



**THOMAS
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MEMORANDUM

September 13, 1996

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJ.: President's Report

Bid Waiver Postreporting

At its June 14, 1996 meeting, the Board of Trustees granted a bid waiver to reprint 1,000 copies each of the Test Description and DANTES Books, at a cost not to exceed \$15,500. This is a one-year supply. The actual cost of the books was \$13,445. The job was awarded to Graphic Reproductions, the lowest-bidding printer who met our specifications.

Media Relations

The College received excellent media coverage of the groundbreaking for the Townhouse Renovation Project. Media reporting on the project and event included *The New York Times*, *(TV) News 12*, and *WBUD* in advance; on site; *Associated Press*, *WZBN-TV*, *WPVI-TV*, the *Regional News Network*, the *Trenton Times*, and the *Star-Ledger*. *Associated Press* coverage (with picture) resulted in additional coverage throughout the state, including the *Asbury Park Press*, the *Atlantic City Press*, the *Bergen Record*, and the *Gloucester County Times*. Other media coverage during the quarter included the *Wilmington (DE) News-Journal* and the *Library High Tech Journal*, the monthly national newsletter for library high-tech professionals, both in the State Library partnership.

The College's Talking Web Browser was featured in *Business Week*, *US 1*, *ComputerWorld*, and *PC Week*. A contact also was made with *Morning Edition* of *National Public Radio* for a future story about how adults can juggle families, career, and college. The *Star-Ledger* included information on the College's technological services in an Education Supplement article. Regular appointments, registrations, announcements,

and Foundation activities (including excellent coverage of the Golf Outing) also were carried by targeted news media.

Advertising

Beginning July 1, a new program aimed at linking advertising to specific targeted marketing groups was initiated. This program supplements the College's general advertising program. For example, to appeal to banking employees, an ad and banking news release was sent to *American Banker*, the daily newspaper of the banking industry, for inclusion in their heavily read "Mergers and Acquisitions" section which was published July 29. An ad also appeared in *The Army Times* in July, building on the past successful response rate to this medium. *The Army Times* reaches active-duty army, navy, and air force personnel worldwide. General interest ads during the quarter included: ads in the Education Supplements of *The New York Times* and *Star-Ledger* in August; and WABC commercials during the Olympics (with Olympic-style background music and a "go for the gold" theme). Billboards continued to attract attention north and south on Rt. 95 on the outskirts of Philadelphia.

Development Activities

The Thomas C. Streckewald Golf Classic. The June 10 Golf Classic, held at the Trenton Country Club, was a huge success with gross income totaling \$34,985. The tournament featured 90 paid golfers, 12 additional dinner guests, 3 major sponsors, 10 corporate sponsors, and 19 hole-sponsors. Net income was \$19,015 (compared to \$14,729 in 1995) and will be deposited into the Thomas C. Streckewald Endowment Fund.

The Dr. Natale S. Caliendo Memorial Evening. The Natale S. Caliendo Memorial Evening was held on Thursday, August 15, 1996 at Waterfront Park in Trenton. The event was a wonderful way to celebrate and honor the memory of Dr. Caliendo. There were 104 paid attendees and several family members and guests attending. Total ticket sales and donations were \$6,182, with net income totaling \$2,624. This revenue will increase the Natale and Christine S. Caliendo Memorial Endowment Fund to \$11,400. The Honorary Co-chairs of the event were Dr. George Pruitt, The Honorable Peter Inverso, The Honorable Frank Caprio, and Alumni Association President Adele Ellis.

Fifth Annual Gala. To kick-off the fifth annual gala and to recruit additional members to serve on the committee, a pre-gala reception was held on August 22, 1996. Stark & Stark donated the use of their conference room for the event. The gala is to be held on October 12, 1996 at the Hyatt Regency Princeton with "Gatsby & Friends" as its theme. Letters requesting ads for the journal and silent auction items were sent out the week of August 5. The goal for ticket sales is 225.

Corporate Development Planning Retreat. The Thomas Edison State College Foundation Board Development Committee held a corporate development planning retreat on July 12, 1996 hosted by CoreStates New Jersey National Bank at its headquarters facility in Ewing. The committee reviewed the existing corporate annual fund planning blueprint and revised the strategy and time frame for soliciting major corporate gifts for the College. A revised corporate development plan will be presented to the Foundation Board of Directors outlining the new and more ambitious approach for corporate solicitation including an expanded goal and a corporate donor recognition and benefit package.

Annual Fund/Gifts. As of August 9, the College has raised \$130,462 in gross Foundation revenue. This figure includes: Annual Fund \$89,619 through unrestricted (\$70,899) and restricted (\$18,720) gifts; Special Events \$39,985; and Promotional Item Sales \$858. Follow-up solicitation letters to all constituencies are planned for mailing in September.

Paine Webber of Florida contacted the office to announce a Gift of Security of 120 shares of NationsBank Corporation valued at \$9,360 from Mrs. Barbara Mann of Ft. Myers, Florida who was solicited by John Thurber and Maureen McGuire earlier this year.

Alumni Affairs

Office Move. The Office of Alumni Affairs completed its move from the Newark office to the Trenton office and is now housed on the third floor of the Kelsey Building. Also, effective July 1, Annette Singer, Director of Alumni Affairs, retired after 20 years service to the College. A search for her replacement has begun, and in the interim, Maureen McGuire, Director of Development has assumed the Alumni Director's responsibilities.

1996 Alumni Annual Fund Phonathon Update. As stated above, the Alumni Annual Fund has generated \$83,345 in gifts and pledges. Of this figure, \$58,073 in actual dollars was received from direct mail solicitation, fulfilled Phonathon pledges, and matching gifts from alumni employers. Outstanding Phonathon pledges totaling \$25,272 (including both individual and matching gifts) were addressed in early July through a reminder-card mailing to all alumni who had an outstanding pledge.

Regional Meetings. The newly created Northern Regional Chapter of the Alumni Association will hold a financial planning seminar in October at Caldwell College. Financial Planning seminars are being scheduled for the fall season in various other locations.

Alumni Association Planning Retreat. The Alumni Association Executive Board held a long-range planning retreat in July at the Brunswick Hilton to plan the Board goals and objectives for the next three years and the methods in which to obtain them. Alumnae Marilyn Collier was the facilitator of the retreat.

The John S. Watson Institute for Public Policy

The Watson Institute was very active during the third quarter, responding to several requests from its partners and completing its contracted project with the Atlantic City School District.

The Watson Institute met with the Atlantic City School District and presented a comprehensive education audit that examined several areas of the district's educational delivery system. The Institute worked in concert with and oversaw the activities of several consultants with expertise in the various areas audited. More than ninety specific recommendations were made to the school district to improve education outcomes for its students.

In April of this year, the Urban Mayors Association decided that the plight of public education and its impact on students and taxpayers would be the primary initiative for the organization. In an effort to respond to this issue, the Watson Institute organized a meeting with the Mayors and leading experts from the Education Law Center to discuss the State's school funding and core curriculum standards proposals. The Mayors were briefed on myriad issues, including the impact of these proposals as they relate to the State's responsibility of meeting the Court's constitutional requirement of a "thorough and efficient" education and the potential impact of these actions on local property taxes.

The Watson Institute also responded to a request from Trenton Mayor Douglas Palmer to assist in developing a "Charter School Commission." This commission will be charged with the responsibility of a) reaching out to other groups interested in developing charter schools in Trenton, b) creating forums for community input, c) researching best practices, d) working with stakeholders (including the Trenton school district) in the development of a charter school application, and e) completing an application to the State Department of Education to establish a charter school or schools for the September 1998 school year. The Institute is currently working with the Mayor to identify commission and staff members.

The Center for the Urban Environment (CUE) has also been active in international, state-wide, and local environmental and quality-of-life issues. On a state-wide level, the Center has been working with environmentalists from around the state who are revising the Green Plan, a plan for protection of New Jersey's natural resources. The Center's role has been to review and comment on the document as it relates to urban environmental concerns, particularly environmental quality in cities and an environmental justice policy. Senior Fellow Elizabeth Johnson made a presentation to the Governor's Council on the Outdoors regarding the importance of open space in urban redevelopment.

Ms. Johnson attended the UN Conference on Human Settlements in Istanbul, Turkey, participating in the workshops sponsored by nongovernmental organizations. This urban summit focused on the problems of urban development and highlighted programs

that are models for sustainable development. A major conference theme was the important relationship between environment, economy, and equity. Ms. Johnson participated in daily briefings with US delegates who were working on language in the UN declaration.

Since June, the Center has had an intern from Howard University, Carla Peterman. Carla has conducted research and produced summaries on water quality assessment and monitoring in New Jersey and on environmental justice initiatives nationally. She has been an active participant in the development of environmental programs in several New Jersey cities.

The Center has established relationships with nonprofit and government leaders in Newark, Franklin Township/ New Brunswick, and Trenton which has resulted in specific consulting relationships.

In Newark, the Center is working with the Newark Environmental Coalition, a broad-based group of business, private nonprofit, government leaders to begin developing an open space and environment master plan. The Center assisted with one grant proposal that has been submitted to the US Environmental Protection Agency.

In Trenton, the Center is assisting the City Department of Housing and Development with the creation of an Eco-Industrial Park. Additionally, the Center is assisting the city in its efforts to complete a waterfront development project and to develop a plan for Mercer County to assist with management of open space in Trenton. The Center also advises the Trenton Convention and Visitors Bureau in its efforts to develop tourism industry in Trenton.

In Franklin Township/New Brunswick, the Center is assisting the Franklin Township Planning Board with its Renaissance 2000 planning effort. The planning area is both in Franklin Township and in New Brunswick and is primarily low income. The First Baptist Church and the Township of Franklin are working to enhance the quality of life in this area. The Center will assist with potential park expansion, creation of pedestrian routes, and possibly environmental clean-up efforts.

Additionally, the Watson Institute continues to assist the Trenton Enterprise Coalition (TEC) in its goals of promoting improved education outcomes in the Trenton community, and in developing a community outreach program. The Institute continues to aid the TEC in organizational and project development. In particular, the Institute is providing the services of a group of experienced community organizers to survey residents in targeted communities and to assist them in creating neighborhood-based groups. These groups will become the vehicles for addressing the priority issues identified through the surveys.

Resignations

The following people have resigned from the College:

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| Evelyn Spradley | - | Management Information Systems |
| Steve Wilson | - | Enrollment Services |
| Barbara Losty | - | Academic Programs |
| June Fillmyer | - | Human Resources |
| Marcia Rupert | - | Communications & College Relations |
| Annette Singer | - | Office of Alumni Affairs |
| Iris Saltiel | - | Enrollment Services |
| Sharon Smith | - | Office of the Registrar |