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## MEMORANDUM

June 7, 2002

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJ: President's Report to the Board

### **Graduate Degree Programs**

#### ***Master of Science in Management (MSM)***

**Residencies Held May 3-5**—Nineteen entering students of a total of 23 attended the orientation residency for new students in the MSM leadership track. Eleven students nearing completion of their degree requirements presented their Thesis/Applied Projects (TAP) at a final residency. Both residencies were held at the Marriott in Princeton. The first launches new students into the curriculum and builds the team relationships that help make the program a success. The second residency provides students an opportunity to share the results of their capstone research projects.

#### ***Course Registrations***

Registrations in the MSM have grown significantly in the past year. Spring-semester MSM course equivalency registrations are 264, up from 190 in the same semester last year. For the year, MSM registrations totaled 703, up from 557 for the previous year. MAPS registrations have held steady. Fifty-four registrations for this academic year compare to 53 for the past year.

#### ***Master of Arts in Professional Studies (MAPS) Faculty Meeting***

A meeting with five of the six MAPS faculty consultants was held on Saturday, April 6, 2002. The meeting was very successful with discussion of MAPS courses and curriculum followed by lunch with 10 of the MAPS students. One of the students who attended this lunch flew in all the way from Greece to meet with the faculty and other students. She had communicated on-line with another student, with whom she stayed while she was in the United States.

### **Undergraduate Degree Programs**

#### ***Bachelor of Science in Nursing Degree***

Two additional online courses, Independent Study and Family in the Community, are now being offered for the first time. Student online course evaluations were very positive, and Thomas Edi-

son State College students have requested additional online offerings. The College responded: two new online courses were developed, approved by consulting faculty, and accepted by the Academic Council. "Professional Issues in Nursing" will be offered in July 2002, and "Research in Nursing" will be offered in October 2002. A total of six online courses and an online evaluation tool have now been completed.

During the 2001-2002 year, student enrollment in the BSN degree program has been stabilized, and is climbing for the first time in four years. Enrollments on November 1, 2002, totalled 96 students, and on May 1, 2002, enrollments will total 125 students. During this same time period seven students have graduated from the Nursing program. Online courses have consistently had healthy enrollments, ranging from 13 to 20 students. In May 2002, two students, the first expected graduates of the new online program, will complete the final nursing course.

Approximately 17 outreach efforts (e.g., attending career fairs) have been conducted during this quarter. In addition, the Nursing Director visited New Jersey hospitals to assess educational needs. A special course was set up for Robert Wood Johnson University Hospital in which 14 nurses were enrolled. An additional project aimed at addressing the nursing shortage and the lack of diversity in nursing has been developed, and external funds are being sought to support this effort.

In January 2002 the contract to provide nursing education jointly with Excelsior College was terminated. Study groups were discontinued, and students wishing to continue in the examination program will make arrangements directly with Excelsior College. The relationship between Excelsior and Thomas Edison State College is cordial and both programs will assist students who remain in the examination program.

Ten new nursing mentors, including the Director of Nursing, have enrolled in the College's Certificate in Distance Learning Program. Two of the ten have completed the program. Three additional mentors have been identified and are in the process of being reviewed, for service as online faculty consultants. Faculty consultants come from New Jersey, Pennsylvania, Florida, Ohio, Oklahoma, and Tennessee.

### ***Business Administration Degrees***

Enrollments are counted every month to determine the growth or decline of participation in business degree programs. Total ASM enrollment for February, March, and April of 2001 was 230, while enrollment in February, March, and April of 2002 has risen to 288, a 25.2-percent increase. The same analysis when applied to BSBA enrollments for the same periods of time indicates that there were 1,260 students enrolled in 2001 and 1,303 in 2002, a 3.4-percent increase.

The Associate Dean for Business made a presentation at a Senior Workshop for Corporate College Services at PSE&G facility in Edison, NJ. The focus was on information about the College in general and portfolio assessment in particular. He also met with Dr. Tulsi Maharjan, Director of Government Relations, and Ellen Lindemann, Instructor of International Business, at Raritan Valley

Community College to discuss an International Business curriculum and how the two institutions could work together more effectively. As a newly appointed member, the Associate Dean for Business Degrees attended the meeting of the Advisory Commission on Business at Mercer County Community College. He also attended a meeting of the College's Corporate-Higher Education Programs' Advisory Board and the spring meeting of the New Jersey Collegiate Business Administration Association (NJCBAA) held at Middlesex County College.

### ***Liberal Arts Degrees***

Bachelor of Arts (B.A.) degree (4 Concentrations and 23 Major Areas of Study) had 2,780 students enrolled during this quarter. High-enrollment B.A. degree programs were Liberal Studies (986), Social Sciences/History (500), Psychology (280), Humanities (247), and Computer Science (142). The Associate in Arts (A.A.) degree had 463 students, and the Associate in Science in Natural Sciences and Mathematics (A.S.N.S.M.) degree had 31 students. The high-enrollment A.S.N.S.M. degree program was Computer Science (19).

The Associate Dean for Liberal Arts developed an A.A. degree-articulation template using ACE-credit recommendations for Commerce Bank (Mt. Laurel, NJ) and developed a Degree Pathways Program template for the B.A. in Art for Brookdale Community College's Associate Degree in Interior Design.

### ***Human Services Degrees***

The Associate Dean for Human Services continues as a member of the grant-implementation committee for the College's Watson Institute to develop educational plans for members of the Trenton School District paraprofessional staff. She made a presentation to the Mercer County Office on Aging on the new Gerontology option in the College's Human Services degree program. She also made a presentation on the College's Administration of Justice program to the Chair of the Criminal Justice Department at Bucks County Community College to facilitate the transfer of students who complete the associate degree in Criminal Justice. She continues to work with the New Jersey Professional Development Center for Early Care and Education, serving on the CDA Statewide Advisory Committee, the Director's Academy Steering Committee, and the Head Start Statewide Family Worker Training Task Force.

A mailing to 1,300 police chiefs in New Jersey and Pennsylvania was completed in February. The mailing included a letter describing the credit award for police training in each state, a College Prospectus, and a flyer to be posted on the police department bulletin board.

The Trenton Police Department has requested, a partnership with the College to provide educational opportunities for Trenton Police officers that will allow for a seamless transfer from Mercer County Community College to Thomas Edison State College. Meetings have been held with the Trenton branch campus of Mercer County Community College.

The College has been invited to participate in the founding of an educational consortium of higher education institutions to provide educational services to the 16,500 members of the Fire Depart-

ment of New York (FDNY). Also included in the population are 5,000 retired members and the families of active and retired members of FDNY. There have been two meetings in Brooklyn, attended by the Associate Dean for Human Services to discuss the consortium. FDNY would like consortium members to provide direct career and academic advisement services to its personnel, agree to accept courses at FDNY for credit, and provide tuition discounts for FDNY members. Discussions and negotiations are underway.

### ***United States Open University (USOU) Transition***

The College reached agreement with the USOU to work with its undergraduate students and take over their permanent academic records as part of the "teach-out" plan connected with USOU's closure. The USOU has contacted all students, informing them of this transition, and the College has followed with a special invitation to these students to complete their degrees with Thomas Edison State College. The College also worked with the United States Open University (USOU) to recruit their faculty as consultants at Thomas Edison State College.

### **Faculty Consultant Development**

During this quarter three groups, comprising 37 faculty consultants, finished the Certificate for Distance Education Program (CDEP).

The Office of Corporate-Higher Education facilitated an outside evaluation team to review CDEP seminars and make recommendations for making them worthy of graduate-level credit. This is a first step in planning a Master of Arts in Learning and Technology degree. The team's report is under review in consultation with the Office of Graduate Studies.

### **Corporate-Higher Education Programs**

The College continues to manage delivery of academic services to OPPD (Omaha Public Power District). The results from the OPPD partnership continue to be positive.

During the past quarter, course reviews have been conducted to determine appropriate credit recommendations for the following sponsor organizations: the HoHoKus School of Business and Medical Sciences; the New Jersey Department of Personnel; the Center for Performance Excellence; Park Place Entertainment; Holtz Learning Centers; The Chubb Institute; Commerce Bank; Kepner Tregoe, Inc.; US Army CECOM; and the Institute of Certified Travel Agents.

The HoHoKus School in Ramsey, New Jersey, was the first institution to sign the new Letter of Understanding with the College. Subsequently a Letter of Understanding was signed with the Mortgage Bankers Association, Washington, DC. Currently we are working with The Chubb Institute, which is interested in a partnership with the college to assist their students to complete an Associate in Applied Science Degree.

There have also been meetings with representatives of other organizations who have expressed an interest in some type of new or enhanced affiliation with the college. These include: Eastern University (Pennsylvania), the Institute of Logistical Management, and the New Jersey Department of Personnel. We are currently in correspondence with representatives of the Energy Corporation, who are considering Thomas Edison State College to provide degree-completion opportunities for their employees, primarily in the nuclear energy field.

## **Distance and Independent Adult Learning (DIAL)**

### ***Course Design and Development***

During the past quarter, the following tasks were accomplished: 32 course revisions were completed, and the following new courses were completed:

ECO-112-OL	Microeconomics	Social Science
BIO-108-OL(S1)	Nutrition	Natural Science/Mathematics
HIS-114-OL	American History II	Social Science
LIT-111-OL	American Literature I	Humanities
LIT-221-OL(W2)	Introduction to Children's Literature	Humanities
MAT-270-GS(S1)	Discrete Mathematics	Natural Science/Mathematics
SOC-361-GS	Complex Organizations	Social Science
SOC-362-GS	Sociology of Work	Social Science

During the past quarter 27 new course exams were completed, and 23 course exam revisions were completed.

### ***e-Pack Activities***

The development cycle for the third e-Pack, Introduction to Social Psychology, was completed during the quarter, and students are now enrolled for the Summer 1 semester. The decision to use four faculty committee members, instead of two (as was the case in previous e-Packs), has resulted in e-Pack development time being reduced by nearly half. A faculty development team has been assembled for the next e-Pack topic, Experimental Psychology.

The creation of e-Pack userids and passwords is now being handled by MIS, while the scheduling of quizzes continues to be a task performed by TD&IS. A procedure has been developed that will allow for our e-Pack quizzes to be delivered via the PDA platform. We plan to pilot test the concept of PDA delivery of e-Packs in the coming months.

The Summer 1 semester has over 100 students registered for the three e-Pack courses, as eArmyUniversity students are now able to enroll in e-Packs.

## **TECEP Examinations**

Five TECEP examination revisions were completed:

- Marketing Channels
- Community Health
- Federal Income Taxation
- Business in Society
- Business Policy

Fifty-three test descriptions were put on the Thomas Edison State College Web site. The printed Test Description Book will no longer be produced and this has the following advantages:

- The book will now be free for students (the printed book had cost \$20);
- The information can now be offered 24/7, and the historical weeks-long lag time between ordering and receiving Test Description Book eliminated; and
- Content updates can be made as needed, rather than once a year, and many in-house costs related to producing, processing, and mailing printed material are now eliminated.

Information on Thomas Edison State College exams, which had not been heretofore available, has now been added to the Thomas Edison State College Web site.

## **Course Equivalency Enrollments (CEEs)**

The College's general population (non-army) Course Equivalency Enrollments (CEEs) in the Winter 1, 2002, semester totaled 2,813, a 27-percent increase over Winter 1, 2001. The College began enrolling eArmyUniversity students after a six-month hiatus, and we had 418 army enrollments for Winter 1. The total enrollment represents a 46-percent increase over Winter 1, 2001, exceeding expectations.

Winter 2, 2002, CEEs for the general population totaled 2,524, a 40 percent increase over Winter 2, 2001. eArmyUniversity enrollments dropped to 187, still representing a 2 percent increase over Winter 2 2001. The Winter 2 total enrollment increase is 37 percent over last year.

In Summer 1, CEEs totaled 2,794, as compared to 2,030 in Summer 1, 2001.

Our 2000-2001 academic year total after Summer 1 registration was 10,255. The academic year total for 2001-2002 after Winter 2 registration is 14,058 (937 army and 13,121 general population), marking a 28-percent increase overall.

Winter 2, 2002 marks the end of the Guided Study with E-mail (EM) designation in course codes. In 1999, when DIAL took the lead in offering students the option of taking a course using e-mail, it was necessary to establish course sections devoted to that innovation in order to put students together with those faculty consultants who also used e-mail. For two years, EM registrations lagged behind Guided Study (GS) as the majority of students continued to prefer sending assignments via the U.S. Postal Service. At the end of the previous academic year, however, EM registrations began radically outpacing GS, and that trend continued into the current academic year. We are

now in a position to insist that all mentors use e-mail to correspond with students who wish it, and, indeed, most mentors prefer e-mail. Now all students know that the course code designation GS means that they can choose between the U.S. mail and e-mail once the semester begins.

### ***Faculty Consultant Activities***

The following faculty consultants have been engaged as independent contractors during the previous quarter:

Jared Saltzman, B.A., Drama, Pace University  
M.A., Performance Studies, New York University  
Present Affiliation: Bergen County Community College  
Subject: American Cinema

William MacPherson, B.A., English, Jersey City State College  
M.A., Literature, Montclair State University  
Present Affiliation: Essex County College  
Subject: American Cinema

Sandra Bateman, B.S., Business Management, Fort Lauderdale College  
M.B.A., Nova Southeastern University  
D.B.A., Human Resources, Nova Southeastern University  
Subject: Business

Tanveer Abidi, M.A., Immunology/Virology, State University of New York  
Ph.D., Microbiology/Virology, School of Medicine & Dentistry, State University of New York  
Present Affiliation: Position in Industry  
Subject: Biology

Samantha Kinsley, B.A., English, Queens College, City University of New York  
M.A., English, Queens College, City University of New York  
Present Affiliation: DeVry Institute  
Subjects: News Writing, Public Speaking

Denise Saxon, B.A., English, University of Montevallo  
M.A., English, University of Alabama  
Present Affiliation: Colorado Mountain College  
Subject: English Literature

Changchun Zham, B.A., English, Xi'an Foreign Languages University, China  
M.A., Translation, Xi'an Foreign Languages University  
M.A., American History, Villanova University  
Present Affiliation: Industry Position  
Subject: Chinese History

Gene Bryant, B.S., Economics, Texas A&M University  
M.S., Business, Computing Science, Texas A&M University  
M.S., Economics, Texas A&M University  
Present Affiliation: Dallas Community College  
Subject: Computer Science

T.L. Brink, B.A., Claremont Men's College A.M., University of Chicago  
M.B.A., Santa Clara University  
Ph.D., University of Chicago  
Present Affiliation: Crafton Hills College  
Subjects: Psychology, Religion

Susan Pilewski, B.A., English, Queens College  
M.F.A., Sarah Lawrence College  
Present Affiliation: State University of New York  
Subject: English

Terrence Monroe, B.A., Asian Studies, University of Hawaii  
M.A., Asian Studies, University of Hawaii  
Present Affiliation: University of Hawaii  
Subjects: Asian Studies, European History, American History

## **College Relations**

### ***Advertising***

The College staff continues to maintain its advertising strategy, with heaviest concentrations in spot radio, billboard, and newspaper rotations. As a result, the College continues to see significant and steady growth in applicant and first-year enrollment numbers, exceeding the projected target numbers.

### ***Web Site***

College staff continues to receive and analyze responses from the College's Web site survey. High marks are given for the site's ease of use, ease of access to information, and overall impression. The College staff analyzes monthly reports from WebTrends, which is a report designed to measure Web site activity. The College's Web site receives ever-increasing numbers of visits.



During this quarter, production began for the NYD2 Web video project. This project incorporates approximately 20 streaming media clips. Each clip is about one to two minutes in length, edited from interviews conducted with students, consulting faculty mentors, alumni, and staff. The Web site will allow students access to streaming video clips that answer frequently asked questions (FAQs) about the College, its courses, and distance learning in general.

### ***Applicant and Student Communications Program***

Letters continue to go out to students who are in the inquiry and applicant stages, and the mailing of follow-up letters to applicants who have not enrolled after four months continues on a weekly basis. Letters were sent to all applicants who had not enrolled during the month of May as a reminder that there would be a tuition fee increase as of July 1, 2002. Letters were also sent to "inactive" students encouraging them to re-enroll in the College.

### ***Public Relations***

An updated article about the Prudence Townsend Kelsey Memorial Room was provided to "Tourism: Colleges' Historical Items" – *National Geographic Traveler*. Two articles were submitted to *New Jersey Business Magazine*, one highlighting the College's capital plan for physical plant expansion and the other highlighting the College's high-tech offerings.

### ***Media Releases***

Media releases distributed this quarter include the following:

- The Prudential Foundation grant to the Watson Institute
- The Robert Wood Johnson Foundation grant to the Watson Institute/Leadership Trenton Project
- The Bunbury Company grant to the Watson Institute
- Grants from three foundations to support Leadership Trenton
- Appointment of Dr. Pruitt to Gov. McGreevey's Education Cabinet
- The IRIS Award from the IABC (International Association of Business Communicators) for the *Invention* newsletter
- College degrees earned by Fort Calhoun Nuclear Station (NE) employees
- Leadership Trenton Recognition Dinner
- The College Partnership with Mortgage Bankers Association, Inc.
- NOHSE Award to Theresa Bowman Downing, program advisor, Department of Academic Affairs
- Enrollment of the one-thousandth student in the Thomas Edison State College–eArmyU Program
- Agreement between the College and the United States Open University
- Agreement between the College and the Navy Bureau of Medicine and Surgery

### ***Special Projects***

A tour of the Prudence Townsend Kelsey Memorial Room was conducted for 46 guests from The Contemporary Club for the Club's "Four Views of Trenton Tour."

The following directories and guides were updated during this quarter:

- Distancestudies.com for EI (Education International) Group
- *Peterson's Graduate and Professional Programs: An Overview 2003*
- *Sourcebook 2003*
- College information on the following Web sites: nj.com; www.pbs.org; and International Centre for Distance Learning (icdl.open.ac.uk)
- Master List Grad Target information

### **Publications**

Major College publications published during this quarter include the following:

- *Registration Bulletin 2002-2003*. The *Registration Bulletin* was completed in-house (pre-press) and sent out to be printed.
- *Undergraduate Prospectus 2002*. The department redesigned and updated the College's *Undergraduate Prospectus*.
- *Invention – Summer 2002*. The Summer 2002 issue features a timeline of the College's history and focuses on the College's 30th Anniversary.
- *Signals – Spring 2002*. The Spring 2002 issue was completed.

Other publication projects completed during this quarter include:

- The NEWS
- National Institute pieces
- Tuition and Fees brochure (pre-press pending Board approval)
- Tuition and Fees Schedule (pre-press, pending Board approval)
- Portfolio Assessment brochure
- MDCP 2002 brochure
- TECEP® Test Registration Form
- Program Planning Handbooks
- Graduate Prospectus

### **Outreach to Target Markets**

**Military Markets**—College staff continued to visit the Norfolk, Virginia, area naval bases this quarter as part of the Navy College Program Distance Learning Partnership. Due to the high number of students in this area, the College will hire ad hoc workers to cover special events in this area. These workers will staff military education fairs and conduct briefings, which are presently conducted by full-time College staff members. The College has been invited to participate in the Navy College Program on Afloat Education (PACE), as well, and is considering this invitation.

College staff attended the annual conference for the Naval College Program Distance Learning Partners in Pensacola, Florida. In addition, the College attended special programs for Navy College Partner Institutions in Jacksonville, Florida; Kings Bay, Georgia; Seattle, Washington; and San Diego, California. Base access continues to be a challenge after the September 11<sup>th</sup> attacks.

Participation in the eArmyU program continues to be strong. More than 1500 soldiers have chosen Thomas Edison State College as their home institution with expectations of completing their degree through the College. During this quarter, the eArmyU program expanded to eight bases from the original three.

College staff continued monthly visits to McGuire Air Force Base, New Jersey, the College's regional location. The number of students served at this location continues to rise because many on-base institutions have either had to close due to base access restrictions, or have had to limit the number of civilian students allowed to attend classes on base.

**Community Colleges**—College staff visited each of the 19 New Jersey community colleges, and staff are building on relationships with Montgomery County College in Pennsylvania, Bucks County Community College in Pennsylvania, and Edison Community College in Florida. College staff also attended 27 transfer fairs and information sessions.

The College has been granted funds to establish merit-based scholarships in recognition of New Jersey community college students who demonstrate exceptional achievement. The College has awarded five scholarships to "Rummel Scholars" and will fund the students' annual comprehensive tuition plan for two years of study.

The College and the League for Innovation in the Community College have reached an agreement to finalize a partnership. The League has started an initiative to partner with four-year distance education institutions to create articulation-agreement opportunities for its 750 community-college members nationwide.

**Corporate Markets**—The Fire Department of New York (FDNY) is in the initial phase of developing its own Corporate University and is asking participating colleges and universities to provide an in-house review of its training, distance education methods of earning credit and timely academic advising. To introduce the pending agreement, FDNY hosted its first education fair, which more than 400 firefighters attended. College staff attended all preliminary meetings and has complied with all development processes and requests thus far.

As a result of the College's exposure to FDNY, the NYPD invited College representatives to participate with staff from three other institutions in an all-day education fair for New York Police Academy trainees and to make multiple presentations to 525 adult trainees. Subsequent to these presentations, the College's Contact Center reported a significant increase in inquiry calls from the NYPD.

The College continues to foster its new relationship with York Technical Institute in York, Pennsylvania. York Technical Institute offers training, certificates, and non-accredited associate degrees in such areas as computers, business, automotive mechanics, and engineering. College staff made a third presentation to 77 of the technical institute's more than 200 instructors. Since the College's initial marketing outreach, two instructors have enrolled.

Other presentations made by College staff include those to the following:

- Two-day education fair for Verizon representatives (Philadelphia, Pennsylvania)
- Six presentations to Grainger (Cranbury, New Jersey )
- Trenton Police Department
- New Jersey Americorps Convention
- General Motors Corporation Education Fair (Linden, New Jersey)

**Community Markets**—The Community Relationship Manager continues to establish strong ties within the aviation industry through networking, on-site presentations, and work with Arsics Associates. Recently added to the list of established contacts are *Aircraft Maintenance Technology* magazine and the New Jersey Aviation Education Council, both of which have accepted information from the College to print in their resource guides. The Federal Aviation Administration will also include information about the College in an article designed to assist the aviation mechanic in locating colleges and universities that provide aviation degrees.

Presentations made by College staff include those to the following:

- Mercer County Community College Aviation Open House
- IA Renewal Seminar at Mercer County Community College
- Quaker City Institute of Aviation in Philadelphia
- Newark International Aviation Career and Education Expo

The second of three mailings has gone out to 5,000 of a group of 18,000 aviation mechanics. The letter educates the aviation mechanic about the many benefits a college degree can bring. The mailing reaches out to all aviation mechanics in the United States. Research has begun for targeting the pilots who do not have, or are not required to have, a college degree for employment and similar outreach will be conducted to them.

The College's three e-mail outreach databases have grown to approximately 25,000 recipients. Each month approximately 2,500 addresses are added. The opt-out, undeliverable, and error percentages vary among the three databases. Percentages are as follows: cost calculator database remains 2-3 percent; applicant database, 7 percent; and prospect database, 27 percent.

College staff made a presentation to the Red Cross in Pleasantville, New Jersey, reaching out to individuals who are nearing completion of a Child Development Program, worth nine college credits toward a degree at Thomas Edison State College. Staff encouraged these individuals to complete degrees at the College.

The College has implemented a tracking system to aid in targeting audiences. At each presentation given by the College's Relationship Managers, the attendees are asked to complete an inquiry card. That information is then added into the Datatel system and reports are generated to track the status of the potential student.

### **Contact Center**

Twenty-eight prospective students attended a College Day recently. College Days present an overview of the College and are joint efforts between Office of Admissions, the Relationship Managers, Academic Advisors, and the Office of Financial Aid. These sessions are also helpful in stimulating a growth in numbers of applicants and new enrollments. The next College Day will be held in July.

The third quarter had the highest call-answered volume to date (7,164 average per month, compared to 6,986 in October). The following list presents statistics on the various Contact Center phone lines:

- The Prospect Line continues to be strong (2,984 compared to 2,723 during the last quarter)
- The Admissions Line received 1,973 calls (compared to 2,244 in the last quarter)
- The Applicant Line increased (1,341 compared to 1,008 in the last quarter)
- The Information Line received 862 calls (compared to 1,011 in the last quarter).

Materials distribution activity continues to be significant (3488 average per month, compared to 3,429 during the last quarter), which includes all requests via e-mail, Web, telephone, voice mail, and U.S. regular mail. Undergraduate applications for the third quarter, not including Navy College Program (NCP) and eArmy applicants, totaled 1,532, compared to 1,320 during the previous quarter. New student enrollment for this quarter was 809, compared to 792 during the previous quarter. These statistics do not take into account such "special population" sources as the Navy College Program and eArmy University.

## **Development**

### **Foundation Revenue**

The Foundation's preliminary combined fund balance as of March 31, 2002, totaled \$1,708,088, compared to \$1,621,647 for the same quarter last year. The Foundation's operating fund totaled \$393,570, including Annual Fund revenue of \$37,007. The Endowment fund balance totaled \$609,307, and the Quasi-endowment fund balance was \$705,211. Current investments total \$1,708,156 at book value, compared to \$1,524,473 in FY 2002 at book value.

### **Annual Gala**

The 11th Annual Gala, *The Grande Ball-Trenton 2002*, will be held on November 16, 2002, at the new Marriot Lafayette Yards in Trenton. Peggy Hoisington and Maria Imbalzano have agreed to serve as event co-chairs. Marge Norton is ad journal chair, and Donna Gillespie is silent auction chair.

### ***Golf Classic***

The Eighth Annual Thomas C. Streckewald Golf Classic will be held Monday, June 17, 2002, at Olde York Country Club in Columbus, New Jersey. First Union National Bank is the major sponsor of this year's event.

## **Alumni Affairs**

### ***Alumni Fund***

The 2002 Annual Alumni Fund Appeal has begun. The Phonathon began on May 4 and ran until May 11. Alumni, students, and staff volunteered for 75 calling shifts. This year's goal is to raise \$115,000 and to increase alumni participation by 5 percent.

A second Phonathon will begin the week of May 20, 2002. The Development Center, a fundraising telemarketing firm, will be making additional calls in an effort to reach out to alumni who have made a donation in the past.

### ***Alumni Association Board of Directors***

The Alumni Association Board of Directors offered seminars to alumni entitled "How to Network a Room" and "Estate Planning – Face the Future with Confidence." Each presentation attracted over 25 alumni, all of whom live within a 50-mile radius of Trenton.

### ***Alumni News***

In March, the Office of Development and Alumni Affairs sent out its inaugural on-line newsletter to more than 1,200 alumni. The newsletter, which will be sent to alumni on a monthly basis is entitled *@Thomas Edison State College*.

The Office of Development and Alumni Affairs is organizing an alumni/student golf outing to be held on Thursday, July 25, 2002, at Gambler Ridge Golf Club. Participants may register on-line at the "Alumni & Friends" section of the College's Web site.

## **John S. Watson Institute for Public Policy**

### ***Leadership Trenton***

**Program Launch**—The first activity for the 2002 Class of Leadership Trenton, consisting of 36 Fellows, was held on February 27<sup>th</sup> with a recognition dinner for the 2002 Class, which was also attended by Mayor Douglas Palmer and members of the Leadership Trenton Board of Directors. The first retreat session used a simulation called SIMSOC, which is intended as a team-building exercise and exposes the participants to key social and economic issues that will be introduced in the year-long curriculum. On March 1, the Fellows met for an outdoor challenge and to develop goals for the year.

The March session for Leadership Trenton was an Orientation to Trenton. The Fellows began the day at the Trentoniana Room, a historical archives section of the Trenton City Public Library System, and they were given an overview of the history, demographics, and archive storage of the City. The class then took a bus tour of the City.

The April session was dedicated to an overview of Education and Child Development. The day was hosted by Leadership Trenton Board member, Dr. James Lytle, Superintendent of Trenton Public Schools. The Fellows collaborated on ways to enhance recruitment and retention of teachers, the biggest challenge facing the Trenton School District in the next five years.

**Grant Fundraising Activities**—Leadership Trenton received additional awards this quarter from Merrill Lynch (\$10,000). This grant brings its total funding to \$157,500 or approximately 78 percent of its budget. Proposal letters were also sent this quarter to Bristol Myers Squibb and First Union Bank.

### ***New Jersey Urban Mayors Association and Partnership***

The 4<sup>th</sup> Annual Conference of New Jersey Mayors, Superintendents and School Board Presidents, which was held in Prudence Hall on April 15, 2002. The attendance at the annual conference was the highest thus far. The keynote address was given by Governor James E. McGreevey who, was accompanied by Department of Community Affairs Commissioner, Susan Bass-Levin. Panel discussions focused on successful local partnerships for building schools and the “new partnership” between the State and the Abbott School districts. The conference concluded with a series of recommendations by mayors, superintendents, and school board presidents concerning the next steps to take in order to achieve their respective goals.

### ***Early Childhood Education***

Implementation of the Abbott Preschool Teacher Certification Program continues. A job description, along with a plan for recruitment efforts, was developed for the hiring of a staff member to work with the preschool teachers. Draft comments were prepared on higher education issues relating to preschool certification.

### ***Trenton Activities***

**Heritage Tourism Initiative**—A Request for Proposal to implement the transition plan to create a regional convention and visitor’s bureau for the capital region was completed in March. Two firms, Strategic Advisory Group and PriceWaterhouse Coopers, attended the mandatory pre-bid conference held at the College on March 22, 2002. The College is still weighing options and considering next steps.

### ***Current HINT Initiatives***

The Watson Institute staff continues to assist the New Jersey Department of Health and Senior Services (DHSS) and Department of Banking and Insurance to implement the HINT study recommendations and HINT law to gain substantial administrative savings through the use of electronic data interchange for healthcare claims and medical information.

### ***HINT Statewide Survey***

A request for proposal (RFP) for a second statewide HINT survey on healthcare technology usage in New Jersey is underway and will be used by the state NJDHSS, the HINT Healthcare Advisory Board, and policy makers statewide and nationally. Discussions continue with healthcare industry representatives and legislative staff to refine and revise the first HINT survey questionnaires, in light of the federal HIPAA 1-year delay in transaction code sets to October 16, 2003.

### ***Resignations***

The following staff have resigned from the College:

Mitchell Bondi	-	Office of the Registrar
Carolyn Amacker	-	Office of the Registrar
Kathleen Dukes	-	Watson Institute for Public Policy
Deborah Kidd	-	Office of Testing and Assessment
Angelina Zimnes	-	Office of the Controller

The following staff have resigned from the New Jersey State Library:

Elizabeth Crammer	-	New Jersey State Library
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