

Capital Campus

Staff Newsletter of Thomas Edison State College • April 2006

ONLY 50 CREDITS AWAY FROM
**SERIOUSLY
UPDATING
YOUR RESUME.**

Everyone has a different reason for wanting to finish their degree. Whatever your reason may be, we can help you achieve your goals with flexible programs designed for adult learners.

- Begin your college courses at the start of any month.
- Earn your undergraduate or graduate degree in multiple disciplines.
- Take courses online or through guided or independent study.
- Transfer credits you have previously earned and credits you are earning now or in the future from any regionally accredited college or university, and earn credits for your college-level knowledge.
- Receive one of the best values in quality higher education.

Thomas Edison State College is dedicated to educational excellence and the unique learning needs of adults.

To learn more or to get a free copy of *Going Back to Get Your Degree*, call (888) 442-8372, e-mail us at info@tesc.edu, or visit www.tesc.edu.

You've waited long enough.

**THOMAS
EDISON**
STATE COLLEGE
Higher Education.
For Adults with Higher Expectations.
Accredited by the Middle States Association
of Colleges and Schools

Above, a print ad from the College's new campaign, which also includes billboards, NJ Transit signage, a statewide radio schedule and an online component. Below, some headlines featured from the campaign.

ONLY 48 CREDITS AWAY FROM
PROVING
YOUR MOTHER-IN-LAW WRONG.

ONLY 36 CREDITS AWAY FROM
**HANGING YOUR
DIPLOMA**
NEXT TO YOUR SON'S.

New College Ad Campaign: You've Waited Long Enough

*Messages Evoke Humor & Pride to Encourage
Potential Students to Take the Next Step*

"You've waited long enough" is not just a reminder that someday is today; it is the central theme of the College's new advertising campaign.

The campaign, developed by the College's Office of Marketing and Princeton Partners, Inc., launched in January and taps into the inspirations of personal achievement that lie at the heart of an adult's desire to finish college.

It reinforces that Thomas Edison State College is the best solution for self-directed adults because it offers high-quality, flexible, affordable and convenient learning opportunities.

"Visually, this campaign is somewhat of a departure for us," said **Marie R. Power-Barnes**, associate vice president for Marketing, who is directing the campaign. "We're leveraging messages that we believe will resonate with our target audience (self-directed adults) and compel them to take that first step toward completing their college degree."

The campaign uses a mix of headlines that evoke human emotions, such as humor, sentiment and pride. Its primary message is that you have waited long enough and now is the time to complete your college degree.

Some of the headlines from the campaign include:

- Only 36 Credits Away from Hanging Your Diploma Next to Your Son's
- Only 40 Credits Away from Making Good on a 20-Year-Old Promise
- Only 48 Credits Away from Proving Your Mother-In-Law Wrong
- Only 50 Credits Away from Seriously Updating Your Resume

Power-Barnes explained that the campaign invites the public to visit the College Web site or contact the Information Center for additional information and to request a free copy of *Going Back to Get Your Degree*, a pamphlet that answers the most frequently asked questions adults may have about returning to college.

please see Ad Campaign on page 3

Thomas Edison State College President **Dr. George A. Pruitt** answers questions from employees about the proposed FY 2007 State of New Jersey budget during a special session that invited staff to discuss how the College would be impacted by record funding cuts to higher education. The proposed cuts include more than \$300 million in reductions to higher education that affect all colleges and universities in the state. Dr. Pruitt convened a College-wide meeting to brief staff on the proposed budget and how it impacts Thomas Edison State College prior to the special "question and answer" session.

Briefing Staff on the FY 2007 Budget



Focus On: Theresa Novak



Theresa "Tracy" Novak's affable and breezy demeanor shows no indication of the pace her department keeps in a typical month. And for Administrative Services staff, the months of December through February this year were anything but typical.

As assistant director in the Office of Administrative Services, Novak spent copious time this winter helping to orchestrate the relocation of more than half of the College's staff to the school's new building on 221 West Hanover Street, along the historic D&R Canal. The move afforded many employees much coveted additional space.

The effort, though monumental, had to run with military precision.

According to Director of Administrative Services Mary Hack, Novak coordinated a collective relocation that included 150 College staff members and the use of approximately 1,500 moving boxes.

"Tracy is not one to shy away from facility management and transitions," said Hack. "She has been my assistant for five years and is dedicated, reliable, organized, efficient and refreshingly passionate about her job. Tracy is a great asset to our department and to the College as a whole."

Novak has been with Thomas Edison State College since 2001. Her position entails assisting in the management of space and construction initiatives as well as maintenance and repairs of the College's facilities. She also takes part in the development and implementation of program goals, unit goals, policies and procedures.

"I am involved in many facility projects from planning and coordination through completion. The end of every project brings with it a feeling of immense satisfaction," said Novak, who also maintains all College employee security programs in conjunction with the New Jersey State Treasury Department.

Prior to working for the College, she was employed at Dyson-Kissner-Moran Residential Properties/Cherry Valley Country Club in Skillman, N.J., as a construction estimator and options coordinator for 465 new residential properties.

Novak also holds a state of Pennsylvania hairdressing license, which she has maintained since high school, and is a group fitness instructor who has been teaching classes in local gyms for more than 15 years. "I am fitness certified through American Aerobic Association International (AAA) and the International Sports Medicine Association (ISMA)," said Novak.

Novak's on the move herself academically; she's currently working toward a degree at Thomas Edison State College.

Novak, who resides in Bristol Borough, is the oldest of four sisters. "I have two beautiful nieces and one nephew on the way," she said. "Since my family members live close by, there are plenty of get-togethers at my parents' home and we spend a lot of time together."

Novak said she looks forward to many opportunities that are afforded to her not only as an employee, but as a student of Thomas Edison State College. "I enjoy working with a great team in the Office of Administrative Services, as well as my colleagues in our surrounding facilities," she said. "Most importantly, I'm doing something I really enjoy for an institution I admire."



Marie R. Power-Barnes

Ad Campaign from Page 1

"Our strategy was to develop a fulfillment piece that serves as an informational resource for prospective students to assist them in making an informed decision and to encourage those who are ready to take the next step. In addition, the College can monitor responses to the print component of the ad campaign, where the fulfillment piece is highlighted," said Power-Barnes. "Going Back to Get Your Degree also delivers our message that now is the time to earn your degree and Thomas Edison State College is the best choice for busy adults."

Since the campaign launched, the Information Center has experienced the highest call volume in the College's history, with more than 2,000 inquiries coming in each week.

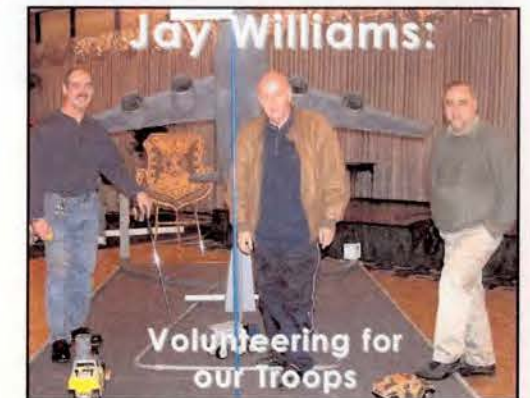
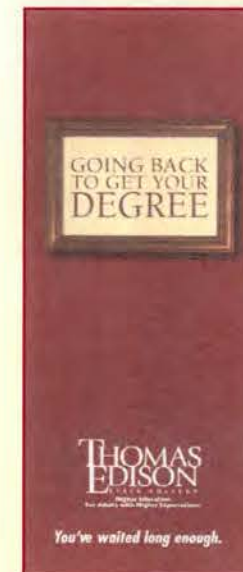
The campaign includes targeted placements in daily and weekly newspapers, a statewide radio schedule as well as billboards, NJ Transit signage and an online component. In addition, the College is continuing its long-time

sponsorship on New Jersey Network, the statewide Public Broadcasting Service (PBS) affiliate, as well as its search engine marketing efforts. All media placements are designed to best leverage those media our Carnegie market research has documented as best for reaching potential students.

To fine-tune the campaign prior to its launch, the College tested print ads, outdoor signage and radio messages with current students who had enrolled at Thomas Edison State College during the past two years. This group ranked the ads based on several items, such as content, layout and design, font and color, voices, and music and language. Based on this conceptual testing, the College was able to select the ads that resonated strongest with its students who represent the target audience.

Such testing is critical to any organization's marketing efforts and in line with the College's Strategic Vision Plan, which includes market research as part of the planning process. As part of the campaign, the Office of Marketing and Princeton Partners, Inc. also worked closely with the School of Nursing to develop new ads for the College's nursing program. Those ads are are running in select nursing publications.

"Our search for a new advertising firm was thorough and inclusive," said Dr. George A. Pruitt, president of Thomas Edison State College. "Princeton Partners, Inc. understood our mission and what we do better than any other firm. That understanding is reflected in our new campaign."



Most employees know Thomas Edison State College has served the education needs of military personnel for more than three decades. However, many may be unfamiliar with the efforts of Jay Williams and his volunteer work serving U.S. service members.

Williams, director of Budget & Analysis in the Office of Administration and Finance, serves on the executive council of the New Jersey Employer Support of the Guard and Reserve (NJESGR), a Department of Defense volunteer organization that provides free education, consultation and mediation for employers of National Guard and Reserve employees. He also volunteers at McGuire Air Force Base as a mobilization and demobilization briefer for troop processing and for the Air Mobility Warfare Center Foundation, which supports enlisted personnel.

"I welcome other members of the College community to join me and volunteer for base activities," said Williams. "America's first 'superbase' — McGuire Air Force Base, Fort Dix and Lakehurst Naval Station — are not only our neighbors, but Thomas Edison State College also serves the educational needs of military personnel at all three facilities. It would be great to serve our service members as volunteers as well."

Recently, Williams participated in the McGuire's 305th Special Services Squadron's Mini-Golf Tournament for a morale, welfare and recreation program. During the event, Williams took part in the unveiling of a "prototype" Mini-Globemaster III by Nick Grand, president of Air Mobility Warfare Center Foundation (AMWCF) and long-time friend of Thomas Edison State College. The model is a 1:20 scale of an actual Globemaster III and measures eight feet from nose-to-tail. Williams took part in the construction of the model, which took 95 volunteer hours to complete.

"When Jay learned of the Mini-Golf Tournament and the call for volunteers to enter golf holes, he conceived the idea of a model that would have long-term utility beyond the one-night golf event," Grand said. "I've attended many base events during my 46-year affiliation with McGuire and I could not think of a more fitting tribute than to create a display of the Air Force's Air Mobility Command's newest weapon system. Albeit we only had two weeks to deliver the plane on schedule, the volunteer team came through."

The plane is being donated to the AMWCF by Grand; however, it will be available for future base events. The design/construction team was comprised of Williams; Paul Mantel, Mantel Studios; Wayne Leonard, Leonard Mechanical; and Bob Fanucci, Anixter Electric.

Above Photo Caption:
Team McGuire volunteers Paul Mantel (left) and Jay Williams (right), show the Mini-Globemaster III Mini-Golf Tournament hole design to Nick Grand, president, Air Mobility Warfare Center Foundation.

New Staff



Ryanne Screws has been appointed assistant to the deans in the School of Arts and Sciences and the School of Applied Science and Technology. Screws is located on the 3rd floor of the Townhouses and may be reached at extension 3195.



Iris Lewin has been appointed as an admissions counselor in the Office of Admissions. Lewin is located on the 1st floor of the Canal Building and may be reached at extension 3065.

College Night at the Trenton Titans

The 2006 Thomas Edison State College Night at the Trenton Titans was a thrilling experience for the more than 30 staff and their family and friends on March 24. The Titans were victorious over the Wheeling Nailers, 3-2, scoring the winning goals with seconds left in the overtime "nail biter" at the Sovereign Bank Arena.

>>>>>
From left to right:
Cheryl Dienes, Test Administration with her daughter Alex and niece Courtney.



<<<<<
Michael Lobecker, MIS (second from left) enjoys the Titans game with friends Adrienne Lerch, Ryan Lerch, Jen Lerch and Allan Rodriguez



Staff Activities

Earning their Degrees

Three Thomas Edison State College staff earned degrees and processed at the College's Commencement last fall. Pictured from the left are **Jennifer Montone**, director of purchasing, Office of Administrative Services, who earned her Bachelor of Arts degree in psychology; **David P. Hottelzer**, assistant director of Admissions, Office of Admissions, who earned his Master of Science in Management degree in organization leadership; and **Cecelia Blasina**, Learner Services representative, Office of Learner Services, who earned her Bachelor of Science in Business Administration degree in general management.

Learner Services Hosts Workshop

On April 12, the Office of Learner Services held the workshop *Taking the Initiative: Communications and Time Management*, which was presented by: **Cynthia Bankston**, **Elaine Scheff** and **Lorraine Thompson**, Office of Learner Services; **Andrea Johnson**, the Office of Corporate-Higher Education; and **Annie McKithen** and **Estelle Reeves**, Office of the Academic Deans. This workshop was a spin-off from the Support Specialist Program (SSP) that was offered to support staff in 2005. Similar workshops are planned. The Office of Learner Services extends its thanks to all the managers who helped make this workshop possible.

Senior Program Advisors Present at Regional Conference

Carla Colburn, senior program advisor, served as a member of the 2006 NACADA (National Academic Advisors Association) Mid-Atlantic Regional Conference Proposal Committee. She also attended the Mid-Atlantic Regional Conference held in Lancaster, Pa., March 22-24, 2006. Senior Program Advisors **Dottie Sconyers**, **Rosa Lee Eickhoff** and **Doris Simmons** also attended. Eickhoff and Simmons presented "Experience-Knowledge-Credit: Pathway to Degree Completion" at the conference.

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