



THOMAS EDISON STATE COLLEGE


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MEMORANDUM

June 14, 1996

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJ: President's Report to the Board

The New Jersey State Library

On May 2, the College signed a Memorandum of Understanding with the State of New Jersey which will transfer management and oversight of the State Library to the College. This relationship is unique in the nation and was widely applauded throughout the library community in the state. There is a natural symbiosis between these two institutions that strive to create distributive learning environments for individual learners. Assuming legislative concurrence, the affiliation will take effect July 1, 1996.

Client Services

At the end of January, I commissioned a Task Force to examine how we can better serve our clients. The Client Services Task Force included representatives from the key functional areas of the institution responsible for dealing with students. It met extensively over a two month period and concluded with the presentation of a number of key recommendations which have subsequently been reviewed by the senior officers.

As a result of this major review, considerable realignment of staff and reporting structures will be implemented July 1. These changes are intended to provide a more integrated client-focused management structure needed:

- to enhance marketing and recruitment efforts to effectively grow the College
- to provide improved client services
- to enhance product development and delivery
- to establish mechanisms appropriate to respond to the opportunities presented to the College,
- to improve the efficiency and effectiveness of operations with concomitant accountability

In order to achieve the above goals, four functional areas were defined under Academic Affairs. First is an outreach effort with primary responsibility for marketing and student recruitment. In realigning functional areas to serve an outreach need, Academic Programs will assume responsibility for goal setting and planning, identification and management of client streams, the development of integrated response mechanisms within the College, the management of PONSI, and the establishment of mechanisms to respond to opportunities for development initiatives.

The role of the Academic Dean was expanded to include a number of functional areas central to the establishment of a student services center. The Academic Dean holds primary responsibility for academic programs, planning, development, implementation and management, retaining the responsibilities for academic policies, standards and procedures, accreditation and program review, assessment and evaluation, faculty identification, recruitment and development, and academic publications. The student services center will focus on communication, evaluation, advisement, student advocacy, financial aid, program planning, and prior learning assessment. The establishment of the student services center will include the transfer of the admissions functions to the Academic Affairs Division. In addition, the Academic Dean will assume the responsibility for assessment and evaluation.

The Registrar's Office will focus primarily on document management and registration, transcription management, credit banking, graduation clearance and commencement, registrations for all Thomas Edison courses or exams, and student records management.

The fourth area of responsibility under the Academic Affairs Division is the Distance and Independent Adult Learning center whose primary responsibility is the management of learning options and instructional services. This includes course acquisitions and leases, course and examination design and development, contract learning and independent study options, delivery systems operations and management, course and faculty management, graduate program assessment activities, maintenance and revision of courses and examinations, materials coordination and operations management, and administrative oversight.

The role of the Center is being expanded to include partnership developments for distance education. Central functions will include the management of the baccalaureate degree completion program, consortial arrangements, intra-institutional alliances, and technological linkages and affiliations.

Realigning these functions will allow the College to be better positioned to serve its client base and to respond to the growing number of external requests for program support.

Bid Waiver - Post Reporting

At its March 1996 meeting, the Board approved a bid waiver to reprint 20,000 copies of the DIAL Bulletin at a cost not to exceed \$35,000. This was for a one-year supply. The actual cost of the books was \$41,050. The difference in price was due to a necessary change in the number of courses being offered. As I have indicated elsewhere in this report, the DIAL program is growing literally by leaps and bounds. An additional 10 courses were ready for inclusion in this new bulletin, and this increased the number of pages required. In addition, and as a result of student feedback, we expanded information about each DIAL option and added more detailed information about meeting degree requirements by using DIAL courses. This expansion added to the expected cost. The

contract was awarded to Parker-Polychrome, the lowest-bidding printer who met our specifications. The books were received in May.

Staff Member Becomes College President

The third search for an Associate Dean, Human Services Degrees, is in progress with campus interviews scheduled for mid-May. This search began sometime last year when **Dr. Barbara Losty** resigned. However, **Dr. Losty** agreed to continue on at the College until a replacement could be found. One year later, that replacement has not happened, but I am very proud to announce that Dr. Losty has accepted the presidency at Waycross College, Waycross, Georgia. Waycross is a two-year transfer institution in the University of Georgia system. She will assume her new responsibilities in late July and will leave the College in June. Congratulations to **Dr. Losty**.

Master of Science in Management (MSM) Degree Program

Students in the first cohort of the MSM Program are completing their first semester and are actively participating with their peers and professors using the on-line computer conferencing network.

To date, the MSM Admissions Committee has reviewed 11 applications for the upcoming Fall 1996 semester; seven were accepted, two deferred, and two rejected. Seven other applications will be reviewed this week by the committee, and six partial applications have been received. In addition, AT&T has indicated an interest in adding another cohort for the September 1996 class.

Marketing efforts from the MSM Office include:

- Direct Mail - 5,800 Applications and Prospectus have been mailed to potential students, faculty, staff, and corporate decision makers.
- Articles have appeared in the Trenton Times, New York Times, the Wall Street Journal, and the College's publication Invention. An article was written for and published in the DANTES Newsletter, the AT&T WEB Page (1,000 visitors as of May 1996), and the COMCAST TV Show.
- Conferences/Presentations - Staff made presentations at the American Society for training and Development (ASTD) Conference in June (about 2,500 attendees), and staff distributed 300 Prospectus with MSM applications at various meetings.
- Guides - The information is going to be listed in the 1997 edition of Peterson's Guides to Graduate Study and in DANTES Publications. The information will be made available in many formats to professionals, students, faculty, administrators, and researchers. MSM descriptions will also be listed electronically on GRADLINE, GRADSEARCH, and Peterson's Education Center Worldwide Web.
- Telephone calls were made to 270 inquirers to answer questions regarding their decision to enroll in the program. No data is yet available as a result of this effort.

Assessments for Master of Science in Management Program. During the past year, the College has been extensively involved in the design and development of the assessments to be used in the MSM program. As noted in previous reports, assessment considerations offer a number of significant challenges for this program. The program is competency-defined, and a number of the

competencies are better assessed in the context of the MSM residencies, using the more complex assessment situations that have been developed in managerial education, such as the in-basket test.

The orientation program for the initial cohort was conducted in January, and at that time, the incoming students were given information on a broad-based assessment program that integrates in-course assessments with residency requirements and which involves student self-assessment, journal activity, and the preparation of a cumulative portfolio of critical events. For this orientation, prototype instruments were developed within the "360-degree" concept, a system for appraising student effectiveness by securing systematic judgments by the surrounding persons: peers, mentors, teachers, work supervisors, and the students themselves.

The Director of the Office of Test Development led the initial meeting of the MSM Assessment Committee, a group of faculty who will guide and advise the process. Plans for the induction of the second cohort, in September 1996, and for the conduct of the first residency, in May 1997, were reviewed. Working with the Committee, the Office will structure the assessment program as it emerges.

The use of TECEP tests to evaluate readiness for the program continues to be explored. The program recognizes the student's need for prior preparation in a number of areas relevant to these undergraduate examinations. While no required pre-entry level of performance is required, it may be useful to provide incoming students with a kind of self-testing battery, to provide a signal for possible deficiencies, and to guide them in their own personal preparation.

National Institute on the Assessment of Experiential Learning

This year's National Institute has attracted the highest number of participants since its beginning in 1989. There are 40 participants (four are alumnus from previous years). As in previous years, most participants are from the northeast. New York has the most participants (six), with Massachusetts and New Jersey each giving us four. Other states offering more than one participant are West Virginia (three), Ohio (two), and Connecticut (two). Five participants come from Canada: three from Nova Scotia, and two from Ontario. One comes from Brazil, and one is from Bermuda. This year, the institution sending the largest number of participants is Berkeley College in New York City with two participants, and Berkeley College in West Paterson, New Jersey with three participants.

This year's Institute will be held locally at the Merrill Lynch Conference Center in Plainsboro. The Institute will be partially supported through a grant from Merrill Lynch. This grant was awarded in response to the diligent work of Marilyn R. Pearson, former Board of Trustees member and now Foundation Director.

Baccalaureate degree programs

Business Degree Program In conjunction with future marketing efforts, the College has developed classification/ articulation documents involving courses for an Organization Management program from College Leadership Consultants (a private corporation), examinations from the Institute of Certified Computer Professionals (ICCP), a proposal for a customized articulation agreement with Camden County College in the accounting area, and an articulation proposal for Mercer County Community College's AAS in Funeral Service and Thomas Edison's BSBA in General Management. In addition, College staff have assisted faculty in the development of a

precalculus course to be offered through DIAL. A classification document has been developed listing the available correspondence courses for business specializations/options; this should prove particularly useful to the student advising process.

In other marketing efforts, a promotional brochure is being completed featuring the data processing and management information systems specializations.

Liberal Arts Degree Program The one year anniversary of the Student Evaluation of Pre-Graduation survey was January 1996. Overall, the data shows that students continue to be satisfied with every aspect of the Pre-Graduation Conference. You may recall that this program periodically comes under review as possibly an out-moded system of evaluation for the Bachelor of Arts degree students. The conference is an hour oral discussion with a faculty consultant who specializes in the student's chosen subject area(s) related to the area of concentration or specialization. The survey clearly indicates that from the student perspective, the conference merits continuation.

Human Services Degree Program Similarly, a two-year review of the Advanced Level Practicum for the Bachelor of Science in Human Service degree was completed. The report included information regarding time-to- degree completion, use of faculty consultants, and measurements of student satisfaction.

The request to review courses offered by Seagirt Academy, but not evaluated by Seton Hall University, is moving forward. A work group was convened in April to work on this project. Seagirt Academy is a police training facility which has had a long-standing relationship with the College.

The Americans with Disabilities Program

Recent activity in the Americans with Disabilities Program (ADA) includes the following:

- Maintaining files on and providing information on "reasonable accommodation" for 153 students with disabilities. Each week an average of 4 students with disabilities contact the College to request "reasonable accommodation" or information about services.
- Providing on-going formal and ad hoc consultation and training to all college staff who work with students. Special emphasis is given to working with Academic Programs, DIAL, and Testing and Portfolio staff to arrange individual accommodations for ADA students participating in these service areas.
- Providing consultation regarding services to students with disabilities for other distance-education units in institutions (e.g., Southwest Texas State University, The University of Utah, The Pennsylvania State University, University of Wisconsin-Extension) around the country.
- Completing a needs assessment with all offices in Academic Affairs, as well as with the College Relations Office, in order to make specific recommendations for upgrading the College's compliance status with the Americans with Disabilities Act.

The New Jersey Baccalaureate Degree Completion Program

This quarter's activity in the New Jersey Baccalaureate Degree Completion Program includes the following:

- Emphasis continues for the identification of the county/community colleges as resources for faculty mentors for selected DIAL course offerings, including Contract Learning. Working through our NJBDGP representatives at all 19 campuses, county/community college faculty were invited to submit resumes and supporting materials for possible acceptance as Thomas Edison faculty consultants. As a result, we now have 111 faculty consultants from the county/community college campuses.
- Dialogue and planning with county/community college telecourse coordinators to begin broadcasting selected Thomas Edison telecourse materials is in progress with Mercer, Essex, and Brookdale Community Colleges. This will include appropriate advertising leaders and trailers mentioning the College and the New Jersey Baccalaureate Degree Completion Program.
- Intent to Transfer brochures have been developed for all signed colleges.
- Scripting and production of a 5-minute "video roll-in" describing the New Jersey Baccalaureate Degree Completion Program for a PBS/College Board videoconference was aired nationally in March.
- Passaic County Community College has recently signed with the College to be a part of the Program.

Testing

Computer Administration of Tests The exploration of the use of computers to record the responses to multiple-choice questions, in order to provide such services as on-the-spot score reporting and more detailed scoring, has continued. The College is negotiating access to complex and powerful software from National Computer Systems (NCS). This software would provide these scoring and feedback functions while also providing the College with the statistical analysis that is an ordinary component of the test development process. This software would be similar for the Guided Study, TECEP, and graduate level assessments, providing an integrated system for the College.

TECEP Revision/Development New forms of the following examinations have been completed and introduced during the past fiscal year: *Business in Society*, *Managerial Accounting II*, *Tax Accounting*, as well as an alternate form for *Written Expression I*. *Public Relations Thought and Practice* has been completely revised and is undergoing final consultant review prior to introduction. The TECEP examination in *BASIC*, the computer programming language, will be revised over the summer to incorporate the changes introduced by Q-BASIC, the current form of BASIC. *Word Processing Fundamentals*, which was completely redeveloped less than two years ago, will also be revised, due to the nature of the subject matter, which is in a constant state of change.

Test Description Book The reformatting of the Test Description Book into two component volumes appears to be a success. One volume is devoted to TECEP tests, the other to DANTES tests. This has permitted the expanded coverage of sample test material in a number of areas. The success of the development has prompted the exploration of a third companion book under the aegis of the TECEP program to be centered on test preparation.

The 1996-97 version of the Test Description Book will be introduced during the summer, rather than fall, as in previous years, to place it in line with the College's fiscal year, rather than the traditional fall semester.

Test Preparation Services Test preparation workshops were offered at the College in May, and additional offerings are projected for 1996-97. The Test Description Book has been modified to offer an expanded body of sample test material to students in a number of key examinations.

Test preparation continues to be evaluated as an integral component of the effort to serve students better and to market the tests more effectively. The development of a test preparation book is being explored. The book would be offered in conjunction with the two volumes which presently comprise the Test Description Book.

Directed Independent Adult Learning (DIAL)

Course Enrollments. Total DIAL course equivalent enrollments (CEEs) of 4526 for FY 1996, including Fall 1995, Winter 1996, and Summer 1996 (projected), reflect a 10% increase over FY 1995 (4117). The new Contract Learning option served almost 300 students, or slightly more than 6% of total registrations. On-Line Computer Classroom courses attracted nearly 200 students, equaling 4% of total registrations. Guided Study remains strong, supporting almost 90% of all DIAL students.

Breakdown DIAL CEEs	Fall'95	% of total	Winter '96	% of total	Sum* '96	% of total	FY96 total	% of total
Guided Study	1470	90%	1505	89%	1075	90%	4050	89.5%
On-Line CC	82	5%	52	3%	50	4%	184	4%
Contract Learning	81	5%	136	8%	75	6%	292	6.5%

New DIAL Courses. During FY 1996, a total of 30 new DIAL courses were offered, including eight Guided Study, four On-Line Computer Classroom courses, and 17 Contract Learning, bringing the total number of DIAL courses offered to 107. This is a 33% increase over the 80 courses offered in FY 1995. For FY 1997, 10 new Guided Study courses are planned.

Faculty Consultants. The total number of faculty consultants working on DIAL courses increased from 86 faculty mentors supporting an average of 147 course sections per semester in FY 1995 to 100 faculty mentors supporting an average of 199 course sections per semester in FY 1996.

Presentations

Dr. Patricia Sparks, Dr. Susan Friedman, and Todd Siben made a presentation at the New Jersey Board of Professional Engineers and Land Surveyors in May. The purpose of the presentation was to help them to understand the nature of Thomas Edison so that they will permit our graduates to take the Engineer-in-Training and Land Surveyor examinations. While they did not make an immediate decision in our favor, they decided to form a subcommittee to meet with us again. This dialogue is an improvement, since we have been attempting to establish approval for over five years.

William Seaton, Director of DIAL, attended the annual NUCEA National Conference in Boston, Massachusetts in late March. At the conference, he made a joint presentation with **Esther Paist**, Assistant Dean.

Charlene Glascock, Associate Director of DIAL, served as a judge on the NUCEA Independent Study Division Course Awards Committee, charged with awarding Distinguished and Meritorious Course Awards for 1995-96.

Both **Mr. Seaton** and **Ms. Glascock** attended the International University Consortium (IUC) Annual Professional Development Workshop on Distance Education in May. The workshop was preceded by a 3-week computer-mediated conference on Distance Education Development and Delivery on the World Wide Web.

Communications and College Relations

Media Relations and Advertising Stories and features on various aspects of the College appeared in *The New York Times*, *Wall Street Journal*, *Star-Ledger*, *Comcast Cable* and other news media during the period of this report. In addition, the April edition of *Mercer Business* magazine featured the College as its cover story, and the I was featured in the (Trenton) *Times* in its "Market Leaders" section. Media attention was focused on the Master of Science in Management program, the Passaic County Community College NJBDCP partnership, the College's new affiliation with the State Library, and other activities. The Office of Communications & College Relations continues to provide leads and information regularly via e-mail and fax to appropriate news media throughout the nation thanks to journalists' postings on the ProfNet listserv, as well as through a program of customized letters to individual reporters and editors.

The College's advertising program continued, contributing to 652 more inquiries during the month of April 1996 than during the same period in 1995. The College ran its first ad with a commercial computer network: ads are appearing May-June on the Distance Education special interest group (SIG) and in June on the Career Connection home page on the Prodigy network. During the past three months, commercials ran on WABC-AM radio and WMGQ-FM in north central New Jersey, while billboards continued in northern New Jersey with new billboards appearing on Rt. 95 to and from Philadelphia. Print ads appeared in *El Especial* and *Noticias del Mundo* (two Latino newspapers), and *Army Times* (international). A tracking system is in place to gauge the effectiveness of advertising.

Awards The College received four prestigious awards from the International Association of Business Communicators (IABC-Philadelphia Chapter). In addition to an award for our Web site, the College received three marketing and publications awards: a first-place for Marketing Communications (for our advertising program); and second-place honors for Best Newsletter (the STAC newsletter), and Publications Makeover (for Signals, the newsletter of the DIAL office). Competition included the top advertising, marketing, and publications agencies as well as major corporations and other nonprofits in the Delaware Valley.

Publications A total of 84 publications were produced during the last quarter including: the MSM Prospectus and application; the DIAL Course Registration Bulletin; a Colloquium brochure; Invention; Golf Classic materials, four new NJBDCP brochures; reprints of 13 existing NJBDCP brochures; an Alumni Awards/Election brochure; TECEP and Portfolio brochures; a Financial Aid package; six new Degree brochures; 25 various Specialization/Option sheets; the new Tuition and Fees brochure and insert for FY 1997; the STAC newsletter; the Signals newsletter; two Newsbrief newsletters; select Phonathon materials; three issues of News, the internal house organ; various publications for the National Institute; a Foundation Directors' Handbook; and a variety of other ads and smaller pieces.

Admissions Services

For FY 1996 to April 30, 1996, applicants totaled 3,575, and new enrollments totaled 2,188. During the same period last fiscal year, there were 3,918 applicants and 2,276 new enrollments. While this represents an overall decline in both groups, the conversion ratio of applicants to new enrollments increased from .58 last fiscal year to .61 this fiscal year. In addition, new enrollments for the month of April 1996 increased by 11.5% over April 1995 (223 new enrollments for April 1996 and 200 for April 1995).

There was a 22.3% *increase* in inquiries for the month of April 1996 compared to the same period last year. Inquirers for April 1996 were 3,487, while inquiries for April 1995 totaled 2,852. Overall, inquiries for FY 1996 to April 30, 1996, totaled 31,655 compared to 31,661 inquirers for FY 1995 to April 28, 1995.

As of April 30, 1996, the percentage of African-American and Latino applicants total 14.35%, and new enrollments for these two groups is at 13.75%. By comparison, African-American and Latino applicants and new enrollments for FY 1995 to April 28, 1995 were 14.30% and 12.22%, respectively. Percentages in these two categories of the minority population have remained relatively stable over the last ten years, with minor fluctuations both up and down. However, the College remains committed to increasing minority enrollments during the remaining period of the Five-Year Plan.

Four Application Day programs were held at the College's Academic Center in March and April. The programs were attended by 104 prospective students; 43 applications were submitted on-site.

In support of the New Jersey Baccalaureate Degree Completion Program, information sessions and transfer programs were held during March and April at five community colleges: Atlantic Community College, Gloucester County College, Mercer County Community College, Raritan Valley Community College, and Union County College. Total attendance for the programs was 174 prospective students. In addition, the College Prospectus was distributed to

48 prospective students during transfer programs at Bergen Community College and Sussex County Community College. NJBDCP agreements with these two colleges are expected to be signed before the end of this fiscal year.

World Wide Web Page Update: From December 13, 1995 to April 30, 1996, the College received over 1,000 messages from inquirers and applicants via e-mail and the World Wide Web. Included in the 'messages' were 114 applications; the applications did not include fee payment, because the College does not accept payments over the Web at this time. Subsequently, the College did receive payment of the application fee from 38 of these applicants. Civilians as well as military personnel are using this format to expedite requests for general and specific information about the College.

Office of Enrollment Services

Outreach efforts have focused on the cultivation of individual decision makers in the corporate and nonprofit sector who are in positions to effect referrals to the College. The goal is to create an enrollment stream, and a variety of communication strategies and activities are being promoted with each contact as indicated below.

Corporate outreach: Meetings to discuss ways Thomas Edison could serve employee needs have been held with Nabisco Biscuit Company, Showboat Casino Hotel, Bell Atlantic, Merrill Lynch, the Taj Mahal Casino, Merck Pharmaceuticals, and Best Foods of CPC International. Introductory presentations were conducted at Bristol Myers-Squibb and General Public Utilities in March and April.

Military Outreach The military has been an excellent resource for enrollments during the College's nearly 25 year history. With the recent additions to course options and the expanded methods for earning college credit now available directly through Thomas Edison, military personnel are increasingly drawn to the College, and will be a major focus for admissions and enrollment services.

As a part of this renewed emphasis, all 55 Education Services Officers in the United States Navy and Marine Corps were sent an introductory letter to the College along with copies of the Prospectus. Thomas Edison literature now has been received at military installations around the world and throughout the United States. Requests for additional college materials have been received from the Education Services Officers at sites ranging from Camp Zama, Japan to Guantanamo Bay, Cuba.

Other colleges and nonprofit organizations Thomas Edison information packets were distributed to a national listing of 2,088 junior/community college counselors responsible for advising transfer students.

Information sessions were given to Airframe and Power Plant certified mechanics attending an FAA refresher training course at Teterboro School of Aviation in February and March. In addition, a presentation was given to Ocean County Vocational Technical School counseling staff regarding types of individuals who should be referred to Thomas Edison.

Iris Saltiel, Director of Enrollment Services, conducted a presentation on Career Resources for Stark & Stark's Women in Transition program and a presentation on Careers in Education for the North Jersey chapter of Female Executives Career Day at NJIT.

Efforts to provide outreach to minority organizations were aided by arranging for Program Advisor, **Theresa Bowman**, to be the guest on the *Straight Talk* radio show, produced by New Jersey Network. As part of an outreach program for black law enforcement officers, the College was invited to address the New Jersey Black Police Officers Association. **Theresa Bowman** also made that presentation at the Association's March meeting.

Financial Aid & Veterans' Services

The Office of Financial Aid and Veterans' Services continues to assist students in obtaining financial assistance and veterans' benefits to help pay their educational costs. As of the end of April, 166 students were offered aid totaling \$379,542. To date, \$170,589 has been disbursed by the business office. Ninety veterans applied for veterans' benefits.

The office is in the process of installing the United States Department of Education Title IV Wide Area Network which will enable staff to receive and send financial aid data electronically.

Office of Corporate - Higher Education Programs

Work has continued with AT&T over the past several months as the emerging Lucent Technologies and the new AT&T seek to establish their independent identities. There has, naturally enough, been a great deal of shifting and reorganizing. It is still not clear whether or not some of the units with which the College has been working for many years will continue to exist as identifiable units. Services to AT&T Network Education Services continue to be delivered on an "as needed" basis until certain items are clarified and AT&T is in a position to identify which employees will be eligible for participation in their educational programs. However, one positive outcome will be that the College will gain a new and viable client in July 1996 when Lucent Technologies assumes responsibility for its own employee education and training program.

The proposed date for the Corporate - Higher Education Colloquium is Friday, November 8, 1996 with a reception the evening before. We are still trying to confirm a site for this annual event.

We are pleased to have inaugurated a working relationship with our newest PONSIS sponsor, Commerce Bank. Also, after a hiatus of almost two years, the New Jersey Department of Personnel submitted the Certified Public Manager's program for its required faculty review, so that the credit recommendations for that vital program in the state could again be activated.

Services continue to be provided at PSE&G (Salem NJ) and at Omaha Public Power District (Ft. Calhoun, Nebraska) as well as the Degrees of Success Workshop for the AT&T School of Business and its affiliated units.

Development and Alumni Affairs

Development Activities

During the first quarter, annual appeal letters were mailed to our constituency groups which include alumni, employees, former senior staff employees, faculty, board members (current and former) and a select corporate group.

The first of four planned giving newsletters produced by The Stelter Company were sent to over 1,700 of the College's constituents in February. The second mailing went out in May. The Planned Giving Committee formally named the planned donor group "The Heritage Circle" to give specific recognition to this group of donors in the *Invention* and other printed materials where we designate giving circles.

Thomas C. Streckewald Golf Classic Update:

As of June 1 there are 88 golfers signed up for the June 10 Golf Classic. This includes nine corporate sponsors. In addition, there are eighteen hole sponsors and additional dinner reservations. The total revenue to date exceeds last year's revenue. Numerous companies have also contributed gifts for door prizes, goody bags, and the raffle. The hole-in-one sponsor, Colonial Cadillac, is contributing a two-year lease on a Cadillac Seville to the first hole-in-one winner on the tenth hole.

The dates and locations for the following Foundation sponsored special fundraising events have been finalized:

- Natale Caliendo "Thunder Night," Waterfront Park, August 15, 1996
- Fifth Annual Gala, Hyatt Regency Princeton, October 12, 1996

Foundation board member Richard Gillespie, President of the Gillespie Organization, has been selected by the Foundation to receive the 1996 Spirit of Edison Community Leader Award.

The Foundation's revenue as of May 24, 1996 is \$90,374. The Foundation's goal for FY 1996 is \$250,000.

Alumni Affairs

Alumni Directory Plans are underway to publish the College's first alumni directory. A meeting was held with a representative of Harris Publishers, the company engaged to survey alumni and to coordinate the publication.

Regional Meetings The North Jersey Chapter of the Thomas Edison State College Alumni Association has identified three leaders, two alumni, and one student to coordinate the chapter's efforts. Under the guidance of alumni Board members Paula Vaughan '90 and Patricia Slaymaker '90, the group is considering a variety of programs that would attract alumni in the North Jersey area. One activity discussed was to host a financial planning seminar during the fall.

Board Meeting At the March Alumni Association Board meeting, President Adele Ellis announced that alumna Paula Vaughan BSBA '90, Vice President for Alumni Member Relations, has been selected by the Foundation to receive the 1996 Spirit of Edison Alumni Award. Ms. Vaughan is Vice President of Change Management at Prudential and is one of 100 women in leadership positions nationwide selected to participate in the Class of '96 Leadership America program which promotes networking and leadership among women. In addition, Ms. Vaughan received the 1995 Alumni Association TEAM Award for her leadership role as Chair of the 1995 Nominating Committee. The next meeting of the Board will be a combined business meeting and social event at the Trenton Thunder.

Phonathon The 1996 Alumni Annual Phonathon surpassed the 1996 goal of \$71,000 by concluding the event with \$75,534 in gifts and pledges. Compared to 1995, the numbers of callers increased 28%; the total numbers of volunteers, which includes callers and others, increased 20%; and the numbers of calls attempted increased by 34%. This was in large part the result of the outstanding work of alumna Gail Ann Palatine '91, Chair of the 1996 Alumni Annual Fund Phonathon Committee.

The Institute for Public Policy

The Institute continues to build on its record of accomplishment, particularly in its policy research and other support for its long term partners: the City of Trenton, the Urban Mayors Association of New Jersey, the Trenton Enterprise Initiative, and the Institute's newest initiative, the Center for the Urban Environment.

The work of the Center for the Urban Environment received strong support this quarter through the addition of a new Fellow at the Institute, **Elizabeth Johnson**, who will provide primary staff support for the Center. **Ms. Johnson** is a leading expert on both urban environmental issues and on community development; she joins the College after recent professional experience with the City of Trenton and with Isles, Inc.

The Institute's partnership with the Urban Mayors has also been active. A forum was held with the Commissioner of Human Services to discuss welfare reform proposals at the state and federal level, and their impact on urban areas. Recent meetings with the mayors have resulted in their giving priority over the next year to the issues of public schools, the proposed new core curriculum, and public school finance. A planning retreat with this group is planned for the late summer or early fall, and an issues conference has been proposed.

The Institute's partnership with the Trenton Enterprise Initiative (TEI) has also been active. Meetings with the TEI's new board of directors has resulted in the establishment of an issue agenda around which the Institute will provide assistance. High on the list of priority issues are economic development, education, community development, and public safety.

The Institute began a new venture during this period with the Atlantic City Public Schools. In response to a request for proposal that was required by the Atlantic City Public Schools as a result of the State's monitoring process, the Institute submitted a proposal to conduct an educational audit of the District using several experts. The Institute was awarded the contract to provide these consulting services and is in the midst of this exciting and important project. Work on this educational audit is scheduled to be completed by the end of June.

The Institute submitted funding proposals to the Schumann Fund for New Jersey during this period, and has begun work to prepare a major proposal to the U.S. Department of Housing and Urban Development under the Community Outreach Partnership Center program.

John Thurber, Acting Vice President for Public Affairs and Director of the Institute, recently attended meetings of the Executive Committee of the American Association of State Colleges and Universities' Commission on the Urban/Metropolitan Agenda, on my behalf.

Resignations

The following people have resigned from the College:

Eleanor Robertson	-	Office of the Registrar
Mary Jo Kamin	-	Office of the Registrar
Shirley Nichols	-	Office of Admissions Services
Stacey Sanderson	-	Office of Testing and Assessment
Karen Lewandowski	-	Office of the Registrar