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M E M O R A N D U M
March 11, 1988

TO: Members, Board of Trustees
FROM: George A. Pruitt 
SUBJ: Report to the Board of Trustees

Ed Stitt

You will recall that at the December, 1987 meeting I spoke to you about our youngest and oldest students. At that time, I was unaware that our oldest student, Edward Wynkoop Stitt, age 89, had died. In 1985, Walt Disney Productions declared Mr. Stitt the oldest undergraduate in the United States. He completed his associate degree at Edison in 1985 and was actively pursuing his baccalaureate degree when he died. He will be greatly missed.

Status Report on Board Approved Bid Waivers

On December 4, 1987, the Board of Trustees authorized a bid waiver for the College to purchase:

- * educational software for the Guided Study program;
- * accounting software;
- * a satellite downlink system;
- * a video presentation of the College; and
- * a development feasibility study.

The only purchase made so far was for the professional services of Peat, Marwick, and Mitchell to assist in the selection and implementation of the accounting system. To date, \$10,000 of the \$50,000 allotted for this item has been committed.

Discussions are underway with the producers of the educational software for the Guided Study program. There will be a delay in this purchase while the software is revised and upgraded.

The state structural engineer has completed a study of the Kelsey Building roof and has indicated that it will accommodate the weight of satellite downlink equipment. No purchase will be made, however, until his report has been submitted to the College in writing.

Discussions are also under way with the Gillespie Advertising Agency for the video presentation project. Filming and production are expected to begin in late April or May.

The primary task of choosing an outside fund-raising counsel to conduct the approved development program assessment was launched. Seven requests for proposals were sent out on January 15, 1988, and four responded with proposals by the February 5th deadline. This important audit will cover these College advancement activities: annual fund efforts; corporate and foundation support; major gift solicitations; and the planned/deferred giving activity. The firm chosen will complete its feasibility study and have a report ready for the spring meeting of the Foundation Board.

Outcomes Assessment and Institutional Research

The Outcomes Assessment Plan, presented at the December, 1987 Board meeting, is well underway. Two committees have been created to guide the undertaking. The Outcomes Assessment Committee is charged with shaping the direction and scope of the outcomes assessment process. The Institutional Research Committee is responsible for developing efficient, standardized data collection practices and for determining data reporting needs of the College's management staff.

I met with both committees in December. Each has enthusiastically accepted its charge and is working on the tasks of the Outcomes Assessment Plan. In addition to achieving the goals of the plan, these committees will be involved in a consulting capacity with revising the College's Application Form, generating new routine reports for measuring student activity, revising the student data base file structure, developing priorities for reports available to managers, and compiling the various procedures and practices we currently employ to assure academic quality in our endeavors.

Security

As I reported in my December 4 report to the Board of Trustees, the College experienced a rash of burglaries in the Kelsey Building. As a result of these break-ins, the College has been provided with 24 hour guard service by the Capital Police and, through GSA, has contracted for an automated security intrusion system at a cost of \$25,000 which is being paid for by GSA and is currently being installed.

Budget

As of January 31, 1988, the College received revenues totalling \$1,138,308 or 153% of the budgeted target. On an annualized basis, the College achieved 71% of its original budget revenue target of \$1,604,939. It should be noted that the FY 1988 target was adjusted to \$1,829,124 in consultation with the Department of Higher Education and the Office of Management and Budget to reflect enrollment growth and to support an additional ten positions provided to meet this enrollment growth. On an adjusted basis, the College has realized 62% of its revenue target.

The Governor has recommended a budget of \$4,791,000 for the College in FY 1989. This represents an increase of \$159,000 or a 3.4% increase, and includes six new positions for the advising and evaluation areas.

Space - The Final Frontier

For Edison, the quest for expansion facilities is almost as adventuresome as the Star Trek reference, since we are negotiating for both short and long-term relief.

Recently, college staff met with Assistant Treasurer Caren Raphael and also met with representatives of GSA to pursue the College's acquisition of temporary space needed to support the additional staff approved in the FY 1988 and FY 1989 budgets.

Automation

As indicated above, we are nearing completion of a study being conducted by Peat, Marwick, and Mitchell for an automated fund accounting system that would meet NACUBO and ACIPA accounting requirements. In addition, the College completed the upgrading of the revenue management system to provide for better tracking of accounts receivable, refunds, and grants.

Academic Programs

Independent Study. A recent review of students taking courses by correspondence revealed the following:

THOMAS A. EDISON STATE COLLEGE

STUDENTS TAKING INDEPENDENT STUDY COURSES COURSE EQUIVALENT ENROLLMENT

FISCAL YEAR	EDISON STATE COLLEGE	UNIV. OF NEBRASKA	INDIANA UNIV.	OHIO UNIV.	# PENN. STATE UNIV.
1982-83	48 ⁺		47		35
1983-84	12 ⁺		118	35	40
1984-85	129		119	66	75
1985-86	192	219	112	29	75
1986-87	250	65**	60**	N/A	75
1987-88	<u>577</u>	<u>117</u>	<u>50</u>	<u>53</u>	<u>75</u>
TOTALS	1208	401	506	183	375#

N/A = Statistics not available at present

** = 1987 incomplete statistics

= Statistics estimated

+ = TeleTECEP

Staff Appointments. The following staff have been added to Academic Programs:

Dr. Samone Jolly has been appointed as the Coordinator of Liberal Arts Programs. She comes to Edison from Kansas State University, where she served as a Graduate Teaching Assistant in the Office of Educational Improvement. Dr. Jolly recently completed her doctoral dissertation at Kansas State University. Her doctoral dissertation was entitled "Factors Influencing the Administrative Use of Power by College Deans in Maintaining Organizational Resource Control."

Mr. Howard Bueschel has been appointed as the Senior Program Advisor for the Bachelor of Science Degree with a Concentration in Applied Science and Technology. He comes to Edison from Skystar International, Inc., an international charter and scheduled air carrier company, where he served as the Director of Administrative Services. He also taught courses in Air Science as an adjunct staff member at Mercer County Community College. Mr. Bueschel has a Masters in Educational Administration from Rutgers, The State University.

Ms. Esther Taitsman has been appointed as the Senior Program Advisor for the Business Degree Programs. She comes to Edison from Princeton University, where she served as the Assistant Director of Health Professions Advising. Ms. Taitsman has a Masters in Administration from Rider College.

Ms. Rebecca Hull has been appointed as the Administrative Assistant to the Dean and the Coordinator of the Basic Skills Program. She comes to the Office of Academic Programs from the Office of Prior Learning Assessment, where she served as the Administrative Assistant to the Director. Ms. Hull has a Masters in Industrial and Organizational Psychology from the University of New Haven.

Articulation Agreements. An Articulation Agreement is being finalized with Raritan Valley Community College (formerly Somerset County Community College) for their programs in Business and Hotel/Motel Management. The Business Degree Programs include cooperative arrangements with AT&T. AT&T employees will complete Edison degrees by earning credit for AT&T training programs evaluated by the American Council on Education and credits for on-site courses at AT&T offered by Raritan Valley Community College.

A second Articulation Agreement is being finalized with Passaic County Community College. Students will enroll at Edison for both an Associate in Science in Applied Science and Technology and a Bachelor of Science with a Concentration in Applied Science and Technology with a Specialization in Electrical Technology. Students will earn credits for the International Brotherhood of Electrical Workers (IBEW) Local 102 four-year apprentice program which is undergoing a PONSII review. Students will earn additional credits from Passaic County Community College.

Center for Learning Through Telecommunications

Guided Study. The winter/spring semester of the Guided Study Program began on January 11, 1988 with a course-equivalent enrollment of 210 in thirteen courses. Courses offered included three humanities, five social science, three business and management, and two science courses. The enrollment figure for this winter/spring semester represents a 46% increase over the previous winter/spring semester. This follows our most successful fall semester ever which posted a 64% enrollment increase over the fall semester of 1986.

Guided Study on CALL. The winter/spring semester continued the same sites and courses for this component of the College's Challenge Grant activity. The four sites in operation are Bell Core Corporation, Division of Taxation, Department of State, and McGuire Air Force Base. The winter/spring course-equivalent enrollment is 26.

The most significant piece of equipment purchased was the tape duplication system. After a major review of the College's long-term needs in this area, it was decided that a substantially upgraded system should be purchased. Delivery was scheduled for late December, but due to delays in shipping, some components delivery was postponed until early January. The system is now part of the Center's operations and is fully operational.

The CALL Network will change from Relay Gold to SIMPC as the telecommunications product in order to allow for the cost-effective transfer of data files. This will greatly enhance the system's speed.

The system now accepts any ASCII compatible file. Thus, students need not use the system editor to create their assignments. They may elect to create an assignment using a word processing program with which they are familiar, transfer the assignment to a disk and then bring the file to the site for transmission.

The amount of work required in the course, and future courses, was reviewed and found to be appropriate for their level and number of credits.

It was concluded that a CAI approach (to deliver more of the course via computer) was beyond the scope of the current project. The CALL Network is being designed as a Computer Mediated Communication (CMC) Network, and as such has different goals than a CAI system. More information will be provided to students about the difference between CMC and CAI, and CAI will be considered as a long term option for Guided Study on CALL.

Two surveys were developed: A pre-course questionnaire determining students' expectations of Guided Study on CALL courses, and a post-course questionnaire designed to measure satisfaction with the CALL system and impressions of distance learning. These will be administered in January: the pre-course questionnaire to students enrolling in the winter/fall semester, and the post-course questionnaire to those students who enrolled in the fall semester. Portions of these questionnaires were adapted, with permission,

from instruments developed and copyrighted by Dr. Starr Roxanne Hiltz of New Jersey Institute of Technology as part of the project, "Tools for the Enhancement and Evaluation of a Virtual Classroom." Major funding for that project was provided by the Annenberg/CPB project.

The Center worked with MIS staff to develop a reliable administrative component for the system. This was needed to allow the Center to effectively track student assignments and mentor assessment of those assignments. The new program is in its final stages of development and should be ready for implementation with the start of the winter/spring semester.

Also, a new and revised CALL Network manual was developed.

Professional Activities. Center Director William Seaton is chairing the Alliance/American Council on Education (ACE) Taskforce on Technology and Higher Education. One of their agenda items for the coming year is to develop a set of standards and practices for the use of technology in higher education.

As a member of the Executive Committee of the International University Consortium, the Director took part in a working conference held in Washington, D.C. on the use of satellite delivery systems for distance learners. The outcomes of the meeting will move the consortium ahead in the use of satellite technology to delivery courses and professional staff development training.

The Center is continuing to work with the New Jersey Historical Commission on the development of a telecourse and series about the history of New Jersey.

Office of Test Development and Research

Challenge Grant, Diagnostic Adaptive Exams. Data from ten TECEP examinations were transcribed and analyzed to obtain test items to be tried out in drafts of the adaptive examinations. A faculty consultant review of the BASIC examination and item analysis led to the selection of fifteen questions to serve in a draft version of a diagnostic test in BASIC. "Alternate forms" (rewordings with details changed) of these fifteen questions were developed, and these alternate questions were arranged by means of a branching algorithm (set of rules for determining what question follows a particular response to another question) into a draft diagnostic examination that was input to the mainframe at NJECN.

With the draft available on computer for informal tryout, questions of directions, screen design, and format were addressed in conjunction with John Shutack of NJECN and members of Edison's MIS staff.

For two other TECEP examinations, Introduction to Data Processing and Alcohol Abuse: Fundamental Facts, faculty review and revision was underway.

A number of different routes were actively explored to efficiently recruit students for the tryout and revision of the diagnostic examinations.

Test Development. Since the DANTES program was withdrawing its statistics exam and this exam was needed in the degree program of many students, the development of a new TECEP exam, Introduction to Statistics, was begun on a rush basis. Revision of other examinations proceeded on schedule.

An arrangement with College Video of Bethesda, MD led to our developing examinations-for-credit from test item banks supplied by colleges that developed video courses. Examinations in six different areas were successfully passed by one student each. Exams were: Interaction: Human Concerns in the Classroom; Understanding Human Behavior; Earth, Sea and Sky; Humanities Through the Arts, Faces of Culture, and American Government.

Professional Accomplishments. The Director, Paul Jacobs, wrote a preface to the book Portfolio for Adult Learning and Development by Marthe Sansregret, to be published by Editions Hurtubise (Quebec).

Prior Learning Assessment Office

Janice Palmer, Coordinator of the Prior Learning Assessment Office, has resigned to accept a full-time therapist position with the Jersey Shore Medical Center. Jan has provided excellent leadership in her years at the College and we regret losing her. In addition, she is completing her doctoral studies in counseling psychology at Seton Hall University.

Portfolio Orientation workshops which, in the past, have always been well enrolled have in this past quarter exceeded capacity. The workshops held at Bergen Community College, Gloucester Community College, and at Edison State College were filled to capacity and have necessitated the scheduling of additional workshop sessions by the staff. An additional workshop was held following the Trenton session. In total, 127 potential portfolio students attended these three workshops.

In cooperation with the Corporate Services Office, a four-part Portfolio Development Workshop is presently in progress at the corporate site of AT&T in Bedminster. There are 20 employees of AT&T enrolled in the series.

Several months ago the Office began scheduling appointments for students on the Saturdays that the Advisement Center is open. This service now seems to be established and students are making use of the appointments.

The Office of Prior Learning Assessment now boasts a 128 volume portfolio library for use by staff, students, and faculty consultants. The library includes successful portfolios of prior Edison State College students in academic areas that correspond to degree requirements in most of our programs. The Prior Learning Assessment staff is encouraging the program advising staff to refer students they see for program planning to come over to the portfolio office to talk informally with a portfolio advisor and take a look at some of the portfolios in the library. Hopefully, this will provide insight and encouragement to students considering portfolio assessment.

Nursing Program

Plans are underway to implement the Clinical Performance Examinations in Nursing in New Jersey in July, 1988. A minimum of 15 examiners are needed and are currently being recruited for the examination. Princeton Medical Center is being considered as the test site.

To date, 17 students have completed the BSN degree program. Approximately 10 students have registered to take the professional Performance Examination at the College in February. This is the largest group to register for the Performance Examination.

The State Board of Nursing has indicated it is planning a review of Edison's Nursing Program no later than December, 1988. The review is necessary for reaccreditation by the Board.

Office of the Academic Vice President

The College will be losing a valuable employee when Mrs. Dotty Goodman, secretary to Dr. Ice, leaves April 29 to relocate with her husband to Dallas, Texas. Dotty has served the College well for more than ten years, and we will miss her.

Office of Admissions

Activity has remained at a high level throughout December, January, and February. While the holiday season resulted in the natural slowing of pace at the end of the year, external programs and other recruitment activities showed a marked increase following January 1, 1988. A significant modification of internal operations was also placed in operation during this time. Following is a summary of the major Admissions activities.

Pre-Enrollment Sessions. Thirty-three regular pre-enrollment sessions have been held or are scheduled through the end of February.

Military Recruitment. Admissions staff visited Fort Dix, McGuire Air Force Base, Fort Monmouth, and the Philadelphia Navy Yard on our regular monthly visitation schedule for the purpose of providing Edison information and academic consultation to active duty military personnel, their dependents, and civilian employees of the respective installations.

A new cover sheet has been designed to accompany Guided Study materials scheduled for distribution to the military. While this item was first developed for the Twelfth World Wide Military Services Education Conference in November, it is now being used with our regular military distribution system.

Edison will participate in a new publication produced by the School Guide Company in cooperation with the U.S. Army. This education guide will be distributed to all Army personnel scheduled for separation during their last six months of service. Specific mention will be made of the many educational opportunities available to prior service personnel, and emphasis will be placed on encouraging individuals to gain credit for their Army training and experience. The Office of Admissions will closely track inquiries that come as a result of this activity to determine if this method of market penetration holds future promise for continued involvement.

Minority Affairs. The first of three scheduled Minority Community Leaders meetings was held on January 21, 1988. Nineteen invited guests and seven Edison staff members attended the breakfast. Additional meetings are set for March 16 and April 15, 1988. These events are planned to provide a platform from which Edison can speak to influential leaders in the minority community. We hope that through these individuals and their counterparts in business and industry, the Edison story will reach many of those potential students who could profit from the many educational opportunities available through the College. Plans are underway for a radio and print public information program directed at market areas with significant minority populations.

Office Operation. A major shift in internal office operation has been completed which centralizes in the Admissions Office all initial screening and evaluation of new applications. Prior to this change, these activities were carried-out in the Office of the Registrar and did not allow for the control of new application materials. The Admissions office now coordinates all initial communication with the applicant including welcome letters, billing timing, and has the ability to clarify admissions questions early in the process.

Staff Training and Professional Development. In cooperation with the Office of Corporate Programs, the Admissions Office sponsored a one-day workshop on Telephone Professionalism presented by Bell of Pennsylvania. This activity was offered to all support staff in the Division of Public Affairs.

Robert Orta, from the East Orange Office, was sent to a one-day training workshop on Hispanic recruitment. This program was presented by staff from the Hispanic Relations Office at Temple University.

The Director of Admissions attended the Annual Regional Meeting of the College Board as the institutional alternate representative. The February meeting was held in Philadelphia.

Publications. This year's revision of the "Opening Doors" piece is underway with completion and delivery set for June 1, 1988. Only editorial changes are planned for this year, with a major revision and format change scheduled for 1989.

Professional Staff. The appointment of Mr. Louis Martini as Admissions Representative in the Trenton Office brings the departmental staff to full strength. Mr. Martini formerly served as a member of the Corporate Programs staff, and brings to his new position a wealth of experience at Edison, as well as a firm understanding of its mission and purpose. We are happy to welcome Louis to the Admissions Office and look forward to a rewarding professional relationship.

Office of Corporate Programs/Center for Corporate Partnerships

Overall, business is increasing in the Office of Corporate Programs, and the corporate outreach program is receiving positive feedback from its corporate liaisons.

Since July 1, 1987, the following new companies or divisions have become associated with the Center: AT&T Network Planning Services, Bergen County Police Academy, Blue Cross/Blue Shield of New Jersey, Dow-Jones, and the Educational Testing Service (ETS). In addition, continuing services have been provided to the American Institute of Banking (AIB)--Garden State Chapter, Bell Communications Research, New Jersey Department of Human Services, and Public Service Electric & Gas (PSE&G) Nuclear Training Center. Proposals for new or expanded services have been submitted to New Jersey Bell, City Federal Savings and Loan, and the New Jersey Board of Public Utilities.

The Center for Corporate Partnerships received good marks from its Advisory Council membership. At the February 10, 1988, meeting, a major agenda item was evaluation of the Center's success. Advisory board members responded to the general question, "Is the Center on track?" as well as to more specific questions about the student status data they need to assess the program's effectiveness. The Center got a resounding "yes" to its general question, but also got more specific feedback.

Corporate liaisons attribute several benefits to having their employees involved in earning college degrees. They identified Edison enrollees as being able to set and achieve objectives, as demonstrating initiative, and as being more willing to undertake complex problems. These anecdotal reports feed directly into the outcomes assessment process the College is undertaking and provide a basis for seeking additional information to document the results.

Board members also said that the primary value of PONSI evaluations for them is the outside assessment and that possible tuition savings plays a secondary role.

Advisory Council members are: Eddie Durham, Administrative Director, New Jersey Department of State; Denis Hansen, Manager Nuclear Training, PSE&G Nuclear Training Center; Peter Enander, Director, Chubb Institute; Jack Mazza, District Manager of Marketing Education, AT&T Somerset Seminars; Karen Miller-McMullen, Executive Director, Garden State AIB; Hank Spille, Vice President, Center for Adult Learning and Educational Credentials, American Council on Education (ACE); and Anthony Zajkowski, Vice President Human Resources, First Fidelity.

Financial Aid

Effective for the 1988-89 academic year, Edison State College students who are eligible for the PELL and Federal loan programs will be able to receive Title IV funds for participation in Guided Study if they successfully complete at least six credits per semester. A presentation was made to the Academic Affairs staff by the Director of Financial Aid concerning the award and loan-making process. A similar briefing will be given to the staff of the Admissions Office.

Also discussed at the above meeting were the advantages of being able to offer those students who are eligible for federal financial aid the opportunity to receive assistance for an Edison State College sponsored mode of instruction.

The Committee on Financial Aid has met three times this academic year, and has awarded \$7,162.00 to 19 students.

Military Affairs

Arranged by the Office of Military Affairs, the College exhibited at the Twelfth World Wide Military Services Education Conference at the University of Maryland. Over 700 members of the military education community were in attendance.

The theme of the exhibit was serving the needs of the distant learner through telecommunications. With the assistance and cooperation of the Director of Admissions and the Director of the Center for Learning through Telecommunications, the simulated classroom concept was demonstrated in order to show how the College can provide military personnel with electronic access to higher education services.

Through a special request from the Marine Corps, the Military Affairs Director arranged for the Vice President for Academic Affairs to make a presentation to the world-wide Marine education community.

The Director of Military Affairs represented the College at the Second National Guard Education Services Officer Conference in El Paso, Texas. Army National Guard education officers from the 50 states were in attendance. At this conference, the Guided Study mode of learning was also demonstrated. National Guard personnel commented on the cost-effectiveness of the program.

While in Texas, Jules Kahn gave a presentation to 36 staff members from the Amarillo, Texas Department of Human Services. The College was invited to make this presentation to demonstrate to their staff how they could attain degrees through the College and achieve upward mobility in the Texas Department of Human Services.

The Director of Military Affairs has formally made application to the State of New Jersey Veterans Affairs coordinator in order to have the Guided Study program approved for Veterans' benefits.

Alumni Affairs

The Alumni Association launched its PHT (Putting Him/Her Through) Certificate Program. Announcements were mailed to all graduates explaining this certificate which they could order if they wanted to recognize the family/friends who supported their efforts to complete their Edison degrees. The first certificate is free; additional certificates are \$5.00 each. Proceeds benefit the Alumni Scholarship Fund.

The response has been overwhelming. Almost 300 alumni have sent in orders. Many ordered one certificate, but sent in the \$5.00 as a donation. A few simply sent a check without any order saying the idea was great, and they were sending a donation. We heard from graduates from all years, all across the United States, and two from China! Ida Hammond, '78 Alumna Chairperson of this project, is busy compiling the data so that we may have a clearer picture of the results.

Now that the project is in place, the Alumni Association will be sending announcements about this program twice a year to new graduates.

Development Activities

David G. Puddington began as Director of Development on January 4, 1988. In addition to his orientation regarding the people and programs of the College, he has initiated planning for future directions of the fund-raising efforts of the institution. The theme, "Minding . . . Our Business," has been chosen on which to build and promote increased private support through the Thomas A. Edison State College Foundation.

Proposal formats, drafting of proposal requests for funding, acknowledgment processes, recognition of donors, preparation for the financial audit for the 1987 fiscal year, development of the "Return of Gifts" program approved by the Foundation Board of Directors in December, and a tracking system for proposals submitted have been other items addressed by the new director to date.

Resignations

The following people have resigned from the College:

Leah DeProspero	-	Registrar's Office
Sandra Gonzalez	-	Registrar's Office
Elisa Boisseau	-	Office of Prior Learning Assessment