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MEMORANDUM
December 10, 1993

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

Postreporting: Prospectus Reprint

At the June 1993 meeting, the Board authorized a bid waiver to reprint 50,000 copies of the **Prospectus** at an estimated cost of \$52,000.

An interim print run of 8,000 copies at a cost of \$8,630 was delivered in October, and a complete revision print run of 50,000 copies at a cost of \$40,875 will be delivered mid December, for a total of \$50,875. These jobs were awarded to the lowest bidders who met specifications: Nittany Valley Offset for the interim print run, and Parker Printing for the complete revision print run.

Consultant's Review of the Proposed Master of Science in Management (MSM) Degree Program

The College has received and responded to the preliminary comments of Dr. G. James Francis at Colorado State University regarding the College's Program Approval Document for a Master of Science in Management (MSM) degree program. Dr. Francis indicated that the program is conceptually strong, and that there is a need for such a program. He stated that, "The market will indeed support an innovative approach that makes significant use of computer networks with minimal campus contact hours," and that "Boundaryless universities are going to play more of a role in delivering education in the future, especially to those we describe as nontraditional students. The program proposed by Thomas Edison State College could become a leader in this type of delivery."

Dr. Francis found that the major weakness of the proposal was in the area of Phase I concerning the courses to be offered and the course descriptions. Much of the course development in Phase I is not developed at this time and is the major reason the College is currently seeking external funding for the development of this critical curriculum phase of the proposed program. It would appear that Dr. Francis reacted to the tentative nature of this area. This is the area targeted for more than a year of extensive development before implementation. The College has explained to Dr. Francis that the course titles and course descriptions were a starting point for the

development phase and were not to be taken at face value as courses fully developed and ready for implementation. Nevertheless, the criticism of this phase is well taken, and the College has revised and provided the necessary course descriptions for further review.

The other comments from Dr. Francis focused on consulting faculty, financing the program, and admissions requirements. These concerns have been responded to in detail and should satisfy the questions raised in the review. Hopefully, the College's response to the consultant's report will move the program approval process along to the next step which will be a visit by Dr. Francis to the College. After this, the program should receive the necessary approvals by the Board of Higher Education for development work to begin.

1994 Commencement Ceremony

Plans are underway to hold the 1994 Commencement at The Pavilion, Garden State Park on Saturday, October 15, 1994 beginning at 2 pm. The change to a new location and day (Saturday rather than Sunday) is due to the unavailability of the War Memorial. As you may know, extensive renovations to the War Memorial will force the closing of the facility from one to two years. Also, by holding Commencement on Saturday, it is hoped that more out-of-state graduates will attend.

Guided Study

Enrollment for Guided Study courses offered during the Fall 1993 semester was 1,490 course-equivalent enrollments. This represents a 23% increase over the Fall 1992 semester. Nine college staff members enrolled in Guided Study courses at a direct cost of \$1,545, which is provided by the College as part of its commitment to staff development.

New courses available for the fall semester include: Shakespeare; Western Art History II; Dealing with Diversity; Gifted and Talented Students; Research in Experimental Psychology; and Complexity, Management and Change. This brings the total number of courses available to 57.

A joint bid by Thomas Edison State College's Center for DIAL program and The Pennsylvania State University's Independent Study program has been accepted by the American Association of Collegiate Independent Study (AACIS) to host its 1994 conference. The conference will be held at the newly constructed Scanticon Conference Center in University Park, Pennsylvania.

The National Institute

The National Institute on the Assessment of Experiential Learning, to be held on June 11-14, 1994, promises to be even more exciting this year. As always, the strong core of internationally-recognized faculty will be participating, including Dr. Morris Keeton, former President of the Council for Adult Experiential Learning (CAEL) and currently Founding Director of the Institute for Research on Adults in Higher Education; Dr. Urban Whitaker, Founding Director of the Learning Center and author of Assessing Learning: Standards, Principles and Procedures; Dr. Harriet Cabell, Associate Dean and Director of New College, University of Alabama; and Dr. Alan Mandell, Academic Dean at Empire State College and author of Portfolio Development and Adult Learning: Purposes, Contexts and Strategies. Returning,

too, will be Dr. Ross Ann Craig of Delaware County Community College, Dr. Amy Lezberg of the New England Association of Schools and Colleges, Dr. Paula Hooper Mayhew of Marymount Manhattan College, Dr. Richard Hamilton of Charter Oak College (formerly of Thomas Edison State College), and Dr. Barry Sheckley of the University of Connecticut. Joining the faculty this year will be Dr. David Carter, a representative from the Southern Association of Colleges and Schools and Dr. Donna Queeney, the editor of the Journal of Continuing Higher Education.

Business Degrees Five-Year Review

The Ad Hoc Review Committee for Business Degrees Review is considering the Middle States Evaluation Team recommendation that a course in precalculus be required of all business students. The team also suggested that courses in managerial communications and international business be required for the baccalaureate business degree. The Committee supports managerial communications as a requirement of the baccalaureate business degree, and suggests that international business be an option to Business in Society. Other concerns are for appropriate titles for the CORE requirements of the degree to ensure that course titles reflect requirements of degree programs in and out of the State of New Jersey.

Data collected from surveys of graduates over the pertinent five-year period and data of graduates from the Gallup phone survey of 1991 will be reviewed and included in the final report. An external consultant, Dr. Edward Saueracker, Assistant Dean for Assessment at Empire State College (Long Island Center), has been appointed. The site visit by Dr. Saueracker will take place in January 1994. The report on the five-year review will be presented to the Academic Council in February and will be brought to the Board in March. Members of the Ad Hoc Committee include:

Mr. Ronald Sukovich, Chair and Coordinator of Business Degrees,
Thomas Edison State College
Dr. William Brant, Rider College
Dr. Robert Fishco, Middlesex County College
Prof. Blaine Greenfield, Bucks County Community College
Prof. Camille Haberle, Raritan Valley Community College
Dr. Urban LeJeune, Stockton State College
Dr. Thomas Patrick, Trenton State College
Dr. Rajib Sanyal, Trenton State College
Dr. Carolyn Stumpf, Georgian Court College
Mr. Robert Herbst, Senior Program Advisor, Thomas Edison State
College
Ms. Iris Saltiel, Director of Corporate Programs, Thomas Edison
State College
Ms. Esther Taitsman, Senior Program Advisor, Thomas Edison State
College

New Jersey Baccalaureate Degree Completion Program (NJBDCP)

Thomas Edison's proposed New Jersey Baccalaureate Degree Completion Program will facilitate access to baccalaureate degrees for those students in South Jersey who complete an associate degree at one of the state's community colleges. It will offer such students an alternative avenue to an advanced four-year degree through Thomas Edison.

An Agreement is being developed with each community college and will include the following guidelines:

- Students may enter the NJBDCP with Thomas Edison while enrolled at the Community College
- The Community College will arrange for space on its campus for the delivery of the program
- Each institution will appoint a director responsible for establishing and maintaining the program
- The community college will provide computer and television uplink access
- Technologically, courses may be delivered through a variety of media, including public television, cable television, video tape and NJIN (New Jersey Intercampus Network)
- Live, interactive courses, telecourses and Guided Study courses may be made available to students
- Thomas Edison has sophisticated computer capabilities which allow students to apply to the College through the computer, communicate with college staff, complete program planning, communicate with Guided Study mentors, print program plans and review their financial records
- The College's programs of testing and portfolio assessment will be available to all students
- The colleges will cooperate in providing information about the program to their constituents.

Draft Agreements are being reviewed by Mercer County Community College, Gloucester County College, and Cumberland County College.

Articulation Agreements and Letters of Understanding

Articulation Agreements have been signed with the following colleges:

- County College of Morris: Liberal Arts Program
- Morris County Vocational Technical School: for Automotive Service Excellence Examinations, recommended by the American Council on Education
- University of Missouri: Independent Study Program
- Passaic County Community College: Business Administration, Data Processing, Early Childhood Education

Letters of Understanding have been signed with the following:

- Aviation Career Academy, Medford, NJ
- Utah Valley State College, Orem, UT

Statewide Testing and Assessment Center (STAC)

Rider College hosted the fall meeting of the Statewide Testing and Assessment Center. Thirty-seven higher education institutions were represented, and 102 guests were present. There were two outstanding panel presentations focusing on transferring from community colleges to four-year colleges and on articulation agreements. The panel on transfer of credits included Bing Inocencio, Dean of Instruction, Cumberland County College; John Duff, Assistant Director of Career Development, Jersey City State College; and Jack Phillips, Registrar, Thomas Edison State College. The panel on articulation agreements included Jeanette Purdy, Faculty Assistant to the Dean of Academic Affairs, Mercer County Community College; Dean Johnson, Admissions Counselor, Caldwell College; and Nancy Norville, Dean of Enrollment Management, William Paterson College.

Mike Villano, Director of the Community College Office at the Department of Higher Education gave a presentation on the development of a standard articulation agreement form. All sectors of New Jersey's higher education community expressed interest in standardization. Together, the Transfer Advisory Board and the Transfer Counselor's Association developed a draft agreement that academic officer's in the state, county and independent colleges could utilize on a voluntary basis.

Fall Workshops for Consulting Faculty

Thomas Edison hosted seven fall workshops with 92 new and continuing faculty consultants attending. The sessions addressed individual areas of assessment. Each of the sessions was facilitated by a Thomas Edison staff member and covered topics in New Faculty Orientation, Portfolio Assessment, the Pregraduation Conference, Guided Study, the Practicum, PONSI, and Testing.

NRRPT TECEP Test in ALARA Principles

Work on the project for test development, supported by the National Registry of Radiation Protection Technologists (NRRPT), has focused on the preparation of a TECEP examination in ALARA Principles. Briefly, these principles govern the work of protecting persons from nuclear radiation by creating an environment in which the ambient radiation is "as low as is reasonably attainable." During the summer, Dr. Norman Cohen of New York University (NYU) replaced Dr. Frank Haughey of Rutgers, The State University as chair of the committee; Dr. Haughey, however, continues to serve on the committee. The goal of the committee at this juncture is to define the appropriate content of a course in this area and the likely materials base that a student would review in preparation.

The committee developed a draft course outline and identified possible study materials for the students. With the assistance of Mr. Steve Lief, an advanced doctoral student at Rutgers, relevant materials from the literature have been annotated for review by the committee. The work of the project is intended to model

a hypothetical course that is somewhat more advanced than the course work that is presently credited for receiving certification by the NRRPT. An additional requirement for this project is the need to differentiate the course from three other courses in the area of health physics which are projected for development under a parallel grant of partial support by the NRRPT.

Dr. Susan Friedman, Coordinator in the Office of Academic Programs, who is serving as co-director of the project, met with Dr. Cohen at the NYU facility in Sterling Forest, New York, to review the nature of the College and its programs and to project future steps. Ms. Iris Saltiel of the Center for Corporate and Public Partnerships similarly met with John Molner of the NRRPT to explore the possibility of a trial administration of test materials to NRRPT members at the annual meeting of the association in late spring 1994.

Test Irregularity Procedures

The scoring procedures for the TECEP testing revealed in late spring that there were unusual similarities in the work of certain candidates who were tested in the Nashville, Tennessee area. In an effort to clarify the problems, the proctors for the testings were contacted, and it became apparent that a third party had entered into the testing, distorting the proctoring process and threatening the integrity of the testing. The results of the testings were invalidated, and the students were offered free retests upon the completion of suitable arrangements. These arrangements included the negotiation of proctors who were selected by the College and the development of new and uncompromised material.

The problem revealed by the incidents confronts not only Thomas Edison but other accredited nontraditional colleges, and efforts are underway to secure a review of the work of the third party by the appropriate authorities in Tennessee. Thomas Edison policies and practices are under review in an effort to minimize any opportunity for such third-party activity in the future. Essentially, the third party undertakes for a fee to facilitate the progress of the student towards a degree within the programs of a nontraditional college. This vitiates the ordinary relationship of the student with the institution, and threatens the integrity of evaluation.

Test Scoring/Test Banking Programs

Efforts to modernize test development practices integrating the use of computer-based activity continued. College staff met with a representative of the National Computer Systems (NCS), the leading scoring-machine provider, and reviewed the offerings of this vendor in the light of the requirements of the College. The Office currently uses NCS-provided equipment, but it is now approximately seven years old and, by the standards of the computer industry, outmoded. The College has requested a proposal from NCS, and has projected a site visit to County College of Morris, which currently uses a configuration of hardware and software that is equivalent to the configuration discussed with NCS.

The core of a test scoring device is a scanner, with possible applications in the coding of the results of survey responses. Accordingly, the NCS discussions are being conducted with a view to the needs of several college offices as well as the Office of Test Development and Research.

Project for the Study of Adult Learning (PSAL) Project Report

Thomas Donlon, Director, Office of Test Development and Research, attended a colloquium established by the Project for the Study of Adult Learning (PSAL) in Illinois, and reported, as a Project Fellow, on the findings of a study of the questionnaire responses of Thomas Edison students. Essentially, the study sought to confirm that a long-standing premise in the area of credit-by-examination, that the student is seeking to validate learning that occurred in the workplace, is less valid than has been supposed, and that increasing numbers of degree-seeking students are entering into areas where they have no prior experience at all. For these students, the course selection is not determined by where the student has been, but by where the student seeks to go: the student is moving to meet degree requirements stipulated by an institution. The student is tested on knowledge that is achieved by self-study, without any experiential development at all. The paper reviews the implications of the finding as it impacts on services that are provided to the adult learner seeking credit-by-examination.

Computer Predictor Tests (CPT) Validity Report

A paper was presented at the annual meeting of the Northeast Educational Research Association (NERA) on the results to date of the study of the Computer Predictor Tests (CPT). These computer-delivered examinations, in nine areas, are parallel forms to existing, full-length TECEPs. They are adaptive, in the sense that the level of difficulty of the material is adapted to the level of difficulty upon which the candidate succeeds; more able candidates are rapidly moved to more difficult material, while less able candidates are moved to less difficult material. The report indicated that a number of the tests offered a general level of guidance to students with respect to the decision as to whether or not to take the full-length test for credits. However, the overall statistics indicate the primary reason for using the CPTs should not be narrowly predictive, but should include the value of an efficient prior exposure to the test, as well.

The report will be reviewed with the College's computer staff to explore the introduction of the Computer Predictor Tests into the services provided by the new CALL II network.

Staff Activities

Dr. Debra Dagavarian, Director of Testing and Assessment, has been invited by the Middle States Commission on Higher Education to serve on an accreditation team in March of 1994. This visit will be to the College of Saint Rose in Albany, New York. She has also been asked to act as a consultant to the State of Louisiana Board of Regents, and will be reviewing and evaluating nontraditional institutions.

Admissions Services

The College has increased the frequency of Application Day programs and now offers extended evening and Saturday hours in a move to increase access for inquirers and applicants. The evening/Saturday hours enable staff to reach twice the number of applicants served during regular business hours.

The second Application Day for FY '94 was held in October. Nearly 100 prospective students from 13 New Jersey counties attended, and 60% of the attendees applied on-the-spot. Another program is scheduled for January 1994.

Admissions Services reports a 4% increase this year in the number of applications from African-Americans and Latinos.

The Thomas Edison State College exhibit was displayed at the 11th Annual New Jersey Black Issues Convention. In addition to distributing over 100 admissions booklets, a number of requests for the **Opening Doors** video were received.

Alumni Affairs

The second series of regional meetings for alumni and students was held this fall in Cherry Hill. A total of 29 graduates, 5 of which are continuing students, and 38 students registered for an update on the College and on the proposed Master of Science degree.

This year's PHT Commencement Banquet broke all records with 305 graduates, 42 new graduates, their family and friends, college staff, and alumni and student volunteers (21) attended. The banquet program was revised to enable graduates to enjoy individual "parties."

The vice president for Public Affairs visited two major donor prospects in Dallas, Texas and North Little Rock, Arkansas. Alumni and students in each area were invited to a reception hosted by the local alumni. Using the same format, plans are underway to cultivate additional alumni who are major donor prospects.

Sixty-seven volunteers were recruited and served during the November Alumni Phonathon. This phonathon focused on alumni who pledged and had not yet sent in their gifts; alumni who pledged, had not sent in their gifts and work for a company participating in the Matching Gift program; and alumni who gave in previous years but had not yet committed to this year.

The Annual Leaders' Conference was held at the College on December 3. The Conference focused on recommendations for implementation of the Association's recently approved Long Range Plan. Opportunities for leadership development, a New Board Orientation, and installation of officers and directors were also a part of the program.

Center for Corporate and Public Partnerships

PONSI. The 1993 Corporate - Higher Education Colloquium on Oct. 22 helped showcase the College's growing technology agenda. The Colloquium built around the theme, "Universities and Colleges Confront the Role of the Classroom in a High-Tech Information Society." Two live satellite presentations from PBS and a California community college capitalized on available technology to meet the conference needs. The Colloquium, the largest to date, had 206 registrants representing 40 corporations and 42 colleges and universities. AT&T, the American Council on Education, and the Association for Continuing Higher Education were co-sponsors of the event held at the AT&T School of Business in Somerset. The Chubb Institute supported the opening reception.

Corporate Programs. The Office of Corporate Programs worked in partnership with the New Jersey Department of Labor to complete a "Counselor Credentials Evaluation" project. The project assessed the academic credentials of selected counselors to determine if they met the 15 semester hour requirement outlined in the Workforce Development legislation. The project was a cooperative effort within the College, crossing divisional lines.

Iris Saltiel, director of Corporate Programs participated as a fellow in the Project for the Study of Adult Learning. She presented her research, "Support Systems: A Comparison of Factors that Influence Adult Doctoral and Undergraduate Students who are Employed Full-time," at the fellowship meeting in Schaumburg, IL.

Public Service. A letter of agreement between the College and Trenton's Mayor Douglas Palmer, set in motion the work of the Trenton Management Review Commission (TMRC). The Commission is charged with reviewing the management practices of the city of Trenton and with recommending ways to effect greater efficiencies. The Commission is staffed with a volunteer executive director, Robert Smith, a retired Peat Marwick executive. The policy review and recommendations are being conducted with a wide variety of corporate and government volunteers. Michael Scheiring chairs the commission overseeing the work of the management review commission. The work is supported by a \$50,000 grant from the Governor's Management Review Commission to the City of Trenton. The funds are administered by the College.

Communications and College Relations

Since the June meeting, the College has received three JASPER awards for publicity and publications from the Jersey Shore Public Relations and Advertising Association. The College won first place in publicity for the Thomas Edison earned degree, first place for internal newsletter for **Invention**, and an honorable mention (presented to Wenzel & Company) for the Corporate Appeal brochure.

In news media relations, the College was featured in a Page One story in **The Times** (Trenton) on Oct. 25. Other coverage statewide has been excellent, including board appointments, graduates, Commencement stories (there were several excellent "people" features in the Cherry Hill and Woodbridge papers), a feature on student Board member Drunell Levinson, registration and workshop schedules, PONSI stories, etc.

A story on new technologies in higher education will appear in the Winter edition of the Association of American College's journal, **Liberal Education**. An article on the perils of strategic planning appeared in the October 1993 edition of **CASE Currents**, the journal of the university advancement profession.

Development

The Foundation's planned giving program related to wills and bequests was initiated this summer with the first of four scheduled mailings. Over 1,900 brochures were sent to alumni donors, staff, friends, trustees and directors. Over 3% (a significant amount) of those who received the mailing requested information. A second mailing was mailed to the same list in November.

Whole life insurance will be made available as a major gift category under the second phase of the planned giving program. A request for proposals was issued to selected national insurance companies. Northwestern Mutual Life Insurance was selected as the primary provider. Through the Savino Agency in Princeton, life insurance options will be presented to alumni and friends who express an interest in deferred giving.

Funding requests are still pending with Showboat and Xerox to support program development. Discussions with AT&T continue in an effort to identify a relationship with the AT&T School of Business and the AT&T Foundation.

The Borden Foundation granted \$4,000 to the Trenton Office of Policy Studies. Additional proposals are pending with The Bunbury Company and the Dodge Foundation.

Financial Aid

As of November, there were 1,353 requests for financial aid applications and information packets. Of this population, 250 applicants applied for aid, an increase of 66.6%. Fifty-two students were awarded \$82,068 in loans and grants.

Continuous efforts to change federal regulations which govern telecommunications courses have resulted in technical amendments being introduced by House and Senate committees.

Resignations

The following people have resigned from the College:

Howard Bueschel	-	Academic Programs
Beth Shapiro	-	Trenton Office of Policy Studies
Cassandra Walker	-	Registrar
Tuma George-Hines	-	Directed Independent Adult Learning
Catherine Bunn	-	Directed Independent Adult Learning
Emily Schmidt	-	Directed Independent Adult Learning
Dawn Lagano	-	Testing and Assessment
Lorraine Johnson	-	Controller's Office