



**THOMAS
EDISON
STATE COLLEGE**

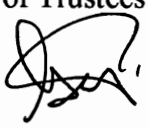
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MEMORANDUM

March 17, 1995

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJ: President's Report to the Board of Trustees

Bid Waiver Postreporting

Inquiry Fulfillment Services - At the December 10, 1994 Board of Trustees meeting, the College was granted a bid waiver to purchase vendor services to process initial inquiry requests for College information (The Prospectus) at a cost not to exceed \$75,000.

Fulfillment services for initial inquiries went into effect on January 23, 1995. The contract was awarded to the lowest bidder who met our specifications, The Hibbert Group, a Trenton-based company. The anticipated cost is approximately \$75,000 annually.

Credit Description Book - At the September 1994 Board of Trustees meeting, the College was granted a bid waiver to reprint 2,500 copies of the Credit Description book at a cost not to exceed \$13,900. This is a one-year supply. The actual cost of the books was \$9,976.

The books were delivered in November 1994. The job was awarded to the lowest-bidding printer who met our specifications, Graphic Reproductions. The savings noted was generated by decreasing the quantity to 2,000 and by using a lighter stock. This lighter stock will also effect savings in postage costs.

Thomas Edison Loses Staff to the State of Florida

Shockwaves were received at the College recently when Dr. Ruth McKeefery, Dean of the College, announced her retirement effective June 30, 1995. As all of us know, Ruth has provided excellent leadership and service to the College for the past 18 years. It is with mixed feelings that we bid best wishes to Ruth in her retirement. She plans to retire to Orlando, Florida, where she will be close to her family and is currently in the process of building a new home within 15 minutes of Disney World. More information will be provided to you later in the year concerning the College's plans for a big party to honor Ruth and her many contributions.

Florida will be gaining even more of New Jersey's wealth in talent. Dr. Barbara Losty will be relocating to Jacksonville, Florida. Dr. Losty's husband is being transferred to Florida, and we could not convince Barbara to maintain a long distance marriage through the electronic superhighway. Barbara has been a valuable asset to the development of the human services degree program. We will miss her greatly.

New Jersey Baccalaureate Degree Completion Program Update

As of March 1, 1995, eleven county colleges have signed Agreements with Thomas Edison State College for the New Jersey Baccalaureate Degree Completion Program.

Essex County College, Hudson County Community College, Passaic County Community College, Salem Community College, and Sussex County Community College are expected to sign Agreements by June.

No work has been done with Bergen County College and Brookdale Community College as yet, but it is anticipated that these two schools may also sign by June.

The Admissions Office has held 18 information sessions and 11 transfer programs with the county colleges. The Assistant Dean and Associate Deans are revisiting each of the colleges to meet with faculty and administrators. The Portfolio Office has also conducted workshops on several county college campuses, and test administration has been conducted by the Testing Office on 18 campuses.

As of February, 929 students have submitted an "Intent To Transfer Form," which signifies that they plan to enroll in the College after they complete their associate degree. Of that number, 190 students are current applicants, and 70 students have enrolled in the College.

Master of Science in Management Degree

Dr. Jerry Ice and Dr. Ruth McKeefery are coordinating the work of the Master of Science in Management Development Committee which has finalized the Admissions requirements, the organizational structure for the program, and a brochure with an application form to be distributed to the 2,000 student inquiries.

Faculty have been selected for the development of the first four independent study computer-based courses for the degree. The Director of DIAL, William Seaton, has hired a Course Developer as a consultant to assist the faculty in formatting the courses for computer delivery. Evelyn Spradley, Director of Educational Technology, is developing the computer access for students and faculty. Dr. Thomas Donlon, Director of Testing, will assist with the testing assessment aspects of the program.

The Committee expects the information and application forms to be ready for distribution by April, and the first class selected for the Fall semester 1995 or the Winter session 1996. From the first group of applications, additional entering classes will be selected. Each class will consist of 30 students.

Center for Distance and Independent Adult Learning (DIAL) Guided Study Courses

For the winter 1995 semester, there were 1527 course equivalent enrollments in DIAL courses. This represents a 6.2% increase over the 1438 course equivalent enrollments reported for the winter 1994 semester.

The newly developed course in radiation biophysics, BIO354, was offered for the first time. This course was jointly developed by DIAL and the Ohio University Independent Study office under a grant provided by the National Registry of Radiation Protection Technologists. Additionally, Introduction to Spanish III, the final segment of the three-course sequence covering Introductory Spanish, was available.

Five new faculty joined as mentors for the winter semester: Dr. Beverly Butcher, Anthropology, University of Pennsylvania; Dr. Deborah Compte, Spanish, Trenton State College; Dr. Elan Gandsman, Radiation Biophysics, Yale University; Dr. Linda Mather, English, Professor Emeritus, William Paterson College; and Josephine Miller, Accounting, Mercer County Community College.

New Jersey Intercampus Network (NJIN)

Funds for the construction of electronic classrooms were released by the State to the New Jersey Intercampus Network (NJIN) for use by the 37 institutional members. NJIN committees have been established to review the final specifications for the equipment, and purchase orders are expected to be let during the spring. The Director of DIAL is actively involved in these NJIN activities as well as those at the College. A preliminary site will locate the Thomas Edison electronic classroom in the Academic Center. This classroom will be connected to the statewide fiber optic backbone via a fiber link to the Mercer County Community College's Kearney Center in Trenton and then through a microwave feed to the headend connection on the Mercer County Community College campus, thus enabling distribution to multiple sites.

American Association of Collegiate Independent Study (AACIS) Conference.

DIAL, in partnership with the office of Distance Learning at Penn State University, co-hosted the second annual AACIS conference. Just under two hundred members from almost 50 institutions attended the conference. Attendees rated the conference an overwhelming success. Several Thomas Edison staff members made presentations including Dean McKeefery, Program Advisors Dorothy Sconyers and Rosa Lee Eickhoff, DIAL Director William Seaton, and faculty mentor Blaine Greenfield.

National Institute on the Assessment of Experiential Learning

Registration has just begun for this June's National Institute on the Assessment of Experiential Learning. Participants this year may look forward to sessions on educational technology and distance learning, publishing research in prior learning assessment, adult learning theory, outcomes assessment, academic program planning, adult learning styles, accreditation, the politics of PLA, developing the PLA course, and many other topics. Most of the sessions are participatory, and some even involve hands-on evaluation of actual student portfolios.

Once again, the College will offer two electronic conferences to be available for the duration of the Institute. This year's topics will focus on two key issues: training for faculty who assess experiential learning, and confirming the authenticity of evidence students provide for the assessment. Both topics promise to generate stimulating discussion.

Computer Administration of Tests

The College will begin to offer interested students within the TECEP program an opportunity to take certain of the tests by means of computer. This move is essentially in response to the number of student requests. As more and more students are owners of personal computers, and use them on a daily basis, the word processing functions, in particular, become the preferred manner in which to create text. The traditional "essay" examination, with handwritten responses on paper, becomes an unnatural exercise for these computer-habituated students.

The examinations initially chosen are those that require fairly intensive writing: Written Expression I and II, Technical Writing, and certain of the social science business-oriented tests. The student who elects this option will be given a PC equipped with a Windows environment and access within this to the basic word processing program, Write, that is an ordinary component of Windows. Student background in word processing varies greatly, and students will have used a number of different programs, but it is impossible to accommodate student preferences. A single word processing program choice was made after consultation with a New Jersey computing resource center.

The invitation to participate is extended in an announcement at the time of registration for the test. Volume cannot be estimated, but it seems likely that more and more students will ask to be accommodated. While the initial focus is on the essay test, a number of TECEP tests are hybrids, combining both essay answers and multiple-choice answers. Consideration is being given to the use of the computer to capture responses to the multiple-choice component of such tests, also. All of these tests will be administered and monitored on-site at the College.

NRRPT TECEP Test in ALARA Principles

Work on this project for test development, supported by the National Registry of Radiation Protection Technologists, continued throughout the Fall. The work is focused on preparation of a TECEP examination in ALARA Principles, where "ALARA" refers to the nuclear industry radiation standard "as low as reasonably attainable."

With the cooperation of the test committee, draft question material was identified and categorized in keeping with the content outline adopted for the course that conceptually underlies the test. Using these categorizations, draft half-tests were developed, one basically for nuclear power-plant technicians, the other for medical facility technicians. These two half-forms were then taken to the semi-annual meeting of the Health Physics Society by Dr. Susan Friedman, Associate Dean, where, with the cooperation of the sponsoring organization, the NRRPT, the materials were tried out on a small sample of appropriate persons. These persons were invited to provide critical comment on the drafts, and this information will be used to prepare the tests for further administration.

Work continues on the assembly of a sufficiently large item bank, on the gathering of information on the ability distribution in this area, and on the preparation of a packet of background readings that would be used by the preparing student. While ALARA is an important component of undergraduate education in the field, no texts focused specifically on this subject have been identified.

TECEP Revision/Development

Work is underway for reviewing and revising the TECEP examinations in Public Relations and Cultural Geography. These examinations provide students with an opportunity to earn credit in areas that are often difficult to find in the offerings of a conventional college. Additional work is projected on two tests in the area of Business: Organizational Theory and Organizational Analysis, and Quantitative Managerial Decision Making. Finally, revision of Anatomy and Physiology will be undertaken.

Admissions Services

Initial inquiries continue to increase over last year and had averaged 720 per week prior to January 23 when initial inquiry and fulfillment services for the College Prospectus were transferred to an outside vendor. During the first three weeks of the contract, The Hibbert Group responded to 2,686 inquiry requests, averaging 895 inquiries a week. This increase may result from longer hours of operation with a live operator. In addition, major media coverage occurred over the weekend prior to Hibbert's assuming the responsibility for inquiry processing, and a paycheck stuffer went to all New Jersey State employees.

Applicants have increased 4% this fiscal year. Three Application Day programs were held in November, December, and January. The programs were attended by 98 prospective students; 57 applications were submitted on-site (58% conversion from inquirer to applicant).

Admissions staff participated in seven transfer programs at community colleges in New Jersey and two transfer programs in Pennsylvania. Information on the College's programs and services was distributed to 395 prospective students.

Regularly scheduled group sessions at the Newark Office and McGuire Air Force Base continue to reach a large number of prospective students from underrepresented populations. During a meeting of the Upward Bound Parents Association at Seton Hall University, 26 prospective students learned about the College's programs and services. In addition, Mercedes Diaz presented a paper entitled "Surrogate Family: Recruiting the Latino Adult Undergraduate Student" at the First Annual Conference on Expanding Minority Opportunities held at the University of Arizona. There were 25 participants at her session.

Alumni Affairs

Receptions/Regional Meetings: In a continuing effort to reach out to distant alumni and students, the Alumni Office has been organizing receptions for the College's out-of-state constituency. These events are planned to coincide with meetings and conferences I will be attending. The Alumni Office arranged for me to host receptions recently in Boston, Massachusetts, where four graduates, one student and their guests responded, and in San Francisco, California, where nine graduates, six students and their guests attended.

Annual Fund: The Alumni Annual Fund Committee met in January and recommended to the Alumni Board of Directors an ambitious goal of \$75,000 for 1995. The Committee, comprised of 20 alumni, students, staff, and one friend of the College, is now actively engaged in developing strategies to meet this goal, which includes increasing the alumni donor base. The 1995 Alumni Annual Fund Phonathon is set for: March 26-28; and April 1-4.

Media Relations

As part of the College's enrollment growth initiative, the Office of Communications and College Relations (C&CR) focused its media relations activities in-state with coordinated editorial and advertising outreach. An example was the dual media hit on Sunday, Jan. 22, 1995, which resulted in some of the highest inquiry numbers ever recorded for a single day and week. This media coverage included a banner page-three story on our Information Days in The Trentonian's "Careers" supplement, supported by an advertisement on the same page; and, concurrently, a major feature on the College and the townhouse renovations on page one of the Living section of The (Trenton) Times, complete with a color photograph. The College was also featured in a major article in the Princeton Packet chain of weekly newspapers in November, and received coverage for the PONSI Colloquium in November in The (Trenton) Times and other media. Releases continued to be placed regarding board and staff appointments, a ZONTA scholarship, information and application days, Center partnerships, and other College activities. Through the Internet, we are continuing to provide information directly to news media throughout the world.

In November, we had unprecedented national publicity for the HINT project as the result of a joint news conference with the Senate Majority and New Jersey Institute of Technology. Although both the Senate and NJIT contributed to the generation of news coverage, it was clear that the materials and outreach extended by the College was responsible for the volume and quality of statewide coverage and national "press," especially in healthcare publications.

Publicity continued to be excellent on the New Jersey Baccalaureate Degree Completion Program signings, which have included Warren, Burlington, Raritan Valley, Mercer and Middlesex, including local cable television news coverage of Raritan on Feb. 17.

Publications and Activities to Support Enrollment Growth

Publications produced during the past quarter include PONSI *Newsbrief*, DIAL *Signals*, *Invention*, *Monthly News*, the Credit Description Book, Portfolio Assessment Handbook, BSN brochure, NJBDCP brochures, College catalog (delivery due later this spring), DIAL publications redesign, Prospectus redesign, National Institute materials, a CoreStates financial aid brochure, as well as various flyers, posters, alumni and development mailings. A check insert provided to all state workers in January resulted in 166 inquiries about the College; similar inserts are being contemplated for city government and companies with whom we have partnerships.

The department placed ads to support enrollment growth in *Career Pilot* and *Law and Order* magazines during the past quarter. The department's aggressive media campaign to publicize information days resulted in a tenfold increase in attendance in a February session in Trenton, necessitating the use of two meeting rooms. The department continues to be an active presence on the College's enrollment outreach operations committee.

Strategic Communications

In February, Linda Holt attended a CASE conference on marketing, including how to conduct focus groups and take surveys, while Nina Malone attended a conference on latest design strategies for marketing, including use of the LAN technology to advance institutional image.

Center for Corporate and Public Partnerships

The PONSI Office has begun planning for the 1995 Corporate-Higher Education Colloquium to be held on Friday, October 20, 1995 at Caesars Atlantic City. The theme of this year's Colloquium is "Tomorrow's Organization: Will You be Ready?" The Planning committee held its first meeting on February 10 to finalize the theme, to suggest concurrent sessions, and to consider several new modifications to the overall program.

This year, for the first time, there will be an optional pre-Colloquium workshop. It will be held on Thursday afternoon, and will provide interested participants an opportunity to gain a hands-on experiential insight into the Colloquium theme. This will be followed by the Reception Thursday evening, with the formal opening session on Friday morning.

The Planning Committee also reviewed the criteria for the Colloquium Awards, and removed most geographical restrictions. Last year nominations were received from across the United States and even from Europe. The Committee would like to encourage this wide level of participation.

Of the current active PONSIS sponsor organizations about 50% have been participants long enough to have successfully completed their required five year on-site reevaluation. This is a mark of quality control on the part of the program, and client satisfaction and approval on the part of the sponsor organization. Recently, three additional organizations were involved in their five year review. They are Technical Training Project, Ultrasound Diagnostic School, and Metropolitan Technical Institute. Also an initial site review was conducted at Caesars Atlantic City, the site of this year's Colloquium and also our newest sponsor organization.

The Office of Corporate Programs has been requested by the AT&T School of Business to provide the workshop, Degrees of Success, at over a dozen dates throughout the year, both in New Jersey and at other AT&T locations. This is a clear illustration of the value AT&T places upon the workshop, after viewing its initial presentation early last year. The workshops are actually delivered by consultants selected by and working with the College.

College services are also being provided to several other client organizations. These include the PSE&G Nuclear Training Center, AT&T Network Services, Omaha Power Public District and the National Registry of Radiation Protection Technologists.

Office of Development

Activities in the Office of Development have continued on schedule in spite of the departure of Norma Manigan, who left the College in December to serve on Governor Whitman's staff. Dr. Sonja Eveslage has been appointed Acting Director of Development.

The 1994 annual appeal has been completed, and the reports indicate that alumni giving is up, staff giving is up, and the total contributions to the Foundation are down somewhat. This decline results from the completion of several gifts and grants to the Trenton Office of Policy Studies.

To complete the annual fund a staff appreciation event was held on February 21, 1995 with a plaque acknowledging the highest percentage of staff-giving from three divisions. The first annual award will be shared by the Division of Public Affairs (with 50% of its staff giving to the College) and Academic Affairs (with 49% of its staff giving to the College). In addition, the next scheduled mailing of information on planned giving has been distributed. Dr. Natale Caliendo has maintained an aggressive schedule meeting with major donor prospects and has met with seven individuals since January 1. The contact with these individuals is a critical first step in securing major gifts for the Foundation.

Enrollment Marketing Initiative

A high level of activity characterizes the work towards the goal of growing the College's enrollment. The following are some highlights.

An intensive marketing initiative towards people from the criminal justice field began in December with a mailing to Pennsylvania Fire Chiefs from Dr. Barbara Losty, Associate Dean, Human Services. This initiative continued with on-site outreach to New Jersey State Troopers and a direct mailing to over 1,200 persons in the law enforcement field in New Jersey.

To reach New Jersey State employees, Carron Albert, Director of Human Resources, sent a letter in early January to all human resources directors in state government inviting them to a breakfast meeting about the benefits of Thomas Edison as a creative low-cost strategy for state employees. Held on January 31, the breakfast meeting was hosted by the Office of Corporate Programs; Janice Toliver, Director of Admissions, gave an overview about Thomas Edison. Fifty-one posters (with coded tear-off coupons) were sent to twelve personnel directors at state agencies, along with 23 copies of the Opening Doors video. An additional 70 sets of materials were sent out to other state agency human resource directors who were unable to attend the meeting.

As part of the initiative to reach students in the nuclear radiation protection field, Nancy Spencer, Office of the Registrar, and Dr. Susan Friedman, Associate Dean, Applied Science and Technology, attended the Health Physics Society 28th Midyear Topical Meeting in Charleston, South Carolina on January 29 - February 1, 1995 where they gave a presentation about Thomas Edison and staffed an information booth. While in South Carolina, they also presented a College overview session at a Navy prototype site in Charleston.

A letter was sent to 341 alumni of the BSAST in aviation under Susan Friedman's signature inviting them to pass on Thomas Edison literature to a friend or colleague.

Financial Aid and Veterans' Services

The Office of Financial Aid and Veterans' Services provides information and advisement to applicants, enrolled and prospective students. During this quarter, 327 financial aid applications were requested and 72 students applied for aid. One hundred ten estimated awards, totaling \$163,054 in federal, state and private sources of aid were granted.

Forty-two applications for veterans' benefits were received and 34 veterans were certified for payment. One thousand one hundred sixty-six students telephoned the office and 195 students requested financial aid advisement.

Resignations

The following individuals resigned from the College:

Norma Manigan, Director of Development - Office of Development
 Maria Abbamont, Secretarial Assistant III (hourly) - Office of Administrative Services
 Cynthia Williams, Senior Clerk Typist - Office of the Registrar
 Robert Jackson, Desk Top Applications Specialist - Management Information Systems
 Leslie Williams, Senior Clerk Transcriber - Office of Alumni Affairs