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## **MEMORANDUM**

**December 3, 2004**

**TO:** Member, Board of Trustees

**FROM:** George A. Pruitt 

**SUBJ:** President's Report to the Board

### **Serving Students with Academic Programs and Products to Meet Their Needs**

#### ***Graduate School***

##### **Partnership Development**

The primary partnership conversations during the first quarter were continuations of earlier initiatives, including the New Jersey Principals and Supervisors Association (NJPSA) and Pearson Skylight. In addition, a new relationship with the Insurance Data Management Association, Inc., was initiated at the Association's request. The first step, creation of a new professional focus within the MSM, will allow development of a recruiting strategy directed to insurance data managers.

##### **Curriculum and Academic Policy**

The Graduate Committee met in September 2004. Charged with academic oversight for graduate issues, the Committee recommended a number of policy changes for review and approval by the Academic Council: these included a process to validate the learning of Executive Potential Program participants who completed the program prior to its review by the College; an Organization Leadership Professional Focus in the MAPS program; a partnership with the Insurance Data Management Association, Inc. (IDMA), resulting in a Data Management professional focus within the MSM; an Organizational

Leadership certificate designed to serve organizations wishing to use Thomas Edison State College graduate courses as part of their employee development programs; a public service leadership professional focus with MSHRM and MAPS degrees; an educational leadership professional focus within the MSM degree (including the ability to transfer up to 12 credits into the professional focus) and a limit on the number of times a student can register for the same course.

In the area of course development, *Issues in Instructional Design in Online Learning* (OLT – 530), was completed and deployed in the fall term.

### **Student Services**

The MSM residency was held in September at the Westin Hotel in Princeton, New Jersey. Seventeen of 22 entering MSM students attended. Eighteen other students attended the final residency and presented their final projects. Based on feedback from users, significant changes were also made in the Graduate Student Center. Use of the Graduate Student Center will be monitored to determine its effectiveness in meeting needs. Also, new students were offered an online Blackboard Orientation course for the first time.

### **Enrollments**

In the first quarter, 37 students, one of whom is an eArmyU student, applied to the Graduate School. This compares to 54 applications for the first quarter of FY2004. Sixty new students enrolled, three of whom were eArmyU students. This compares to 50 new students in FY2004. Twenty-nine students graduated, compared to six in FY2004.

Two-hundred twenty-seven students generated 404 course equivalencies. This compares to 223 students and 361 course equivalencies in the first quarter of FY2004, and 354 course equivalencies in the first quarter of 2003.

### **Heavin School of Social and Behavioral Sciences**

The Dean of the Heavin School worked with the Marketing Department to begin a major campaign with New Jersey State Police (NJSP) to inform every state police officer about the educational opportunities available at Thomas Edison State College. The New Jersey State Police Superintendent requested that information be made available to all members of the force through a variety of means. Material on the College has been sent to all NJSP barracks, a link on their Web site to our Web site is in place, presentations were made to senior members of the force at supervisory training sessions, College staff participated in their college fairs, and an article on the College appeared in the NJSP newsletter, *The Triangle*. The Dean also participated in activities in the community, working

with the New Jersey Association of Criminal Justice Educators and serving on the Statewide Child Development Credential Committee.

### **Curriculum**

Planning is underway for the Graduate Certificate in Homeland Security, and potential mentors/course developers and a curriculum coordinator have been identified. Curricular content areas for four courses have been identified and may well be modified through the curriculum development process. The next step is to meet with the development and advisory group in December. All the mentors and second readers have also been identified for the development of a new Bachelor of Arts in Criminal Justice degree. They have been asked to develop a course outline for each course and will meet in December to plan its next steps.

### ***School of Nursing***

#### **Enrollment**

Student enrollment continues to grow, with current enrollment at 289. In accord with School of Nursing policy, 72 students who had not earned three credits since July 2003, were removed from the list of active students. Ten students were cleared and graduated during this quarter. Student registrations for courses in the July term totaled 76, plus 13 in DIAL health-related courses, and 38 in the August and September DIAL health related courses. Thirty-eight mentors guide students in the various courses.

#### **Partner Contacts**

Out-of-state recruitment efforts were aimed at St Joseph's Health Systems, Roger Williams Medical Center, and the Veterans Medical Center in Providence, Rhode Island. Possible relationships were explored with Philadelphia Children's Hospital and the Coatesville Veterans Medical Center. Locally, a series of meetings was held with Saint Francis Medical Center and Capitol Health Systems to plan for student enrollment at Thomas Edison State College.

One-hundred-forty-one out-of-state hospitals were contacted in New York, Pennsylvania, and the six New England states, as well as Oregon; and the Texas Medical Services which recruits Philippine nurses for six Texas hospitals. Magnet hospitals in ten states were targeted. Currently there are 24 out-of-state enrolled students from 13 states other than New Jersey.

## **Curriculum**

Two new courses for the Health-Related Curriculum were developed by the School of Nursing for College students and offered in the July, August, and September terms. The new courses; *Stress and Tension*, SOS-320, and *Women's Health*, HEA-305, have been offered on a monthly basis as planned. The seventh online nursing course in the BSN curriculum, *Health Assessment*, NUR-416, was also offered in the July term. The School of Nursing held a Bachelor of Science in Nursing Committee meeting in August to review plans for a graduate nursing programs. The Curriculum Subcommittee is working to develop this graduate program.

## **School of Arts and Sciences**

### **Outreach**

The Dean contacted Defense Language Institute in Monterey, California and has begun partnership negotiations with its Vice Chancellor and Director of the Education Center. The proposed partnership will involve the students of Defense Language Institute receiving baccalaureate degrees from the College with appropriate credit transfer from the Defense Language Institute.

The Dean is also in negotiation with the Vice President of Academic Affairs at Monterey Community College to offer baccalaureate degrees to Community College students and graduate degrees to faculty of the College. Yet another community college contact involved Georgia Perimeter College, the largest community college system in Georgia. Thomas Edison State College's Dean of Arts and Sciences contacted the Dean of the Liberal Studies Division and the Vice President of the Georgia Perimeter system to establish baccalaureate degree offerings to students and graduate degrees to faculty.

College staff made a presentation at Drew University in Madison, New Jersey, where the Human Resource Coordinator had expressed an interest in having civil service and non-professional employees pursue degrees via Thomas Edison State College's on-line course offerings. Also, the Dean made a presentation to the parents of students at St. James Preparatory School about the offerings at Thomas Edison State College. This special session gave the parents an opportunity to become familiar with the College.

Committees have been formed with representatives from Thomas Edison State College and mentors, to continue exploration of these partnership activities. It should be also noted that the Dean has arranged monthly ongoing meetings with Academic Advisors who are responsible for the Bachelor of Arts degree.

## **Curriculum**

The Dean identified members for the Arts and Sciences Curriculum Committee, and three colleagues representing four-year institutions have already agreed to serve on the committee. The Dean also invited several College mentors to serve on the committee and is awaiting a response. When the committee is complete it will begin a review of the General Education courses at the College.

The Dean, working collaboratively with DIAL, Academic Advisors, and the other Deans has determined that Thomas Edison State College can offer a Bachelor of Arts degree in Computer Science using all college offerings as soon as one final course is developed. The course is now in development. Beginning January, 2005 students will no longer need to be directed to other institutions for completion of degree requirements. In other curriculum development activity, the Dean had discussions with the Director of the Watson Institute to establish a curriculum that could be used for the Trenton Fellows Program, and she worked with an academic content expert and DIAL to coordinate the development of two courses: *Advanced Literature I* and *Advanced Literature II*. These courses were presented for approval to the Academic Council at its September meeting.

## ***School of Business and Management***

### **Outreach**

The Dean initiated outreach with Business Deans of New Jersey colleges and universities through participation in New Jersey Collegiate Business Administrators Association. Thomas Edison State College will host the April 2005 meeting. Individual meetings are in process with Business Deans at several county colleges and four-year institutions. The Dean also initiated outreach activities with the following key New Jersey employers and organizations: Lucent; Walmart; New Jersey Society for Human Resource Management; New Jersey Association of Certified Public Accountants; and Home Depot.

### **Curriculum**

Preliminary planning for a Project Management focus in the Master of Science in Management degree program has been initiated. The Dean also initiated the identification of the School of Business and Management Curriculum Committee membership. Her other activities included the review of current and potential mentors for the School of Business and Management and a review of the College's Business certificates.

## ***School of Applied Science and Technology***

### **Outreach**

Plans are underway with Public Service Electric & Gas (PSE&G) for an Energy Utility Technology degree that can be offered for PSE&G and National Energy Commission employees. A meeting was also held with representatives from Beckton Dickinson Pharmaceutical to discuss possible curricular changes to address educational needs in the pharmaceutical industry, particularly in the Clinical Trials area. And discussions were held with representatives of NASCAR and the Automobile Dealers Association to develop a program to provide Bachelor of Science degree credentials to employees in these areas.

The Dean attended the Annual Business Meeting of Accreditation Board of Engineering Technologists (ABET) to gauge receptivity for accreditation of Thomas Edison State College's Nuclear Engineering Technology Program. This led to serious discussion for a self-study to begin in the Spring of 2005.

### **Curriculum**

A review was begun of Applied Science and Technology established degree areas to plan for quality enhancement and enrollment growth. Research was conducted to establish new degree areas and key interdisciplinary initiatives to support the development of graduate, undergraduate, and certificate programs.

### ***Office of Military Education***

Staff of the Office of Military Education conducted 138 site visits to military bases across the United States during the first quarter. Memoranda of Understanding were completed with Pearl Harbor Naval Station and K'bay Marine Base (in Hawaii) and with Portsmouth Naval Base (in New Hampshire). The College will be offering regular information sessions and student counseling sessions at these locations. This increases to 17 the number of Naval Bases with which the College has Memoranda of Understanding. College staff completed work on becoming the Servicemembers Opportunity College's Army Career Degree Network program for Army Journalist at the baccalaureate level. A regional Servicemembers Opportunity College's Workshop was hosted by the College. The College received its first course packages back from the Navy College Program Afloat College Education (NCPACE) program. To date there are approximately 200 students enrolled in this program.

When compared to the first quarter of FY2004, numbers of applications, new enrollments, and continuing enrollments all increased in the College's military programs. Among "traditional" military students, applications increased by 33 percent, new enrollments increased by 23 percent, and continuing enrollments increased by 53 percent. Among Navy College students, applications increased by 15 percent, new enrollments increased by 97 percent, and continuing enrollments increased by 177 percent. And among MDCP (Military Degree Completion Program) students, applications increased by 75 percent, new enrollments increased by 61 percent, and continuing enrollments increased by 53 percent.

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

During the past quarter, the following tasks were completed: eight new courses were created; 17 courses were revised; 6 course conversions were completed; 67 new course exams were created; 59 course exams were revised; 10 exams and answer keys were edited; two new TECEP exams were created; and two e-Packs were revised.

### ***Registrar's Office***

#### **Registration**

Increasing numbers of enrollments were successfully handled for each of the programs offered to students. Registrations are processed for the 12 traditional undergraduate terms, the six undergraduate eArmyU terms, the 12 undergraduate NCPACE terms, the three graduate terms, and the four Certificates in Distance Education graduate terms. The corresponding increase in course extensions, withdrawals, course transfers, and final course grades were also being successfully handled. Course registrations for graduate, undergraduate and eArmyU for this quarter totaled 6,009.

Course registrations and final grades were also processed for the Navy College Program for Afloat College Education (NCPACE) program, which started May 1. Procedures have been established to perform the duties of registration and records maintenance in accordance with the NCPACE contract. Course registration for Navy PACE this quarter totaled 66.

#### **Graduates**

The College confers degrees four times a year. Student academic records are reviewed on a daily basis and degree certification letters are sent upon a student's certification for graduation. This allows students to have timely notification of their graduation status

and provides the pending graduate with official documentation for graduate school entry or employment. Diplomas are sent to all graduates within one week of the degrees' being conferred by the Board of Trustees at their quarterly meetings. During this quarter there were 594 degrees awarded; 12 percent of the degrees awarded were associate's degrees, 83 percent were baccalaureate degrees, and five percent were master's degrees. Fifty-three percent of the graduates were enrolled at Thomas Edison State College for two years or less before being awarded their degree.

### **New Jersey Professional Librarian Certificates**

On April 26, 2004, Thomas Edison State College became the certifying agent for the New Jersey State Professional Librarian Certificates. The College worked with the New Jersey State Library and the Department of Education to establish procedures for the issuance of the certificates, and during this quarter, 127 certificates were issued.

### **Scanning Project**

New Jersey Business Systems continued the work of imaging all student academic records. The first phase of the plan, involving the imaging of TECEP, Nursing examinations, Portfolio Assessment grades, DANTES and NYU Foreign Language Examination score reports, and archived microfiche records has been completed and records are now available to staff via the Web. The second phase, involving the sorting and scanning of records pertaining to all inactive students and Thomas Edison State College graduate academic records is underway. These materials will also be imaged and made available for College staff via the Web. It is expected that this phase will be completed later in FY2005.

### **Transcript Evaluation**

Although there is a shortage of one learner services representative, performance standards for transcript evaluation were consistently met. By the end of the second quarter all learner services representatives will have been trained in the Bachelor of Science in Applied Science and Technology degree program. The search for a new learner services representative will be completed. And a quality-control program will be developed and implemented involving random checking and monitoring of evaluations on a weekly basis. The data gathered will be used to determine additional staff training needs.

### **Academic Advisement**

A number of activities were accomplished during this quarter. The Avaya training team, consisting of members of the evaluation and advising staffs, did a wonderful job in helping everyone become familiar and comfortable with the Avaya IC e-mail and phone systems that became fully operational and functional during the quarter. A



Learner Services committee of evaluators and advisors worked on a draft of a new advisor/evaluator training program that can be used to assist new staff. Another committee worked on a one-page advising fact sheet that can be distributed to new students to assist them in navigating the program planning process. In addition, advisors assisted with outreach activities at the Camden County Community College partnership open house for staff and students.

Other activities included continued cross-training that will enable all staff to schedule advising appointments in Bachelor of Science in Business Administration and Bachelor of Arts areas. This helped to alleviate some of the anticipated appointment backups due to staff being out on extended leave. Also, all staff evaluations have been completed and a new employee-supervisor evaluation form is being developed that will allow staff to evaluate and assist the Assistant Director in recognizing individual and departmental successes and challenges. This information will be used in planning for the future goals of the advising area.

### **Students with Disabilities**

There was a 57-percent increase in Americans with Disabilities Act (ADA) services for the first quarter of FY2005, when compared to the first quarter of FY2004. Student contacts numbered 137 (76 for FY2004), 21 ADA Packets were sent out (14 for FY2004), and there were 14 new ADA students (2 for FY2004). The number of accommodations requests processed decreased slightly: 37 for FY2005 and 39 for FY2004.

The first drafts of the revised ADA Student Handbook and the new ADA Staff and Mentor Handbook have been completed. The handbooks will be reviewed by select Learner Services staff during the second quarter.

### **Financial Aid and Veterans' Affairs**

The first quarter showed the continued growth trend in financial aid activities. Last year ended with a seven-percent increase in the number of students who used financial aid to pay for their enrollment. This year there was a 23-percent increase when this September is compared to September 2003, in the number of students awarded financial aid and a 17-percent increase in the number of students who used financial aid to pay for their tuition.

During this quarter, "aging reports" were created to assist in ensuring that students with completed financial-aid files are awarded in a timely fashion; this will also expedite the processing of students who have only submitted federal applications. The additional automation of financial aid processes is being reviewed. Meetings have been held with the relevant offices regarding implementing the Automated Clearing House (ACH). A contract has been signed with ACH, and testing will begin prior to the end of the second

quarter. A review of the automatic calculation of financial aid students' satisfactory academic progress has also been instituted.

## **Supporting Students and Clients via Constituent Partnerships**

### ***Office of Corporate-Higher Education Programs***

In the first quarter in FY2005 six evaluations of courses for six different organizations (the HoHoKus School of Business and Medical Services, the Hawthorne Cabaleros Drum and Bugle Corps, Starting Points for Children of New Jersey, Caesars Entertainment, the New Jersey Council for the Humanities, and Corporate College Services) were conducted. One American Council on Education (ACE) Preparation Workshop was held, eight evaluations were scheduled for the next quarter, and an ACE Coordinator Orientation session was held. A meeting was also held with the Department of Labor regarding College Credits Apprenticeship program, four pre-evaluation meetings were attended, one sponsor services meeting was held, and the College was represented at the ACE State Directors and National Coordinators Conference.

### **Partnerships**

Most of the partnership work this quarter has been focused on the New Jersey Department of Labor's Workforce Development Initiative to have the building trades unions in New Jersey have their apprenticeship programs ACE evaluated. The Statement of Work that will result in a Memorandum of Understanding to be signed between Thomas Edison State College and the Department of Labor has been completed. In addition, an ACE Preparation Workshop was conducted in Newark, New Jersey, that was attended by the District Council of Northern New Jersey Ironworkers, Ironworkers Local 68, International Association of Heat & Frost Insulators and Asbestos Workers, an AFL-CIO representative, and a Department of Labor representative.

A meeting was held with the apprenticeship training representative for the New Jersey Carpenters in Kenilworth, New Jersey, where their course materials were reviewed in preparation for the upcoming ACE evaluation. To date, two evaluations have been scheduled, one on December 2-3 for New Jersey Carpenters and another on February 10-11 for the International Insulators. The Workforce Development Initiative has set a deadline of June 30, 2005, for the unions to complete ACE evaluations of their courses.

An ACE Coordinator Orientation session was held in July, where three senior ACE reviewers participated. The annual ACE State Affiliate Directors and National Coordinators conference was held in Washington, DC at the end of September. College staff pre-

sented two workshops during the conference: one dealt with issues regarding the training of new ACE coordinators and preparing them for ACE evaluations; the other addressed how to conduct an ACE evaluation at the international level.

### ***Outreach to Corporate Partners***

College staff attended the annual education fair of the Fire Department of New York (FDNY). In addition to speaking with undergraduate inquirers, College staff worked with representatives of the FDNY to strengthen our partnership through the promotion of the College in the FDNY's publications. College staff also worked with alumni to advocate internally within the New Jersey State Police organization, and staff made several presentations at the Technology Complex in Hamilton, New Jersey.

During the past quarter, College staff visited and made presentations to the following corporate entities: the Department of Motor Vehicles; AT&T Resource Center in Somerset, New Jersey, where they spoke with more than 30 inquirers who had been displaced from the company; the International Association of Administrative Professionals (IAAP); and Trane American Standard in Trenton, New Jersey. The College is highlighted as a top choice for higher education at Trane, which is one of the largest employers in Mercer County, New Jersey.

College staff also produced a video presentation that outlines College programs and services that are of special interest to the corporate market. This video presentation will enable the College to reach a wider audience, as it will be distributed both to corporate education decision-makers and to prospective students.

### ***Outreach to Community College Partners***

College staff attended a variety of community college events, including Bucks County Community College transfer fairs at all three campuses, and the education fairs at Mercer County Community College, Middlesex County College, Atlantic Cape Community College, Bergen Community College, Ocean County College, Union County College, Burlington County College, Cumberland County College, Camden County College, and The College of Philadelphia. College staff also attended the New Jersey Transfer Coordinators' annual "Two-Year, Four-Year" fall meeting.

## ***Outreach to the Community***

College staff made presentations and exhibited College information at the Middlesex County Regional Chamber of Commerce's "Largest Networking Party"; approximately 1,400 business professionals attended. College staff also participated in the 22<sup>nd</sup> Annual New Jersey Black Issues Convention, where over 300 political and social leaders from throughout New Jersey gathered to discuss the social, economic, and political issues facing the African-American community in the state. College staff also participated in the Celebrate Diversity Fair held in Philadelphia; more than 3,500 adults and 75 employers attended the event.

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

### **Abbott Preschool Activities**

An article about the John S. Watson Institute for Public Policy, and the work of its Office of Abbott Preschool Initiatives to build awareness for the need for culturally competent teachers for the young children, was published in the "Latino Enterprise," a business magazine. And another article (entitled "What is the Current State of Early Childhood Teacher Preparation and Professional Development in New Jersey's Abbott Districts?") was written by Institute staff and published in the National Black Child Development Institute's Policy Brief.

### **Leadership Trenton**

Leadership Trenton's seminar entitled "Race, Diversity, and Societal Divides," was hosted by Stanley Davis, a member of the Leadership Trenton Board of Advisors and an employee of Janssen Pharmaceutica, Inc. Leadership Trenton fellows reported on their fact-finding mission, which focused on the issues affecting the growing Haitian-American, Hispanic/Latino, and Polish communities in Trenton.

The Importance of Early Childhood Education seminar was also held this quarter. Participants visited in-district and out-of-district Abbott pre-school sites. Panel discussions were held with Trenton school district principals and vice principals, as well as with representatives from the New Jersey Department of Education, Trenton Head Start, and the Abbott Preschool Initiatives at the Watson Institute.

### **Health Information Network and Technologies (HINT)**

Staff from the Department of Health and Senior Services (DHSS) requested the assistance of College staff to hire a consultant to help the DHSS in its internal gap analysis,

risk assessment/awareness, and education-for-compliance activities related to the Health Insurance Portability and Accountability Act (HIPAA) of 1996. In other activities, the consultant firm, Advance Programming Group, Inc., is now providing assistance to DHSS for an internal review of the DHSS computer systems, and a staff member from the Watson Institute will serve as the project administrator.

As part of the New Jersey Strategic HIPAA/Healthcare Organization and Regional Effort, Thomas Edison State College staff assisted in planning an educational program on strategies for implementing HIPAA-compliant security solutions for the healthcare industry.

### **Center for the Urban Environment**

The John S. Watson Institute for Public Policy, in cooperation with the New Jersey Environmental Justice Alliance, applied for and was awarded a one-year grant from the Ford Foundation to address air quality issues in targeted urban areas in New Jersey. A project coordinator hired to fulfill the grant obligations has now established project-development cooperation with academic and state officials from the Environmental and Occupational Health Sciences Institute at the University of Medicine and Dentistry of New Jersey, from Health Promotions at Rutgers University, and from the Air Quality Management unit at the New Jersey Department of Environmental Protection.

Thomas Edison State College hosted a meeting involving representatives from the New Jersey Environmental Justice Alliance, the Clean Air Task Force, the Center for Clean Air Policy. The project director of the Urban Air Quality Education and Awareness Initiative established partnerships with such community, faith-based, and labor organizations as the South Camden Citizens in Action, GreenFaith, Central/Northern New Jersey Coalition of Black Trade Unionists, the Community Action and Response Against Toxics, and Concerned Black Nurses of Newark.

## **Fostering Our Relations with the Public and with Alumni**

### ***Marketing and Positioning the College***

#### **Information Center**

The Information Center received an average of 6,651 calls per month this quarter. There were 7,089 requests for collateral material via e-mail, the College's Web site, telephone, voice mail, U.S. Mail, and Google and Overture Web sites.

## Public and Media Relations

During this quarter, College staff initiated the following publicity:

- Profile article on the Thomas Edison State College presidency by reporter Kelly Heybour of the *Star-Ledger*.
- Media interviews with staff members Susan Davenport, *Shipping News* and *Star-Ledger*; Dr. Pruitt, *New Jersey Business*; and Henry van Zyl, *US News & World Report*.
- Articles placed in *Healthcare Traveler* on the College's BSN and BSAST-Respiratory Care degrees.
- Article placed in *The Times* of Trenton on the College's Academic Affairs restructuring.
- Article on the Bachelor of Science in Business Administration degree's specialization in hospitality management, placed in *Casino Connection* magazine.
- Article featuring alumna Lori Hennon Bell, New Jersey State Police, in *Garden State Woman* magazine.

Media releases distributed this quarter include the following:

- Announcements about the restructuring of Division of Academic Affairs
- Marcus Tillery's appointment as Dean of the School of Applied Science and Technology
- Mary Ellen Caro's appointment as Dean of the School of Business and Management
- Susan O'Brien's appointment as Dean of the School of Nursing
- Judy Krom's appointment as Dean of the School of Social and Behavioral Science
- Lois Richardson's appointment as Dean of the School of Arts and Sciences;
- David Grossman's appointment as Vice Provost and Dean of the School of Professional and Continuing Studies
- Announcement of the 32<sup>nd</sup> Annual Commencement
- Announcements of Dr. Kenneth A. Shaw's and Charles Schulz' addresses to the graduates at Commencement
- Announcement of the recipients of Thomas Edison State College degrees
- Announcement of the election of Dr. George A. Pruitt to the New Jersey President's Council
- Announcements of The Grande Ball 2004, and Spirit of Edison Award Recipients Brian M. Hughes, Mercer County Executive Director, and Reginald G. Davis, Northern Banking Group Executive, Wachovia Bank
- Announcements of the Wachovia Scholarship Recipients and the Smilack Scholarship Recipients.
- Announcement of the CCBI Initiative
- Announcement of the receipt of a grant from the Ford Foundation.

## **Publications**

During the quarter, College staff initiated or updated the following directories and guides:

- The *New Jersey Business* magazine's annual listing of Colleges and Universities in New Jersey in *The Book of Business Lists*.
- The Edison Community College's Edison University Center publication *Building a Bridge to Your Future*.
- Web sites of *Epinions.com*; *College.us.com*; *Ccrpyramid.com*; *Schoolguides.com*; *Collegeview.com*; New Jersey Virtual University.
- Peterson's/Thomson Learning *Nursing Program 2006*; *Guides to Graduate and Professional Programs 2006*; and *Guide to Four-Year Colleges 2006*.

## **Web Site and E-mail Outreach**

Since August 2003, more than 320,000 e-mail messages have been sent to applicants, Web inquirers, and prospective students. Remove-request rates continue to be low, indicating the College's messages are welcome. The College has contracted with TargetX, a hosted solutions vendor with expertise in the higher education market, for assistance in taking the campaign to the next level by further refining the College's method of delivery, design and content, reporting, and marketing capabilities. Technical work for this project was completed by the College's MIS department.

## **Alumni Affairs**

### **Alumni Advocacy**

The first alumni advocacy ambassadors were selected this quarter to work closely with the College's enrollment growth initiatives. Ed Mulligan, a retired police officer; Diane Stelacio, a director at Ft. Monmouth; and Wanda Wohlin, HR Chief at Ft. Monmouth, have been chosen to assist with the College's outreach and marketing efforts. Mr. Mulligan was briefed on College policies and related information by staff of the Admissions Office, and Ms. Stelacio is working with the Office of Marketing and College Relations to launch an initiative for workshops and marketing presentations to the 2,500 civilians working with Ft. Monmouth. The Homeland Security Alumni Advisory Board was also selected this quarter. Academic staff met with several individuals to gather a collection of impressions and experiences related to criminal justice and homeland security.

### **Alumni Association**

Working closely with the College's Scholarship Committee, the Alumni Association Board of Directors successfully completed its scholarship selection process for the year. A record number of students applied for the Alumni Association scholarship and for the

first-ever Smilack Memorial Scholarship. This year, the selection process was expanded to include two recipients at the undergraduate level.

## **Developing Ourselves to Serve Our Students**

### ***The Thomas Edison State College Foundation***

The Foundation's combined fund balance as of September 30, 2004, totaled \$4,222,035, compared to \$1,903,412 for the same quarter last year. This increase is largely due to the generous contribution of \$2,000,000 from Gary and Diane Heavin to establish the Gary and Diane Heavin Endowed Fund, which will support the development of new programs and courses. The Foundation's operating fund totaled \$571,310, including the Alumni Fund of \$24,202. The Endowment fund balance totaled \$2,845,350, and the Quasi-endowment fund balance was \$705,513. The Charitable Gift Annuity reserve fund has \$99,862. Current investments total \$4,133,484 at book value, compared to \$1,925,908 in FY2003 at book value.

### ***Development Activities***

#### **Major and Planned Giving**

The Development Office staff continued to cultivate prospects through personal visits and phone calls. A follow-up solicitation letter was sent to all major prospects who have not yet made a gift, and follow-up calls were made to request a personal visit and/or a request to the Annual Fund.

#### **Corporate and Foundation Giving**

Staff in the Office of Corporate and Foundation Relations continued to solicit foundations and corporations in support of College activities. Proposals have been submitted to the Harris Foundation for the Living Environment, Environmental Fund for NJ, Horizon Blue Cross Blue Shield, the James Kearney Foundation, and the Princeton Area Community Foundation. Two federal grants have been submitted to the Institute for Museums and Library Services and the Office of Personnel Management. Six students will receive scholarship monies totaling \$3,333 from The Wachovia Foundation grant.



## **Alumni Giving and the Alumni Annual Fund**

The annual Follow-Up Phonathon proved to be successful and was staffed by a number of College employees and alumni volunteers. Calls were made to 445 of those who have remaining unfulfilled pledges.

## **Resignations**

The following staff have resigned from the College:

Lynn Badessa	Development
Josephine Crutchley	Institutional Research and Outcomes Assessment
Liping Deng	MIS
Susan Friedman	Learner Services
Gordon Holly	Admissions
Peter Kim	MIS
Rita Mathias	Human Resources
Stephanie McLemore	Development
Jennifer Natanzon	Learner Services
Antoinette Powell	Development
Dawn Schrenk	Registrar's Office
Nelida Valentin	Watson Institute
Dionne West-Lane	Alumni Affairs

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

Carol Nersinger	New Jersey State Library
Barbara Saboski	New Jersey State Library (LBH)
Awilda Velez	New Jersey State Library
Richard Young	New Jersey State Library (LBH)