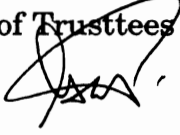




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MEMORANDUM
June 12, 1992

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

New Program Approval Document (PAD)

The comprehensive Program Approval Document (PAD) for the Master of Science in Management degree program has been completed and forwarded to the Department of Higher Education. The document details the major recommendations for 24 s.h. in basic managerial skills and management areas delivered through the Guided Study program; a 6 s.h. Masters Thesis; a 6 s.h. year-long seminar in organizational management and leadership; and 3 s.h. in professional leadership development.

The program is intended to serve adults who have had, or currently hold managerial positions in the private, public, and nonprofit sectors. With an initial enrollment of 25 students, the program will be selective and limited to 100-125 enrolled students over a five-year period.

Guided Study

Enrollment for Guided Study courses offered during the summer, 1992 semester is 1002 course-equivalent enrollments. This represents a 76% increase over the summer, 1991 semester. This is the third semester in which enrollments exceeded 1000. The total course-equivalent enrollment for the year stands at 3092 which is a 63% increase over last year's total enrollment.

New faculty who will be joining the mentoring staff include: Debra Cantor, Anthropology, Rutgers; Daniel Beaumont, Middle Eastern Studies, Princeton University; Sandra LeBeau, History, Trenton State College; Francis Polk, Business Law, Ocean County College; David Johnson, Ethics, Bucks County Community College. This brings the total number of faculty mentors to 51.

Statewide Testing Sites

The Center for Directed Independent Adult Learning (DIAL) and the Office of Testing and Assessment have established four statewide testing sites: Atlantic Community College, Brookdale Community College, Raritan Valley Community College, and William Paterson College. These sites should expand the options available to students when arranging for the administration of the Thomas Edison College Examination Program (TECEP) or Guided Study examinations.

National Institute

The National Institute on the Assessment of Experiential Learning will be held June 13-16, 1992 at the Henry Chauncey Conference Center in Princeton. Sixteen individuals have registered as of May 1, although another three to five are expected before the final count. One registrant comes from as far away as Venezuela, and another is from Canada.

Technology is a highlight of this year's National Institute. One attraction will be an electronic conference in which participants are presented with an issue for discussion and have an opportunity to type in their comments, ideas, and responses on any of several computers in operation. Additionally, one of the Institute's sessions will focus specifically on educational technology and prior learning assessment, and will be led by Dr. Debra Dagavarian, Director of Testing and Assessment and Director of the National Institute, and Evelyn Spradley, Associate Director for Management Information Systems, Educational Technology.

Defense Activity for Nontraditional Education Support (DANTES)

The College continues to work with DANTES to provide wider distribution of college information. DANTES has supported regional meetings for military education services officers and college academic deans. Dr. Ruth McKeefery was invited by DANTES to be a presenter at the three regional conferences held during the past year: Pensacola, Florida; Albuquerque, New Mexico; and Sacramento, California. At each conference, Dr. McKeefery gave the keynote address on the "Adult Learner," and presented two sessions on Thomas Edison State College's academic degree programs and the CALL Network.

Servicemembers Opportunity College (SOC)

SOC also continues to distribute printed information about the College. Detailed information concerning academic degree programs is published in the Army and Navy handbooks which are distributed to all military bases in the United States and abroad. A new brochure was developed during the past year promoting degree programs without classroom attendance requirements. Thomas Edison State College is one of the 24 colleges listed. The College had a much larger listing of degree programs than any other college listed. Forty-five thousand copies of the brochure were distributed in March. The College has received over 150 requests for information from that mailing. Currently the College has 650 active duty servicemembers and 1190 veterans enrolled in the College.

In April, Dr. Susan Friedman visited Navy bases in Groton and Windsor Locks, Connecticut to speak with Education Officers, students, and prospective students about Applied Science and Technology programs at Thomas Edison. At Groton, Dr. Friedman met with the Education Service Officer, her staff, and twenty navy servicemembers. At the Windsor Locks Submarine Prototype Training Facility, she met with the Education Service Officer, several Prototype Instructors, and seventy navy servicemembers. Most were interested in associate or bachelors degrees in Nuclear Engineering Technology or Radiation Protection, but others were interested in Electronics or Mechanical Engineering Technology.

Nuclear Examination Project

The first students enrolled in the College's Bachelor of Science in Nuclear Engineering Technology degree program were products of the Navy Nuclear Power program and who had moved into the civilian nuclear power industry. Thus, they received credit for Navy Basic Nuclear Power School and for their Nuclear Regulatory Commission Reactor Operator License, American Council on Education (ACE) reviewed company training or portfolio of company training, and job-related knowledge. Meanwhile, we have been getting an increasing number of students who are still in the Navy. While they may have learned a great deal after Basic Nuclear Power School, they cannot complete portfolios because their work is classified. The question has been: "How can I complete the credits for my specialization?" Dr. Susan Friedman, Dr. Thomas Donlon, and consulting faculty have begun a project to make a series of examinations available to these students as "portfolio by examination."

Groups of active-duty and veteran Navy students, as well as Navy instructors, were surveyed to select course descriptions for the development of these exams. Four examinations have been selected for development.

Statewide Testing & Assessment Center (STAC)

The spring, 1992 Statewide Testing and Assessment Center meeting was held in April, 1992 at Cumberland County College. The presentation on "Alternate Routes to Teacher Certification" proved to be a very stimulating program. Dr. Leo Klagholz, Director of Teacher Preparation and Certification from the Department of Education and Ms. Lynn Lessie, Coordinator of the Education Major at Atlantic Community College discussed current issues regarding the "Alternate Route." Dr. Klagholz will be mailing all the STAC liaisons information regarding teacher certification.

New Academic Programs Publications

Three new major publications were issued this year for the first time. The 193 page Faculty Consultant Handbook provides a general orientation to the College and to the academic degree programs. It also provides information concerning appointment, voucher, and expense forms, as well as the College's professional development program for consulting faculty. The Handbook provides the guidelines for students and the directions to the faculty for the evaluation of each assessment area. The Handbook has been well received by both faculty and college staff. The Chairperson of the Middle States Visitation Team reported that the Handbook provided her with important information which led to a much better understanding of the College.

All policies in the Academic Policy Handbook were updated, and new policies were added. The format of the Handbook was changed to make it easier for the College staff to access and use the policies. The publication is designed so that new policies may be added at any time.

The Course Description Book was published for the first time in the fall of 1991. The Book contains approximately 3000 titles, descriptions, and credit awards for all credits awarded by Thomas Edison State College. The Book contains course descriptions in the twelve areas for which the College awards credits, such as, testing, portfolio assessment, practicum, PONSI, Guided Study, etc.

Charter Oak College Adoption of TECEP Examinations

Charter Oak College in Connecticut has reviewed the TECEP program and has decided to use the examinations as the basis for credit awards to its students. A letter of understanding has been developed between the Office of Test Development and Research and the analogous office at Charter Oak, which establishes a mechanism for communicating the actual scores on specific examinations (in addition to the TESC report of Pass or Fail) for examinations where Charter Oak may wish to develop and apply its own institutional standards.

Contact with ACE Concerning Possibility of Recommendation

The Office of Test Development and Research was contacted in March by Dr. Joan Schwartz of the American Council on Education (ACE) concerning possible evaluation of the TECEP program for formal recommendation by ACE. Such recommendation is ordinarily extended to major national testing programs, such as the College Board's College Level Examination Program (CLEP), which carries out extensive national normative activity as a foundation for the standard-setting operations. In 1991, however, the Office contacted ACE to explore alternate avenues to the recommendation, and Dr. Schwartz was moving to continue this dialogue. Reports by the Office to the Middle States visiting evaluation team have led to their suggestion that this contact with ACE and the underlying effort be continued.

Consulting Faculty Data Base

The College now has a consulting faculty data base in operation. Data indicates that in July, 1991, 241 faculty were reappointed for a two-year period; 62% are at the full or associate professor level at their home campus; 53% have earned doctorates; and all other faculty have a minimum of a masters degree. Consulting faculty come from 58 colleges - 34 in New Jersey; 28% come from two year colleges, 60% come from four year colleges, and 12% are professionals in the work place and have the appropriate academic credentials. Consulting faculty represent 93 disciplines. During the coming year, efforts will be made to recruit more female and other minority faculty in order to increase the 30% female and the 12.8% minority faculty representation.

In addition to serving on the Academic Council and the degree advisory committees, faculty also serve in eleven different areas of assessment of students.

Report on New Communication Initiatives to Students

Dr. Tom Donlon, the Director of the Office of Test Development and Research, presented a paper at the Third Annual National Montclair Assessment Conference: Expanding the Assessment Paradigm. He spoke on the topic of "Giving a Voice to Multiple-Choice: Enhancing Student Communication in Testing Programs." This paper summarized progress on the feedback/questionnaire aspect of the TECEP program implemented in the fall of 1991. The program secures student reactions to the content of the examinations and to the practices of the program, and has been very useful in identifying ways in which to improve the processes. The questionnaire activity further focuses on steps that students undertake to prepare, and the program intends to continue to expand this aspect as it seeks to assist students in an appropriate use of credit-by-examination in their degree programs.

Imaging

The Registrar's Office converted nearly 25,000 pages of old transcripts for the years 1972 through 1987 to optical disc archiving. The College's transcripts are now either on-line or archived, retrievable on the WANG computer system.

Nursing Performance Examiners

In order to increase the pool of available examiners for the Nursing Performance Examinations, the Nursing Office is planning a training program for examiners in July 1992.

Academic Affairs Staff Presentations

Dr. Debra Dagavarian, the Director of Testing and Assessment, with Dr. William Walters of Cambridge College, presented a paper at the Montclair State Conference on Outcomes Assessment on March 29, 1992. The paper, "Outcomes Assessment of Prior Learning Assessment Programs," focuses on the desired outcomes of prior learning assessment programs, and their measurement for the three constituencies of students, faculty, and institutions. The paper is being adapted for publication in the journal on outcomes assessment produced by Montclair State.

Dr. Dagavarian and Celeste Wynn, Senior Portfolio Advisor, conducted a workshop at the National Conference on Leadership and Social Responsibility, sponsored by Monmouth College, on April 11-12, 1992, in Eatontown, New Jersey. The session, "Fostering Self-Esteem in Women Through the Use of Nontraditional Programs and Services in Higher Education," was both practical and theoretical. Factors discussed included social, cultural, and financial constraints; role responsibilities and expectations; and interpersonal relationships and self-awareness. The presenters also identified numerous programs and services that educators might provide to address the issues. The interactive session was very well received and generated interesting discussions.

William Seaton, Director of DIAL presented a workshop on Guided Study on CALL at the 77th annual National University Continuing Education Association (NUCEA) Conference held in San Diego, California.

Jack Phillips, Registrar, is a member of the American Association of Collegiate Registrars and Admissions Officers Placement Committee. He chaired a session and was also a presenter on Professional Advancement in the Student Affairs Profession at the annual conference in Dallas, Texas, April 18 through 23. Fifty registrars and officers of admissions attended that session.

Communications and College Relations

Bob Woessner, a reporter for USA Today, cited our proactive media outreach as the reason he contacted the College when writing a story on alternative ways to earn credit. The story, which cited Dr. Debra A. Dagavarian, director of Testing and Assessment, as well as a Thomas Edison student, appeared as the lead article on the first page of USA Today's special supplement on adults in higher education April 15.

Since January, an unprecedented 68 publications/graphics assignments were completed via Desktop Publishing, our economical in-house alternative to conventional typesetting and commercial graphics services. These ranged from an informational flyer explaining the Office of Communications and College Relations to staff to the brochure for the National Institute on the Assessment of Experiential Learning.

A Publications Planning Committee is reviewing all college publications for consistency, quality, and economy. The Committee comprises the three vice presidents, the director of Institutional Research and Outcomes Assessment, and the director of Communications and College Relations. In addition, a separate Publications Advisory Committee has met to offer staff suggestions for publications approval.

The College continued its select, targeted advertising program, including ads in publications reaching underrepresented populations (ASPIRA in Newark) and good-will ads in support of local charities (e.g., the American Cancer Society).

The office has developed a lean but efficient budget for FY '93 which stresses maximum quality and effective communications for minimum expenditure. A strategic plan with month-by-month objectives has been developed and is being followed. Staff continue to investigate more cost-effective methods for printing and mailing college publications and correspondence. In addition, more darkroom work is being done in-house to save on increasingly expensive photo processing charges. The office has advanced a proposal to have a darkroom established at the College to increase photographic services and to keep costs to a minimum.

Alumni Office

The Alumni Office focused on the annual spring phonathon. Our goal for 1992 was an ambitious \$72,000, a 20% increase over 1991. By the end of the phonathon in April, we not only met but exceeded this goal.

\$72,427 raised in gifts-in-kind and pledges so far this year, a 20% increase over FY 1991;

the number of annual fund volunteers increased from 101 to 125;

the number of pledges increased from 1,503 to 1,646;

the average pledge increased from \$33.20 to \$44.

Development Office

The College has received \$14,300 in gifts-in-kind from Gillespie Advertising. Dick Gillespie chairs the Foundation Board of Directors. He has provided considerable layout and design work for the anniversary ball publicity and for other aspects of public relations projects.

The following grants in support of TOPS have been received since February 1, 1992:

Princeton Project 55	\$1,250
Public Service Electric & Gas	5,000

Mr. James Carnes, President and CEO, David Sarnoff Research Center; Owen Freeman, Chairman of the Board, Commonwealth State Bank; and Richard Arndt, Executive Vice President and CEO, New Jersey Division of the American Cancer Society, were elected at the March Foundation Board Meeting to three year terms as Directors of the Thomas Edison State College Foundation.

Center for Corporate & Public Partnerships

The Office of Corporate Programs began offering a new seminar entitled "Balancing Work, Family, and Education." The seminar, developed in partnership with Bristol-Myers Squibb personnel, has been offered at Thomas Edison State College for staff as well as at Bristol-Myers Squibb and Bell Communications Research.

A major initiative was undertaken in the past year to develop a Center data base to track on-site corporate programs activities. The data available through this system constitutes a significant improvement in the information available to clients. The information will also facilitate planning and evaluation. The data base is working, the historical data is in the system, and training for input operators is proceeding.

Dr. Sonja Eveslage moderated a panel entitled "Developing Linkages Through ACE/PONSI: Advantages to Higher Education and Strategies That Work" at ACE's National PONSI Sponsor's Meeting co-sponsored with Bell Atlantic.

Dr. Eveslage and Iris Saltiel serve on the planning committee for the Region II National University Continuing Education Association regional meeting to be held in October, 1992.

Daniel Negron was elected Vice Chair of New Jersey's Hispanic Association of Higher Education (HAHE).

Iris Saltiel has completed all course requirements for the Ed.D. degree in Fordham University's Executive Leadership Program.

James Ratigan was invited by the Department of Higher Education to sit with a group of college representatives who will meet with representatives from the Volgograd Institute of Civil Engineering located in Russia.

Trenton Office of Policy Studies (TOPS)

TOPS has helped institute a strategic planning process for Trenton and is planning a second retreat. The Office has also developed a news clips service that provides city officials with a common set of policy-related background information, has undertaken a significant study of needle exchange programs, is completing a study investigating housing loads within the city and provided assistance with Solidarity Day, a program to promote racial harmony within the city. TOPS is helping to organize a major economic development initiative for Trenton.

Admissions Office

New enrollments of African American students currently exceed the total recorded in all of FY '91 by over 30%. These very positive figures are the result of a variety of initiatives developed by the Office of Admissions Services including Project RETURN which has proven to be most successful in assisting former active Thomas Edison applicants to complete their enrollment.

The Minority Community Leaders luncheon held on April 24, 1992 was a success; it was the first time the College has sponsored an event of this type in the Atlantic County area.

Admissions Services sponsored an interactive Video Conference on Minority Enrollment during this period. This was used as staff training but was also open to all other members of the college community.

At the end of April, 26,543 inquiries had been received. With the current inquiry rate running approximately 700 per week, we seem certain to exceed 30,000 by the end of the fiscal year; this would set a new record for the College.

Currently, Admissions Services Officers are responding to approximately 500 second contact calls per week requesting specific information and advisement regarding Thomas Edison programs.

Sixty-two prospective students attended Application Day in Edison, New Jersey on April 27, 1992 and thirty completed paid applications.

Staff members attended a one-day workshop hosted by the United States Army on the development and operation of the Concurrent Admissions Program (CONAP) in Mount Laurel, New Jersey.

Wenrich H. Green, Director of Admissions Services, gave a presentation entitled "Adult Learners/New Directions" at the annual meeting of the NJ NY Association of Collegiate Registrars and Admissions Officers at Brookdale Community College on April 2, 1992. The program dealt with the development and management of adult degree programs designed to offer educational opportunities and services to a wide variety of student clients.

Resignations

The following people have resigned from the College:

Ruth West - Nursing Programs