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## **MEMORANDUM**

**March 4, 2005**

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

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

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

Graduate School staff were active in outreach, curriculum and course implementation, participation in academic affairs planning, and infrastructure management.

#### **Outreach to Corporations, Organizations and Individuals**

Graduate School staff continued conversations with Home Depot about providing graduate courses, certificates, and degrees to their employees. A conference call for potential graduate students was held, and an assessment of one course for graduate credit was arranged. The Graduate School also supported development of a site-based cohort at Essex County Community College. And, the College is working with Pearson Sky-light to develop and provide an online graduate program in educational leadership. A final contract is expected in the next quarter.

In other developments, an inquiry from the New Jersey certification and licensing boards set the stage for a conversation about the College's graduate and undergraduate degrees in addictions counseling. To stimulate interest in the programs, staff participated in open houses at the New Jersey Education Association and the Society for Human Resources Managers. Finally, to reach out to all potential students, staff tested an Online Open House called "Chat University." Three chats were held.

## **Curriculum/Courses**

All courses for the Certificate in Online Learning and Teaching were completed and students began enrolling during the past quarter. The first Human Resources Management course was also offered, with seven enrolled students. This course has the potential for appealing to a number of new audiences. It is advertised on the SHRM Web site, and human resources professionals from a broad variety of organizations have called asking for information.

Work began on the development of a Homeland Security graduate certificate. Dr. Judith Krom, dean of the Heavin School of Social and Behavioral Sciences, provided the leadership in identifying faculty mentors. She was supported by Mary Ellen Caro, Dean of the School of Business, who identified a business continuity consultant. Graduate School staff facilitated the process development.

## **Applications and Enrollments**

Applications for the second quarter continued their downward trend, following the downward trend of inquiries over the past three years. A large part of that decline may have resulted from a change on the Web site that required students to ask for graduate information in a place separate from the undergraduate site. A plan to reverse this trend will be put in place during the next quarter.

Enrollment and course equivalencies are holding despite the decline in inquiries and applications. In AY2005, there were 60 new enrollments, 227 students registering for courses, and 404 course equivalencies. This compares to AY2004, when there were 65 new enrollments, 223 students registering, and 407 course equivalencies.

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

During the past quarter, the Dean of the School of Applied Science and Technology focused on developing academic partnerships. He worked with a large number of corporations, schools, and professional associations to initiate relationships in support of program and enrollment growth. He was also active in making presentations and representing the College at meetings and conferences.

## **Partnerships**

The Dean worked with Public Service Electric and Gas to develop the first Bachelor of Science in Energy Utility Technology degree to be offered by the College. A focus group to identify the duties and tasks of the Energy Utility Technologist was facilitated by the Dean as a foundation for developing an outcomes-based curriculum. The effort pulled together 15 field managers and supervisors as key grassroots support for the new de-

gree. The Dean also made visits to the Becton Dickinson Corporation, Pfizer, and Bayer. Executives from the two latter companies have agreed to serve on the School's Curriculum Committee. Other corporate outreach included meetings with Johnson & Johnson, Phillip Morris, Muhlenberg Regional Hospital, Calhoun-Mareba, and the Academy of Massage Therapy.

The Dean is an active member of the National Diversity Council for NASCAR and is seeking to establish support for the development of a Bachelor of Science in Motorsports Technology, a study of the impact of motorsports on the New Jersey economy, and a regional minority-supplier development conference for motorsports. He is also active as a board member in the Association for Diversity in Motorsports and has established a partnership to conduct a regional minority-supplier development conference to support the presence of the motorsports industry.

The Dean continued to work with personnel at Thomas Edison State College and UMDNJ to coordinate the joint Bachelor of Science in Health Science. Additionally, dialogue has begun to add some associate-degree areas to the partnership. Other partnerships were forged with New Jersey community colleges (Essex County, Mercer County, and Middlesex County colleges) in the areas of Energy Utility Technology, Information Technology, Technology Studies, and Motorsports Technology. And partnerships were initiated with Youngstown State University, New Mexico State University, North Carolina Agricultural and Technical State University, and the University of North Carolina at Charlotte.

### **Presentations**

The Dean made a presentation entitled "Mentoring and The Prior Learning Assessment Process" at The School of Technology, North Carolina Agricultural and Technical State University. And he attended the ABET Annual Conference and Business Meeting, Nashville, Tennessee, and the Transfer Fair at the Community College of Philadelphia.

### ***School of Arts and Sciences***

The Dean has been involved in extensive outreach within and external to the College. She is sharing her vision for the School of Arts and Sciences at college fairs, adult education centers, community colleges, churches, professional organizations, conferences, and meetings with local and state government officials. She has also worked with mentors, curricula, and courses during the past quarter.

## **Partnerships**

The draft proposal for a formal partnership with Defense Language Institute, Foreign Language Center (DLIFLC), Monterey, California, was prepared for submission. The partnership will involve the students of DLIFLC receiving a baccalaureate degree from Thomas Edison State College in their particular language of study (e.g., a BA in Arabic). The Dean also continued negotiations with the Vice President of Academic Affairs at Monterey Peninsula Community College (MPCC), Monterey, California, to offer undergraduate degrees to Community College students and graduate degrees to faculty of the MPCC. There has been at least one student from MPCC who has already enrolled in Thomas Edison State College.

In international developments, the Dean worked with colleagues in establishing a partnership with Ameritech, in Abidjan, Africa. Students there will have the opportunity to earn baccalaureate degrees in Business and Liberal Studies. She also worked with colleagues to develop a proposal to present to possible partners in Hong Kong who have expressed interest in earning American degrees.

## **Mentor Activities**

Three new mentors were hired this quarter. The mentor database was also revised to reflect the new, schools-based structure of the College, and information on active mentors can now be accessed by school and/or by course. This will allow Deans to monitor mentor compensation and course loads.

A mentor meeting was held on November 5, 2005. Fifty mentors attended, 13 of whom are mentors in the School of Arts and Sciences. Discussions focused on course materials and course-grading policies.

## **Courses and Curricula**

As a result of new course development during the quarter, students are now able to complete the Bachelor of Arts in Computer Science degree using only courses offered by Thomas Edison State College. DIAL staff and the Deans in Arts and Sciences and Applied Technology are now discussing the development of a course in Artificial Intelligence.

During the past quarter, 14 Curriculum Committee members for the School of Arts and Sciences Board were identified, and they include representatives from all segments of higher education. A representative from the NAACP and the Executive Director of the New Jersey State Museum have also agreed to serve on the committee. Yet another committee, with College-wide membership, is being selected to review and revise the General Education core courses

Finally, discussion held this quarter with Superintendents of Jersey City, Newark, and East Orange School Districts; staff from Bucks County Community College; staff from the State Museum of New Jersey; and staff from the Christian Learning Center at St. James, Newark, may also lead to the development of new courses and assessment options to meet their expressed needs.

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

### **Partnerships**

Partnership activities progressed during the last quarter with key corporations, academic institutions, and organizations. The Dean participated in an information and recruitment session at Essex County College in November 2004 which has resulted in a minimum of fifteen applications to the graduate school. At the undergraduate level, the Dean is working with the Essex County College Business Department Chairperson and Transfer Office to strengthen transfer advisement for students interested in completing a four-year degree in Business. Curriculum roadmaps have been updated to provide potential Thomas Edison State College Students with information on transfer equivalency, and similar activities are underway with Middlesex County College and Bucks County Community College.

As part of the College's new Corporate Choice Program, the Dean initiated contact with executives at Lucent, AT&T, and Wal-Mart to introduce them to the program and the opportunities it will present to their employees. Partnership activities are also progressing with the Sharda Sophia Institute. As a member of the Thomas Edison State College team focusing on this partnership, the Dean is leading the review of the curriculum and courses that are planned through the partnership. Rollout of the program has been targeted for June/July 2005.

The Dean has continued outreach to Business Deans of New Jersey colleges and universities through participation in New Jersey Collegiate Business Administrators Association. Thomas Edison State College will host the May 2005 meeting. Individual meetings have been conducted with Business Deans and Chairpersons at several county colleges and four-year institutions. At the community-college level, transfer road maps are being updated, and activities to increase enrollment from appropriate target groups are underway.

Finally, partnership activity is underway with the Center for Financial Training, Atlantic States (CFT). Undergraduate and Graduate business-degree road maps that articulate the transfer of the ACE-approved CFT courses will be completed in January 2005. As part of the ongoing partnership, Thomas State College will participate on the CFT regional advisory boards being established for the banking industry.

## **Mentor Activities**

At the mentor information session held on November 5, 2004, the Dean presented an overview of the School of Business and Management and outlined the School's future direction. A separate session was held with the Business School mentors to elicit their input on curriculum items and further discuss mentor responsibilities and expectations. The Deans have initiated a review of the mentor-hiring process with an eye to streamlining it. A mentor quality-assurance program will also be developed as part of the process.

## **Curriculum**

The Dean has established the School of Business and Management Curriculum committee comprising leaders from the academic and corporate communities. The first meeting is scheduled for February 2005, following approval from Academic Council.

The Master of Science in Management core leadership and management course updating process is underway. An academic team conducted the course reviews and is developing the course content changes. Undergraduate course reviews and updating were also begun for FIN 301 (Principles of Finance) and MAR 301 (Introduction to Marketing).

The Dean participated in development of the Homeland Defense certificate, particularly supporting the business-continuity focus of the program. The Dean has also established an advisory committee to provide input to the updating of the project management professional focus area of study in the Master of Science in Management (MSM) program. The new project management focus will replace the existing program. The content will be guided by emerging market and student needs. Finally, blended courses (i.e., courses delivered in both face-to-face and distance modalities) have been developed and implemented for McGuire Air Force Base. The eight-week course pilot includes courses from the School of Business and Management.

## ***School of Nursing***

### **Partnerships and Outreach**

In December, 25 students were enrolled from the Capitol Health Systems partnership project. Efforts also continued to work with St. Francis Medical Center. Ongoing recruitment projects include Trenton Psychiatric Hospital and Robert Wood Johnson Hospital in New Brunswick. In other recruitment activities, out-of-state recruitment plans were implemented. Activity included exhibiting at eight state nurses' association conventions in all six New England states, New York, and Pennsylvania. The approximate total number of attendees was 2100, and 539 information packets were distributed.

Google ads continued, and program ads were placed in selected issues of *Nursing Spectrum* and *Advance*. Information packets were sent to 175 Magnet hospitals throughout the United States, and follow-up mailings were made to other groups. There are currently 33 enrolled students from states other than New Jersey.

### **Mentor Activities**

The School of Nursing continued to recruit mentors. We now have 51 mentors, approximately 80 percent of whom have doctoral preparation.

### **Curriculum**

The MSN program and the Nurse Educator Certificate plans were completed. Ten courses have been developed, and the Program Announcement has been written. The courses were sent for evaluation to an external consultant, who provided very positive feedback results.

### **Enrollment and Student Support**

Student enrollment continues to grow, with current enrollment at 331. Six students were cleared for graduation during this quarter. Student registrations for nursing courses in the October term totaled 98, and there were 76 registrations in the October, November, and December Directed Independent Adult Learning (DIAL) health-related courses, for a total of 174. Course attrition rate was less than 1 percent.

An e-mail list of enrolled nursing students was developed and maintained with monthly updates. It was used to send an announcement regarding Health Support, and Leadership and Management in Nursing exam options, as well as a survey to enrolled students regarding interest in establishing a nursing honor society with intent to become a chapter of Sigma Theta Tau International Honor Society of Nursing.

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

This has been an exceptionally busy quarter. Developing mentors to participate in the course-development phase of the Bachelor of Arts degree in Criminal Justice has been accomplished. Finding, selecting, and orienting new mentors who will develop the courses for the Graduate Certificate in Homeland Security, has also been done. Outreach to other colleges and public-service entities has rounded out the activity during the past quarter.

## **Partnerships**

The Dean attended a meeting at Kean University to discuss developing portfolios as a means of evaluating students in Early Childhood programs who have extensive experience in early childhood education. The Dean also attended meetings to plan for the offering of blended courses (i.e., courses delivered via a mix of face-to-face and distance modalities) at Essex Community College. A graduate program and three undergraduate programs will be offered at Essex. Finally, the Dean has made presentations to supervisor's training classes held at the New Jersey State Police Training facility.

## **Mentor Activities**

Mentors were located to design and/or deliver the planned Graduate Certificate in Homeland Security, the Bachelor of Arts in Criminal Justice, courses in History and Psychology, a TECEP in Kinesiology, and various PLA courses. The Dean made a presentation at the Mentor Information meeting in November on future activities of the School of Social and Behavioral Sciences and the wide variety of roles for mentors at Thomas Edison State College.

## **Curriculum**

The Curriculum and Policy Committee met in October. The Committee has reviewed several course- and degree-area proposals, including the Bachelor of Arts in Criminal Justice and the Graduate Certificate in Homeland Security. The development of the five upper-division courses in the new Bachelor of Arts in Criminal Justice degree is underway. All five courses have been approved by the Curriculum and Policy Committee and four of the courses are approved by DIAL Advisory Committee and Academic Council. Mentors are working with DIAL's course-development team to ensure that they meet our guidelines and can be fitted to Blackboard.

The Heavin School Dean located experts in the area of Homeland Security who also have academic credentials to develop courses for a certificate in Homeland Security, advise us on recruitment of students, and act as mentors in these graduate-level courses. The Advisory and Course Development Team met in December to plan the curriculum and begin the process of development of the four courses for the certificate.

Negotiations with Pearson Skylight regarding a curriculum and related matters for a Master of Arts degree in Educational Leadership were begun. Representatives from the Graduate School and the Heavin School of Social and Behavioral Sciences also met with representatives from State agencies and Certification Boards to discuss a graduate degree in Addictions Counseling.



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

Staff in the Office of Military Education conducted 203 site visits to military bases across the United States during the second quarter. A new Program Coordinator for our McGuire Air Force Base joint program with Rutgers was hired, and there are plans to run six courses in a new eight-week blended (classroom-and-distance) format at the base. Staff also started work on two new Servicemembers Opportunity College's Army Career Degree Network programs for Army Musicians.

To date, the College has received over 300 enrollments from the Navy College Program Afloat College Education program. In other enrollment developments, when compared to the second quarter of FY2004, there have been increases in numbers of applicants and new enrollments in every military-education category (traditional, Navy College, MDCP, and NCPACE). Numbers of continuing enrollments also increased in every category, except traditional and MDCP, where there were very slight declines.

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

During the past quarter, the following tasks were completed: three new courses were created; 11 courses were revised; four course conversions were completed; 42 new course exams were created; five course exams were revised; 31 course exams and answer keys were edited; one new TECEP exam was created; two TECEP exams were revised; and one new e-Pack was completed.

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

### **Applications and Records Management**

During this quarter 1,645 undergraduate applications were processed. In addition, the staff processed 1,328 student transcript requests and 348 requests for written degree and enrollment verifications. The College received over 4,922 transcripts from outside institutions. The Office reviewed and processed 33 enrollment fee refund requests: seven full refund requests, 17 partial-refund requests.

### **Registration**

Increasing numbers of enrollments were successfully handled. The automated course refund process implemented in December now provides the Office of the Bursar the ability to process course refunds without manual calculations from the Office of the Registrar.

## **Graduates**

During this quarter there were 456 degrees awarded; 12.5 percent of the degrees awarded were associate's degrees, 87 percent were baccalaureate degrees, and .5 percent were master's degrees. Of the graduates, 35.5 percent were enrolled at Thomas Edison State College for two years or fewer before being awarded a degree.

## **Commencement Activities**

The College held its Thirty-Second Commencement ceremony on October 16, 2004. Each year the Office of the Registrar is responsible for organizing the commencement ceremony. Two hundred-twenty-five graduates participated in this year's ceremony.

## **New Jersey Professional Librarian Certificates**

On April 26, 2004, Thomas Edison State College became the certifying agent for New Jersey State Professional Librarian Certificates. The Office of the Registrar has worked with the New Jersey State Library and the Department of Education to establish procedures for the issuance of the certificates. During this quarter, 58 certificates were issued.

## **Scanning Project**

The Office of the Registrar continued to work with New Jersey Business systems to implement a plan for the imaging of all student academic records. The second phase of the plan, involving the sorting and scanning of records pertaining to inactive students and College graduates is underway. These materials will be available to College staff via the Web when this phase is completed.

## **Transcript Evaluation**

First-time evaluations completed for the second quarter of FY2005 numbered 1,260, and update evaluations numbered 1,824. Fewer files were completed (first-time and update) in the second quarter than in the previous quarter. This decrease is related to an experienced evaluator having been out on leave, and the Christmas-holiday closing.

An additional quality-assurance mechanism was implemented this quarter. A student's file now has a "pre-audit" when it shows 100 semester hours of credit. In addition, a random sample of first-time evaluations will be checked by the assistant director of learner services and both senior learner services representatives. All remaining files (updates) will be checked by the evaluation staff and advisors. Monitoring of workflow and production is now the responsibility of the assistant director of learner services.

## ***Academic Advisement***

Efficiency was the optimal word during the second quarter. Despite an occasional software or hardware malfunction, both the e-mail and phone-center portion of the AVAYA IC communication system became fully operational. For the quarter, on average, a student needed to wait just over one (1.07) day to meet with an advisor. This can be directly attributed to the assigning of staff to take appointments in multiple degree areas. Furthermore, on average, e-mail was responded to in just over one (1.33) day. Additionally, during the quarter, calls to the Call Center were answered 96.06 percent of the time. This is nearly 3-percent better than in the first quarter and is the best performance since this statistic was added to the current vital statistics report. Moreover, during this quarter, the number of e-mails received was 38 percent greater than the number of e-mails received during the second quarter of 2004. Conversely, the number of calls that came into the Call Center during this quarter was down 11 percent when compared to the second quarter of FY2004. This has implications for future staff deployment.

The first part of a Learner Services new-staff-training program was completed and was put into use. An outline of the second phase of this training, focusing on specific degree areas, was also reviewed by the training team members. We hope to implement this piece of the training program in the third quarter. An employee-supervisor evaluation form was also distributed and collected. Results from this activity offered suggestions and insight to assist the Assistant Director in more efficiently managing the department.

## ***Students with Disabilities***

The Office for Students with Disabilities was responsible for ensuring that all Commencement activities were accessible: accommodations were provided for two students and nine guests at the College's Commencement ceremony on October 16, 2004.

A presentation on working with students with disabilities was part of the Mentor Information Session sponsored by the Office of Academic Programs. A one-page information sheet was developed and included in the mentor packages. The College was also represented at the State of New Jersey, Division of Vocational Rehabilitation Services meeting for college disability service providers. The purpose of the meeting was to discuss ways to improve coordination of services to clients of the Division of Vocational Rehabilitation Services and the Commission for the Blind and Visually Impaired. Finally, there was a 10-percent increase in student contacts, compared with the same quarter of last fiscal year.

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

We continued to see an increase (7 percent when compared to last year) in the number of students using financial aid. We also received a draft of the 2001-2002 Management Review Report from the New Jersey Higher Education Student Assistance Agency and have prepared our response.

Finally, we submitted our Financial Aid Participation Agreement to the National Student Clearinghouse. The Clearinghouse automates the process of reporting enrollment changes to the Department of Education for repayment or deferment of federal student loans. We will begin testing the process in the third quarter.

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

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

In the second quarter of FY2005 five evaluations of courses for five different organizations (Chubb Institute, South Jersey Career Center, Holtz Learning Centers, and the Center for Financial Training) were conducted

Staff also contacted 39 organizations to discuss potential ACE evaluations, ACE sponsor services, ACE-related business and student services, and partnership development.

### **Partnerships**

There has been a great deal of work with organizations involved with the New Jersey Building Trade Unions participating in New Jersey's Workforce Development initiative. Apprenticeship programs will be evaluated by the American Council on Education. This is an important initiative for the State of New Jersey, which is underwriting the initial ACE evaluation costs for all qualifying organizations. College staff held pre-evaluation meetings with the NJ Regional Council of Carpenters/Joint Apprenticeship Training Committee; International Association of Heat and Frost Insulators and Asbestos Workers; the United Association of Plumbers, Pipefitters and Steamfitters; and the International Association of Bridge, Structural, Ornamental, and Reinforcing Ironworkers to help these organizations prepare to undergo their upcoming ACE evaluations.

Staff also conducted a Programmatic Review of two courses (one at the graduate level, and the other at the undergraduate level) at The Home Depot in South Plainfield, NJ. The Home Depot will be working with the College's Graduate School to have the credits accepted into a graduate degree program.

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

A new Corporate Choice Program was designed and launched to make Thomas Edison State College the educational partner-of-choice for major corporations in the State of New Jersey. The success of the program will be driven by the development of relationships between selected senior College administrators and executives from targeted corporations. The program will be supported by a value proposition that includes the College's array of flexible educational options, enhanced student services, and a simple tuition structure for the College's programs.

In other outreach activities, staff displayed College information at the Annual Governor's Summit on Alcoholism and Drug Abuse, and at the New Jersey State Employment and Training Commission's Annual One-Stop Conference. Staff members were also present at the Society of Human Resource Managers (SHRM) convention in Princeton. And College staff made a presentation to 7,000 Curves franchise owners, in Las Vegas, Nevada. The presentation focused on the partnership between Curves and Thomas Edison State College.

## ***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 education fairs at Mercer, Middlesex, Atlantic Cape, Bergen, Ocean, Union, Burlington Cumberland, and Camden County Colleges, and The Community College of Philadelphia. College staff also mailed information to two-year colleges and universities whose student bodies are predominantly African American, as well as to those institutions whose student bodies are predominantly Hispanic.

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

### **Abbott Preschool Activities**

Staff of the Watson Institute continued to play a vital role in planning for an economic impact study of the child-care industry in New Jersey. The study will be used to generate additional support for the early care-and-education community. A Request for Qualifications was mailed to nine firms under consideration for a full proposal request to conduct the study. This project has generated an estimated project budget of \$118,000 to date, and The Fund for NJ, the Schumann Foundation, Children's Futures, the Non-Profit Finance Fund, and state agencies have also been invited to fund this project.

Together with the Hispanic Directors' Association, staff from the Watson Institute held an early childhood education recruitment fair that attracted 95 participants. The program included a presentation on the teacher certification process, and those participants who expressed an interest in entering the field received individual follow-up. Staff from the Watson Institute also supported the state Department of Health and Human Services' newly formed Office of Children's Services' effort to establish county-wide, grass-roots advisory councils that will assist in the implementation of the New Jersey Child Welfare Plan. Finally, staff from the Watson Institute now submit a monthly column for the Latino Enterprise publication. Recent topics included the loss of Abbott teachers, the teacher recruitment fair, and the need for culturally sensitive literature.

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

Thomas Edison State College received a check in the amount of \$325,000 from the Department of Health and Senior Services to provide program administration for HIPAA-related activities. Institute staff attended the International Conference on Social Science Research in New Orleans, where the Senior Fellow/Director made a presentation entitled: "Streamlining New Jersey Hospital Data Reporting Using the Internet, EDI, and National Standards."

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

Staff from the Watson Institute met with officials from Brimm Medical Arts High School and Trenton Central High School to begin implementing the New Jersey Urban Air Quality Education & Awareness Initiative, and a Regional Youth Meeting was held at Thomas Edison State College.

### **Center for Leadership Development**

#### *Leadership Trenton*

During this quarter, Leadership Trenton Fellows attended a seminar entitled: "The Importance of Early Childhood Education" and visited various pre-school sites. Panel discussions were held with Trenton school district principals and vice principals, as well as with representatives from the state Department of Education, Trenton Head Start, and the Center for the Education of the Urban Child at the Watson Institute. Another seminar focused on health-care delivery and the effects of environmental factors in New Jersey and their correlation with health problems. Site visits included Capital Health System, Robert Wood Johnson, and St. Francis Medical Center, and the offices of community health care providers.

"A Year in Review" was the focus of the final Leadership Trenton seminar. Reconnecting exercises, class project discussion, and focus groups allowed the Fellows to reflect on

their 10-month Leadership Trenton experience and their collective goals. A reception, graduation, and recognition dinner capped off the evening, with awards given to community organizations and individuals who have supported the Leadership Trenton program. With this class of 26 graduates, the Leadership Trenton network now has 100 alumni.

### ***Leadership Development through Sports Program***

The Institute recently established the Leadership Development through Sports Program to address needs of the growing number of student-athletes who are attending Trenton public schools and having difficulties with academic and social skills. The staff from the Watson Institute has created a "Framework for Success," which focuses on academic support, positive youth development, athletic development, and leadership development for these students.

The Watson Institute is also working with the National Football Foundation, Trenton Board of Education, and the City of Trenton to sponsor the "Play-it-Smart" program at Trenton Central High School. The "Play-it-Smart" program offers support in the form of tutorials, study halls, and SAT preparation for approximately 150 student-athletes at Trenton Central High School.

### **Center for Evidence-Based Education**

The Watson Institute has partnered with the Center for Evidence-Based Education (CEBE) through the Education Policy and Practice Initiative. CEBE uses the evidence drawn from practice, inquiry, and research to assist schools in their efforts to promote innovation, transform performance, and sustain improvement. In conjunction with the Institute, CEBE is preparing a major research and development proposal to secure funding for work with those who serve and support disadvantaged youth in New Jersey. Discussions are taking place with the University of Cambridge in the United Kingdom as part of an initiative to develop an international dimension most likely involving those engaged in similar work in Australia, South Africa, and the United Kingdom.

### **Technical Assistance and Support Services Center**

Staff from the Watson Institute met with four policy experts who will serve as consultants to the 12 members of the Urban Mayors' Association who were selected to participate in the 2005 Cross City Capacity Building Initiative. Institute staff will also participate as consultants in the development of strategies for providing technical assistance for the proposed Child Welfare Advisory Boards.

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

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

College staff launched the second stage of a new advertising campaign. The first stage was aimed at both differentiating the College from its competitors and catching the attention of prospective students. Stage two is geared towards further increasing the awareness of the College's programs and capabilities and expanding the College's name recognition. During this quarter, the College developed five new ads, a 30-second NJN TV commercial and introduction, and a radio spot. College staff also developed targeted campaigns to attract human-resources professionals to the Master of Science in Human Resources Management (MSHRM) program, and the general business community to the College's other graduate degrees. Advertisements are currently running in *HR Magazine*, the official publication of the Society for Human Resource Management, and in *T+D*, the publication of the American Society for Training and Development. A new brochure was developed to respond to inquiries stemming from the MSHRM campaign.

### **Information Center**

The Information Center received an average of 5,301 calls per month during the quarter. Phone calls were made to new applicants and continuing enrolled students. The Information Center received 8,448 requests for materials via e-mail, the College's Web site, Google, Overture, telephone calls, and United States mail.

This quarter's undergraduate applicant count shows an increase of 14 percent, when compared to the second quarter of FY2004. Also, the first-year enrollment total for this quarter reflects a three-percent increase over the FY2004 numbers.

### **Public and Media Relations**

During this quarter, College staff initiated the following publicity:

- Announcements of the appointments of The Reverend J. Stanley Justice and Ms. Rosita Saez to the Board of Trustees.
- Announcement of the appointment of Kevin Ralph as the director of Development.
- Announcement of the 2004 Leadership Trenton graduation.
- Profile interview of the President, published in the *Star-Ledger*.
- Media interviews with Dr. Marcus Tillery (*Healthcare Traveler*), Mark Gordon (*Oracle Magazine*), Dan Negron (*Sun-Chronicle*, Massachusetts), Echo Fling, (WZBN-TV), and Mary Ellen Caro (*Star-Ledger*).



- Interviews with alumni and students on WZBN-TV, the *Star-Ledge*, and on AOL research and learn.

## **Publications**

During the quarter, College staff initiated or updated the following publications:

- *Program Planning Handbook*
- *eArmyU Program Planning Handbook*, electronic publication
- *Winter 2005 Invention* and *Winter 2005 Signals*
- Military Poster
- Navy College Brochure
- Navy Tri-Fold Brochure
- Nursing Promotional Envelope and Flyer
- Commencement Program and Promotional Materials
- Gala Promotional Pieces and Ad Journal
- Marketing Outreach Postcards
- College Media Folder
- Curves User Manual, Brochures, postcards and premium items
- Curves TECEP Registration Form
- Avaya Template
- National Institute Brochure
- NJASCU Sourcebook

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

College staff has been working with TargetX, a new hosted-solutions vendor, to take the Web-based campaign to the next level. Testing was completed and a new series of e-mail messages targeted to applicants, prospects, and Web visitors was created and sent out.

## **Alumni Affairs**

### **Alumni Advocacy**

Several new "alumni ambassadors" were selected, recruited, and trained to support the ongoing marketing outreach efforts of the College in specific markets. Barry Pilla, BS'02, member of the 2004 Board of Directors of the Alumni Association, and Chief of Police in Northampton Township, Pennsylvania, will be working in law-enforcement outreach, targeting officers in key positions in the Pennsylvania and New Jersey law enforcement field, and in community-college outreach. Wayne Staub, MSM '04, will support various initiatives identified by the College's marketing outreach coordinators. Mr. Staub's professional position in Mercer County government business development will be a valuable asset to his work in behalf of the College.

This quarter also focused on the selection of key alumni who have corporate positions in Human Resources and Corporate Training Programs to support two new initiatives: tuition assistance for corporate training/development; and the new Corporate Choice Program (see above). Twelve alumni were chosen for the tuition assistance and corporate training/development initiative, and several hundred are involved in the Corporate Choice Program. The alumni advisory group on homeland security also met several times this quarter with College staff and deans to develop a strategy for the evolution and launch of a certificate and a Master's program centered on homeland security.

### **Alumni Service**

Commencement 2004 offered new graduates the opportunity to network with Admissions, Marketing, and Graduate School staff. The graduate reception was very successful, and several of the College's deans, staff, and family members of new alumni attended. The PHT (Putting Him or Her Through) Banquet held immediately after Commencement also introduced many graduates and their families to College staff. Achievement and service awards were presented to Dick Sheeran (Achievement), Randy Schwartz (Service to Society), Barry Pilla (Service to the Alumni Association), Carla Tisdale-Walker (Service to the Office of Alumni Affairs), Rosa Lee Eickhoff (Service to the Alumni Association), and Janet Eickhoff (Service to the College).

### **Alumni Association**

A new online store with an expanded line of souvenirs was created and launched this quarter, adding a more sophisticated line of merchandise. Twenty-three items can now be purchased through the online store at <http://www.tesc.edu/bookstore/giftshop.php>

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

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

The Foundation's combined fund balance as of December 31, 2004, totaled \$4,302,913, compared to \$2,027,859 for the same quarter last year. The Foundation's operating fund totaled \$595,823. The Endowment fund balance totaled \$2,886,081, and the Quasi-endowment fund balance was \$720,580. The Charitable Gift Annuity reserve fund currently has \$100,429.

## ***Development Activities***

### **Major and Planned Giving**

A final solicitation letter was sent to major prospects who had yet to make a year-end gift, and follow-up phone calls were made by Development staff. Major prospects were also called to thank them for their support, ask for face-to-face visits, and update them on the work of the College. Major prospects gave a total of \$26,300 to the 2004 Annual Fund, with 23 percent of it collected during December. The average major-prospect gift amount was \$243. As a result of the ongoing donor research conducted by the Prospect Information Network, the College's 400 wealthiest alumni have been identified and added to our major gifts prospect pool of over 300 alumni who were previously identified by the staff.

A new endowment was made by Foundation Board member, Clarence Lockett. The Lockett Family Endowed Fund will support the development of the College's nursing programs and courses, as well as promote and foster the institution's overall excellence. The addition of the Lockett Fund brings the total number of endowed funds managed by the Foundation to 21.

### **Corporate and Foundation Giving**

College staff continued to solicit foundations and corporations in support of College activities. Two gifts of note made during this quarter are a \$40,000 award from the Martinson Foundation for course development, and an \$11,000 gift from the Janssen Foundation in support of the work of the Watson Institute. Research has moved forward with the following grant-funding sources: Victoria Foundation (Abbott Preschool Initiative); Prudential Foundation (Watson Institute); Foundation for Child Development; PSE&G Foundation; Pathways to Collaboration; and the Department of Education (Federal grant opportunities).

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

As of December 31, 2004, the Alumni Annual Fund raised \$82,853 in gifts through various appeals including direct mail, the Annual Phonathon, and matching gifts from corporate employers. The Annual Phonathon generated \$21,983, with a 57-percent fulfillment rate and provided a vehicle for 163 non-donors to join with their fellow alumni in supporting the College through a monetary contribution.

## Resignations

The following staff have resigned from the College:

Racine Porter	Senior Clerk	Registrar
Iris Figueroa	Secretarial Assistant 3	Nursing
Cynthia Bajek	Clerk Typist	Controller
Jocelyn Tucker	Contact Center Rep	Contact Center
Theresa Bowman	Program Advisor	Learner Services
Evette Jackson	Registration Supervisor	Registrar
Kimberlee Hoftiezer	Associate Director	Human Resources
Amanda Jones	Contact Center Rep	Contact Center

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

Christine Lisiecki	Librarian 1	Library
Richard Hallahan	Supply Support Tech	Library