AGENDA ITEM NO. III.

Thomas A. Edison State College
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M E M O R A N D U M
December 8, 1989

TO: Members, Board of Trustees

FROM: George A. Pruitt

SUBJ: President's Report

Appointment of Vice President for Public Affairs

After a nationwide search which drew 160 applications from highly qualified candidates representing 30 states (including Hawaii) and Canada, I am pleased to announce that Dr. Norman Crawford accepted appointment as Vice President for Public Affairs at Thomas A. Edison State College effective November 14, 1989.

Dr. Crawford has held significant leadership positions in higher education, having served as President of Drury College, Missouri; President of Salisbury State College, Maryland; Interim President of the University of Maine at Farmington; and Vice President for Operations at the Council for Advancement and Support of Education (CASE), Washington, D.C. Other significant experience includes his work with the College Entrance Examination Board and with the United States Office of Education, Department of Health, Education, and Welfare, Washington, D.C.

Selection of Dr. Crawford and his acceptance culminates a long and arduous search, and I want to express my appreciation to the Search Committee:

Gerri Collins, Chair
Samone Jolly
Idalie Munoz
David Puddington
Philip Sanders

Also, I want to express my great appreciation and commendation to Dr. Sonja Eveslage who served as Interim Vice President during this transition process.

I know that you will join me in expressing your appreciation to Dr. Eveslage and to the Search Committee and in welcoming Dr. Crawford to Edison State College.

Federal Appointment

I have been honored by an invitation from U.S. Secretary of Education Lauro Cavazos to serve on the National Advisory Committee on Accreditation and Institutional Eligibility. The committee:

1) advises the Secretary with regard to the responsibility to publish a list of nationally recognized accrediting agencies and associations which he determines to be reliable authorities as to the quality of training offered, including advising the Secretary with respect to the criteria and procedures for carrying out such responsibility;

2) advises the Secretary with regard to the responsibility to designate state agencies as reliable authorities on the quality of public postsecondary vocational education or training;

3) advises the Secretary with regard to the responsibility to designate State agencies as reliable authorities on the quality of nursing education;

4) develops and recommends to the Secretary standards and criteria for specific categories of vocational training institutions and institutions of higher education for which there are no recognized accrediting agencies, associations, or state agencies in order to establish the eligibility of such institutions on an interim basis for participation in federally funded programs; and

5) carries out such other advisory functions relating to accreditation and institutional eligibility as may be assigned by the Secretary.

Center for Directed Independent Adult Learning (DIAL)

Guided Study. The Fall semester of the Guided Study Program began on September 4, 1989 with a course equivalent enrollment of 608 in twenty three courses. Courses offered included six humanities, eleven social science, three business and management, and three science/mathematics courses. This enrollment represents a 36% increase over the previous fall semester.

The joint Middle East course development project between Princeton University's Dr. Carl Brown, Chair of the Middle East Studies Program; the Open Learning Institute, British Columbia, Canada; and the College has been completed. The course will be made available through the International University Consortium beginning with the fall, 1990 semester. Additionally, DIAL has been participating in the development of a new video based course on the history of Jazz entitled "Jazz, Speaking of Life." The pilot program was developed jointly with Jersey City State College and the Department of Higher Education and has been submitted to Annenburg for funding.

ACE "Principles of Good Practice for Alternative and External Degree Programs for Adults." William Seaton, Director of DIAL, has been recognized by the American Council on Education for his contribution to the development of the "Principles" statement. ACE has approved the document which was the result of a collaborative effort among a number of colleges and universities and chaired by Eugene Sullivan (Associate Director, ACE). ACE will publish the document in the near future.

Challenge Grant: Guided Study on CALL. The conversion from Relay Gold to Simware and SimPc has been completed by the MIS staff and is now available for beta testing. Four courses, Earth Science, English and American Literature, Marriage and the Family, and Managing in Organizations will be offered during the winter, 1990 semester. This beta test will allow for the use of the CALL conferencing component for the first time. Faculty have been recruited, and training is scheduled to begin shortly.

Office of Test Development and Research

Challenge Grant: Computer Adaptive Exams. Challenge Grant activity in this area continued to move forward. The development of the 10 adaptive short tests has been virtually completed (Introduction to Word Processing needs external faculty review). A program to secure necessary samples for the establishing of predictive relationships is underway.

Invitations to participate have been extended to a number of other institutions, as well as to Edison students, a paper describing the project to researchers has been submitted to the New England Educational Research Organization.

Test Taking. Data are available for the interval 1982-1989 on the number of CLEP examinations taken by Edison students in comparison with the number of CLEP examinations taken nationally and the number of TECEP examinations taken by Edison students. The data show:

	CLEP: Nationally	CLEP: Edison	TECEP
1982	109,340	1,378	946
1983	91,054	975	942
1984	78,653	842	927
1985	72,235	722	858
1986	69,251	761	996
1987	66,590	813	1,283
1988	64,752	809	1,356
1989	66,616	833	1,597

During 1988-89, CLEP national volume rose slightly, by 3%, arresting a sequence of decreases that saw the program lose nearly 40% of its annual candidate volume nationwide from 1982 to 1987. CLEP administrations for Edison students also rose slightly, from 809 in 1987-88 to 833 in 1988-89, a 3% increase.

TECEP Volume. TECEP continued to show the vigorous growth trend exhibited since 1985. The number of tests rose from 1,356 to 1,597, an increase of 18%.

TECEP volume as reflected in these data is determined by factors other than those influencing CLEP; for example, TECEP levels from 1982-85 declined a modest 9% over the three-year interval in contrast to CLEP's extensive 34% decline in the same period.

TECEP Revision and New Test Development. Revision and development is currently underway for the following tests:

1. Anatomy & Physiology
2. Art History & Appreciation I
3. Art History & Appreciation II
4. Behavior Modification Techniques in Counseling
5. Community Health
6. Cultural Geography
7. General Physics I
8. General Physics II
9. Introduction to the Art of Theater
10. Introduction to the History of Film
11. Introduction to Human Services
12. Organizational Behavior
13. Organization Theory & Organizational Analysis
14. Public Relations Thought & Practice
15. Quantitative Managerial Decision-Making
16. Security Analysis & Portfolio Management
17. Substance Abuse: Fundamental Facts

Office of Testing and Assessment

1990 National Institute on the Assessment of Experiential Learning. Plans for the 1990 National Institute on the Assessment of Experiential Learning have begun taking shape. It is set for June 4-7 at the Chauncey Center in Princeton. Confirmed faculty include Harriet Cabell of the University of Alabama; Urban Whitaker of the Learning Center; Morris Keeton, retiring President of CAEL; Barry Sheckley of the University of Connecticut; Ross Ann Craig of Delaware County Community College; and a panel from the Commission on Institutions of Higher Education: Paula Hooper Mayhew from the Middle States Association, Amy K. Lezberg from the New England Association, and Gerald W. Patton from the North Central Association.

Cooperation. As part of an articulation with Geneva College's Center for Urban Theological Studies (PA), the Office of Testing and Assessment is setting up an agreement to conduct portfolio assessment for their students.

The Office of Testing and Assessment has conducted an evaluation of the United Methodist Church's ministerial training program. Ministers wishing to complete degrees at Edison now will have a more expedient journey through portfolio assessment.

George Mason University (VA) is now sending Edison its students who wish to have prior learning assessed. An information packet sent to all returning adult students included several pages on Edison's portfolio assessment program. GMU students may use a maximum of twelve credits of portfolio credit toward their degrees. Representatives from GMU visited Edison last year.

Office of the Registrar

Fiscal year 1989 saw the completion of the transfer of hard copy student files to electronic files containing the student's program evaluation as well as program plans. As a result, and with additional staff in the Registrar's Office, the past backlogs in first time evaluations and updates have been eliminated. Completed student credentials are evaluated within a week to ten days.

Academic Programs

NUCEA Regional Conference, Baltimore, Maryland. Ruth McKeefery served on the Planning Committee for the regional conference for the National University Continuing Education Association (NUCEA) held in Baltimore, Maryland. I was asked to give the keynote address "Diversity, Demographics and Direction." Jerry Ice moderated the panel on "Knowing and Working in the Corporate Sector." Ruth McKeefery moderated the panel "Regional Economic Development in Higher Education."

Rutgers University. Through cooperative efforts between Edison and Rutgers University, New Brunswick, Rutgers University now offers four courses specifically designed to meet degree requirements for Edison State College students in the business and human services areas.

The courses will be offered in the First Floor Conference Room here at the College in the spring.

Articulation Agreements. A new articulation agreement was completed with Middlesex County College in the areas of Early Childhood Assistant Option, Special Education Assistant, and Psychology. Two additional Articulation Agreements are in progress with Bucks County Community College and The Center for Urban Theological Studies, Philadelphia, PA.

PACOM Conference - Pusan, Korea. Ruth McKeefery attended the September PACOM (Pacific Command) conference in Pusan, Korea at the invitation of the military. She presented two workshops on Edison State College degree programs and methods of earning credit. One hundred fifty Educational Officers from Army, Navy, Air Force, and Marine bases in the Pacific attended the Conference. Packages of Edison materials have been sent to all bases.

Degree Review. Periodic review is under way for the Associate and Bachelor of Science in Applied Science and Technology and the Associate in Applied Science in Radiologic Technology. Both review committees have had their first meetings, and the final report will be presented to the Board in the spring.

National Conference Presentations. Theresa Bowman made presentations at the Annual Conference for the National Coordinating Council on Emergency Disaster Management, South Bend, Indiana and the 1989 Convention of the National Organization for Human Services Education, Houston, Texas.

Nursing Office

A Master Program Evaluation Plan has been developed for the BSN program. This will serve as a valuable resource for completing the self-study report. Currently, the objective is to have the site visit by the National League of Nursing in the fall of 1990. Faculty committees have been assigned a number of tasks for input into the self-study report.

Office of Communications and College Relations

Media Coverage Continues. The weekly column in The Times (Trenton) featured articles about Edison programs and staff initiatives. The topics covered included Commencement and related activities, the annual New Jersey Black Issues Convention, the Veterans' Luncheon held at McGuire Air Force Base, an Alumni Association luncheon in honor of an Edison scholarship recipient, and new appointees to the Edison Board of Trustees.

The September issue of The Council for Adult and Experiential Learning (CAEL) newsletter included news of staff appointments, a feature on Edison's National Institute on the Assessment of Experiential Learning, and a profile of an Institute faculty member.

Commencement activities were also featured on KYW-TV, WHWH-AM, The Times (Trenton), and the Trentonian. Michael Scheiring, Sonja Eveslage, and Wenrich Green were interviewed on Philadelphia television station WPVI for the show "PERSPECTIVE: NEW JERSEY," a half-hour public affairs program, which aired October 25 and October 29, 1989. In addition, the Director appeared in a segment of WPVI-TV's PUERTO RICAN PANORAMA, a public affairs program in English geared to Hispanics.

Publications/Video. The Communications staff collaborated with the production crew from The AEtna Institute in coordinating the videotaping of staff, students, and alumni for a video intended for use by enrolled students. The College will also be sharing the production costs with AEtna.

The Guided Study Course Registration Bulletin for 1989-90 was redesigned and color-coordinated to correspond to the Viewbook and other Guided Study literature. The staff worked closely with the Office of Development on providing copy, student information, photographs, and design expertise related to the Development case statement and the Thomas A. Edison State College Foundation Annual Report.

Advertising. In order to target a specific audience for Edison's services, we initiated a major contract with U.S. 1, the newspaper geared to the Route 1 corridor business community.

Advertisements were placed in the fall edition of the "Family Guide for Parents and Kids," the December issue of Business Journal of New Jersey, the Trenton Renaissance Ball Program sponsored by the National Bank of New Jersey, the program of the New Jersey Black Issues Convention, "Opportunities," the college guidebook for minority students, and the fall 1989 Transfer Student's Degree Directory. A feature article on adult education by Dr. Debra Dagavarian appeared in the Transfer Student's Degree Directory.

Office of Admissions

Applications. Admissions activity started the new fiscal year at an unusually high level which has continued to date. In August, we generated more applications (461) and more first-year enrollments (273) than ever recorded for a single month. Both applications and first-time enrollments continue to run over 23% ahead of last year with 1495 applications and 822 enrollments recorded as of October 26, 1989. Although the current rate of application activity will probably slow down a bit as the year progresses, it is interesting to note that if it does remain constant, we could finish up the year with 4600+ applications--more than 1000 over FY '89.

Minority Outreach. The first meeting of the recently reorganized Minority Admissions Advisory Committee was held in October. For the first time, the committee includes members of the local community as well as Edison staff and will serve to advise the Director of Admissions on factors concerning effective outreach strategies that can impact potential minority students. The committee consists of nine members: five Edison staff and four community representatives.

Office of Financial Aid and Veterans Affairs

Financial Aid Activity Increases. The Office of Financial Aid and Veterans Affairs continued to advise students about options for financing educational expenses, deferments on educational loans, and veterans benefits.

During this quarter, 325 students requested financial aid advisement, 380 financial aid application packets were mailed, and 50 students formally applied for aid. A total of 175 financial aid applications have been received for FY '90.

A total of 55 students applied for the New Jersey Tuition Aid Grant program, and 26 of them demonstrated eligibility. Forty-two (42) of the applicants had incomes below $6,000 per year, 27% ranged in income between $6,000 and $17,999. Thirty percent of the eligible TAG applicants had incomes that were between $18,000 and $35,999 per year.

Luncheon Announces Expanded Veterans Efforts. Brigadier General Kenneth L. Reith, Deputy Adjutant General, State of New Jersey, was the guest speaker at a luncheon to announce the College's increased attention to veterans affairs. Reith's presentation, "The Importance of Educational Options for the Military," was presented to members of the military educational community who were invited guests.

Center for Corporate and Public Partnerships

Banking Outreach. There were two significant developments in the Center for Corporate and Public Partnerships' outreach to the banking community during this period. First, in August, 11 additional courses offered through the American Institute of Banking's (AIB) Garden State Chapter were reviewed through the PONSI program. Staff also presented a portfolio workshop at First Fidelity Bank, the largest banking corporation within the state. These activities should increase the College's visibility within the banking community and improve bankers' access to higher education.

In addition to the PONSI evaluation of AIB courses, AT&T, Bally's Park Place Casino and Hotel, and the New Jersey Department of Personnel all completed successful evaluations during this time period.

Out-of-State Efforts Grow. The Center has continued to provide services to the Omaha Public and Power District utility company. This represents the second student services/management agreement with an organization out of the New Jersey tri-state area. The Center also conducted an orientation workshop for Ameritech, Inc. located in Detroit, Michigan. These activities, combined with experiences with AT&T in Cincinnati, will help develop the model for dealing with out-of-state clients.

New Affiliates. Three new organizations have become affiliated with the Center: Ameritech, Inc., Bally's Park Place Casino and Hotel, and the Bergen County Fire Academy.

Office of Alumni Affairs

Commencement/Annual Alumni Activities Successful. A record-breaking number (51) of alumni and their guests attended the Annual Meeting and took leadership roles in managing the various activities.

This year the Association initiated the Alumni Commencement Awards Banquet held immediately following Commencement ceremonies. The focus was the awarding of PHT (Putting Him/Her Through) Certificates to family and friends of Edison graduates and the presentation of the Association Award for Outstanding Service. There were 273 in attendance.

Office of Development

Annual Fund Update. In follow-up to the Alumni Phonathon phase of the Annual Fund, staff have been requested to consider their 1989 fiscal year gifts through the Thomas A. Edison State College Foundation. In addition, appeals have gone out to the various Boards of the College from their respective chairpersons. The fiscal year for the Foundation ends December 31.

Annual Report. The Edison State College Foundation's 1988 Annual Report has been completed and distributed.

Foundation Board Meetings. Special meetings of the Foundation Board of Directors have been held throughout the year with the purpose of educating and strengthening members for their advocacy efforts on behalf of the College. A fourth meeting, held in October, again had the Donald A. Campbell & Company's Dr. William Hausman as the moderator. These 1989 sessions complete a second year contract with Campbell & Company. Dr. Hausman will return in December for a Board-building session with the Alumni Association's leadership.

Professional Activities.

Wenrich H. Green, Jerry Ice, Sonja Eveslage, and Evelyn Spradley conducted a panel discussion at the annual meeting of the National Association of College Admissions Counselors in New York City. Their topic was, "You Can Get There From Here: Educating Adults Through The Edison Model."

Lansing Davis and Iris Saltiel attended the American Association for Adult and Continuing Education conference in Atlantic City. Iris Saltiel was one of the conference sub-committee chairs and also co-presented, with Diane Rhodes from AT&T, a workshop which focused on providing educational services to corporations. Lansing Davis made a presentation at the annual statewide American Institute of Banking workshop in East Brunswick. Jim Ratigan gave a presentation at the National Association of State Training and Development Directors in Seattle, and a presentation to the Society of Educators and Scholars in Beaumont, Texas.

Resignations

The following people have resigned from the College:

Peggy Fisher	- Center for Corporate and Public Partnerships
Rekha Sharma	- Registrar's Office
Rita Kolbert	- Controller's Office
David Puddington	- Development Office