



MEMORANDUM December 20, 1996

TO:

Members, Board of Trustees

FROM:

George A. Pruitt

SUBJ:

President's Report to the Board

Postreporting: Systems Needs Assessment & Recommendations

At the June 1996 Board of Trustees meeting, the College was granted a bid waiver for the engagement of a consultant to conduct a "Systems Needs Assessment and Recommendations." I am pleased to report that the bid was awarded to Deloitte & Touche in the amount of \$130,000. This vendor has an outstanding record of achievement in selecting and implementing administrative software packages for several colleges and universities. They have worked with many of the major administrative software vendors including Information Associates, AMS, Datatel, Integral, and Banner. The Deloitte & Touche team consists of several highly experienced members. Their individual backgrounds include project management, systems assessment methodology, strong data processing and financial skills, software selection and implementation.

Deloitte & Touche estimates that they will complete this project within 14 weeks. This project was initiated with a Steering Committee meeting kick-off on October 22, 1996. The College anticipates having a software vendor selected by the end of 1996.

Postreporting: Prospectus

At the September 1996 Board of Trustees meeting, the College was granted a bid waiver to reprint 75,000 copies of the *Prospectus* at a cost not to exceed \$77,200.

After additional consideration, the College decided to do a smaller print run of 60,000, a supply sufficient to carry us through the end of the fiscal year. The College will conduct focus group sessions to measure the effectiveness of this publication, and will use the output of these meetings to make desired changes. The actual cost of this print run was \$68,905. The new Prospectus was delivered in October 1996. The job was awarded to the lowest bidding printer who met our specifications, Parker-Polychrome.

Master of Science in Management (MSM) Degree Program

Inquiries for the Master of Science in Management (MSM) degree program continue to grow and the College is attempting to tap new markets. The revised MSM Prospectus/Application has been delivered to Hibbert for mailing. The College looks forward to continued growth as we refine and build this new degree as a programmatic model of academic excellence that is sensitive to the needs of working adults.

The Beta Cohort from AT&T is in the process of completing its third semester. The College has been monitoring the progress of this cohort and is maintaining an ongoing dialogue with its members. Student comments and feedback have been used to make several program modifications, as well as in the restructuring of the program's course sequence. It appears that several members of this cohort will satisfy all degree requirements by the October 1997 graduation. This should be particularly exciting, as it will coincide with the College's 25th anniversary celebration.

The first public cohort (Cohort 1) is underway and includes 18 students from both public and private organizations. Some of the sponsors for this cohort are Lucent Technologies, Dime Savings Bank, Woolworth, Bell Atlantic, Nabisco and the U.S. military.

The College is still accepting students for the January 1997 cohort (Cohort 2) and the class projection is 18 students. Cohort 2 includes students sponsored by Prudential, Bristol-Myers Squibb, Bell Atlantic and American Cyanamid, as well as the New Jersey State Police

New courses continue to be developed, and existing courses are being refined as necessary. Course writers' workshops were held, and faculty have had the opportunity to meet, brainstorm and outline their plans for writing and designing the courses. At this time the following graduate level courses are available: Organizational Theory and Behavior, Marketing Management, Human Resource Management, Ethics for Managers, Organizational Management and Leadership Seminar, Economics for Managers, and Organizational Research. The College is currently recruiting additional faculty to serve as course writers and mentors for graduate courses and is making progress in developing guidelines and protocols for the Thesis/Applied Project (TAP) as well as for the competency assessments. Planning and scheduling for the orientations as well as the residencies continues.

Applied Science and Technology Degrees

The Applied Science and Technology Advisory Committee met on September 27. The main agenda item was the awarding of college credit for additional licenses and certificates. The Bachelor of Science in Applied Science and Technology degree has based several specializations around professional certification and the training leading to the degree. The College has not reviewed any additional certifications in the last ten years. Last spring the Advisory Committee discussed procedures for the evaluation of certifications. Preliminary reviews of American Society for Nondestructive Testing

certifications, Calhoon MEBA Engineering School (not regionally accredited), and New Jersey Code Inspector certifications were discussed. The first two proposals are based on numerous portfolio assessments for the same courses using these credentials as evidence. The Code Inspector course content is mandated by the state of New Jersey, but only some of the community colleges award college credit for the courses they offer. One or more of these will be brought to the Academic Council in February for review.

A dialog has begun with the New Jersey Board of Professional Engineers and Land Surveyors. This group administers the registration of professional engineers in New Jersey and has not been permitting graduates of our Bachelor of Science in Applied Science and Technology Degree program to take the examination on the grounds that we are not accredited by the Accrediting Board in Engineering and Technology (ABET). College representatives spoke at a meeting of the Board this spring, and sample portfolios were forwarded to the Board for review by a subcommittee formed to review the acceptability of the College.

Human Services Degrees

The Human Services Advisory Committee met on November 1, 1996 with seven of the 11 members in attendance. Committee members had several excellent suggestions about items to consider. Two members of the Committee agreed to participate in the degree review to be completed during 1997. The Committee members were asked to be prepared to discuss the current status of human services as it pertains to their particular area of expertise and the implications of this status to the College's degree offerings.

Liberal Arts Degrees

A comprehensive review of the Pre Graduation Conference (PGC) was completed this fall by college staff and faculty consultants. As a result of this review, it was recommended that the PGC be revised as a component of a larger degree assessment program and that the PGC, in its current format, be suspended. Bachelor of Arts degree applicants and enrolled students, as well as withdrawn and inactive status students were notified by mail that the PGC requirement was being reviewed. A task force consisting of faculty consultants and staff is outlining a number of approaches to implement a restructured assessment process to be administered for all degree programs.

A task force was instituted to develop a proposal for a Bachelor of Arts degree in Liberal Studies. The degree requires completion of 120 semester hours of credit and the credit distribution requirements reflect current BA degree programs. The implementation of this degree provides students the opportunity to explore a multidisciplinary approach, to enhance academic perspectives, and to experience a breadth and depth of learning beyond the focus of a single discipline. Students pursuing the BA in Liberal Studies planning to apply for a specific discipline of graduate education will be required to ensure that the degree program satisfies the entrance requirements for that graduate program.

The BA degree in Liberal Studies proposal was reviewed and approved by the Liberal Arts Advisory Committee in September 1996 and by the Academic Council in October 1996. The BA degree in Liberal Studies will be available to students effective July 1, 1997.

Business Degrees

Two proposed specializations have been developed for the business degrees. The first specialization, "Small Business Management/Entrepreneurship," has been reviewed by the Advisory Committee on Business and Management and a consultant faculty member from Northeastern University who teaches in the area of Small Business Management/Entrepreneurship. This proposed specialization will be presented to the Academic Council in February 1997.

The second specialization is in "Organizational Management." ADVANCE Consulting Network, a Rochester based company, has developed a curriculum in organizational management that has been leased to various small colleges around the country. In order to explore new markets, this company had the courses evaluated for credit through the Program on Noncollegiate Sponsored Instruction (PONSI). This company's objective is to offer their courses directly to students, award a diploma, and direct these students toward appropriate baccalaureate degrees through Thomas Edison. The development of a new "Organizational Management" specialization will facilitate the creation of a new enrollment stream.

Admissions

Since the start of the fiscal year through November 30, 1996, we have had 17,358 inquiries, a 12% increase over the same period last fiscal year. Major factors affecting the increase have been the College's Web page and advertising in the *New York Times* and the *Star-Ledger*.

For FY 97 through November 30, the number of applicants and new enrollments were down 7% and 1% respectively, compared with the same period in Fiscal Year 1996. The College is closely monitoring these statistics.

As part of the restructuring of our student services functions, a new policy was implemented in October 1996, shifting the academic evaluation process for students from the applicant stage to enrollment. This decision was based on our effort to encourage students to make a more informed decision prior to enrollment. In the prior model, the College was providing full evaluations for all applicants, 40% of whom did not enroll. Since that time, admissions representatives have been working exclusively with this new group of applicants to assist them through the enrollment process

Degree Pathways Program

Admissions representatives have introduced the College to 281 prospective students at six community colleges who are active participants in Degree Pathways. The colleges include Atlantic Community College, Brookdale County College, Camden County College, Cumberland County College, Gloucester County College and Mercer County Community College. Two other programs attracting 30 prospective students were held at Bergen Community College and at Peirce Jr. College in Philadelphia (the College has an articulation agreement with this institution). During November and December 1996 admissions-related programs will be held at Raritan Valley Community College and Salem County College.

Various articulation agreements are being developed for a number of different associate degree programs at Brookdale, Gloucester, and Camden County Colleges. This major effort is directed to fulfilling the intent of our collaboration and is an effective way of bringing new enrollments to the College.

Work on articulation of specific programs from the Degree Pathways Program has been expanded to show the fit of a particular county college's program in one field into the corresponding baccalaureate field at Thomas Edison. We are also outlining the opportunities available to complete the degree using Thomas Edison methods to these individuals, as well as to other populations, such as specific military occupational specialties.

Commencement

The College's 24th annual Commencement ceremony was held at the Crescent Shrine Temple in Trenton, New Jersey on Sunday, October 20, 1996. Of the 968 graduates, 212 attended the ceremony, which is the highest number ever to attend. There were 42 Arnold Fletcher Scholar Awards conferred at the ceremony.

Directed Independent Adult Learning (DIAL)

DIAL course enrollments for the Fall 1996 semester totaled 1,915. This is an increase of approximately 17% over the Fall 1995 enrollments. Guided Study accounted for 1,729 enrollments (90% of the total semester's enrollments), the On-Line Computer Classroom accounted for 22 (1% of the total) and Contract Learning accounted for 164 (9% of the total) for the entire semester.

During the last quarter, Ethics and the Business Professional and Newswriting were offered as new courses. International Economics, Global Environmental Change, Major Philosophers, and American Cinema, previously available only as On-Line Computer Classroom courses, were made available in the Guided Study format.

The course Introduction to Sociology is being offered to Bell Atlantic New Jersey employees via the Electronic Classroom. Classroom sites are at Newark and South Plainfield, and the current fall semester enrollment is 15 students.

Faculty Mentor Issues

A new mentor orientation was held in August 1996. Training for DIAL mentors for On-Line Computer courses was also held. The fall DIAL Mentor Meeting occurred on October 11, 1996. Nine new mentors have begun to work with DIAL students. These mentors, and the courses they support, are Ronald Calissi, J.D., Fairleigh Dickinson University - Business Law; Jerald Cliente, M.A., Middlesex Community College - Worlds of Childhood; Elaine Foster, M.A., Hudson County Community College- American Cinema; Joanne Goldenberg, M.S., County College of Morris - C Programming; Louis Gross, Ph.D., Gloucester Community College - American Cinema; Linda Knezevicch, Ph.D., New York University - Anthropology; Myth and Culture; Michael Schwartz, M.A., Bucks County Community College - College Composition I; and Mary Wall, Ph.D., Atlantic County Community College - Computer Literacy.

Thomas Edison College Examination Program (TECEP)

Two newly revised examinations have been introduced, Public Relations Thought and Practice and Tax Accounting. Revisions are well underway for Word Processing Fundamentals and Written Expression II, and are in the early stages for Q-BASIC and Database Management.

Program on Noncollegiate Sponsored Instruction (PONSI)

Two mailings have been distributed to national PONSI sponsors during this period. In the first mailing, the College shared a "toolkit" to help their PONSI students use their PONSI credit recommendations, which included materials that could be copied and distributed. The second mailing promoted the PONSI transcript.

Conducting additional PONSI evaluations provides the basis for recruiting course graduates into degree programs. An aggressive schedule has been set as follows:

Lucent Technologies Services Company
Showboat Casino/Hotel
October 18
American Educational Institute
October 24 & 25
Chubb Institute
October 28 & 29
AT&T School of Business
November 25-27
Ultrasound Diagnostic Schools
Omega Institute
December 5 & 6

Communications & College Relations

Media Relations

The second quarter of FY '97 resulted in widespread media coverage as journalists increasingly became interested in distance learning. On the heels of an article in *American Demographics* this August in which the College was prominently featured, the College

also was profiled in articles in *The Star-Ledger* and *The New York Times' Education Life* supplement (Nov. 3), as well as *The Cyber Times* (*The New York Times'* on-line edition) which included a direct link to our Web site. *The Cyber Times* also featured a story on our Talking Browser on Sept. 20. Commencement coverage included a major story in *The (Trenton) Times* and *The Bridgewater Courier-News*.

A number of positive stories during this quarter featured the very exciting archeological finds resulting from excavations related to the Townhouse project. These included stories through the *Associated Press* news wire, *The (Trenton) Times* (front page story), News 12 (TV) and WZBN, Ch. 6 (ABC) TV, and WOR radio.

Communications & College Relations staff were interviewed by WKXW, one of New Jersey's largest radio stations, in September on the subject of application days and the masters degree. Other media calls responded to include *The Asbury Park Press, Aviation Careers*, and *The Trentonian*. Through the on-line Profinet service, which links journalists with collegiate experts, staff responded to queries from the Washington Post, Dallas Morning News, Chicago Tribune, New York Times, Christian Science Monitor, Raising Teens Magazine, Thunderbeam On-Line, and Women's Wire, a book author looking for stories about interesting majors and other media.

The Foundation Gala received extensive news media coverage, both in advance and following the Oct. 20 event, including excellent photo coverage in both *The (Trenton) Times* and *The Trentonian. The Times* also covered the Library "Wedding Reception" Oct. 7. In addition, hundreds of copies of routine news releases and photo captions highlighting appointments, activities, and events were distributed to the news media during this period.

Publications

A high volume of high-quality publications, advertisement design, and Web site work was accomplished during the past quarter. There were 36 publications and advertisements, including a complete overhaul and redesign of the *Prospectus*, as well as the MSM Prospectus, *Invention*, Gala ad book, Degree Pathways booklet, Alumni Annual Meeting brochure, PHT materials, Alumni Annual Fund Solicitation Package #2, Student Annual Fund Solicitation Package #2, and Walk of Honor brochure.

The College History Project

At its September 22, 1995 Director's Meeting, the Thomas Edison State College Foundation, Inc. granted \$10,000 to the College for research expenses connected with the twenty-fifth anniversary history project. Under the direction of Gerri Collins, this effort will result, by mid-1997, in a written historical record in book form to be used in conjunction with other anniversary events.

During the first year of the project, \$7,450.56 was expended for interviews and travel expenses as appropriate, for transcription of the taped interviews, and for supplies.

To date, ninety interviews have been conducted all over the United States. These included all three presidents of the College; many current and former members of the Board of Trustees, Foundation Directors, faculty consultants, members of the Board of Higher Education, and staff of the Department of Higher Education; and select students, alumni, and staff.

Interviews were conducted by Project Director Gerri Collins, Foundation Director Rita Novitt, Dean Emeritus Dr. Ruth McKeefery, and Director of Communications and College Relations Linda Holt. Governors Christine Whitman and former governors Brendan Byrne and James Florio sent letters affirming their interest in and respect for the College. In his interview, former Chancellor of the Department of Higher Education T. Edward Hollander spoke glowingly of his regard for the College, its mission, and its progress.

The book will be a warm, readable story of some of the highlights from the College's history. Anecdotes from staff, stories from and about students and alumni, special remembrances from Trustees, Foundation Directors, faculty, and many others who have held an almost missionary zeal for the College will be incorporated generously throughout the book.

Development

Fifth Annual Gala

The fifth annual gala, "Gatsby & Friends" was held on October 12, 1996 at the Hyatt Regency in Princeton. The event was a great success. "Spirit of Edison" recipients were Richard Gillespie and Paula Vaughan. The event generated \$56,022 in gross revenue. A total of 275 tickets were sold (which included 18 corporate table sponsors) representing a significant increase over the 188 tickets sold for last year's Gala. A silent auction was held for the second year and produced \$7,532 in sales. Thanks to pro bono printing by David Sarnoff Research Center, the Gala ad journal was all profit. This helped bring the net income of the event to \$25,814; an increase of 40% over last year's Gala.

Walk of Honor

The "Walk of Honor" campaign is officially underway. Brochures were first handed out during commencement and the following week were mailed to over 16,000 alumni, staff, students and friends of the College. The cost to purchase a brick with two lines of engraving is \$125. As of November 14, 1996, a total of 15 bricks had been purchased.

Corporate Campaign

The Thomas Edison State College Foundation has embraced a major gifts campaign, "Campaign 2001," to be launched in 1997. The plan was conceived by the Development Committee of the Foundation Board as a blueprint for a \$2.5 million major gifts campaign commencing in 1997. Lead gifts were committed by CoreStates in the

amount of \$100,000 over a five-year period and David Sarnoff Research Center for \$50,000 over a five-year period, placing the two companies in the *President's Circle*.

Planned Giving

The third of four planned giving mailings produced by the Stelter Company were sent to over 1,700 of the College's constituents in September. The fourth and final mailing for 1996 went out at the end of November. Members of the "Heritage Circle," the College's planned giving donors, will be given a special pin to distinguish them as members of this giving group.

Alumni Affairs

Alumni Annual Fund

The April 1996 Alumni Phonathon generated a total of \$62,480 in pledges. The pledge collection against this amount, as of October 31, 1996, is \$38,268. To stimulate outstanding pledges, a follow-up phonathon was held on November 3, 1996. Ten volunteers made over 500 calls to alumni who had not yet fulfilled their pledges. The pledges from these calls are beginning to come in along with additional new gifts.

Money received from direct mailings, unspecified gifts and matching gifts, beyond the phonathon pledges, total \$21,795, bringing the total cash and pledge amount from alumni, as of October 31, 1996, to \$84,275. This total exceeds all alumni annual fund efforts to date, setting a record for the College's efforts in this area.

Financial Planning Seminar

The North Jersey Chapter of the Alumni Association hosted a Financial Planning Seminar on October 17, 1996 at Caldwell College in Essex County. Volunteer presenters were Paul Beers of S. John Quattrone Associates and Kevin Cauley of Smith Barney. Ten alumni and students attended.

Annual Board Meeting/Commencement

The Alumni Association held its annual board meeting on Sunday, October 20, 1996, coinciding with the College's Commencement. The award for Outstanding Service to the Alumni Association was presented to Charlotte Cooney and Nancy Goehrig. This was the first time that two alumni shared this award. The award for Outstanding Professional Achievement went to George J. Otlowski, former Mayor of Perth Amboy and Assemblyman. The new slate of officers for 1997 was selected and will be installed at the end of the year.

John S. Watson Institute for Public Policy

The work of the John S. Watson Institute for Public Policy over this quarter focused on strengthening the work of our partners in areas of public education, environmental concerns, welfare reform, and economic development. The Institute continues to secure its reputation as a source of hands-on assistance for policy makers and other leaders across New Jersey. The Institute's track record of success has helped to create a model of how institutions of higher education can develop partnerships to meet the public policy needs of their community and its leaders.

The Institute submitted grant renewal applications to the Fund for New Jersey and the Geraldine R. Dodge Foundation in the amounts of \$100,000 and \$50,000, respectively. These and other grants, together with continued core support from the College, will allow the Institute to build on its work with the Urban Mayors Association, Center for the Urban Environment, Trenton Office of Policy Studies, and the Trenton Enterprise Coalition.

The Institute recently developed a mission statement to describe its work. It reads:

The John S. Watson Institute for Public Policy was established by Thomas Edison State College in 1995. Created to respond to the needs of decision makers by supporting and strengthening their ability to take action to address critical issues, the Institute conducts its affairs in a nonpartisan manner that is fully consistent with the College's traditions of excellence, independence and promoting the public interest. To that end, the Institute seeks:

- To provide practical research, technical assistance, and other expertise for the benefit of partners in government and the private sector.
- To serve as a center for innovation, policy formulation and practical new approaches in the field of public policy.
- To provide a forum for the discussion of public policy issues of importance to New Jersey and the nation.
- To provide thoughtful, carefully researched and easily accessible analyses of public policy issues.
- To assist in the establishment of new programs to promote effective leadership.

- To serve as a clearinghouse for public policy research that has practical utility for New Jersey's decision makers.
- To serve as a vehicle for meaningful and useful public service by students from all of the institutions of higher learning in the region.

Center for the Urban Environment (CUE)

The quarter was a very productive one for the Center. The Center was involved in a broad range of activities at the local, county, and state level.

At a local level, staff continued working on development of a project that will help the City of Newark plan for a more livable and vibrant city. Meeting on a monthly basis, the client includes a broad range of neighborhood, nonprofit, government, and private participants from throughout the city of Newark. The interests of the group include waterfront access, parks and recreation, public health and safety, transportation, and economic development. The project is especially exciting because it has brought together people from a wide array of interests who have a common goal of building a renewed city. Additionally, the project has attracted the interest and resources of larger nonprofit agencies, including the Trust for Public Land, the Regional Plan Association, and the Conservation Foundation. It is likely that this planning effort will become a model for environmental planning in older American cities.

CUE provided assistance to city staff in the Camden Recreation Department on open space preservation techniques, and to Corinthian Housing, a nonprofit agency in Newark looking for a model lease agreement for open space.

In the City of Trenton, where CUE has a long standing relationship, staff continues to participate on the Brownfields Advisory Board and, along with a dozen national experts from around the country, helped to plan a workshop on redeveloping urban sites with environmental issues for new uses. The workshop was presented at a US EPA conference in September. Additionally, staff are helping the City to plan for riverfront access in its redevelopment efforts and has attended several meetings with NJ Department of Transportation and NJ Department of Environmental Protection on this subject.

Trenton Enterprise Coalition (TEC)

Watson Institute staff continue to support the activities of the Trenton Enterprise Coalition. The TEC has made considerable progress in the last three months. An organizational structure is now operating with Don Leibowitz, President of Trenton District Energy Company, serving as President of the Coalition. An Education Committee was formed and has identified parent education as its primary goal. The group has also recommended to the entire TEC that it focus on educational standards and performance at three or four schools in the Trenton school district.

On a broader organizational level, the Institute has acquired the assistance of three Woodrow Wilson School Masters in Public Administration students for 6 weeks. These students have agreed to research "best practices" in multi-issue coalitions around the country. The purpose of this research is to help the TEC gain a better understanding of initiatives that have worked in other cities, so that can place their experiences in Trenton into a perspective and be more effective. The students are also preparing a questionnaire that will help the TEC collect information on its members and their goals institutionally and within the TEC structure. This project should help the TEC to better coalesce around its goals and to know itself better as an important player in Trenton's revitalization.

Urban Mayors Association Partnership (UMA)

The Institute's work with the UMA this past quarter focused on both issues of welfare reform and public school funding. The Institute provided the UMA with briefings from experts in core curriculum standards and school financing as well as federal changes in welfare and New Jersey's proposed changes. The Institute is working with the UMA to establish a limited list of issues that must be addressed when the New Jersey Legislature and Governor settle on the difficult issue of core curriculum standards and school financing. The Mayors hope to articulate their position at a series of editorial board meetings around the state.

The Institute will continue to work on increasing the UMA's capacity and ability to respond to major issues by facilitating a two day strategic planning retreat in the spring. To that end, public policy staff have started a series of one-on-one meetings with urban mayors around the state in an effort to develop an agenda for the retreat and to advise the mayors of the expanded services of the Institute with the addition of CUE.

Trenton Office of Policy Studies

The Watson Institute, through the Trenton Office of Policy Studies (TOPS), continues to work closely with Mayor Palmer and other key decision makers in the City to provide assistance on a variety of issues facing Trenton. TOPS uses its role of informal advisor to the Mayor and his cabinet to identify resources, best practices, and approaches that lead to permanent and positive changes in the way the city responds to the needs of its citizens.

TOPS assisted the Mayor and his administration in several areas.

- Responding to a request from the Mayor to begin planning for the creation of a "Charter School Commission";
- Assisting the City in the creation of an Economic Development Corporation by facilitating several meetings with the Mayor, private business and other governmental entities in an effort to determine the appropriate role and structure of this new organization; and

• Attending a conference in Boston, entitled "Urban Waterfronts," in an effort to assist the City of Trenton in the development of its waterfront.

Resignations

The following people have resigned from the College:

Carla Peterman - John S. Watson Institute for Public Policy*
Shannon Harris - Distance and Independent Adult Learning*
Tammi Strickland - Distance and Independent Adult Learning*
Linda Battle - Registrar's Office*

* designates temporary assignments or internship expired

The following people have resigned from the New Jersey State Library:

Gladys Goodman - Library for the Blind and Handicapped
Bradley Garwig - Library for the Blind and Handicapped