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M E M O R A N D U M  
December 12, 1986

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

Challenge Grant

Dr. Ice will be joined by Mr. Seaton, Mr. Hopkins, and Dr. Jacobs to provide you with a detailed briefing of our Challenge Grant initiative. I will, therefore, limit my oral report as much as possible to responding to your questions or inquiries about those things contained in the written report.

Assembly Bill A-1803

On October 24, 1986, Governor Kean signed into law the following legislation:

A-1803, sponsored by Assemblyman Byron Baer, increases the membership of the board of trustees of each state college from nine to eleven members with the addition of two student representatives, one voting and one nonvoting. The legislation is effective immediately.

I will be discussing with you the implications of this bill for Edison State College.

Statewide Testing and Assessment Center

Dean Ruth McKeefery has contacted all participating colleges in the Center and secured reverification of their participation. In addition, six new colleges have joined the Center:

Hudson County Community College  
Jersey City State College  
Montclair State College  
William Paterson College  
Kean College  
Camden County College

There are 25 colleges in the Center. Five additional community colleges have been extended invitations to join.

On December 16, 1986 the College is hosting a meeting of the liaison members of the Statewide Testing and Assessment Center. This meeting will provide an opportunity to give new and returning liaison members information on both testing and assessment. Attached is the list of Center members.

#### Articulation Agreements

We are currently working with Salem Community College and Public Service Electric and Gas (Salem, NJ) on an agreement for the Bachelor of Science degree with a Concentration in Applied Science and Technology and a Specialization in Nuclear Technology. The American Council on Education has evaluated and recommended for credit the Public Service Electric and Gas Training Program.

We are also working with the New Jersey Association of School Business Officials to assist their members in earning credit for certification. This may include courses by correspondence, testing, and portfolio assessment.

#### Computer Program

Major progress has been made on the computer program for Transcript Evaluation and Academic Advisement. This will include the ability to enter credits through transfer from other institutions, as well as all Edison direct credit awards.

#### Faculty Training

The College held three faculty workshops on June 13, September 26, and December 4, 1986. Approximately one-half of our faculty consultants have attended workshops. The purpose of the workshops has been to review Edison policies and procedures in regard to:

- Pre-Graduation Conferences
- Demonstrations of Currency
- Human Services Practicums
- Edison Testing Programs
- Nursing Peer Study Groups
- Portfolio Assessment
- Guided Study

### Challenge Grant

On October 29 and 30, an overview and orientation of the components within the Call Network (Computer Assisted Lifelong Learning) were provided for the Evaluation Advisory Panel. Participating were Ms. Dee Brock, Vice President, Adult Learning services, Public Broadcasting System; Mr. Ron Hunter, Vice President for Systems Development, The Federal National Mortgage Association; and Dr. James Fisher, Chair, and President Emeritus of both the Council for Support and Advancement of Education and Towson State University.

New Jersey Educational Computer Network continues to work on the software application development and the telecommunications necessary for the implementation of the Simulated Classroom and the diagnostic Examination components. With the recent transfer of grant funds, the College is now in the position of going full speed ahead with equipment and personnel acquisition.

### Graduation Dates

In order to better accommodate our student for graduation clearance, the following dates have been established for 1987: January 1, March 1, May 1, July 1, September 1, and November 1.

A survey of our upcoming graduates is being conducted to determine the best day to hold the October commencement - Friday, Saturday, or Sunday. Choosing Friday resulted in one of our best turnouts (123) for the past commencement.

### Academic Council

The Academic Council met on October 31 and recommended two policy changes. One, Edison State College will accept Physical Education Activity credits as Free Electives in degree programs. A maximum of four semester hours of physical education activity credits will be accepted for an associate degree and a maximum of eight semester hours of physical education activity credits will be accepted for a baccalaureate degree.

Second, Edison State College will accept courses in english as a Second Language towards Free Electives in degree programs at Edison if the sending college uses the courses toward a degree program.

During the coming months, the Academic Council will be participating in the following areas:

1. Bachelor of Arts Degree Program Review
2. Five Year Report to the Middle States Association
3. New Jersey's College Outcomes Evaluation Program and the Program's impact on Edison State College.

### Center for Learning Through Telecommunications

During the fall semester, the Guided Study Program had 186 course equivalent enrollments in nine courses. The courses are as follows:

- Introduction to the Humanities
- Economics U\$A
- The Age of Enlightenment
- The Adult Years
- The Religious Quest
- The Africans
- Systems Organization
- People and Organizations
- Complexity, Management, and Change

This is the most successful semester thus far with a 100%+ enrollment increase over the previous semester.

Additionally, three new courses were presented to the Academic Council for their review and pending approval. These are: Marketing (an introduction to marketing), Planet Earth (an introduction to earth science), and Eyes on the Prize (a history of the American civil rights movement).

Challenge Grant activities within the Center included selection of an administrative assistant to the Director, purchasing the necessary personal computers needed for the pilot sites and faculty mentors, and continued work with the New Jersey Educational Computer Network on the development of the simulated classroom. The target date for implementation is February for the four sites to begin offering courses.

### Prior Learning Assessment

The Office of Prior Learning Assessment is finishing up the fall schedule of Portfolio Orientation Workshops. Workshop sites this fall were at Woodbridge Public Library, Montclair State College, Edison State College, Gloucester Community College, and Bell Core in Piscataway. All the workshops offered to date have been fully registered.

The Prior Learning Assessment staff is presenting the Portfolio Assessment component of the Quality Assurance Faculty Training Workshops offered by the Division of Academic Affairs. Additionally, as part of the Edison State College training workshop series presented through Project LEARN funding, the staff will also present portfolio assessment to Statewide Testing and Assessment Center liaisons. The staff is also offering two workshops for Edison State College staff on presenting the portfolio assessment process to students, applicants, and potential students.

### Center for Corporate Partnerships

This Center for Corporate Partnerships report updates efforts in working with the banking and nuclear power industries and reports on the most current PONSİ activity.

Banking Conference Scheduled. As part of Project Learn activities, the Center for Corporate Partnerships is working to extend the College's network within the banking industry. To help accomplish that goal, a conference has been organized for January, 1987, to assist banking Human Resource Development (HRD) staff to better accomplish their jobs.

Called "Banking on Education," the conference has been planned in conjunction with support from American Institute of Banking (AIB) chapters in New Jersey, Pennsylvania, and New York, as well as with the assistance of the New Jersey Association of Bankers. The conference will feature as a guest speaker Anthony Carnevale, Vice President for Government Relations, American Society of Training and Development (ASTD). Carnevale will discuss the impact a changing work force will have on banks' human resource training needs. Other sessions will be directed to the training needs created by the move to interstate banking and to model programs for training different levels of bank personnel.

PSE&G Contract Pending, Nuclear Specializations Enrollments Up. Since December, 1985, Center staff have been working to increase contracts with enrollments from the nuclear power industries. Both goals are being met.

Because of existing Nuclear Regulatory Commission (NRC) rules requiring reactor operators to earn college credits and a proposed rule requiring baccalaureate degrees by 1991, an extensive letter campaign to nuclear power sites across the country has been conducted. The results to date have been positive.

In addition to demonstrating the success of the outreach campaign, the contract with PSE&G is significant for two reasons. First, it presents an expanded role for the Center and the College when working with organizational clients. Instead of focusing solely on Edison services, the Center is presented to organizations in the College's larger role of providing access to the resources of the higher education community. Instead of making available only direct Edison services, the Center will be expanding into a Resource Network Manager making available the resources of higher education in New Jersey. The Center, in short, will parallel the role the College plays for individual students by bringing together higher education resources in one coherent program.

The contract also represents a change in pricing structure from a set fee-for-service model to a model that calculates costs based on the actual services provided.

Enrollments in the nuclear specializations are also increasing. The most recent data show the success of the direct mail campaign in generating new enrollments. Presently, the College has 44 students enrolled in the nuclear specializations available in the Bachelor of Science in Applied Science and Technology (BSAST) degree. At this time, 22 additional applications have been received, and when a pending contract with PSE&G is completed, an additional 15 to 20 students will be enrolled. In short, enrollments in that area will be nearly doubled in less than a year.

AT&T PONSI Evaluation Marks Another First. In November, 12 courses from AT&T's Corporate Education Center at Somerset, NJ, were evaluated. Although Edison has evaluated more than 100 courses from AT&T Communications, this evaluation marks the first PONSI completed at the corporate headquarters. The courses were viewed very favorably by the evaluation team. The disciplinary experts recommended eight of the twelve courses for graduate level credit.

#### Admissions

As part of the Admissions Office leadership in sustaining the current record application and enrollment rate, two application days and five community breakfast meetings have been held.

The Admissions Office sponsored two Saturday Application Days this fall as a follow-up to the inquiries and to the ensuing pre-enrollment sessions. The first event was held in the East Orange Office on September 20, 1986, and the second in Trenton on October 25, 1986. A total of 161 prospective applicants attended the events, and 110 individuals (or 68%) applied on the spot. Twenty-three (23) applications were received from minorities who were primarily Black and Hispanic. This figure represents 21% of the total applicants received. Staffing included professionals from the Office of Admissions, 2 Edison alumni, one Edison student, and additional college staff for the Trenton event. The responses from those in attendance were positive, and the day was seen as a motivation for them to begin the enrollment process. The scheduling of the fall application days will allow for the processing of evaluations in time for spring courses and guided study.

This fall the Admission's Office, in conjunction with Project Learn, is sponsoring five breakfast meetings for community leaders to develop an institutional referral network and increase the level of awareness of how Edison serves the adult learner. Community leaders include key people in some of the following organizations: adults schools, libraries, community and social service organizations, religious groups, Y's, etc. Two meetings have been held so far--Newark area on October 29, 1986 and Parsippany-Troy Hills on October 31, 1986. A total of 27 community leaders attended as well as Edison alumni as support staff. Additional meetings were in Atlantic City on November 20, 1986, Cherry Hill on December 10, 1986, and Bergen/Passaic area on December 11, 1986.

### Military Affairs

As part of the College's on-going program to attract and service military personnel as students, the European representative for DANTES (Defense Activity for Nontraditional Education Support) recently visited the College for the purpose of gathering evidence concerning the advantages of military personnel in Europe participating in external degree programs. The long range goal of this Department of Defense sponsored project is to convince military education counselors in Europe of the need to recommend external degree programs as well as traditional programs when advising military personnel about college opportunities.

Because of poor advisement practices, members of the Armed Forces are leaving Europe without earning a degree. This is due to their being urged to take traditional courses without any regard to educational goals.

DANTES recognizes the cost effectiveness and expedience of the external degree and wants to initiate change and eliminate the bias in the European sector concerning nontraditional modes of education. The significance of gaining entrance into this market would be an increase in military enrollments.

### Alumni Affairs

Activities of the Alumni Association and the Alumni Affairs Office continue to be strong. Fifteen alumni once again provided a valuable presence as hosts at the Commencement reception for new graduates. This is the largest number of volunteers we have had for this event. One alumnus came from Maryland just for the occasion.

The College and the Alumni Association sponsored the first Alumni Day. This was to be like a "homecoming day." The program included the Annual Meeting of the Alumni Association, the election of the Association's Officers and Directors for 1986-87, the presentation of \$1,000 to the College for scholarships, and a set of photo albums depicting alumni activities over the years. On Alumni Day, 27 alumni were presented Certificates of Appreciation in recognition of their service to the College.

In order to meet alumni across the state, the Alumni Board voted to begin a series of traveling Board meetings in three regions. The first was held in the Cherry Hill Office of the College. Jules Kahn, Director of Financial Aid for the College, was the guest speaker. He discussed the college scholarship program. The Board meeting in Central Jersey was held at the College in Trenton. At this meeting, Annette Singer presented a Leadership Workshop focusing on the concept of accountability, how it can affect the Alumni Association and the College, and the tools needed to ensure success in carrying out accepted responsibilities, especially as a volunteer.

The newly-elected Officers and Directors of the Alumni Association are comprised of alumni with the dedication and talent to move the Association into an effective management team building on the foundation paved these past two years.

Annette Singer, Director of Alumni Affairs, is currently President of the East Orange Chamber of Commerce. As Chamber President, she was appointed to the Board of Directors of the Economic Development Corporation of East Orange.

#### Public Relations

I am pleased to report that Barbara Waters, Director of Public Relations, has been appointed to the Department of Higher Education Advisory Board which will review the Department's public awareness program and make recommendations for future planning. The public awareness program, which is run by an advertising agency, seeks to promote New Jersey higher education and to stem the tide of residents going out-of-state for higher education. Ms. Waters' appointment to this Board is a positive statement about her leadership role in the public relations and educational marketing areas.

#### Development

The 1986 Alumni Fund, fueled by a record-setting Phonathon in March, has already shattered last year's record total of \$25,000. As of October 31, 1986, alumni contributions had reached \$30,978, exceeding the goal of \$27,500.

Dr. Edward M. Mazze will become the fourteenth member of the Board of Directors of the Thomas A. Edison State College Foundation on December 4, 1986. Dr. Mazze is Chairman of the Board of William Penn Bank in Philadelphia, and has acted as a faculty consultant to the College for ten years as a professor of marketing and dean for Seton Hall University and for Temple University. He is currently on leave from his position at Temple.

The Office of Development has recently filed its fifth report to the CFAE/CASE survey of annual support. The five year summary (attached) demonstrates that annual fund support has grown from \$11,943 in 1980-81 to \$58,021 in 1985-86, and that total nongovernment support has grown from \$23,944 to \$167,114 over the same period.

#### Administration and Finance

Revenues - I am pleased to report that revenues for the month ending October 31, 1986 total \$139,023.40, or 135% of the October monthly budget. On a year-to-year basis, the College has generated \$548,055.20, or 153% of the year-to-date budget. As of October, the College realized its six-month budgeted revenue target.

Equipment - The Division finalized negotiations with Wang Labs Inc. for purchase of computer hardware for the CALL Network. The purchase value of the equipment is \$535,600. The College was able to negotiate pricing of \$427,319 for a savings of \$108,281. In addition, the College will receive at no cost VS system training administration for three days, system consulting of two weeks, and Wang office training. The hardware configuration consist of a Wang VS 300 super mini, two (2) Wang VS 6, four (4) printers, thirty-five (35) workstations, four (4) disk drives.

The Division's additional Management Information System highlights include:

- . Final debugging and testing of the transcript evaluation system.
- . Installation of Wang office software.
- . Development of local area network drawings for internal wiring of the computer system with the consultant Bob Holtaway and associates.
- . Installment of FOCUS software which will be utilized as the language for development, information inquiry, and as an ad hoc report writer.
- . Bids have been let for the computer room renovation.

Other - The Division revised mailing procedures to utilize bulk rate discounts and bulk pricing at 22¢ ounce. It is estimated that for mailing of the College's Viewbook to prospective students which costs 90¢ per mailing the cost will be 8¢. This will generate annually savings of approximately \$24,000 for just the Viewbook.

The Division established a payment document monitoring system to track all college payment transactions to monitor the College's progress in paying all college bills within a 30 day time period.

The Division coordinated with the General Services Administration the completion of the window retrofit program and the repavement and lighting of the parking lot.

The Personnel Office has reviewed all college personnel descriptions, recruited for twelve (12) vacancies, established the groundwork with Treasury and Civil Service for the six (6) Challenge Grant positions, processed all acknowledgments for the 244 applicants to the two administrative positions, acted on two grievance hearings, and initiated the contract renewal process.

#### And Under the Heading of Shameless Self-Promotion

A recent Exxon Foundation study attempting to identify the characteristics of effective presidential leadership, assembled a jury of national experts to identify "the most effective college presidents in America." These presidents were then studied to determine whether their characteristics differed from the "normal" college presidents.

Five New Jersey college presidents were identified as "effective." In alphabetical order they were:

Bob Barringer, Brookdale Community College  
Ed Bloustein, Rutgers University  
Bill Bowen, Princeton University  
Paul Hardin, Drew University  
and me, thy humble servant.

Nationally, approximately 400 presidents were identified as the "effective group," assuring that this study will be cited at least 400 times as the definitive work on this subject.

STATEWIDE TESTING AND ASSESSMENT CENTER  
COLLEGES PARTICIPATING IN THE CENTER  
LIAISONS

Atlantic Community College  
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Ms. Linda Kosene

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Miss Helene Candela

Brookdale Community College  
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Dr. Arnold J. Gelfman

Burlington County College  
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Dr. Joseph V. Royal

Caldwell College  
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Ms. Marilyn Goodson

College of St. Elizabeth  
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Sister Patricia Flynn

Cumberland County College  
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Mr. Joseph L. Hibbs

Essex County College  
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Dr. Elaine Ferguson

Glassboro State College  
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Ms. Carol Pritchard

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Jersey City State College  
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Ms. Darrlyn J. White

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Ms. Mary Pinney

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University College, Newark  
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Mr. Lincoln Lawrence

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Ms. Lana Browne

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Mr. Thomas J. Grites

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Ms. Penny Gluck

Trenton State College  
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Ms. Angela Sgroi

Warren County Community College  
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Mr. Jonathan Matas

William Paterson College  
(201) 595-2222  
Mr. Dennis Santillo

SUMMARY OF CASE/CFAE ANNUAL SURVEY REPORTS

THOMAS A. EDISON STATE COLLEGE

	<u>1981-82</u>	<u>1982-83</u>	<u>1983-84</u>	<u>1984-85</u>	<u>1985-86</u>
CORPORATE SUPPORT	\$ 5,610	\$ 4,830	\$ 5,865	\$ 15,919	\$ 20,801
ALUMNI SUPPORT	11,604	11,965	20,352	21,059	27,527
NONALUMNI SUPPORT	1,230	950	2,355	1,900	2,693
FOUNDATION SUPPORT	4,000	84,500	24,098	60,175	116,093
OTHER GROUPS	1,500	0	300	5,000	0
CORPORATE MATCHING GIFTS	1,230	580	3,015	3,494	5,310
 TOTAL ANNUAL FUND	 \$11,943	 \$ 12,245	 \$26,322	 \$ 37,628	 \$ 58,021
TOTAL SUPPORT	\$23,944	\$102,245	\$52,970	\$119,053	\$167,114
 ALUMNI SOLICITED	 1,883	 2,300	 3,050	 3,100	 3,200
ALUMNI DONORS	602	715	829	978	1,066