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M E M O R A N D U M
April 10, 1987

TO: Members, Board of Trustees

FROM: George A. Pruitt

SUBJ: President's Report

Status Report on Board Approval Waiver

On February 13, 1987, the Board of Trustees authorized a bid waiver for the College to purchase data processing equipment in excess of \$7,500 provided that this equipment is directly necessary to the implementation of the Challenge Grant program.

After receiving written quotations on March 10, 1987, the College submitted a purchase order in the amount of \$8,845 to EMC Corporation for the purpose of acquiring a small data storage cabinet with one 314 megabyte disk recently acquired with Challenge Grant funds. The College will realize a savings of \$7,435.00 as a result of acquiring this equipment from EMC Corporation.

Revenues

We are pleased to report that as of February 28, 1987, the College received \$138,872 for the month, or 159% of February's budget target. On a year-to-date basis, the College has realized revenues totaling \$1,085,648 or 148% of the eight month budget target. We are \$202,014 from realizing our budgeted revenues of \$1,287,712.

Fastlan

Construction is underway for developing the Fastlan local area network for our computer equipment. This is expected to be completed by mid-April.

Expansion

As indicated to you earlier, college staff have met with officials from GSA regarding securing the brownstones adjacent to the College. Currently, we are working with the facility's planning unit to determine current and future space requirements.

Automation

The automation of the transcript evaluation system is proceeding. The BSBA and ASM degree programs have been implemented. The BS/AST and BSN degree programs are nearing implementation.

ASPA

Mike Scheiring has been appointed to the Chapter Development Committee of the American Society for Public Administration (ASPA). ASPA is a national organization dedicated to better government. It has 111 chapters nationwide and over 17,000 members. Mike is currently President-elect to the New Jersey Chapter which has over 300 members.

Office Relocations

The Offices of Nursing, Prior Learning Assessment, and Testing have settled into the new quarters at 108 West State Street. At the same time, the Center for Learning Through Telecommunications has been relocated on the fourth floor to allow space for the Director, Bill Seaton; Administrative Assistant, Barbara Aikens; and a resource student area for the Center. The Office of Personnel has been moved to the fourth floor.

Office of Prior Learning Assessment

Ann Bielawski, Director, has been approved for a leave of absence from the College (September through June, 1988) for the purpose of completing her doctorate at Rutgers University.

Staff efforts this quarter have concentrated on outreach activities. Three staff members have had papers accepted at conferences. Dan Negron presented a paper on "College Credit Through Assessment: The Edison College Model" at the 9th Annual Conference of the Hispanic Association in Higher Education of New Jersey. He has also been invited to co-lead a Roundtable Discussion with Jan Palmer on quality assurance at the 5th Annual National Conference on Nontraditional and Interdisciplinary Programs. Jan is also presenting a paper on "Quality Assurance Issues in the Assessment of Prior Learning" at the Adult Learner Conference at the University of South Carolina. Richard Hamilton is presenting a paper on "Quality Challenge and Change in Portfolio Assessment" at the 5th Annual National Conference on Nontraditional and Interdisciplinary Programs at George Mason University. Rebecca Hull attended the National Association of Developmental Education Conference.

In addition, this past quarter Jan Palmer presented a two-part "Study Skills" workshop at Bell-Core in Piscataway and presented a six-part "Steps to Opportunities" workshop for the Division of Taxation. Ann Bielawski presented an Edison State College Orientation Workshop at the Trenton YWCA Women's Center. Ann will also be participating in "Application Day" as a representative of the Prior Learning Assessment Office.

The summer Portfolio Orientation Workshops are being held at Bergen Community College, Ocean County College, and Edison State College.

The Office of Prior Learning Assessment is busy organizing workshops for the spring Faculty Assessors Workshop which will focus on topical issues related to assessing prior learning.

Nursing Program

Dr. Dolores Brown Hall, Director of our Nursing Program, has been asked to serve on the Visitation Team of the Middle States Association evaluating Medgar Evers College.

Plans are underway to have Edison's nursing program evaluated by the National League for Nursing through a site visit in the fall, 1988. The BSN staff as well as the Nursing Advisory Subcommittee are mapping out strategies to begin preparation for the self-study, the review process, and a consultant study of Edison's program for the NLN visit.

We have learned that Regents College Degrees Nursing Programs have received continuing accreditation for two years only. At the end of this two-year period, a progress report is to be submitted to NLN's Board of Review. Since Edison uses the Regents total nursing component, The Regents accreditation status with NLN impacts greatly on Edison's future review by NLN.

Simulated Classroom

The first course to be offered using the College's Call system began March 2. There are 14 students enrolled in "The Adult Years: Continuity and Change." This six credit, interdisciplinary course is available through the Simulated Classroom at the Department of State, Division of Taxation, and here at the College. Each of these sites is equipped with a video player for viewing course tapes, and an IBM XT with printer and modem. At this stage of implementation, students are using the CALL system to send and receive information and course assignments from the faculty mentor. The conferencing aspect of the system is still under development.

Academic Council Actions

Degree Coordinators developed two new specializations and a certificate which were reviewed by the staff in Academic Programs, Academic Affairs, and Degree Advisory Committees and submitted to the Academic Council for their approval on February 27, 1987. The following were approved:

For the Bachelor of Science in Business Administration Degree:
Specialization in Management Information Systems

For the Bachelor of Arts Degree: Asian Studies Specialization

For the Bachelor of Science degree with a Concentration in Applied Science and Technology: Certificate in Computer Aided Design

Minor changes to the implementation of the Demonstration of Currency policy were also reviewed and approved.

Five Year Review of the Liberal Arts Degree

The Report of the Ad Hoc Committee reviewing the Liberal Arts Degrees was reviewed by the staff in Academic Programs, Academic Affairs, the Liberal Arts Advisory Committee, and submitted to the Academic Council for their approval on February 27, 1987. The members of the Ad Hoc Committee are included with the report. One change was proposed for the General Education portion of all degrees: to increase the English Composition requirement from 3 to 6 semester hours of credit. In addition, the upper level requirements for the Bachelor of Arts Degree was reduced from 42 to 36 semester hours of credit. The recommendation from the Ad Hoc Committee will be presented to the Board of Trustees for approval at the June, 1987 meeting. If approved, the changes will be implemented July 1, 1987.

Statewide Testing and Assessment Center

The membership for the Center continues to grow. Two weeks ago, letters were sent to the Presidents of twelve private colleges asking them to join the Center. Several colleges have called asking for additional information. President Theresa Mary Martin of Felician College has appointed Ms. Loretta Daniel as their liaison, which brings the STAC membership to 32 colleges.

Graduate and Student Questionnaire

The Office of Academic Programs and the Registrar's Office joined together to develop a questionnaire to be sent to all graduates and a random sample of currently enrolled students to secure their evaluation of services provided by the College. The majority of areas rated by the students received ratings in the 80% to 90% at the satisfactory or very satisfactory rating. The results of the questionnaire will be included in the Five Year Report to Middle States Association.

Independent Study

Articulation Agreements with other universities, Testing Programs, and the implementation of the Edison Guided Study Program have increased the options available to students. Statistics are not available from Pennsylvania State University, but it is estimated that at least 300 students have taken

independent courses since 1983-84. As the following table shows, 9,994 exams and 1,530 independent study courses have been taken by Edison State College students since 1982-83.

THOMAS A. EDISON STATE COLLEGE
STUDENTS TAKING EXAMS AND INDEPENDENT STUDY COURSES

EXAMINATIONS					INDEPENDENT STUDY				
YEAR	ACT	CLEP	TECEP	OHIO	EDISON STATE COLLEGE	UNIV. OF NEBRASKA	INDIANA UNIV.	OHIO UNIV.	PENN STATE UNIV.
	-N-	-N-	-N-	-N-	-N-	-N-	-N-	-N-	-N-
1982-83		1378	946		48 ⁺		47		
1983-84		975	942		12 ⁺		118	35	
1984-85	97	842	927	44	129		119	66	
1985-86	220	722	858	20	192	219	112	29	
1986-87	<u>266*</u>	<u>761</u>	<u>996</u>	<u>N/A</u>	<u>250</u>	<u>65**</u>	<u>60**</u>	<u>N/A</u>	<u> </u>
TOTALS	583	4678	4669	64	631	284	456	130	300#

N/A = Statistics not available at present

* = 182 Nursing Exams and 117 other subject exams

** = 1987 incomplete statistics

= Statistics estimated

+ = TeleTECEP

Participation in ASPA Symposium

Several Edison administrators participated in the New Jersey Chapter of the American Society for Public Administration (ASPA) Symposium '87 on "Creative Approaches in Public Administration" on March 27 in Princeton. Dr. Hansen served as moderator of a panel on Employment Training Programs. Michael Scheiring served on the Symposium's '87 Planning Board. Representing the College and the New Jersey State College Governing Board's Association, I participated in a panel on "Centralization vs Decentralization: State College Autonomy - A Case Study."

Annual Phonathon

The Annual Phonathon was off to a record-breaking start at the time this report was being written. The five-night Phonathon, which ran Sunday, March 29 through Thursday, April 2, began on Sunday with a total of \$14,570 in pledges. The goal for this year is \$37,500 and with four nights to go, reaching the goal seems a sure bet! A full report on the Phonathon will appear in the next report.

Application Days

The Admissions Office held the first of two application days this spring on Saturday, March 28. We have found that people who are considering applying to Edison really appreciate this opportunity to have their questions answered, pay fees, and meet staff all in one day. The number of applications received on March 28 bears this out: One hundred and fifty people attended Application Day, and of those who attended, 90 people applied that day. An "overflow" Application Day has been scheduled for April 25, and so far 100 people have signed up.

Enrollment Days

Immediately following the first Application Day, two enrollment days were scheduled for April 3 and 4. Jointly organized by the Divisions of Public Affairs and Academic Affairs, enrollment days allow applicants to take that next step with the College: enrolling and beginning their program planning. Program advisors meet individually with students on that day to answer their specific questions and to help them lay out degree-completion plans. Other offices are represented as well, so students can receive information on testing and assessment, for example, or view sample videotapes from our Guided Study Program.

Weekly Column in the Trenton Times

Since November, the College has been writing a weekly column which appears each Saturday in the Trenton Times. We are able to choose the subject, so the content has included a wide range of topics such as up-coming events, explanations of our various degree programs and methods of earning credit, and a question-and-answer format on typical questions adults students have about returning to college. This opportunity for weekly exposure has

given the College a great deal of visibility within the Greater Mercer County area where the paper circulates. In addition, several inquiries each week come into the Admissions Office as a result of the column.

Although the column space is given to us free-of-charge, it is interesting to note that, based on the advertising rates of the newspaper for the same amount of space, the dollar value of this exposure is \$4,329.15.

George A. Bradshaw Collection

On March 12 and 13, the public was invited to visit the George A. Bradshaw Collection once again. We plan to publicize this collection and invite the public several times a year as part of our ongoing public relations efforts with the people of the Trenton area. Many of those who came shared memories of the Trenton scenes captured in the etchings. Mr. Raymond Steen, who donated the collection to the College last September, also stopped by and had a chance to talk with some old friends.

Financial Aid

In FY '89 students who are receiving all or part of their instruction through telecommunications technology will be treated as any other student when being considered for financial aid. During this period, students who are classified as less than halftime will be eligible to apply for federal financial aid. These changes will benefit the adult learner since at the present time students taking telecommunications courses and students who are taking less than six credits per semester cannot be considered for aid.

Military Affairs

March 1, 1987 statistics show a dramatic increase in military enrollments. There are currently 1,005 service persons enrolled at the College, (895 active duty, 110 National Guard/Reserves) as well as a total of 419 military personnel who have requested limited service. This increase is the result of joint efforts by the Office of Military Affairs, Admissions, and Public Relations with strong support from Academic Affairs staff.

Jules Kahn represented the College at the 1st Annual National Guard Education Services Officer Symposia in Albuquerque, New Mexico. Education Officers from all 50 states, Puerto Rico, the Virgin Islands, and Guam attended. Mr. Kahn was acquainted with most of the Education Officers through letter and telephone contact; meeting them added the personal touch so vital in stimulating the flow of applications.

At this conference, Mr Kahn also met with groups and individual Education Officers in order to answer questions about Edison State College. The College was complimented on its understanding of the military, its willingness to do special evaluations, (OCS, Command and General Staff), the rapid processing of applications, and excellent advisement services.

Mr. Kahn also was invited to Ft. Bragg, North Carolina to give a presentation to the twenty-seven military counselors who provide educational service to 50,000 Army personnel. In addition to the above presentations, armed forces members who showed an interest in the College were given group briefings as well as individual advisement. He also met with the Education Officer for the North Carolina National Guard in order to discuss the role of the College in serving the National Guard.

Last year the European representative for DANTES visited the College in order to consider publicizing Edison State College in Europe. As a result of this meeting, Edison State College has been invited by the Army Continuing Education System to give a presentation in May at their "Reaching for Excellence" workshop in Willigen, West Germany. Participants will include Guidance Counselors and Education Services Officers from Army installations throughout Europe. Mr. Kahn will make the presentation and will spend a week meeting with members of the European military education community and interested students and their dependents. Housing and meals will be covered by the Army.

Corporate Programs

Four items from the Office of Corporate Programs are particularly noteworthy since the last Board meeting. A newsletter has been established to better communicate with potential clients, an executive forum has been scheduled to help generate business from the banking industry, credit banking enrollments from one major PONSI evaluation have been identified, and a large number of services have been provided to corporate clients.

Center News

The newsletter, Center News, was designed as a low-cost strategy to increase the College's visibility in the corporate world. The first issue was distributed in February to more than 1,500 corporations. Direct mail experts tell us that a 1% return on a mailing is good. To date, the Center has received a 1 1/2% response rate. Most responses have requested additional information. Two respondents represent excellent prospects for PONSI evaluations.

Banker's Executive Forum

The Center is collaborating with the Garden State AIB, one of Edison's corporate clients, to sponsor a Banker's Executive Forum. The forum extends the collaborative venture between the two groups and is designed to position the College as a provider of valued service to bankers.

The forum will feature Dr. Anthony Carnevale, chief economist and Vice President for Government Relations at the American Society of Training and Development (ASTD). In addition to his broad analyses showing the

economic impact of corporate educational programs, Carnevale has authored a study entitled "Training America's Bankers."

The Executive Forum is scheduled for April 23, 1987 at the Mayfair Hotel in East Orange.

PONSI Evaluation Positively Affects Student Revenues

About 15 months ago, the College completed a PONSI evaluation of the Army National Guard's Command and General Staff course. Since then at least 108 Army National Guard members have applied to the College and used their PONSI credits through the limited service option. At an application and per credit fee averaging \$225 per person, that one PONSI evaluation has generated \$24,300 in student fees.

Student enrollments are one of the results the College wants from PONSI. As the transcript evaluation system becomes totally automated, these data will be available on a routine basis.

Promotional and Service Activities

During January and February, Center staff met with 18 different organizations discussing Edison's services. Pre-enrollment services were provided at 12 organizational sites, and services for enrolled students were provided at 7 different sites.

Two services deserve special note. A special CLEP administration was arranged for employees at Harrah's Casino. As more organizations work with Edison to develop degree programs for specific groups of employees, the on-site test administration is expected to be used increasingly to facilitate students' progress through the program.

A study skills workshop has been developed and offered at Bell Communications Research. Since January, three workshops reaching a total of 75 potential students have been offered. Of those, at least 5, which constitutes 6% of the participants, have enrolled to date. A waiting list of 80 employees remains for upcoming workshops. By offering the workshops, Edison should reach at least 80 percent of Bell Core's nondegreed employees.

Since January, two PONSI evaluations have been conducted. The first was for AT&T's Professional Development curriculum, and the second was for the New Jersey Department of Human Services.