

Capital Campus

JUNE 2014

Learner Support Center Recognized by ICMI

Following a highly competitive application process, the International Customer Service Institute (ICMI) recognized Thomas Edison State College's Learner Support Center (LSC) as a finalist for the Best Small-to-Medium Contact Center.

The ICMI is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives. Since 1985, ICMI has helped more than 50,000 organizations in 167 countries improve customer experiences and increase efficiencies at every level of the contact center through training, events, certification, consulting and informational resources.

According to Sarah Stealey Reed, ICMI's content director and head of judges for the 2014 ICMI Global Contact Center Award Selection Committee, the selection process was both challenging and invigorating. "It's always so exciting to see the passion that our community has for the contact center and customer service," she said. "It's one thing to say that you are dedicated to the customer experience, but it's entirely another to prove it. Our finalists this year have absolutely proven themselves to be shining examples of exemplary support and leadership in the contact center industry. Each finalist should feel very proud of their accomplishments."

Juliette Punchello, director of the Learner Support Center, believes that the exceptional LSC team is the main reason that they were nominated for this prestigious award. "Although the finalist nomination was based on many factors including analysis of metrics, proven



Juliette Punchello, director of the Learner Support Center

efficiencies and the use of emerging technologies, the LSC is fortunate to have built a team of student affairs specialists who are experts at guiding students through the administrative functions leading to success at the College, while ensuring a world class level of customer service and care."

Punchello attended the ICMI Contact Center Expo & Conference in San Diego, May 5-9. She was a panelist for three discussions related to Customer Focused Metrics, Text/Speech Analytics and Contact Center Personnel Training.

Although the LSC was not selected as the winner, Punchello shared her excitement at the LSC's selection as finalist. "As a new department at the College, the nomination validates the team's efforts in establishing and expanding the role of the LSC over the past 18 months. Going forward, the LSC will continue to identify and implement enhancements to the student experience."



(From left to right) Kristen Palkovich of the Office of Community and Government Affairs and Maureen Marcus of the Division of Planning and Research greet guests arriving at the Community Involvement Fair on May 1.

Taking it to the Community

The spring 2014 Community Involvement Fair reminded College staff and community participants of the power of volunteerism and collaboration. The biannual event is attracting an increasing number of participants who learn about unique opportunities to share the missions of area organizations. The recent event brought together 30 nonprofit organizations from the Trenton area and approximately 150 attendees. CASA for Children of Mercer and Burlington Counties; Community Blood Council of N.J.; Enable, Inc.; Habitat for Humanity; Isles, Inc.; NJSL Talking Book and Braille Center; Shiloh CDC; The Institute of Wonderful Women Working for Empowerment; and the Trenton Area Soup Kitchen (TASK) were among the agencies and nonprofits taking part.

Are you interested in volunteering for a local organization but could not make it to the fair? Email community@tesc.edu to find out ways you can become involved.

Focus On: Maureen Woodruff

To say that **Maureen Woodruff** has worn many hats at Thomas Edison State College would be an understatement. Now in her 22nd year, Woodruff, who currently serves as the director of Test Administration, admitted, "The time has absolutely flown by; it's so hard for me to believe."

During her tenure, Woodruff has grown and changed right along with the College. "My first position at the College was as a transcript evaluator and I then became the registration coordinator in the Office of the Registrar. When I took over as the testing coordinator, the Office of Test Administration consisted of two staffers. My position has changed and grown along with the office, which currently has 11 staff," she explained.

The thing Woodruff likes most about her current position is that her work is always evolving.

"As new technology emerges and existing technology continues to change, many institutions are trying to get a handle on test-taking for online courses," she noted. "We are really ahead in the game because we've been doing it for so long."

Woodruff was attracted to the College and her first position because "the idea of distance learning was interesting and different. While there is no specific training



Maureen Woodruff, Director of Test Administration

to become a transcript evaluator, it's a great place to learn about the College's academic policies and programs."

As the director of Test Administration, Woodruff is responsible for overseeing the many options that students now have for test taking that were unthinkable just a few years ago. In addition, she noted, she finds it "so cool" that students can sit in their homes at 3 a.m. and have a proctor watching online as they take an examination. While she explained it's a challenge to maintain security while striving for convenience, the current offerings of the College strike a very good balance.

Earning her Master of Science in Management (MSM) degree at the College in 2010, Woodruff considers that educational journey a great experience. "First of all, it was hard – there is nothing easy about taking our graduate courses," she emphasized. "It also reminded me of the difficulties faced by adult learners. There is just so little time in the life of someone who works, cares for children and/or parents, has community obligations and commits to taking courses."

Woodruff resides in Merchantville, N.J., with her husband, John, who is the director of the Academic Success Center and Disability Resources at Rowan University. Explaining that they moved into their new home two years ago, Woodruff said, "We absolutely love the town: old stately homes, lots of trees, an involved community. Our house is just four minutes from the Cherry Hill Mall – I've timed it!" The Woodruff family also includes a 10-year-old daughter, Olivia, and a 23-year-old stepson, Andrew, who recently graduated from Loyola University and still resides in New Orleans, La.

In her spare time, Woodruff enjoys painting and decorating her home. She collects antique jewelry and has started acquiring Art Deco artifacts since their home was built in the 1920s.



Pictured, from left, are Louis Martini, Terri Tallon, Craig Smith and Lee Wofford

The Military and Veteran Portal (MVP) allows military and veteran students and their family members to pursue their educational journey by using a step-by-step process. Students are able to complete personal

profiles, informally evaluate their credits against Thomas Edison State College degree plans, build resumes, find jobs tailored to their military career fields, learn about other military and veteran resources available to them, and a myriad of additional benefits.

The MVP is available online for prospective and current students via a direct link at <https://mvp.tesc.edu/>.

Staff can receive a copy of the presentation by contacting **Dr. Terri Tallon**, director of Military Student Services, at ttallon@tesc.edu. Other presenters included **Craig Smith**, director, Veterans Affairs, and **Lee Wofford**, director, Military Enrollment Management.

> Competency-Based Education: Credit for What You Know



Pictured, from left, are Marc Singer, Steve Phillips and Dr. Michael Williams

The May Lunch and Learn brought with it an informative and lighthearted presentation from the Center for the Assessment of Learning (CAL), which introduced staff to the current state of Competency-Based Education and the advancements the College continues to make to finalize and pilot this initiative that is both novel and a continuation of what the College has always done.

Presenters **Marc Singer**, vice provost, and **Steve Phillips**, assessment strategist, in CAL, and **Dr. Michael Williams**, dean, School of Business and Management, explained that the implementation of Competency-Based Education relies on six key components. These components are essential to the overarching goal that will make this method of earning a degree more convenient for students. Competency-Based Education requires a focus on clear, transparent outcomes, a flexible time frame for students to master specific skills, a direct assessment of the student's required outcomes, certification based on achievement of demonstrated learning outcomes, adaptable programs to ensure optimum learner guidance and a focus on students being able to demonstrate their knowledge no matter how it was learned.

After years of research and planning, CAL has begun to develop pilot programs using the Competency-Based Education model it has designed. Degree programs that would potentially use this model include: the Bachelor of Arts degrees in psychology

Staff Activities

Katie Brommer, digital communications specialist, Office of Communications, recently published an article in *PR News' Digital PR and Social Media Guidebook* (Volume 6). The article, "Rated E for Everyone – Lessons in Social Media from the Video Game Industry," explored how video game developers create a dynamic consumer lifestyle through the intersection of mobile and online enterprises, immersive worlds and social networking, requiring strategies that can only be leveraged through social media marketing. Based on in-depth interviews with four video game manufacturers (CipherPrime, CapCom, EA and Marvel Entertainment), she found surprising digital trends and promising initiatives to formulate social strategy lessons that are adaptable for the growth and success of any brand.



Katie Brommer



John Thurber

John Thurber, vice president for Public Affairs, worked with several partner organizations to organize a Forum on Economic Development in Trenton that was held on April 29 at the Lafayette Yard Hotel. The forum was attended by more than 120 people and provided an opportunity to hear presentations regarding the city's economic development strategy, programs to strengthen the downtown, the vision for the Roebling Wire Rope District and the state's new incentives for investment in the city, which has been designated as one of four Garden State Growth Zones. The College was a sponsor of the forum along with the city of Trenton, the Trenton Downtown Association, the New Jersey Economic Development Authority, Clark Caton Hintz and several other local and regional firms.



Janet Eickhoff

Janet Eickhoff, associate vice president of Strategic Partnerships, and **Kelli Parlante-Givas**, associate director of Strategic Partnerships, have put their "heels on the ground" strengthening and building current and potential partnerships from coast to coast. Eickhoff and Parlante-Givas were invited to five UPS locations throughout Louisville, Ky., to meet with current and prospective students. They answered general questions and provided admissions guidance to more than 350 UPS employees. In the College's first UPS entrée into the Northwest, Parlante-Givas was invited to Washington State to present to human resource office managers and part-time UPS supervisors. In Atlanta, Ga., Eickhoff and Parlante-Givas participated in the Chief Learning Exchange Conference (CLO) where they had the opportunity to network and build partnerships with corporate-level professionals. The College hosted one-on-one meetings with Carters, American Cancer Society, Hellmann, IQor, LPL Financial and Hallmark.



Kelli Parlante-Givas

Welcome New Staff



Barbara Errico has been appointed administrative assistant the School of Applied Science and Technology. Errico is located on the 2nd floor of Townhouses and may be reached at extension 3194.



Kristen Lacaillade has been appointed editorial program assistant in the Office of Communications. Lacaillade is located on the 2nd floor of the Kelsey Building and may be reached at extension 2062.



Kenneth L. Pinnola has been appointed director of advertising and media services in the Office of Institutional Marketing and Publications. Pinnola is located on the 1st floor of the Canal Banks Building and may be reached at extension 2060.



Alex Rivera has been appointed senior fellow in The John S. Watson Institute for Public Policy. Rivera is located on the 2nd of Kuser Mansion and may be reached at extension 4259.

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and criminal justice; the Bachelor of Science in Applied Science and Technology degree in information technology; and the Master of Business Administration.

"Competency-Based Education is an extension of what we have always done here at the College; we put the emphasis on what you know, not where you learned it," said Singer. "And what really matters to our students and to employers is not whether they have passed 40 courses, but whether they can demonstrate the knowledge and skills that are required for success in whatever they choose to do."

For more information about Competency-Based Education or to receive a copy of the PowerPoint presented, please contact Steve Phillips at sphillips@tesc.edu.



Staff volunteers at the 19th Annual Thomas C. Streckewald Golf Classic held at Jasna Polana in Princeton, N.J., on May 19.

College Night at Thunder

More than 100 staff attended the Thomas Edison State College Night at the Trenton Thunder on April 17 that featured free hot dogs, hamburgers and cheeseburgers all night and a Thunder 5-3 victory over the Erie SeaWolves.



CONGRATS!

Estelle C. L. J. Reeves, administrative assistant, Heavin School of Arts and Sciences, earned her Master of Science in Management degree from Thomas Edison State College on June 6.

Debbie Lutz, secretarial assistant, Office of the Provost and Vice President, earned her Bachelor of Arts degree in social sciences from Thomas Edison State College on June 6.

Mary Beth Lynch, assistant registrar, Evaluations and Records, Office of the Registrar, and her husband, Kevin, are the proud grandparents of Thomas James Crawford. Born on May 14, Thomas James weighed 8 pounds, 7 ounces.

Capital Campus is produced by the Office of Communications and the Office of Institutional Marketing and Publications at Thomas Edison State College. To submit a story idea for the newsletter or for more information, please contact Linda Soltis at extension 2065.