Elementary Spanish I and II, Drugs and Society, Social Gerontology, The Renaissance: Origins of the Modern West, Introduction to Financial Accounting, Introduction to Managerial Accounting, and Introduction to Biology (nonlab) all available as Guided Study courses. Global Environmental Change was offered exclusively as an On Line Computer Classroom course.

Four new courses were approved at the October 28, 1994 Academic Council meeting: Introduction to Business, Principles of Sales, Small Business Management, and Women and Social Action.

**New Equipment.** The satellite system has upgraded its receiving units as part of the College's participation in the PBS program "Going the Distance." Thomas Edison is one of 60 colleges selected nationally to provide degree completion opportunities through this PBS project. The upgraded units will allow DIAL to receive digitally transmitted programs from PBS.

Also, three new duplication decks were installed and made operational. The decks were purchased with funds from the Equipment Leasing Grant. This expands the number of duplicating decks to 31, positioning the program for any expansion generated from the New Jersey Baccalaureate Degree Completion Program and from the outcomes of the College's expansion plans.

### **Test Description Book**

Following an interval of experimentation, the nature of the materials that comprise the Test Description Book (TDB) has been redefined. Students are now provided with summary packages of DANTES test information materials, instead of the reformatted descriptions, which were previously reprinted within the Test Description Book itself. Thus, there is a more direct use of materials provided by the DANTES program through the Educational Testing Service.

The use of the new format was explored in a previous experimental phase in 1993-94, and was accepted by the students. The use of unbound materials did not constitute a problem. However, a careful attention to student reaction has continued, and a questionnaire has been developed and included in each student copy of the test information packet. Results will be evaluated in establishing policy and practice in this area.

The cooperation of ETS/DANTES is essential for this work, and negotiations are continuing. The shift to the new practices provides expanded space within the TDB that is available to describe the TECEP tests, and work is underway to secure expanded materials. A larger number of practice sample questions is frequently requested by students.

### **NRRPT TECEP Test in ALARA Principles**

Work on this project for test development, supported by the National Registry of Radiation Protection Technologists, is centered on preparation of a TECEP examination in ALARA Principles. During the summer, the chairman of the faculty committee, Dr. Norman Cohen of New York University, resigned due to personal circumstances, and the chairman role was assumed by Dr. Frank Haughey of Rutgers University.

Under Dr. Haughey's direction, the content specifications for the test were revised and reformatted in order to accommodate the development of two variant strains of the examination, one aimed at nuclear power plant personnel, the other at medical/health radiation personnel. Work toward the definition of the necessary packet of related materials has continued.

Draft test materials from existing sources have been assembled, and additional item/case study writing will begin this fall. A possible trial demonstration at the annual meeting of the Health Physics Society in February is being explored, using an ad hoc sample of persons with appropriate backgrounds, drawn from among those attending the conference.

### **TECEP Revision/Development**

Revised versions of several TECEP examinations have been introduced into the program: Database Management, Word Processing Fundamentals, International Finance and Trade, and Tax Accounting. Additional revisions are underway for Introduction to Statistics, Alcohol Abuse: Fundamental Facts, Substance Abuse, and Managerial Accounting II.

A review of TECEP test volumes has identified nine low-volume tests that are under consideration for replacement with others that may be anticipated to serve more students. The Associate Dean for Human Services has been approached for assistance in identifying additional possible tests in the area of Criminal Justice. Consideration is being given to a special low-volume program, perhaps in conjunction with portfolio advisement, that would enable students to continue to be tested in the nine affected areas.

### **Staff Activities**

The Director of DIAL attended the fall meeting of the NUCEA Independent Study Division Board of Directors meeting in September. Mr. Seaton was elected to the national board this summer. Additionally, he presented at the Telelearning '94 conference held in Baltimore, Maryland. His topic was "The New Jersey Statewide Model for Distance Education." He was also a featured presenter at the New Jersey Intercampus Network conference, "Converging Technologies," held at William Paterson College where he discussed the integration of computer mediated communication with other forms of interactive media.

Dr. Debbi Dagavarian, Director of Testing and Assessment, is experiencing a unique configuration in distance education. She is currently teaching a student through the University of Alabama's New College External Degree Program. The three contract learning courses are on baseball and how it relates to American history and culture, and are similar to courses she designed and taught at two other colleges in the past. While this program is administered in Tuscaloosa, Alabama, the student lives in Atlanta, Georgia, is completing another contract concurrently with a professor in Norfolk, Virginia and working with Debbi in Trenton. Dr. Dagavarian is also teaching a student at Empire State College in New York City this semester.

Farouk Hassieb, Controller, was awarded membership for Who's Who Sterling International on August 9, 1994.

### **Admissions Services**

Initial inquiries for FY '95 have increased by 15% over the same period last year. As of October 28, 1994, new enrollments have increased 13%: 1,013 new enrollments compared to 893 for FY '94. The number of applications has remained consistent with last fiscal year: 1649 applications for FY '95 and 1,641 applications for FY '94.

Two Application Day programs were held in September and October with 103 prospective students in attendance; 45 applications were submitted on-site.

Several outreach activities focused on the enrollment of minority students, especially African-Americans: a conference presentation to 130 staff from the Office of Children for the City of Newark, and participation at the annual New Jersey Black Issues Convention in Cherry Hill. In addition, 130 military personnel and civilians attended an admissions program at the Army War College in Pennsylvania. More than 90% of the attendees were from underrepresented populations. Subsequent applications and/or enrollments from these groups will be closely monitored to assist in determining the effectiveness of these activities.

### **Alumni Affairs**

Once again, alumni and students took the opportunity to demonstrate their commitment and support for the College by taking an active role in assisting with Commencement and the Annual Putting Him/Her Through (PHT) Banquet.

Three hundred guests, including 37 new grads and 19 alumni and student volunteers, attended the PHT banquet at the Hyatt. Graduates honored their families and friends when Dr. Pruitt conferred the PHT Certificates.

Ida B. Hammond '78, past president of the Alumni Association, accepted the first Thomas C. Streckewald Alumni Service Award from Cathie Streckewald at the Annual Meeting of the Alumni Association. A standing ovation paid tribute to Hammond, who has served the College for two decades. She was a part of the B.A. Advisory Council as a student, participated in the Accreditation Team Visit as an alumni leader, and has served on the Thomas Edison State College Foundation Gala Committee.

Cathie Streckewald initiated the award in memory of her late husband who was a friend and advocate of the Alumni Association during his 16 years at the College. The award bearing his name will be given to a graduate each year in recognition and appreciation of extraordinary service to the College.

### **The Corporate-Higher Education Colloquium**

The theme "Retooling the Workforce for the Future" focused the dialogue at the annual Corporate-Higher Education Colloquium in October. Participants included 160 corporate and collegiate decision-makers from nine states and the District of the Columbia. The Colloquium was held with the co-sponsorship of Thomas Edison State College, the AT&T School of Business, and the National Registry of Radiation Protection Technologists (NRRPT).

**Distinguished Speakers and Intensive Program Marked the Day.** The plenary session was led by a panel of three leaders from organizations key to workforce development. I was joined by Mr. Thomas Bracken, CEO and president of CoreStates New Jersey National Bank, and by Mr. Ronald DiOrio, special assistant to the general president of the Laborer's International Union. The lively panel was moderated by Mr. Donald Conover, retired AT&T vice president and member of the Thomas Edison State College Foundation Board.

The Honorable Douglas Ross, assistant secretary of labor for employment and training, acknowledged the importance of the topic in a special video-tape prepared for the Colloquium audience.

Following the plenary session, the 12 concurrent sessions continued the dialog with a focus on topics such as transition training, workforce issues in a changing health care environment, and multiculturalism as a strategic goal for workforce redevelopment.

**New Awards Recognize Successful PONSI Partners.** Four award recipients were selected from an international list of nominees. The individual award went to John Molner, a Thomas Edison graduate, PSE&G employee, and a member of the board of the NRRPT. Mr. Molner has been instrumental in arranging a PONSI evaluation of the NRRPT license and in facilitating a \$67,000 NRRPT test and course development grant to the College.

The national PONSI award went to Pacific Telesis Institute in acknowledgment of their extensive array of PONSI evaluations and the successful partnerships they have developed with two California senior institutions.

The collegiate award for progress in accepting PONSI credit recommendations went to University College at Rutgers, The State University; and the award for a New Jersey PONSI sponsor active in promoting PONSI credit use was given to the Bergen County Police and Fire Academy.

**Colloquium on CALL.** To continue the Colloquium dialog, a special user's group on CALL has been established. Colloquium participants are signed on to an on-going conference about the Colloquium theme.

## **Communications and College Relations**

**Media Relations.** The Office of Communications and College Relations (C&CR) recently joined the international Internet listserve known as Profnet, which puts college public relations officers in touch with journalists. As a result of this exchange, the office has been in touch with writers and editors throughout the United States as well as in Germany and England, providing information needed for articles and books. In addition, the office has been able to obtain key marketing information from other institutions through this free networking service.

Commencement news coverage included a positive article by a columnist for the (Camden) **Courier-Post** on October 23 and a news feature and photo on Page 2 of **The Times** (Trenton) on October 24. In addition, Linda Holt, director, Communications and College Relations, was interviewed on WHWH radio.

Dr. Natale S. Caliendo, Vice President for Public Affairs, delivered an editorial supporting adult higher education on WWOR-TV. The presentation was repeated twice a day for a week in October. Michael Scheiring, Vice President and Treasurer, was placed on WCBS, one of New York City's largest radio stations, regarding the "Reinventing New Jersey" forum we cosponsored with Rutgers in October. He also was interviewed about the College's use of imaging by a writer for a national imaging newsletter.

The College had excellent publicity surrounding the annual PONSI Colloquium. Reporters from **The Times** (Trenton), **Princeton Business Journal**, (New Brunswick) **Home News**, and **Star-Ledger** covered the event; in addition, queries were received from CNN and the Associated Press.

**The Daily Record** published an article in which students using the Online Computer Classroom were interviewed. **The Trentonian** covered the kickoff reception in October for the Foundation Gala which will be held December 3.

**Marketing.** The Marketing Goal Team, chaired by the C&CR director, presented its recommendations in September. C&CR worked with the Center for Corporate and Public Partnerships during October and November to develop measurable goals, to identify target groups and to establish a calendar of activities for the balance of FY '95 designed to increase enrollments.

As part of the marketing program, ads were placed this fall in **The New York Times**, the Black Issues Convention program, and **Career Pilot** magazine.

**Awards.** The College received two first-place JASPER awards from the Jersey Shore Advertising and Public Relations Association, which were presented at its annual banquet in the Garden State Arts Center on October 14. The awards were for best news release (CALL Network release) and fundraiser (the 1993 Foundation Gala).

### **Development Activities**

The annual gala will be held on Saturday, December 3, 1994, at the Princeton Marriott. A 26 member gala committee consisting of Foundation Board members and community leaders has been established to support the dinner. Ad journal solicitations and invitations have been sent to over 1,300 friends, alumni, and companies. The theme of the gala builds on the 100th anniversary of the invention of the motion picture camera by Thomas Edison, and the presentation of the first Spirit of Edison awards will be the highlight of the event. A kickoff reception was held in early October to announce the honorees. Frank Hawrylo '79, Project Engineer Leader, Laser Diode Products, Inc., and Jack Neary, Executive Vice President, CoreStates Bank, will be this year's recipients.

Major donor research continues to identify prospects based on giving history, employment, and residential location. This information combined with soft information from personal contact determines the viability of a donor. More than 30 individuals have been identified as major donors. These include alumni and friends of the College.

The planned giving program continues its incremental growth. With a series of brochures mailed to alumni and friends and information prepared for Invention, the College continues to educate donors to the advantages of planned giving. The College has received unofficial notification of being included in the wills of three alumni. One alumna has provided formal documentation that the College is included as a shared beneficiary in her estate.

At the present time, the College is aware of being the beneficiary in 11 individual life insurance policies. A new program with Northwestern Mutual is also offered as an option to our friends, board members, alumni, and staff.

For the first time, employees of the College are provided the opportunity to use payroll deduction for their contributions; 22 staff members chose the payroll deduction, and the participation has more than doubled over last year.

Membership on the foundation board has increased to 29 leaders in business and education. Guy Falzarano, director of Market Development for Bell Atlantic, New Jersey; Maria Imbalzano, a partner at Stark and Stark; and Margaret Pyles, Senior Director for Training and Development at Bristol-Myers Squibb have recently been appointed to separate three-year terms as directors.

### **Financial Aid and Veterans' Services**

The Office of Financial Aid and Veterans' Services continues to provide information and services to applicants and enrolled students. During this quarter, 1,721 financial aid applications were requested and 280 students applied for assistance. Fifty-four estimated awards totaling \$119,751 in federal and state aid were granted. Twenty-nine students were certified for veterans benefits.

**Resignations**

The following individuals resigned from the College:

Jane Coult - Director of Administrative Services - Administrative Services  
Kathleen Monahan - Clerical (hourly) - Testing & Assessment  
Belinda Dalton - Transcript Evaluator - Registrar's Office

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