

# Capital Campus

APRIL 2018

## CLT Develops New Avenue for State House Program

*Make a Law! program now offered to grade school students online*

The Instructional Technology and Media Creation (ITM) team in the Center for Learning and Technology (CLT) comes to the rescue in the state capital.

Recently, the Office of Legislative Services became concerned that the long-term renovations at the State House might prevent some schools from being able to attend its Make a Law! program. The program is open to grades 3-12. During the program, students assume the role of lawmakers. They learn the process of bill passage by demonstrating the skills of debate, discussion, negotiation, compromise and voting. The program usually takes place in the Welcome Center classroom at the State House, but now is offered online with the help of Thomas Edison State University and its Center for Learning and Technology.

"We at the CLT jumped at the opportunity to be involved with this project," said **Jaclyn Morlock-Miller**, instructional technologist, Center for Learning and Technology. "Developing partnerships and collaborating with organizations in the local community is very important to us. I was especially excited to get to work in our media creation studio and put together a broadcast news-style introduction video for the program."

David April, tour program coordinator from the Office of Legislative Services, requested help from the ITM team at the Center for Learning and Technology. Together, they built a course in Moodle with access to EdisonLive!

"When looking to expand our educational programming to include online learning, we sought out The Center for Learning and Technology because of its vast experience with distance learning," explained April. "The CLT staff was especially open to the idea of developing a partnership and they helped us achieve our goal of presenting online programs for students who cannot visit the State House. Thanks to our partnership, students now have the opportunity to learn about the legislative process and how they can affect public policy."

By offering the program online, those in the Office of Legislative Services can connect with teachers and students via TESU's open source web conferencing tool, Edison Live!, and conduct the Make a Law! program right in the Moodle course space the ITM team built for it.

In addition, Jennifer Leibert, tour program educator, requested the assistance of TESU's media creation team to film, write and edit an introduction video for the Make a Law! program.

"I felt an introduction was important to show the kids that this is a real bill and that



Jaclyn Morlock-Miller, instructional technologist, Center for Learning and Technology, interviews Senator Patrick J. Diegnan Jr., who represents the 18th Legislative District, the sponsor of the bill being used for the Make a Law! program.

this bill can affect them or their peers," said Leibert. "It is also important for students to hear why this bill was introduced – and the reasons why this needs to be discussed. The introduction makes the class a multimedia experience and allows the kids to witness how the State House and news media [regarding the clip] can be a great resource for their studies."

The video gives students background information on the bill being used for the program. It takes on a broadcast news style with interviews from parents for and against the bill as well as the legislator sponsoring the bill. Currently, the bill being used for the program is known as "Steven's Law," which would prohibit the use of aluminum bats in certain organized games.

*Continued on Page 3 >>*



# Focus On: Elizabeth Joyce

When **Elizabeth Joyce** left her first career as an attorney, she decided to go in a completely new direction.

"I was looking for a position that would provide me the opportunity to work on curriculum, learn about the administration of a university and use the knowledge I had gained in my previous job for the benefit of the students," said Joyce, who is licensed to practice law and belongs to bar associations in the states of Colorado and New Jersey.

As associate dean of the Heavin School of Arts and Sciences, Joyce, who has been with the University for 18 months, gets to do that and more. In this first position at Thomas Edison State University, Joyce works on curriculum development, learning outcomes assessment, program review, accreditation, grant administration and student appeals.

Through these activities, Joyce noted, she has the opportunity to work with other staff members, students and mentors.

"I like the variety of issues that I get to work on and the people I get to work with," she said. "The Heavin School offers a wide variety of programs and courses in the arts and sciences, so I have encountered many different issues, and learned about many different disciplines."

"Elizabeth is an invaluable member of the Heavin School of Arts and Sciences team, overseeing critical operations within our school. Her efforts help to ensure that we deliver a high-quality educational experience for our students," said **Dr. John Woznicki**, dean of the Heavin School.

Joyce explained that one of her favorite projects this year was the Dialogues on the Experience of War program funded by the New Jersey Council for the Humanities. The project was a series of workshops for military members and veterans, and their families, using materials from literature, history and film to articulate the experience of war and the issues faced by military members in reintegrating into civilian life.

"I was able to help coordinate the workshops and witnessed the enthusiastic response and powerful testimony of our military veterans who attended," she stated. "It was a very rewarding experience."

Before joining TESU, Joyce was a senior professor and the Paralegal Studies Program director at Union County College. She also taught at Drew University, Caldwell University, Centenary College and the College of St. Elizabeth. Prior to that, Joyce worked in that first career as an attorney, practicing in the areas of criminal appeals,



Elizabeth Joyce, associate dean, Heavin School of Arts and Sciences

corporate and real estate law. She holds a BA degree from Georgetown University and a JD degree from NYU School of Law.

Joyce lives in Chatham Township, N.J., with her husband, Peter. The couple has four adult sons, Edward, Andrew, Michael and Mark, and two daughters-in-law, Emily and Ariel. They also have two granddaughters, 15-month-old Mira and 4-month-old Isla.

Off the clock, Joyce enjoys reading, dance, yoga, and, she added, "My husband and I like to ski, as do our boys, so we are frequently in Vermont on winter weekends." She also volunteers at her church in its hospitality to the homeless and had previously served for many years on the Board of Trustees of the Summit Child Care Center.

## Value Proposition: Connecting with Students in a Highly Competitive Market Place



The Office of Communications and Marketing along with the Office of Admissions and Enrollment Services presented information on the University's Value Proposition during the Lunch and Learn Series in Prudence Hall on Feb. 21.

**Juliette Punchello**, senior director, Office of Admissions and Enrollment Services, shared information about how the Office of Admissions and Enrollment Services is evolving TESU student support model to further engage prospects and applicants based on the needs of today's adult students in a highly competitive market place. These needs include immediate feedback, cost and time sensitivities, and the desire for a personal rather than transactional relationship with a counselor.

## CLT Develops New Avenue (continued)...

Students will first watch the video to gain an understanding of the bill and the arguments surrounding it, and then discuss and vote on it as part of the program.

"When David and Jenny came to us to talk about new ways to offer their program to schools, we knew right away that this was something we wanted to be involved in," said **Dr. Charles Campbell**, director of Interactive Media and Academic Technology Solutions, Center for Learning and Technology. "The energy and excitement they have for teaching students about government is infectious, and we love collaborating with them."

To learn more about the program, please visit <http://www.njleg.state.nj.us/kids/makealaw.asp>.

## TESU Digital Advertising: Reaching Our Prospects Online



Greg Stobb, director of Digital Advertising and Data Analytics, Office of Marketing and Communications

People spend more time on digital platforms than they do with radio, print and newspapers combined, and digital has surpassed TV as the number one media channel in terms of time spent. Thomas Edison State University has strategically positioned the University's paid digital marketing to meet that shift in media consumption.

Have you seen a TESU advertisement online and wondered how it got there? Are you curious to know where and how TESU is attracting prospects while they are browsing? Are brands in general 'stalking' you? **Greg Stobb**, director of Digital Advertising and Data Analytics, Office of

Marketing and Communications, answered all those question and more at the Jan. 31 Lunch and Learn in Prudence Hall.

Stobb noted that Thomas Edison State University has strategically positioned the University's paid digital marketing to meet a shift in media consumption. During the presentation, Stobb detailed the current digital marketing landscape and how digital advertising works, noting that TESU decides how and where it targets ads to reach its best prospects. Also covered were what ads are currently promoting TESU, what our competition is doing and what is next for the University's digital advertising campaign.

## Staff Activities

**Dr. Dennis W. Devery**, vice president for Planning and Research, was selected as the 2018-2019 chair of the Board of Directors of the Burlington County Regional Chamber of Commerce during the installation of its new board in January.



Dr. Dennis W. Devery

**John Thurber**, vice president for public affairs, has been elected as chair of the board of the Wells Fargo Regional Foundation. He has also been re-elected as chair of the Mercer County Improvement Authority, which is responsible for redevelopment projects, recycling, solid waste and financing services across Mercer County.



John Thurber

**Dr. Ann Marie Senior**, associate vice president in the Division of Planning and Research, was the moderator of a four person Leadership Panel, entitled, Examining IR Leadership: The Challenges, Rewards, and Lessons Learned, at the 44th Annual Northeast Association of Institutional Research (NEAIR) Conference in November. The conference was held in Jersey City, N.J.; the theme was: IR Leadership: Refining our Roles, Maximizing our Impact. Senior, as NEAIR president, also chaired the Annual Business Meeting and, at the conclusion of the conference, began her role as immediate past president. She is currently serving as chair of the Nominations Committee and is a member of the Leadership Team Travel Grant selection committee.



Dr. Ann Marie Senior

**Wendy Lang**, director of Operation College Promise, co-authored a book chapter called "Completing the Mission II: A Study of Veteran Students' Progress Toward Degree Attainment in the Post-9/11 Era" that was recently published through the National Resource Center at the University of Southern California. The title of the book is *What's Next for Student Veterans? Moving From Transition to Academic Success*.



Wendy Lang

**Jeff S. Harmon**, assistant provost for Learning Outcomes and chair of the Institutional Review Board (IRB), is wrapping up a term of service (volunteer) for the specialized accrediting agency, COMTA (Commission on Massage Therapy Accreditation), which is a federally recognized accrediting agency for schools of massage therapy. Harmon joined the COMTA as a public member in October 2011, and his tenure will end April 2018.



Jeff S. Harmon

**Lucille Donahue**, professional services specialist, Office of the Treasurer, graduated from Thomas Edison State University with a Bachelor of Arts degree December 2017.



## Welcome New Staff



**Dr. Tanis Stewart** has been appointed assistant dean in the School of Applied Science and Technology. Stewart is located on the second floor of the Townhouses and may be reached at extension 3248.

## CONGRATS!

**Danielle Williams**, financial aid counselor processing, Office of Financial Aid, and her husband, Tommy, welcomed their first child, Thomas Dean Williams, on Feb. 28. Thomas Dean weighed 6 pounds, 9 ounces, and was 20 inches.

## University Employees Support TESU Student Troops



*Former TESU student Nikkisha Mercado and her unit send a note of thanks from Afghanistan.*

Every day Thomas Edison State University staff members assist military students on their educational journeys, but they also found another way to support deployed service members and their units.

The Support Our Troops Campaign was started in memory of United States Army Sgt. Keith Buzinski, who was killed in Afghanistan on April 7, 2011. Buzinski, who was just 26 years old when he lost his life, was a family friend of **Charlene Martucci**, fiscal administrator, Office of Military and Veteran Education, and president, American Federation of Teachers Local 4277, and the inspiration for this ongoing program.

University-wide collections have resulted in hundreds of boxes of supplies and goodies being distributed to student services members and their units since the program's inception seven years ago. Boxes are shipped on a regular basis

when they are filled through staff donations. Service members that this project has gifted have been stationed in places such as Iraq and Afghanistan, and on a ship in the Middle East, to name a few.

"The highlight of my AFT presidency has been our ongoing campaign to support Thomas Edison State University students who are service members deployed overseas," said Martucci. "We have gifted so many TESU deployed students and their units in Keith's memory, which has been an extremely rewarding experience."

The troops are always thrilled to receive treats and comforts from home. They often send grateful emails with pictures of their units. The unit of Nikkisha Mercado '13 was one of the recipients; she wrote "we really love the supplies, treats and games you sent and send our thanks and love."

## Women's Professional Network



The Women's Professional Network of Thomas Edison State University hosted a general membership meeting and healthy living presentation featuring Jennifer Levi on Jan. 24. Levi, a wellness educator, spoke of her own journey of health and her coming-of-age story regarding her nutrition. She talked with the WPN members on how to think creatively about goal setting and to always remember your best weapon in working toward success is the "why" you want something.

Pictured, from the left, are WPN committee members **Melissa Maszczak**, **Meg Frantz**, **Julia Herman**, **Juliette Punchello**, speaker Jennifer Levi, **Jaclyn Joworisak**, **Tiffany McClary**, **Cathy Punchello** and **Michelle Leonard**.