



THOMAS EDISON STATE COLLEGE

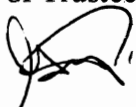
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MEMORANDUM

December 11, 1998

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJ: President's Report to the Board

Communications & College Relations

The College won four JASPER Awards in the Jersey Shore Public Relations and Advertising Association's competitive statewide contest. The "Dear Abby" campaign won a "gold," while the 25th Anniversary Invitation, Train Station Poster, and "Stroke of Genius" sunflower poster won "silver" awards.

The College was also recognized in the media. Thomas Edison State College was cited as an example of a "quality distance education college" in an article in the September 28 edition of *U.S. News & World Report*, as well as in the first distance-learning feature article to appear in *U.S. News' America's Best Colleges* guide. A story on the College's multimedia course-development initiative with Midi, Inc., was released via the Associated Press in early September and featured in the *Courier-Post*, *Passaic Herald & News*, *Asbury Park Press*, *Daily Record*, *Burlington County Times*, *Trenton Times*, and many other news media.

Stories on Thomas Edison graduates were published statewide in conjunction with our commencement. The College also received statewide attention in the New Jersey Chamber of Commerce newsletter and in articles on the Gala, new majors and the BSHS degree, registration dates for courses, grants, staff and officer appointments, and graduation announcements. *New Jersey Business* and *Mercer Business* magazines included Thomas Edison in business-higher education stories, and the *Philadelphia Inquirer* cited the College in an article on distance education.

In advertising, the College continued its series of radio commercials on the statewide station, WKXW, and on WKDM, a Latino-oriented station in Newark. We placed print ads in Mercer and Bergen County editions of *Time*, *Newsweek*, *U.S. News*, and *Sports Illustrated*; in the international edition of *Army Times*, in the *Star-Ledger* and *Trenton Times*; and in the web-based *Virtual University Gazette*, one of the most widely read newsletters about on-line education. For the first time, the College has placed a full-page ad in *Bear's Guide*, which will be published next year. In accord with advice from a Freelance Web editor, the College's Web page continues to undergo design upgrades, including the enhancement of "rotating" graphics for the initial page and the "colorizing" of the entire site through the use of new photos and graphics.

The publications program continued to support the mission of the College. Publications completed during the past quarter are as follows: revision of the undergraduate Prospectus; revision and redesign of the graduate Prospectus; the Case Statement for the Foundation's fund raising campaign; collateral for Commencement; Invention (alumni/development newsletter), SIGNALS (student newsletter), and NEWSBRIEF (corporate newsletter) outreach; Phonathon materials; and monthly NEWS internal newsletters.

Development

As of September 30, 1998, the grand total of gifts and pledges from the Investing in Performance Campaign was \$1,109,429, which now includes unrestricted and programmatic support, respectively, from Bristol-Myers Squibb and the AT&T Foundation. The Thomas Edison State College Foundation's combined fund balance as of September 30, 1998, totaled \$1,042,568. The Endowment fund balance remained strong at \$282,918, and the Quasi-endowment fund balance was \$254,799.

The development activity for the period ending September 30, 1998, resulted in a cumulative total of \$272,813 received by the Foundation and in-kind support valued at \$55,650 for the same period. Additional gifts received by the College totaled \$58,200.

The seventh annual Spirit of Edison Awards Gala was hosted by the Thomas Edison State College Foundation at the Hyatt Regency Princeton on September 26, 1998. The event generated \$68,887 in gross revenue. A total of 248 tickets were sold, which included 22 corporate table sponsors. A silent auction was held for the fourth consecutive year and produced \$8,455. In-kind contributions from Sarnoff Corporation and Parker Communications Group totaled \$8,200, and the in-kind value of the Silent Auctions gifts (prior to the sale) was \$12,545. The net income from the gala was \$38,490. Dates for next year's special events have now been set at June 14, 1999, for the Golf Classic and October 30, 1999, for the Gala.

Alumni Affairs

As of September 30, 1998, the total of alumni gifts and pledges generated by the Alumni Phonathon was \$93,384 towards a goal of \$100,000. The Alumni Association held a follow-up phonathon on November 16 and 17, 1998, to stimulate the alumni who pledged but who had not yet given. Volunteers also called alumni who indicated they would contribute this year with an unspecified pledge, and to past-year givers who were not reached during the Spring phonathon.

The Alumni Association held its annual board meeting on Commencement Day, Saturday, October 3, 1998. The award for Outstanding Service to the Alumni Association was presented to Paul A. Hays, '89, and the award for Outstanding Professional Achievement went to William Scott, '98. The Alumni Association presented the new Outstanding Service to Society Award to Marjorie Martin Ellis, '98. The new slate of officers for 1999 was selected for presentation to the Alumni Association Board for a vote at its December meeting. New officers will be installed at the end of the year to begin their terms in January 1999.

Following Commencement, Alumni Association members gathered at the Princeton Holiday Inn for the PHT ("Putting Him or Her Through") Banquet, hosted by the Alumni Association. More than 275 graduates, family members, and friends attended the banquet.

Marketing Research

Vital to the College's marketing strategy is aggressive and ongoing market research. The College began a comprehensive market research project that will involve 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 College also retained Princeton Partners, Inc., to develop a report and recommendations for integrating "new media" programs into the College's marketing communications program.

Relationships with Key Constituencies

Military Markets. A tour of military bases in the San Diego, CA, and Puget Sound/Seattle, WA, areas was conducted to establish relationships with military education counselors. In addition to the Education Office personnel at each site, more than 200 potential students were reached. In October, we kicked off a new partnership with the Coast Guard to offer educational services to Coast Guard employees, which requires that certain types of Coast Guard employees earn baccalaureate degrees for career advancement. More than 80 employees and their supervisors attended a joint presentation by College and Coast Guard Institute staff.

Corporate Markets. The College is continuing to cultivate corporate partnerships through presentations to targeted corporate leaders and employee groups. These activities have been augmented by multiple mailings to key corporate decision makers.

Community Markets. The College has been represented at ten Community College Degree Pathways transfer programs at sites throughout New Jersey this quarter. College staff served on a panel discussing "Credit for Experiential Learning" and "Lifelong Learning" at the Hispanic Support Organization's First Annual Conference. The organization comprises employees from Bell Atlantic's regional chapters. Following an outreach to 17 African-American police chiefs featured in a September 1998 article in *Ebony* magazine, the College developed a relationship with the Chicago Police Department in which College information will be made available to employees. The College has developed a cooperative relationship with Drexel University to offer a number of degree opportunities to Philadelphia Police. We are following up with the more than 190 Police Academy employees who have expressed a strong interest in the program.

John S. Watson Institute for Public Policy

The John S. Watson Institute for Public Policy (WIPP) has been active in numerous areas over this past quarter. Work was completed on major funding proposals to the Schumann Fund for New Jersey, the Geraldine R. Dodge Foundation, and the Princeton Area Community Foundation. WIPP provided support services and research to its partners in the areas of public education, tax policy, environmental and open space planning, youth initiatives, economic development, and healthcare communications.

New Jersey Urban Mayors Association Partnership

WIPP assisted the New Jersey Urban Mayors Association and the NJ State League of Municipalities to co-host a seminar at the State House Annex entitled "Governing Diverse Communities." At a meeting of mayors following the program, Jersey City Mayor, Bret Schundler briefed the members on issues concerning a strategy to increase state aid to municipalities, creation of an environmental investment, and the creation of medical savings accounts for cities. Dr. Jack DeTalvo, Superintendent of Schools in Perth Amboy, also briefed the Mayors. Dr. DeTalvo, who represented the NJ Urban Superintendents Association, provided information on new rules and regulations following the latest Abbott decision.

Charter School Evaluation Project

WIPP has begun its work with the Education Research Group (ERG) to study charter schools in Trenton. Terry Clark, a Principal in ERG has met with the new Superintendent of the Trenton Schools and is gathering relevant data from the school district and the charter schools.

Heritage Tourism

The College and Mercer County Community College (MCCC) each received a \$25,000 planning grant from the New Jersey Commission on Higher Education to support its tourism initiative in Trenton. The College will be working with MCCC, the Trenton Convention and Visitors Bureau, City of Trenton, and other organizations to further develop a strategy for a Heritage Tourism industry in the Trenton region.

Center for the Urban Environment

WIPP and its Center for the Urban Environment provided consultation to the Greater Newark Conservancy's efforts to create an Environmental and Ecological Center, and to the City of Trenton's Division of Natural Resources for the process of creating a Master Plan for Cadwalader Park. The Institute has consulted several times with the staff of the NJ Department of Environmental Protection on the issue of how state open space dollars can be used to support open space improvements in cities.

Greater Trenton's Promise

The Institute supported the work of "Greater Trenton's Promise," the organization created in Trenton following last year's President's Summit on Volunteerism. The Institute's work has dealt with researching youth issues in the city of Trenton and laying the foundation for the organization's work. The organization has agreed that the focal point of its work will be to ensure that all Trenton youth have a caring adult, a safe place, a healthy start, marketable skills and an opportunity to give back through community service.

Healthcare Information Networks and Technologies (HINT)

The Institute continues to work with the NJ Department of Health and Senior Services (NJDHSS) on the HINT project. The NJDHSS has again contracted with Thomas Edison State College to act as project administrator for FY99 for their data intermediary project. Bids were reviewed and a draft contract is being reviewed by a State Deputy Attorney General. Based on the bids submitted, it may be possible to reduce the current cost of the data intermediary services by half. The College also co-sponsored an "internet in Technology Healthcare Workshop with DHSS and NJIT on November 16, 1998.

Six urban hospitals located in Camden and Newark have been identified to participate in the charity care pilot for networking these hospitals with the State Department of Health and each other. This would allow for the transmission of and access to charity care information from each in a far more timely manner.

Datatel Update

The financial package is installed and operational and the academic package is now being coded for best fit with the institution. This latter process is a complex one involving most members of the academic affairs division.

New Academic Program Development: Master of Arts in Professional Studies

A curriculum proposal for a new master of arts program has been outlined, reviewed by the Academic Council, and recommended for further development. Grounded in the liberal arts, the new masters program is tentatively called a Master of Arts in Professional Studies. As proposed, the program is grounded in a study of liberal arts disciplines and is designed for working professionals who seek new ways of thinking about their work. Two themes run throughout the proposed courses: definitions and applications of the concept of "community"; and applications of course work to the issues and problems confronted in the workplace. Enrollments for the program are expected to come from at least three sources: Thomas Edison State College graduates; teachers who need more depth in humanities subject matter and who wish to study at a distance; and corporate employees.

College Forum

Co-sponsored by the College and the American Council on Education (ACE), the forum "Learning as a Competitive Corporate Strategy" was held on October 22-23, 1998. Three separate events with three different audiences were part of the overall program: (1) a workshop, "How to Make Your ACE College Credit Evaluation Successful," designed for organizations planning to sponsor an ACE College Credit Review within the next year, had 18 participants, three more than its advertised limit; (2) the President's breakfast, an event open by invitation for senior corporate executives, had 12 guests; and (3) the National Forum itself. Beginning with a keynote moderated by Kent Monahan, senior anchor for New Jersey Network, the Forum's program was supported by the speakers and their organizations: AT&T; Beacon Associates; Central Michigan University; Lucent Technologies, Inc.; MegaTech Engineering; NationsBank; New Jersey Network; Omaha Public Power District; Summit Bank; The Hampton Group; and the Trenton Training Works. Topics addressed were the Intranet as a strategy to provide current information and resources for clients and employees, new ways of doing business, and education within their businesses.

Learner Services

Financial Aid

The College has now officially been judged eligible to continue awarding federal financial aid. The College will explore applying for participation in a federal pilot financial aid program focused on distance-education provider institutions.

Admissions

Increasing admissions numbers indicate a potential turnaround in the trend of the past several years of declining enrollments. As the College has expanded marketing activities, the type of student inquiring to the College has changed. For example, the response we had to our "Dear Abby" letter indicates that those making inquiries as a result of this type of "general" publicity have a different level of "readiness" to apply and enroll.

Office of Academic Programs

Recent activity has been devoted primarily to the new Datatel Colleague computer software system. An academic subcommittee has worked to set parameters, codes, and rules governing the system. Associate Deans are in the process of defining the syntax for degree programs and developing inputs for the course database.

Liberal Arts Degree Program

Upon request of the Mercer County Community College Transfer Counseling Office, data was provided pertaining to the number of students from Mercer County Community College participating in the Degree Pathways Program. The Associate Dean of Liberal Arts Degrees also developed degree completion templates for Bucks County Community College (Pennsylvania).

In conjunction with the 1993-1997 Liberal Arts Degrees Five Year Review, the External Consultant for the Degree Review, Dr. Glenn Shive, made a preliminary site visit to the College. A follow-up phone conference to discuss the outcome of the External Consultant's review of the report was held on November 9, 1998. The External Consultant endorsed the recommended degree program changes, and commented that Thomas Edison State College stands to offer important leadership as many new organizations in higher education and the commercial world gear up to serve adults. The degree change recommendations resulting from the Degree Review will be presented to Academic Council on February 19, 1999, and the Board of Trustees for approval at the March 19, 1999 meeting. Upon approval, the changes will be implemented on July 1, 1999.

Applied Science And Technology Degree

The Admissions Committee for the joint Bachelor of Science in Health Sciences with the University of Medicine and Dentistry of New Jersey met on November 10. Three students were admitted, bringing the enrollment in this brand-new program to eleven.

Human Services Degree

A proposal to grant 12 credits for the training provided to New Jersey Correction Officers was approved at the Academic Council meeting on October 30, 1998. Dr. William Boll, a Thomas Edison State College faculty consultant and Academic Council member, headed the evaluation team that reviewed this training program.

Corporate Higher Education Programs

Corporate Client Services

In addition to conducting ACE College Credit Recommendation Service evaluations at various organizations, the College continued to provide on-site services on a contractual basis to organizations with whom we have a partnership. Overview sessions were provided to 75 employees in three corporate-client locations.

Degrees of Success

In conjunction with our *Degrees of Success Workshop*, materials have been coordinated and developed by our consultants and staff. The workshops explore nontraditional degree earning options for working adults and show them how to develop an effective personal education plan. The workshop has generally been delivered at AT&T locations throughout the country. Cover letters and *The Degrees of Success Workshop* brochures have been mailed to more than 100 targeted American Council on Education sponsoring organizations nationwide.

Corporate Partnerships

Representatives from the Institute for Logistical Management (ILM) visited the College to discuss the audience receiving the jointly published brochure and means to serve ILM students interested in enrolling at Thomas Edison State College. A benefit to the endeavor with ILM is that current Thomas Edison students may find that ILM courses (which are all offered through distance education) will be helpful to them in completing specific, hard-to-access courses in their degree program.

American Council on Education

The 1998 edition of *The National Guide to Educational Credit for Training Programs* was made available to the general public in July 1998. There has been discussion by ACE to have the *National Guide* also available also on the worldwide web. The *Newsbrief* mailing list has been converted from a Wang database file to a Microsoft Access database file. This activity is a priority, since the *Newsbrief* is used as a tool to attract prospective clients and keep current clients informed about the ACE College Credit Recommendation Service and other related developments at the College. The College is exploring the concept of placing the *Guidelines for Sponsors: Preparing for an Evaluation* in the College's Website Home Page.

Center for Distance & Independent Adult Learning (DIAL)

Course Enrollments.

DIAL course equivalent enrollments (CEEs) for the two fall semesters won't be finalized until late November, but estimates of Fall 1 plus Fall 2 enrollments are a record total of 2984 CEEs. This is a more than 27% increase over FY 1998, where the total CEEs in the two fall semesters was 2337.

Office of Test Administration (OTA)

As of the end of September 1998, total of 1544 DIAL course examinations were administered. Of these administrations, 319 took place in Trenton, and 1225 took place at other sites. Also through the end of September, there were 809 TECEP and DANTES (combined total) test registrations logged.

New Faculty Mentors

Fourteen new faculty mentors have been assigned to courses for a total of 152 active course mentors. The new additions are: Robert Archer, EdD, Organizational Leadership, Columbia University, Affiliation: Stockton University, Course: World Geography; Ildiko Boer, PhD, Medical School of Budapest, Affiliation: College of New Jersey, Course: College Algebra; Mustafa Bostanci, PhD, Electrical & Computer Engineering, Clarkson University, Affiliation: Cetone Institute, Courses: C, C++ Programming; Terrence Byrne, MFA, Drama, Carnegie Mellon University, Affiliation: College of New Jersey, Course: American Cinema; Frederick Hoffman, MS, Social Science, Syracuse University, Affiliation: Shiseido America, Inc., Course: Sociology; Sheila Lawrence, EdD, Statistics and Measurements, Rutgers, The State University of New Jersey, Affiliation: Rutgers, The State University of NJ, Course: Computer Aided Manufacturing; Peter Li, PhD, Chinese Literature, University of Chicago, Affiliation: Rutgers, the State University of NJ, Course: Chinese History; Laurence Murphy, Ph.D. Comparative Literature and Philosophy, Rutgers, The State University of New Jersey, Affiliation: Temple University, Course: Contemporary Ethics; Linda Santora, MA, Reading, Montclair University, Affiliation: JF Kennedy High School, Course: Modern English & American Literature; Arlene Sinding, EdM, Language Education, Rutgers, the State University of New Jersey, Affiliation: Middlesex County College, Course: Children's Literature; Marian Tallon, EdD, Psychology, Temple University, Affiliation: College of New Jersey, Course: Psychology; Robert Tortorella, MA, History, Fairleigh Dickinson University, Affiliation: Bergen County Community College, Course: Sociology; Karen Wisniewski, MA, Accounting, Fairleigh Dickinson University, Affiliation: Warren County Community College; Course: Operations Management; Dorothy Zjawin, MA, Education Administration, Kean University, Affiliation: Kean University, Course: Technical Writing.

Course Design and Development

In the course development and revision area, 16 Guided Study courses were revised, 4 MSM courses were revised, and 3 Contract Learning courses were converted to the Guided Study format. Six new course offerings received Academic Council approval for student enrollment as follows:

- Calculus I GSMAT 331
- Human Resources Management GSMAN 331
- Introduction to Business Communication OLCOM 300
- Introduction to Microeconomics OLECO112
- Living in the Information Age OLSOC110
- Radiation Interactions GSNUC452

Of these, three are offered exclusively on-line, marking a first for Thomas Edison State College. One other is offered in both on-line and essentially print-based delivery modes.

Office of Test Development and Independent Study

During this quarter the revisions of *Substance Abuse: Fundamental Facts* and *Psychology of Personality* were completed, with the new versions slated to be introduced in December. Significant progress on the new NRRPT-sponsored TECEP entitled *Radioactive Waste Disposal* was made during the reporting period. Final release of the first new TECEP in more than seven years is expected in December '98.

Six hundred and five (605) TECEP examinations were scored and corresponding grade reports generated. Twelve CLEP essays were scored and corresponding grade reports generated. Twelve CLEP essays were scored and corresponding credit recommendations prepared and sent to the Office of the Registrar.

The office's questionnaire project moved well forward during the reporting period. An intern student continued the task of inputting coded responses from TECEP questionnaires into spreadsheet format. Critical information such as "number of hours spent studying for the examination" is gathered in the survey, which is attached to each examination. The intern input questionnaires from six different tests totaling 1,330 questionnaires.

The Director consulted on survey design issues with Associate Vice President of DIAL and doctoral fellow James Howard to facilitate surveying New Jersey state college staff regarding distance-learning.

Postreporting

At the September 1998 Board of Trustees meeting, the College was granted a bid waiver to reprint a revised Prospectus: a year's supply of 60,000 copies at an estimated cost of \$80,000. I am pleased to report that the publication delivered under budget, on October 20, 1998, at a cost of \$72,230 for 60,000 copies. It was awarded to the lowest bidder who met our specifications, PCG (Parker Communications Group).

Resignations

The following staff members have resigned from the College:

Frances Smith	-	Office of Special Studies
Mary Haggerty	-	Registrar's Office
Rebecca Austin	-	Learner Services
Claudia Vinci	-	DIAL

The following staff member has resigned from the State Library:

Rebecca Colesar	-	Library
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