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MEMORANDUM

February 25, 2002

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

Graduate Degree Programs

Master of Science in Management (MSM)

In the residencies held by the MSM program, eighteen entering students attended the orientation for new students in the MSM leadership track, and nine fifth-semester students presented their Thesis/Applied Projects (TAP). The residencies launch new students into the curriculum and build team relationships among students.

"E-Commerce for Managers," a new elective course is now available to MSM students. The course was developed, in response to student requests for additional study in this area.

As part of the continuing follow-up to the MSM Program Review, consultant faculty have begun a review of the guidelines and process for the Thesis/Applied Project. Faculty consultant meetings have been scheduled to occur online. Online meetings share some of the same values and benefits of the online classroom: participants can have easy access to the agenda and documents, they can participate at times convenient to them, and a written record of the conversation and decisions exists.

January MSM enrollments hit an all time high. Nineteen students enrolled through the "traditional" channels, and eArmyU also appears to be a strong source of enrollments. An eArmyU cohort with 24 students has begun MSM studies. An additional 12 eArmyU students are enrolled in the program.

The January total of 43 new MSM enrollments topped the September '01 high of 26.

Master of Arts in Professional Studies (MAPS)

MAPS enrollments also hit a new high. Eighteen students are now registered in 22 courses. Most of the students continue to register for one course each term. Three eArmyU students are included in this count. One student, who enrolled in the Beta test group in the summer of 2000, is preparing to begin her

capstone project. The sixth of the MAPS core courses "Change, Conflict, and Resolution," was offered for the first time in the January 2002 semester

Undergraduate Degree Programs

Bachelor of Science in Nursing

The student evaluation results for the two online nursing courses for Fall 2001 were overwhelmingly positive with an excellent response rate. All members of the nursing staff continue to contact both inactive and enrolled students to encourage enrollment in online nursing courses and degree completion. Thomas Edison State College's nursing students who plan to complete their BSN requirements by exam program will schedule their exams directly with Excelsior College. As of December 2001, the contract between the Thomas Edison nursing program and Excelsior College terminated.

The associate dean and director has worked to develop professional nursing relationships throughout the State of New Jersey, but particularly in the Trenton and New Brunswick areas. Outreach efforts were conducted with Robert Wood Johnson University Hospital at both the Hamilton and New Brunswick sites, Capital Health Systems at Fuld, Capital Health Systems at Mercer, the New Jersey Department of Health, Meridian Healthcare Systems, Mercer County Community College, Richard Stockton State College of New Jersey, the University of Medicine and Dentistry of New Jersey, and Brookdale Community College.

Currently we have 98 students enrolled in the nursing program. This quarter there was a small rise in nursing enrollments.

Liberal Arts

The Bachelor of Arts (BA) degree (4 Concentrations and 23 Major Areas of Study) currently has 2,385 students. High-enrollment BA degree programs are Liberal Studies (824), Social Sciences/History (360), Psychology (275), Humanities (203), and Computer Science (146). The Associate in Arts (AA) degree has 313 students; the Associate in Science in Natural Sciences and Mathematics (ASNSM) degree (5 Options) has 34 students.

The associate dean for Liberal Arts has now developed an articulation template for the United States Department of Agriculture (USDA) Certificate in Collegiate Studies. The associate dean is also in the process of developing programs in the following: BA in American and Southern African Studies curriculum proposal for joint degree program with the University of South Africa (UNISA); and BA degree in Library Studies.

Applied Science and Technology

Enrollment has been increasing in the Applied Science and Technology degree programs. The BSAST enrollment has increased by 100 students in the last year, bringing the snapshot enrollment to 1272 in January (over 1900 in full-year enrollment), with the greatest increases in Aviation Flight Technology, Nuclear Engineering Technology, and Air Traffic Control. The marked increase in ASAST enrollment is primarily due to eArmyU participation in Computer Science Technology. The AAS and joint BS in Health Science are also increasing in enrollment.

The College has added 69 new degree/rating possibilities to the Navy College Partner Program. Degree-completion templates for these have been completed and will appear on the College Web site in the near future. This brings the total degree/rating combinations to 99 and the number of potential Navy students to 176,000. There are already 500 enrollments and 120 graduates from this program.

Business Programs

The College's associate dean for Business degrees participated in an initial meeting with the associate dean of Montgomery County Community College to discuss a possible partnership. The associate dean also made a presentation to the business administration faculty at Raritan Valley Community College

Accompanying the director of corporate education, the associate dean met with the Vice President of Training and Development at Commerce Bank to discuss partnering initiatives. The associate dean was part of the team that met with administrators from the Institute of Logistical Management (ILM) to plan ways of reaching those students who would go on for a degree after finishing ILM's programs. The associate dean also participated in a learning expo at Prudential in Newark.

Human Services

Activities over the past several months have focused primarily on the active marketing of Thomas Edison State College to a variety of audiences and the development of relationships and information to market Human Service degree offerings to new audiences. The associate dean for Human Services degrees has been named to three state-wide committees focusing on childcare including the Director's Academy Steering Committee, the CDA Statewide Advisory Committee, and the Head Start Family Worker Training Committee. Membership on these committees affords her the opportunity to present Thomas Edison State College to others and to assist childcare agencies to advise their staffs on educational opportunities available at the College.

A mailing to approximately 700 agency directors, assisted living facilities, nursing homes, and other senior-citizen-service providers was completed in January. Included in the mailing is a letter to each director announcing the College's new associate degree in gerontology, the College's Prospectus, and a flyer for posting on a bulletin board. Services to seniors is one of the fastest-growing areas of employment in New Jersey, and it is expected that there will be an interest in completing a degree in gerontology among workers in the field.

Staff of the College's Watson Institute and the associate dean for Human Services degrees are working together on two projects. During the past six months the associate dean and Watson Institute staff have collaborated on a grant proposal that has been funded by the Schuman Fund and the Aetna Insurance Company to provide degree completion-advisement services to paraprofessionals who work for the Trenton School District. This collaboration will continue during the implementation of the grant. Another joint project with the Watson Institute is in the planning stages for the Leadership Trenton program.

The associate dean gave a presentation on *Reliability and Validity in the Assessment of Prior Learning* at the national CAEL Conference in Orlando, FL in November. The associate dean also represented the College at the New Jersey Emergency Manager Conference in Atlantic City in November.

Faculty Consultant Development

A committee comprising administrators from the Office of Academic Programs, DIAL and Graduate Studies is working on a consultant faculty quality initiative. Areas that will be addressed are the recruiting and selection process, expectations of skill levels, roles of faculty consultants, accountability, operational/instructional issues, and communication with faculty consultants. A plan for improving consultant faculty quality will be in place by the end of the calendar year. The project of updating and improving the data collection and management for faculty consultants is also underway. The director is working on revising the policies of recruiting, selecting, and evaluating faculty consultants. The Web page for faculty-consultant orientation and self-screening is nearing completion.

Office of Corporate-Higher Education Programs

Recently, Thomas Edison State College created an enhanced "letter of understanding" agreement to facilitate degree completion for adults who have earned American Council on Education (ACE) credit recommendations for courses that they have completed successfully. The HoHoKus School (Ramsey, NJ) was the first institution to sign the new Letter of Understanding with the College. Subsequently a Letter of Understanding was signed with the Somerset School of Massage Therapy in Somerset, NJ. Already, there have been students applying to the College from both of these organizations. A new agreement is planned for signing at the end of February with the Mortgage Bankers Association.

Corporate-Higher Education staff have met with representatives of other organizations that have expressed an interest in some type of new or enhanced affiliation with the College. These include: Eastern University (PA), the Institute of Logistical Management, the New Jersey Department of Personnel, and the Chubb Institute.

Distance and Independent Adult Learning (DIAL)

Course Design and Development

During the past quarter, the following tasks were completed: 35 courses were revised, 23 course examinations were revised, 10 new course examinations were developed, and 6 new courses were developed. Twenty-two new courses are in development, and 15 course revisions are in progress. Eighteen course-exam conversions were completed, 23 course exams were revised, and there are eight new course examinations in development.

e-Pack Accomplishments

The second e-Pack, Principles of Management, was completed during the quarter, and students enrolled in it for the Winter I semester. The first consultant faculty development team meeting has been held to launch the development cycle for the third e-Pack, "Introduction to Social Psychology." All e-Packs will be offered on a 16-week basis.

TECEP Examinations

One TECEP examination revision was completed: "Introduction to Political Science." The Test Development and Independent Study staff have begun implementation of plans to create a test "item bank." Major testing tasks are starting to be performed in an integrated software environment. As of the end of the quarter, the College had imported the set of eleven exams up for revision this year into the software environment. Item analysis for several tests was performed using the new system. Development work in the Web-assessment software was completed. The "Principles of Management" TECEP is now ready to be administered online.

Course Enrollments

There were 2044 new Course Equivalency Enrollments (CEEs) in the Fall 2, 2001, semester. The total represents a 44 percent increase over Fall 2, 2000. We did not take eArmyUniversity enrollments in Fall 2. The Winter 1, 2002, CEEs (before the drop/add period), totaled 3231 course enrollments for our general-population students, with an additional 418 course enrollments for the Army. The combined enrollment total, 3649, represents a 65 percent increase over Winter 1, 2001.

Consultant Faculty

The following faculty consultants have been engaged as independent contractors, for the DIAL program during the previous quarter:

Keith Adams (Oct), B.A., Humanities, Barry University
M.A., Art and Humanities Education, NYU
M.F.A, Photography and Digital Media
Present Affiliation: Rutgers, Mason Gross School of the Arts
Subjects: Film and Photography

Franco Paoletti (Oct), Ph.D., Physics, University of Rome
Present Affiliations: Columbia University and Princeton University
Subjects: Math and Physics

Kristine Grafton (Oct), B.A., Journalism, Indiana University of Pennsylvania
M.Ed., Curriculum and Instruction, National-Louis University
M.S., Professional Writing, Towson University
Subject: News Writing

John Mellon (Oct), B.S., Business Administration, The Pennsylvania State University
M.B.A, Management & Marketing, University of New Haven
Ed.D., Educational Administration, The George Washington University
Present Affiliation: Rutgers University
Subjects: Marketing, Management

Kathleen Asbury (Oct), B.A., Political Science, Temple University
M.A., Applied Sociology, Temple University
Ph.D., Sociology, Temple University
Present Affiliation: Rutgers University
Subjects: Sociology, Political Science

Katy Webb (Oct), B.A., Biology, Immaculata College
M.S., Hospital Administration, St. Joseph's University
M.Ed., Health Education, Temple University
Present Affiliation: Bucks County Community College
Subject: Biology

Janis McFaul (Oct), B.B.A., Finance, Walsh College
M.S.A., Business, Central Michigan University
Ph.D., Marketing, The Union Institute
Affiliation: Kettering University
Subjects: Marketing, International Business, and eCommerce

Prakash Dheeriya (Nov), B.Com., University of Bombay, India
M.M.S., University of Bombay, India
Ph.D., University of North Texas
Affiliation: California State University
Subjects: Physics and Math

Operational Issues

MBS Activities—For the first time this year, students are not being charged the lease fee for media components. The cost of this service has been added to student's tuition fees. Book royalties for the first quarter totaled \$23,964. Second quarter book royalties are projected at \$24,000.

September 11 Contingencies—The attacks of September 11, 2001, in New York and Washington and the October 9, 2001, mailing of anthrax-filled letters to New York and Washington had a direct effect on DIAL's Instructional Services operations. Responding to the sudden deployment of many of our military students, DIAL staff contacted them and their mentors and offered those deployed military students who had finished 50 percent of their coursework and one examination the opportunity to take a grade based on the finished work. Students were also able to take advantage of a free extension if they preferred to finish the courses in which they were enrolled.

By the end of October, it became apparent that hundreds of the Summer 2 final examinations and more than one thousand of our Fall 1 midterms were quarantined in the Hamilton postal facility outside of Trenton. These were exams that students had taken, and they were on their way to mentors for grading. By the end of December, DIAL staff knew that we might never receive

the lost exams, and a policy was established whereby students could choose to accept a grade without the weight of the missing exam, or they could choose to re-take the exam. By waiting and allowing those exams to come in that did finally clear the post office, we reduced the number of students needing this contingency from almost 2,000 in early November to less than 700. Thanks to the efforts of the Office of Test Administration and the cooperation of our consulting faculty mentors, we were able to identify the affected students and get the necessary information to them so that this very difficult situation could be resolved.

College Relations

Advertising

The College is maintaining its newspaper presence in *The Star Ledger*, *Philadelphia Inquirer*, *Trenton Times* and *The New York Times*. As a result of the College's past advertising, brand and name recognition have substantially increased, and we have witnessed significant growth in applicant and first-year enrollment numbers, exceeding budget for the past several months.

The College placed advertising on the primary radio station in our market (WLTW-FM). This is a smart buy because WLTW has the potential to reach some 5 million primary prospects previously not exposed to our message. The College will continue with radio advertising on all other stations, as well as Public TV and NJ radio, which will start up again next quarter and run until the College's fiscal year end.

The College's outdoor billboard campaign will have a concentrated presence throughout the state through mid-May. And the College will continue to maintain a dominant presence in New Jersey-based business and industry publications. For our national focus, we have again selected *Barrons* "Guide to Higher Education," which will be issued in March. To reach the College's military target, we have established an online presence on *military.com*, and we will continue with ads in *Navy Dispatch*, with two more placements before the end of the fiscal year.

Web Site

Edits and improvements to the College's Web site continue to be completed on an as-needed basis. The College is exploring the development of streaming video to be delivered both via the Web and in videocassette format. In addition, the College is developing a Web-based self-assessment tool that will enable students to complete an unofficial self-evaluation of prior credit.

Applicant and Student Communications Program

Letters continue to go out to students in the inquiry and applicant stages. There is a 30-day follow-up undergraduate and graduate inquiry letter that goes out weekly to these individuals. There is also a weekly mailing of follow-up letters to applicants who have not enrolled after four months.

Public Relations

New Jersey Network's "New Jersey Treasures" series recently highlighted the College's Gala and Spirit of Edison Awards. New Jersey Treasures spots appear regularly throughout NJN's program schedule and recognize civic and community leaders throughout the state. In February, the College was featured in an article on the e-Army University program in *The Chronicle of Higher Education*.

Special Projects

The following directories and guides were updated during this quarter:

- Fitzgerald's New Jersey Legislative Manual
- Mercer Business Membership Directory listing
- Bears' Guide to the Best Education Degree by Distance Learning, Ten Speed Press—listing on Web site (www.degree.net) and current guide (published early 2001)
- The USDA Catalog
- Barron's Profiles of American Colleges 2002, Barron's Educational Series, Inc.
- The NJCAMA 2002 Directory
- The Guide to Distance and Online Learning Programs in the USA - 2002 Edition, The IE (Education International) Group Ventures Ltd.
- The Veterans Education Guide 2002 School Guide Publications
- The (GBA) State College & University Sourcebook 2002, New Jersey Association of State Colleges and Universities
- The 2001-02 College/University, Wintergreen/Orchard House, survey
- The College Board survey
- The www.aol.com listing on "college and university" page and request listing on "distance education" page

Publications

Major publications produced during this quarter include the following:

Report on the Institutional Self-Study. The report was printed and delivered in mid-February for use in conjunction with the re-accreditation review to be conducted by the Middle State Association of Colleges and Schools.

Invention - Spring 2002. The Spring 2002 issue of *Invention* includes the College's annual Honor Roll of Donors issue, which posts the names of all of those who have graciously donated money to the College over the past year.

Other publication projects completed during this quarter included *The NEWS* (monthly) and National Institute pieces.

Awards

The New Jersey Chapter of the International Association of Business Communicators (IABC), a not-for-profit communication management network, has presented the College an Award of Merit for *Invention*, the College's quarterly newsmagazine. The award was based on the publication's overall design, content, and its effectiveness in reaching its target market.

Outreach to Target Markets

Military Markets—The College visited four naval bases in the Norfolk, Virginia, area this quarter as part of the Navy College Rating Partnership. College staff also visited one Air Force Base, one Army base, and various Coast Guard bases, meeting with more than 150 potential students per visit. The College was also invited to make presentations to sailors aboard the Naval Aircraft Carriers *Nimitz* and *Constellation* in San Diego, California. In addition, College staff visited six military bases in the Southern California region. College staff met with more than 400 sailors during these visits and conducted numerous Navy College counselor-training workshops. College staff also traveled to the Naval Submarine Base New London in Groton, Connecticut, to conduct student briefings and staff training on the College's various programs. More than 90 people participated in this two-day visit.

The College continues to see a large enrollment in the eArmyU program. It now has the third largest enrollment in the eArmyU program among the 23 other participating colleges and universities. The College was required to submit a new Request for Proposals (RFP) for the coming year by the Army. It is hoped that this new RFP will be awarded by the beginning of April.

The College has been chosen as the preferred degree provider by the Navy Medical and Surgical Training Command. The first group of sailors with whom the College will be working are those trained as respiratory therapists. These students will be pursuing the College's Associate in Applied Science degree in Applied Health Studies. They are required to obtain an associate's degree within one year of completing their training in order to maintain a license to practice.

The College has not yet experienced the forecasted post-September 11 decline in military enrollments and military activity. Conversely, the College has seen an increase in military activity since that date.

Community Colleges—College staff visited each of the 19 community colleges in New Jersey and distributed the Undergraduate and Graduate Prospectus, the College Catalog, and the Registration Bulletin. College staff also attended 20 transfer fairs and informational sessions. The College is now participating in NJ Transfer (formally ARTSYS), a program designed to assist New Jersey community college students with transferring their credits from community colleges to New Jersey four-year colleges. The program became effective in early February.

The College has also entered into a partnership with The League for Innovation in the Community College to create articulation agreement opportunities for its 750 community-college members nationwide. The partnership went into effect January 2002.

Corporate Markets—After Ford Motor Company's recent launch of its higher education Web site featuring the College as one of 13 schools to provide distance education to its employees, Ford announced the inevitable closing of its plant in Edison, New Jersey, in 2004. Ford Motor Company in Detroit,

Michigan, has taken a proactive role in promoting higher education, and specifically, distance education offerings. College staff enjoyed a productive meeting with Detroit representatives to discuss marketing outreach efforts.

College staff made a presentation to administrators and faculty at York Technical Institute in York, Pennsylvania. York is extremely enthusiastic about the College's flexible methods of earning credits. They have worked expeditiously with the College to provide their employees a unique tuition reimbursement policy, which covers the College's tuition and fees. College staff also attended the Narcotics Enforcement Officers Agency Conference in Newport, Rhode Island, and provided information to more than 500 active and retired law enforcement officers.

The NJ Department of Transportation, has a new education contact. After a meeting with College representatives, it was announced at a recent internal meeting that Thomas Edison State College is now their premier provider of higher education.

Representatives from the College made presentations at education fairs at AT&T in Holmdel, NJ; the Library Fair in New Brunswick, NJ; Prudential in Newark, NJ; the Superior Court of New Jersey in New Brunswick, NJ; JP Morgan Chase in New York, N.Y.; and at Verizon in Newark, NJ.

Community Markets—The College continues to establish strong ties within the aviation industry. Recently added to the list of established and productive contacts were the FAA Teterboro, NJ; Helicopter Services and Instruction located in Fairfield, NJ; and C&W Aero Services at the Essex County Airport. At the request of Helicopter Services and Instruction, the College wrote a brief description about the awarding of credits for particular FAA ratings, and this will appear in their new brochure. College staff also attended a Professional Aviation Maintenance Association (PAMA) meeting in Teterboro, where PAMA's president mentioned Thomas Edison State College as he encouraged members to continue their education.

During this quarter, the College sent out the first 5,000 of 18,000 letters to all aviation contacts who have earned the Airframe and Powerplant Certificate and live in and between the states of Maine and Florida. The letter introduces the College and provides information about the ASAST and BSAST Degree programs. The Contact Center is tracking the number of phone calls received in order to measure results.

In an ongoing effort to reach out to the community, College staff attended a Metropolitan Trenton African-American Chamber of Commerce (MTAACC) networking luncheon held at the Sovereign Bank Arena. College staff also attended community-based meetings and events, such as the monthly "Paving the way Faith-Based Task Force" and a community affairs meeting sponsored by NBC 10.

In November, the College exhibited at the New Jersey Education Association Conference held in Atlantic City, NJ. Both undergraduate and graduate degrees were addressed at this event.

To promote the College's degree programs with areas of study in gerontology, College staff met with staff from the Department of Human Services to target different organizations that would benefit from College programs. The College staff mailed out 620 information packets, which include an introduction letter, flyer, and announcement to licensed adult day health care facilities, home health agencies, area agencies on aging, and adult protective services.

College staff attended two nursing information sessions at New Jersey hospitals. College information was distributed to approximately 50 prospective students at Monmouth Hospital in Long Branch, New Jersey, and to Capital Health System in Trenton. In January, College staff also attended an education fair at Prudential Financial in Newark, New Jersey, where they provided information on various methods of independent study and how to gain college credit for prior learning experiences. Information about the College was distributed to 60 prospective students.

Web Site

The College monitors the Web site feedback surveys on a daily basis. The survey asks users to rate their experience with the College's site. The College continues to receive high marks for the site's ease of use, finding information, and overall impression.

The Director of Marketing monitors a report on Web page activity that cites the most active organizations, most-requested pages, least-requested pages, top exit pages, most-downloaded files, summary of activity by day, top search engines, and the most-active countries.

The College sends out monthly e-mails to applicants, prospects, and individuals who have accessed the Tuition and Fees Calculator found on the College's Web site. Mass e-mail communication is a very inexpensive way for the College to reach out to thousands of individuals each month, thus augmenting its traditional outreach programs. College staff create e-mail messages, prepare the databases to receive the messages, and manage the responses. In January, some 20,255 e-mails were sent to the individuals in the three groups. The opt-out rate, which refers to recipients who no longer wish to receive College e-mails, is a low two percent.

Contact Center

Incoming calls to the College's Contact Center continue to show high volume. Total calls for all lines for the quarter were 17,949, with an average of 5,983 calls per month during this period. The Prospect Line received 2302 calls; the Admissions Line, 1869; the Applicant Line, 1012; and the Information Line, 800 calls. Undergraduate inquirers totaled 6581, with a monthly average of 2,194. Undergraduate applications during this period totaled 1320 with a monthly average of 440. These totals include NCP and eArmy applicants.

During this quarter, two College Days took place in December and February, with between 35-50 prospective students attending (limit 50 students per session). The College Day is a joint effort between Office of Admissions, the Marketing managers, Academic Advisors, and the Office of Financial Aid.

Development

Foundation Board

The Foundation Board's Executive Committee met on November 29, 2001. The Committee approved the strategic development plan presented by the staff. The Committee also approved the accompanying implementation plan and a \$100,000 grant request on behalf of the College in support of that plan. The Committee approved the FY 2002 budget as submitted.

The Nominating Committee approved the slate of candidates to be re-elected during the December Foundation Board meeting. Robert Teweles and Sheila Person-Scott were each elected as new members to the Foundation Board for three-year terms. The slate of officers was also approved, with John Neary continuing as Chairman.

Foundation Revenue

The Foundation's preliminary combined fund balance as of December 31, 2001, totaled \$1,800,216, compared to \$1,630,345 for the same quarter last year. The Endowment fund balance totaled \$639,592 and the Quasi-endowment fund balance was \$728,729. Current investments total \$1,714,468 at book value, compared to \$1,526,839 in FY 2000 at book value.

Annual Gala

The Tenth Annual Gala, was held on November 17, 2001 at the War Memorial in Trenton. There were 249 attendees, and \$94,233 was raised through ticket sales, the ad journal, silent auction, and in-kind contributions.

Golf Classic

The Foundation has reserved the date of Monday, June 17, at Olde York Country Club in Columbus, New Jersey, for the Eighth Annual Thomas C. Streckewald Golf Classic. Jim Carnes will serve as chair of the event. The committee will meet in January, March, May, and June to plan the event.

Personnel

The Office of Development and Alumni Affairs named Patricia Burch Byers, formerly a Relationship Manager with Fleet Bank, to serve as Director of Major Gifts.

Alumni Affairs

Alumni Fund

The Alumni Fund raised over \$116,000 in gifts and pledges from the mail appeal and phonathon. The Development Center, a fundraising telemarketing firm, conducted a phonathon from September 26 through November 25, 2001, to give alumni an opportunity to make a gift before December 31, 2001. The effort resulted in pledges from lapsed donors as well as non-donors. A total of 1,387 alumni supported the 2001 Annual Fund, compared to 1,262 alumni

donors in 2000. Gifts to the 2001 Alumni Fund totaled over \$88,000 compared to \$77,000 in 2000.

Alumni Association Board of Directors

The Alumni Association Board of Directors held its annual holiday party at the December meeting. The 2002 officers were sworn into office, including the new president, Michael Smilack, and the new executive vice president, Joseph McNamara. Thomas Edison Alumni Merit (TEAM) Awards were presented to Howard Butt and Donna MacNeil-Millar in recognition of their work on behalf of the Alumni Association. The Executive Committee had a meeting in January to make plans for the new year under the new leadership.

The president, Michael Smilack, traveled to Las Vegas, along with two members of the Development and Alumni staff, to attend a conference on Annual Giving and phonathon.

John S. Watson Institute for Public Policy

Leadership Trenton

The Leadership Trenton Board of Directors held its first organizational meeting in December. The board comprises 18 members from the Trenton community and the region. Jim Golden, Director of the Trenton Police Department serves as Board Chairperson.

Program Recruitment and Selection—The Selection Committee met in January to review applications and to select the first class of Leadership Trenton Fellows. Thirty-nine fellows were selected from among more than 80 applications. The first meeting of the First Leadership Trenton class is scheduled for the end of February.

Grant Fundraising Activities—The Leadership Trenton program received generous grants this quarter to support the work of Leadership Trenton. Grants were received from the Princeton Area Community Foundation (\$30,000), the Schumann Fund (\$20,000), Bunbury Company (\$5,000), and the Robert Wood Johnson Foundation (\$40,000). These grants bring the total funding to \$147,500, or approximately 74 percent of the program's budget.

The project director also appealed to the New Jersey Department of Community Affairs for support in funding Leadership Trenton as a commitment to the Capital City and to further the work the Department does to improve cities. Leadership Trenton has now received a commitment letter from the New Jersey Department of Community Affairs for a grant in the amount of \$25,000 to provide scholarship support to fellows who cannot afford the \$1,000 tuition, as well as to support a class project in a low-income neighborhood in Trenton.

New Jersey Urban Mayors Association Partnership

Watson Institute staff facilitated the New Jersey Urban Mayors Association meeting in January at Trenton City Hall. The primary initiative was to develop an agenda of important urban issues to be presented to incoming Governor

James McGreevey. A report of the meeting was prepared and circulated to all the Mayors.

Plans for the 4th Annual Conference of Urban Mayors, Superintendents, and School Board Presidents are well underway. The conference is scheduled for Wednesday, March 27, 2002, at the College's Prudence Hall. Governor McGreevey has agreed to be the keynote speaker.

Trenton Activities

Governor's Transition Office—The Institute's Executive Director co-chaired Governor James McGreevey's transition team on the Public Advocate. A report was submitted to the Governor in early January. The Executive Director continues to work with the Governor's staff in the development of the new department.

Early Childhood Education—The Institute's proposal to the Prudential Foundation to assist in the establishment of a program to assist teachers in early childhood programs, Headstart, and the Trenton Paraprofessionals Association to obtain teacher certification in New Jersey was funded in the amount of \$50,000. This supplements an initial award of \$75,000 from the Schumann Fund for New Jersey. There have been a series of meetings to begin program implementation with the New Jersey Office of Higher Education, Kean College, the Trenton Paraprofessionals Association, and others. An Institute staff member attends the monthly meetings of the Trenton area Abbott Preschool providers to keep them apprised of the program's progress.

Heritage Tourism Initiative

The Greater Mercer County Chamber of Commerce received a briefing on the Heritage Tourism Transition Report. The report was completed and sent to all members of the Heritage Tourism Steering Committee. The Steering Committee chairs are in the process of hiring a management firm to assist in the formal transition of our local convention and visitors bureau to a new regional organization.

Children's Futures

In July 2001, Children's Futures received approval from the Robert Wood Johnson Foundation to form a new non-profit organization in Trenton to begin implementation of the proposal developed during the planning phase. As part of the plan, operation under the name Children's Futures Inc. became effective on December 1, 2001.

The new vice president, Melinda Green, began work with Children's Futures on November 1, 2001. Ms. Green's primary responsibilities are to develop funding guidelines for strategy to improve the quality of child care, and to develop a broad-based program to strengthen leadership and capacity among organizations in Trenton working in the early childhood education field. Initial work was completed on core financial systems for Children's Futures. These systems, including chart of accounts, accounts payable, receivable, and financial reporting, were verified in meetings with an independent financial consultant.

A health benefits package was chosen and all Children's Futures employees were enrolled in the plan, effective December 1, 2001. Initial work was also completed in researching and designing a retirement plan for Children's Futures employees.

New Jersey Legislative Black and Latino Caucus

The Institute continues to serve as a repository for resumes for all minorities interested in securing employment in the new administration. To date, the Institute has collected and forwarded 180 resumes to the Governor's office on behalf of the New Jersey Black and Latino Caucus.

HINT Statewide Survey

Work continues to complete a request for proposal (RFP) for a second statewide HINT survey on healthcare technology usage in New Jersey. The second HINT survey will be compared to the first statewide HINT survey and be used by the state NJDHSS, the HINT Healthcare Advisory Board and policy makers statewide and nationally. Discussions continue with healthcare industry representatives and legislative staff to refine and revise the first HINT survey questionnaires. Potential vendors will be contacted by March 2002 for proposals.

Redesign of Communicable Disease Reporting System

At the request of the Department of Health and Senior Services, the College entered into a professional service contract with Mathtech, Inc. DHSS completed a comprehensive User Requirement Document (URD) for a communicable disease system by assessing 15 different data sources throughout the department.

DHSS will use the URD to design and build a browser based comprehensive communicable disease system. Under the contract with the College, Mathtech, Inc., will be responsible for the following tasks:

- Complete CDC file transmission program
- Develop a de-duplication program
- Incorporate system enhancement requests
- Transition system to DHSS staff

This contract is effective from November 1, 2001 to February 15, 2002 and is not to exceed \$54,570, as DHSS has provided these funds to the College.

Resignations

The following staff have resigned from the College:

Sharon Beach	Development
Rushton Russell	Watson Institute
William Kinker	Watson Institute
Samirah Abdul-Fattah	Watson Institute
Geraldine Reedy	Administrative Services
Anne Tither	President's Office
Sherry Walker	Graduate Studies

The following staff have resigned from the Library:

Andre Soltes

New Jersey State Library

Nola Crawford

New Jersey State Library