

Capital Campus

DECEMBER 2012

Shaping the College's Future

Building on the successes of the past four decades, the College charts its course for the next 40 years

Thomas Edison State College looked to the future at the November Lunch and Learn.

The presentation detailed the College's new Strategic Plan, covering fiscal years 2013 through 2017, which builds on the successes of previous planning efforts. The goals and objectives in this plan are tied securely to the College's mission, to its resources and to its culture of accountability and assessment.

The plan was developed by cross functional teams focused on four interrelated strategic areas: Academic Enterprise; Business Model; Infrastructure, Technology and Resources; and Quality Assurance. Provost **William J. Seaton** and Vice President **Mary Ellen Caro** co-chaired the planning effort.

"This plan reflects an integrated approach, which is derived from the solid foundation of the institution and transitions the College's

to be a premier provider of collegiate learning opportunities for self-directed adults through exceptional academic programs that are delivered using state-of-the-art methodologies.

"The College will enhance the student academic experience through centers of excellence that will emphasize engaging students in a competency-based curriculum utilizing student-centric technologies," said Seaton.

The College will continue to improve its sustainable business model by growing to an enrollment of 25,000 students that trends toward the traditional rather than the contract student population and that has a higher percentage of graduate-level students than are currently enrolled at the College.

Thomas Edison State College will have a unified student service and support program that provides world-class service to

"The College will enhance the student academic experience through centers of excellence..."

William J. Seaton, Vice President and Provost

planning process from a departmental-focused process to a transparent, cross-divisional planning and assessment process," explained Caro.

At the conclusion of this Strategic Plan, Thomas Edison State College will continue

its students built on a technology and facilities foundation that is state-of-the-art and scalable to meet the expanding needs of the institution. Furthermore, the College will develop a Facility Master Plan that secures ownership of its facilities and funding for capital building projects. In addition,



William J. Seaton

the College will seek university status and additional program-specific accreditations as part of this plan.

The College will also have highly trained personnel who utilize the College's assessment processes to develop plans and allocate resources to improve institutional effectiveness and student outcomes. Finally, the College's students, staff and alumni will have an internal sense of community. The College will continue to be a leader in public service to its local community and in public policy development at the state and federal level.

Thomas Edison State College has always been a leader in providing high-quality, innovative education for adults. Through exceptional leadership, the College has experienced success in both times of great economic prosperity and economic challenge. This five-year plan builds on the success the College has experienced during the past 40 years, strengthens its current programs and positions the College to serve its students for the next 40 years.

Focus On: Fred Brand

Legendary editorial cartoonist and longtime manager of the *Times of Trenton*, Frank Tyger, once said, "Wishes cost nothing unless you want them to come true."

Fred Brand, director of Corporate and Foundation Relations in the College's Office of Development understands the cost of a wish list coming to fruition.

"My job at the College entails researching, identifying, cultivating, soliciting and stewarding corporate foundations, private foundations, state and federal grant funding opportunities; managing grant proposal submissions and implementation, grant reporting and stewardship policies and procedures," said Brand, who joined the institution in May 2011. Previously, he served as executive director of grants at Sussex County Community College; vice president of Membership and Development at Leading Age New Jersey; and director of Programs and Services for the Alzheimer's Association's Greater New Jersey Chapter.

Brand's duties include strategizing with deans, senior administrators and development colleagues in composing and executing a to-do list of grant funding priorities and goals.

Performance-wise, Brand's objectives are clear. He is charged with attracting crucial outside funding for many of the College's capital projects and initiatives. With increasing student enrollments and tighter budgets, few times in the College's history has this form of capacity-building been more meaningful. Brand's efforts have resulted in more than \$250,000 in funding from several foundations

and businesses in support of the W. Cary Edwards School of Nursing's new patient simulator laboratory for students enrolled in the Accelerated 2nd Degree BSN Program, and a \$75,000 grant supporting an effort to persuade disengaged adults who had started a college education, to complete their degree at Thomas Edison State College.

"I love the diversity of my position at the College and the commitment to quality demonstrated by everyone with whom I have worked," said Brand, who finds staff enthusiasm often fuels his determination to succeed. "I also thoroughly appreciate the support and friendship that I've received from the entire Division of Public Affairs," he said.

Director of Development **Misty Isak** considers Brand a vital arrow in her department's quiver. "I knew Fred would be a wonderful addition to the office given his background and proven success at building relationships and securing grants," she noted. "What I didn't anticipate was how perfectly he would complement our already strong group. I look forward to seeing his potential continue to unfold."

Academically, Brand holds a BA degree in sociology from Holy Cross College in Massachusetts and a master's degree in therapeutic recreation from New York University. He and his wife, Joan, a third grade teacher at the Hatchery Hill School in Hackensack, live in Independence Township, N.J. Brand's 25-year old son, David, who lives in Brooklyn, is a clinical case manager with Housing and Services, Inc. in Manhattan, and plans on pursuing his master's degree in social work. His 22-year old son, Michael, is a



senior at Moravian College, a captain of the men's soccer team and is a studio art major.

On the volunteering and special recognition front, Brand spent 16 years as a volunteer at Camp Fatima, a one-week, all-volunteer camp for children with developmental and physical disabilities. He received a Lifetime Achievement Award in Therapeutic Recreation from the N.J. Activity Professionals Association; and was a vocalist in what he terms was a "semi-anonymous 50's singing group." The Copastetics. "I'm also a member of the Blue & Grey Club Executive Committee at Moravian College and serve on the Advisory Council for the National Council of Certified Dementia Practitioners," he said.

His favorite pastimes include monthly poker games with his buddies, hiking, kayaking; and, "Playing golf with my friends who put up with my cheating, and singing in the car when no one is listening," he added.

College Launches New Learner Support Center

For more than four decades, Thomas Edison State College has been on the cutting edge of providing quality education and services to its students across the country and around the world. Building on that tradition, the College's Division of Enrollment Management and Learner Services recently launched the Learner Support Center (LSC).

"The main objective behind the creation of LSC is to provide world class service to our students," said **Juliette Punchello**, director of the Learner Support Center.

In preparation for the launch, the LSC team received expanded training and greater access to student information data. These enhancements enable the LSC team to more effectively respond to student queries including tuition

plans, academic evaluations, receipt of transcripts, proctor request forms, financial aid awards, system login difficulties and resetting passwords. Based on a three-tiered model of customer service, these capabilities are expected to reduce the need to transfer phone calls and will provide improved customer service to students' questions.

Dr. Ray Young, associate vice president of Learner Services and dean of Students, said, "The overarching goal of the Learner Support Center is to centralize responses to routine inquiries and tasks while ensuring more complex problems are appropriately referred for resolution."

Gillian Wyckoff, associate director of the Center, noted, "Of course, we will continue to provide our students with the



Learner Support Center Team

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Learner Support Center

best in customer service, but we are striving to empower our students to use the tools available to them; tools that will enhance their experience with the College and make them more independent, self-directed learners."

The role the LSC serves at the College is a vital and stimulating one. The energized team will assist adult learners with managing the administrative functions associated with pursuing an education, allowing them to focus on their ultimate goal — completing their degree at Thomas Edison State College.

Foundation Gala Team



College staff got dolled up to volunteer at the 21st Annual Thomas Edison State College Foundation Gala at Greenacres Country Club in Lawrenceville on Oct. 20. Volunteers greeted and registered guests, ran the photo station and managed the Silent Auction. Their time and hard work contributed to the success of the Gala and it would not have been possible without them. Thank you! Pictured above from the left are Roxanne Globis, Jennifer Montone, Erica Spizzirri, Kristin Gonzalez, Kelly Saccomanno, Linda Soltis, Misty Isak, Janelle Smith, Jennifer Guerrero, Jaclyn Joworisak. Not pictured: Michele Evanchik.

Fort Hood Graduation



While at Fort Hood, Texas, to attend a demonstration on automated counseling tool platforms for military students, **Dr. Terri Tallon**, director of Military Student Services, attended the 16th Annual Graduation Recognition Ceremony for military personnel and Department of Defense (DOD) employees. Pictured from the left with Tallon, are SFC Paul R. Reyes, BA graduate, and Dr. Kathryn M. Snead, president and director of Servicemembers Opportunity Colleges.

Staff Activities

Robin A. Walton, director, Community and Government Affairs, has been appointed to serve on Gov. Chris Christie's newly formed Multiple Sclerosis Task Force.

Dr. Henry van Zyl, vice provost for Academic Administration, attended the UPCEA Seminar on the Management of Online Programs in New Orleans, Nov. 6-8. The seminar focused on key strategic issues in online programs, including assessing student online learning outcomes and programs that expand access and meet workforce needs. Van Zyl noted that the seminar offered a variety of thought-provoking presentations, including a discussion on state authorization dynamics. Van Zyl has also been invited to join the Middle States evaluation team that will visit Inter American University of Puerto Rico Arecibo campus in March 2013.

John Thurber, vice president for Public Affairs, was elected as chairman-elect of the Princeton Regional Chamber of Commerce. In that capacity, Thurber will continue to serve as vice chair of the board of directors for the next year and assume responsibility as chairman of the board in January 2014 for a two-year term. The Princeton Regional Chamber of Commerce seeks to serve the region as a catalyst for improving the quality of life, enhancing the climate for business and fostering appropriate economic development.

Marc Singer, vice provost, Center for the Assessment of Learning, presented at the Open Education conference in Vancouver in October on "Designing Assessments and Granting Credit for Open Courseware and Prior Learning."

Sylvia G. Hamilton, associate vice president, Enrollment Management, attended the Noel-Levitz Strategic Enrollment Planning Executive Forum in Las Vegas, Nev. The forum explored the emerging enrollment trends, fiscal challenges and strategies for long-term success in a volatile higher education market.

Marie R. Power-Barnes, director of Market Research and Assessment, was a featured speaker at the Aslanian Market Research conference, The Future of Online Education At Your Institution: Policy, Programs and Promotion for an Ever-Expanding Market, held Nov. 14-15, in Boston, Mass. In her session, "Know Your Audience: How to Utilize Research-Based Decision Making to Identify and Attract High Quality Inquirers," Power-Barnes discussed the critical role market research holds in informing decision making processes across all divisions of colleges and universities, with a particular emphasis on the value gained in understanding the needs and motivators of adult students.

Todd Siben, assistant director, Prior Learning/Portfolio Assessment, presented at Mercer County Community College on Nov. 13, for evening/adult students, about the transition from community college to bachelor's degree completion, with PLA in mind.



Robin Walton



Dr. Henry van Zyl



John P. Thurber



Marc Singer



Sylvia G. Hamilton



Marie Power-Barnes



Todd Siben

Welcome New Staff



Tom Gittins has been appointed clerk in the Mail Operations Center, Office of Administrative Services. Gittins is located in the lower-level of the Townhouses and may be reached at extension 2340.



Christine Rosner has been appointed associate dean, Undergraduate Nursing Programs, W. Cary Edwards School of Nursing. Rosner is located on the 3rd floor of the Townhouses and may be reached at extension 3254.



Happy Birthday U.S. Marines!

A cake cutting ceremony honoring the 237th birthday of the United States Marine Corps took place in the College's Prudence Hall on Nov. 12. Staff guest of honor was Admissions Counselor **Christopher "Chris" Shannon**, a former cavalry scout for the United States Army. Pictured with Shannon are **Dave Anderson**, assistant vice president for Learner Services (colonel, USMC – Ret.); and **Dr. Ray Young**, vice president for Learner Services and dean of Students (lieutenant colonel, USMC – Ret.) who made quick work of the cutting with a USMC saber.



Thomas Edison State College staff and friend participated in the "Beast of the East" mud run at Joint Base McGuire-Dix-Lakehurst in September. Pictured (l-r) are Veronica Kraft, Dennis Devery, Michelle Leonard, Tracy Tosti, and David Hoftiezer. The Office of Military and Veteran Education is a platinum sponsor of the event.

Center for the Assessment of Learning News

The pilot of the new prior learning assessment (PLA) process, which includes two new courses: PLA-100 (Intro to Prior Learning Assessment) and PLA-200 (Intro to Portfolio Development) has been a huge success. Students in the pilot, which was launched in collaboration with the School of Applied Science and Technology, have expressed a strong preference for this approach to exploring ways they can leverage their prior learning.

The Office for the Assessment of Professional and Workplace Learning conducted a review in September of the Interservice Occupational Therapy Program at Fort Sam Houston, which was a collaborative effort between the School of Business and Technology, Office of Military and Veteran Education and the Center for the Assessment of Learning. Furthermore, the Center obtained an exclusive professional service provider contract from the N.J. Department of Labor and Workforce Development to engage in a number of reviews related to "green" construction certifications.

Capital Campus is produced by the Office of Communications at Thomas Edison State College. To submit a story idea for the newsletter or for more information, please contact Linda Soltis at extension 2065.

Calendar & Pen Collection

Todd Siben, assistant director, Prior Learning/Portfolio Assessment, is currently running his annual "Calendars and Pens" drive for the Trenton Area Soup Kitchen (TASK). Siben noted, "We often receive calendars and pens as giveaways from offices or business we use for services. People who utilize the services of TASK don't have relationships with those kinds of offices or businesses and don't receive those items, but have need for them to manage their own schedules. Please take note of the TASK box in the lobby of your building, and please donate your calendars and pens." If you have questions, you may contact Siben at extension 3207.



Despite Hurricane Sandy's attempt to thwart Halloween, Thomas Edison State College staff turned out to celebrate the ghoulish day in style, albeit, a few days late. See if you can figure out who's who in this motley crew that dressed for the occasion on Nov. 7.