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M E M O R A N D U M  
February 13, 1987

TO: Members, Board of Trustees

FROM: George A. Pruitt

SUBJ: President's Report

Challenge Grant Update - Computer Assisted Lifelong Learning Project (CALL)

The Offices of Management Information Systems, Testing, Center for Learning Through Telecommunications, and Office of Corporate Programs continue to plan and implement parts of the Challenge Grant. To update you on these activities, the following is occurring:

1. A Sentry 7001 optical mark reader with test item analysis software has been installed. Dr. Jacobs and his Administrative Assistant (Janet Heirigs) are compiling data from archived answer sheets for development of three diagnostic tests for year one of the project. The staff has reviewed the initial design of the computer adaptive diagnostic examinations by NJECN and has provided feedback for system modifications.
2. The Wang VS 300 mini-computer shipment has been received. Upcoming tasks will be to install and test the Wang VS 300 along with the peripheral hardware. Prior to this testing will be the installation of FASTLAN (centralized wiring) by the state's General Services Administration.
3. The MIS staff and the Admissions staff are developing the text and design of the orientation data base to be located at NJECN. The orientation program will allow an individual to access a file containing general information about the College and its degree offerings.
4. Equipment has been ordered for the Simulated Classroom Component. The equipment includes: videotape players and recorders, color monitors, personal computers with printers, dual disk drive, communications and word processing software, and a modem for each PC. NJECN has been provided with the documentation needed for the development of the Simulated Classroom. Plans are set for implementing the project at three sites during the first week of March.

### Nursing Program

The first of three Performance Assessment Centers to open in New Jersey was established at Edison State College in January, 1987. The purpose of the Centers is to administer nursing performance examinations to students in the BSN program.

Edison will offer the Professional Performance Examination, the first of four, on January 31, February 1-2, 1987. The PPE is a 2 1/2 day examination of videotaped simulated complex nursing situations that take place within a variety of health care settings. The videotaped modules were designed and produced specifically for the PPE.

The students taking the PPE are expected to assume the role of the beginning BSN graduate in responding to test items. The purpose of the comprehensive examination is to document that the student has integrated the knowledge, attitudes, values, and perspective of the "ideal professional nurse" with a BSN degree.

### Office of Prior Learning Assessment

The Office of Prior Learning Assessment has begun the spring schedule of Portfolio Orientation Workshops. Workshop sites this spring are at Brookdale Community College, Stockton State College, Burlington County College, Warren County College, and Bergen Community College.

The Prior Learning Assessment staff is currently involved in rewriting the Portfolio Assessment Student Handbook and the portfolio assessment brochure. The staff is also implementing projects suggested at the Faculty Training Workshops over this past year. Among these projects are a faculty director to provide Edison faculty consultants with greater opportunities for professional contact, a Prior Learning Assessment Monograph Series, the establishment of a Prior Learning Assessment Advisory Committee, and plans for a spring Faculty Training Workshop.

### Center for Learning Through Telecommunications

During the spring semester, 1987, the Guided Study program enrolled 144 course-equivalent enrollments for 432 semester credits. This represents an enrollment increase of approximately 127% over the previous spring semester and has allowed the Center to achieve 214% of its budgeted revenue target to date.

Ten courses were offered for the spring semester, including four new courses: Introduction to Marketing, Microeconomics, War and American Society, and The American Civil Rights Movement. The American Civil Rights Movement is being offered in cooperation with the Public Broadcasting Service (PBS) as a prime time special. Additionally, Edison is also offering the Planet Earth as a prime time PBS offering. This gives the College more prime time national broadcast offerings than any other college in the state.

The Center, also in cooperation with PBS, will be able to offer "The Constitution: That Delicate Balance" next fall as part of the bicentennial celebration of our nation's constitution.

Through the Center's continued cooperative work with the state's community colleges, Edison has become the first noncommunity college to be voted associate membership in the New Jersey Community College Telecourse Consortium. This is a significant step as it will give the Center access to a greater variety of telecourses at much less cost and access to additional television broadcast and cablecast time.

Finally, the Center is continuing to coordinate cooperative activities with University Video (UV). UV distributes telecourse videos to video rental chains and via mail order. Students register with UV for a "telecourse" and study at home at their own pace. When they have completed the course materials, they can register for an Edison TECEP examination. If they pass the examination, they will be awarded credit through the College. This program will be known as "TeleTECEP" as it integrates telecourses with TECEP examinations. The Center has been assigned the responsibility of administrative coordination, since the program also requires the involvement of the Office of Academic Programs and the Testing Office.

#### Articulation Agreements

Edison State College recognizes the importance of assisting students to move from one educational institution to another in order to pursue a baccalaureate degree. The College has worked closely with two-year colleges to identify ways to facilitate the transfer from an associate program to a baccalaureate program. Since July of 1982 Articulation Agreements have been developed with the majority of New Jersey Community Colleges. Each agreement contains examples of specific degree programs and how they articulate with Edison baccalaureate programs. Agreements have been finalized with 20 community and state colleges, 4 university correspondence programs, one local union (IBEW), and two corporations.

The most recent agreements have been completed with:

Salem Community College  
Public Service Electric and Gas (Salem, NJ)  
Westmoreland County Community College (PA)  
Westinghouse Electric Corporation (PA)

We are currently working with North Texas State University on an articulation with their Emergency Disaster Planning Program.

#### Faculty Training

A faculty workshop held on December 4 brings to three the number of workshops held during 1986. Approximately one-half of the faculty used by the College have attended a training workshop. This is the first year the College has made a concerted effort to bring all faculty to the College for training. Training workshops will become an annual event in order to train all new and continuing faculty. The following areas were covered at the workshops:

Pre-Graduation Conference  
Advanced Level Practicum  
Demonstration of Currency  
Testing  
Nursing Peer Study Groups  
Assessment of Prior Learning

The winter edition of Invention carries a feature article on the faculty workshops as well as several student profiles illustrating the way students have used alternate methods for earning credit. The special Invention insert will be used to inform new faculty of the many services provided by Edison State College.

#### Westward Movement

As I indicated at the December Board meeting, the College has been able to locate additional transitional space at 108 West State Street. The Offices of Nursing, Prior Learning Assessment, and Testing are to be located in this building. The renovated structure will be able to accomodate 16 staff people.

Temporary relocation of these offices will provide critically needed space in the Kelsey Building for the new staff and equipment necessary to the CALL project and staff growth in the Division of Administration and Finance as a result of autonomy and the dramatic growth in enrollment.

With regard to the long-range facility needs, I have written to Treasurer Feather O'Connor reinforcing an earlier request that it is critically important for the College to secure an early commitment for the facilities at 105 through 115 West State Street - the buildings immediately adjacent to our current location. Making these facilities available to the College will have minimal additional fiscal impact above what is already anticipated to be expended for this location.

#### Office of Admissions

The strong upward trend in applications and new enrollments has continued through December 1986. One aspect of the College's special effort to inform our constituents about the College was a series of five breakfast meetings for key leaders throughout the State. Organized and staffed by the Admissions Office, meetings were recently held in Newark, Parsippany, Atlantic City, Cherry Hill, and Saddlebrook.

The purpose of the meetings was to familiarize and/or update key community leaders on Edison State College programs. A total of 68 leaders were briefed on the degree programs, received a review of the degree programs, and learned of the referral process for inquiries. An alumni representative attended each meeting and was given the opportunity to talk to the community leaders. The focus of the meetings was to expand our referral network by asking those who attended to send in a list of individuals and/or organizations who would benefit from learning about Edison State College. In addition, all community leaders received an Edison State College poster to display at their workplace.

### Office of Military Affairs

Special recruitment efforts continue to be aimed at meeting the civilian educational needs and requirements of our Armed Forces. Jules Kahn, Director of Military Affairs, was recently invited to Fort Bragg, North Carolina. Edison State College presentations were given to 27 military counselors, 40 students, and North Carolina National Guard personnel. Fort Bragg serves 50,000 members of the armed forces.

Mr. Kahn was also invited to attend the First Annual National Guard Education Services Officer Symposia in Albuquerque, New Mexico. Education Services Officers from all 50 states, Puerto Rico, the Virgin Islands, Guam, and the District of Columbia will be attending. Through the Military Affairs Office, two Army National Guard Major Generals have recently become Edison State College students.

### Office of Financial Aid

Fourteen women received Charlotte Newcombe scholarships. Fifty-seven percent of the recipients were single parents struggling economically to support their children while obtaining a degree. Three typical case histories are listed below.

Student #1 - Single parent with one child. Unemployed. Receiving welfare. Looking forward to receiving degree and becoming financially independent. Severe financial problems. Plans to enter social service field. Degree Program: Bachelor of Arts--Natural Science/Math concentration. GPA: 2.7. Age: 34. Divorced; one child. Part-time student; senior; 110 semester hours. Newcombe Award: \$1,060; no other aid.

Student #2 - Single parent with one child. Unemployed. Previously employed as an investigator for a security agency. Experiencing severe financial problems. Plans to obtain a position with a government enforcement agency after obtaining a degree. Degree Program: Bachelor of Science--Human Services concentration, Criminal Justice specialization. GPA: 2.9. Age: 31. Divorced; one child. Part-time student; junior; 66 semester hours. Newcombe Award: \$500; no other aid.

Student #3 - Single parent with one child. Currently employed as a caseworker aide working with the retarded. Very low salary and child support payments. Wants to attain status of caseworker. Degree Program: Bachelor of Science--Human Services concentration, Mental Retardation Services specialization. GPA: 3.2. Age: 29. Divorced; one child. Part-time student; junior; 72 semester hours. Newcombe Award: \$315; Pell Grant, \$525.

### Office of Development

Pre-audit figures for the 1986 Annual Fund indicate that total resources raised equal twice those of 1985. Strong increases in gifts from all sources fueled this exceptional rise as the Annual Fund soared past the \$100,000 level for the first time reaching \$123,969.

Alumni giving rose 37% to an all-time high of \$34,375, while the \$21,761 raised through the Foundation Board represents a 74% increase over 1985. The staff and affiliates (Trustees, former staff) nearly tripled the \$1,000 given in 1985 with a total of \$2,885 for 1986. Equally important, the percentage of staff donors rose to nearly 20%, well above the average at many leading institutions.

Three special gifts are included in the 1986 totals. In September, the College dedicated the George Bradshaw Collection in the Large Conference room, a gift from Raymond Steen, former Chairman of Broad Street National Bank. Additionally, the Foundation received two grants in support of the BSN program--\$25,000 over two years from the Merck Company Foundation and \$10,000 from the George F. Smith Charitable Income Trust, the latter through a contact made by Rita Novitt.

In short, the College and Foundation had a truly extraordinary fundraising year. The Annual Fund, combined with the Challenge Grant, the FICE grant for Corporate Programs, and a Kellogg Foundation continuation grant for Project Learn, brings the total grant and gift income for 1986 to over \$2,000,000!

The tables that are attached to this report provide evidence of the growth of annual fundraising efforts.

### Office of Corporate Programs

Two items from the Office of Corporate Programs are particularly noteworthy since the last Board meeting. An advisory council was established and new publications came off the press.

Advisory Council - In January, the newly formed Advisory Council for the Center for Corporate Partnerships met for the first time. The group is designed to assist the Center in keeping the pulse of the corporate community and assuring that programmatic efforts do the best possible job of assisting corporations in meeting the higher educational needs of their employees.

The Council membership was derived from key industrial groups targetted and served by the Center. Decision-makers from telecommunications, banking, the nuclear power industry, and New Jersey state agencies are included. In addition, the American Council on Education (ACE), a key collaborator in the Program on Noncollegiate Sponsored Instruction (PONSI), is represented. Membership on the Council includes: Ed Durham, Administrative Director, New Jersey Department of State; Peter C. Enander, Director, Chubb Institute for

Computer Technology; H. Denis Hanson, Manager of Nuclear Training, PSE&G; Jack Mazza, District Manager, AT&T Communications; Karen Miller McMullen, Executive Director, Garden State American Institute of Banking; Hank Spille, Director, Office of Educational Credit and Credentials, American Council on Education; Anthony Zajkowski, Vice President for Human Resources, First Fidelity Bank.

New Marketing Brochures - Two new brochures will enhance the marketing effort of the Center. As part of the overall marketing approach to corporations, efforts are made to present a "corporate college" look to potential clients. In other words, Edison is presented as an effective "corporation" in its own right--one that is prepared to do business with business. The new set of brochures was designed with this goal in mind. The first presents overall Center services to potential clients. The second focuses on the values of PONSI in granting credits for employer sponsored training programs. The two brochures are attached.

#### Budget and Finance

The College realized its nine months revenue budget target of \$792,749 in January.

I am optimistic that its FY 1988 budget request of \$3,226,000 will ~~fair~~ *fare* well under the Governor's budget recommendations to the Legislature.

The Administrative Services Office has installed an automated point of collection credit card verification system that has reduced college costs for credit card transactions from 2.75% per dollar transaction to 1.9% per dollar transaction. In addition, this has accelerated the clearance of credit card deposits from six days to one day and should minimize to essentially zero the use of invalid credit cards by students.

#### Autonomy

On January 15, 1987, Martin Luther King Day, the Division of Administration and Finance initiated autonomy in the travel, purchasing, and payment processing areas. We are now conducting business under policies approved by the Board of Trustees and through college procedures and approval authorities.

#### Personnel

All professional positions associated with the Challenge Grant Program for creation of the CALL Network have been filled.

#### Management Information Systems

The Management Information Systems Office has accomplished the following:

- \* Connected the New Jersey Financial Information System to Wang mini-computer. Connection permits simultaneous multi-point access to Treasury's main frame system that supports this financial software.

- \* Developed the academic advisory system which will be linked to the transcript evaluation system. Both systems are currently being field tested.
- \* Developed a corporate billing program for students whose cooperation is supporting their college costs.
- \* Extracted FY 1986 student data for DHE's student unit record enrollment system.
- \* Installed telecommunication chassis components on the Wang system that will be utilized to support linkages to ECN's main frame for creation of the CALL Network.

#### Nursing Grant

I am pleased to report that, with the assistance of Rita Novitt, our nursing degree program has received an initial \$10,000 award from the George F. Smith Charitable Income Trust. These funds will enable Edison to continue on track with the next phase of the development of our Bachelor of Science in Nursing program: the establishment of two performance assessment centers for evaluating students' on-the-job nursing skills.

As you may recall, we had previously received an award of \$15,000 from the Merck Company Foundation in support of planned implementation of test sites in New Jersey.



THOMAS A. EDISON STATE COLLEGE FOUNDATION

TOTAL RESOURCES RAISED  
1983 - 1986

	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>TOTALS</u>
UNRESTRICTED CASH	\$18,933	\$30,602	\$42,717	\$ 60,002	\$152,254
RESTRICTED CASH	6,025	10,000	8,300	35,248	59,573
PROPERTY & IN-KIND	<u>0</u>	<u>12,200</u>	<u>10,896</u>	<u>28,719*</u>	<u>51,815</u>
TOTALS	<u>\$24,958</u>	<u>\$52,802</u>	<u>\$61,913</u>	<u>\$123,969</u>	<u>\$263,642</u>

\*Estimated

Office of Development, 2/87

THOMAS A. EDISON STATE COLLEGE FOUNDATION

ANNUAL FUND  
1985 vs. 1986

<u>SOURCE</u>	<u>1985</u>	<u>1986</u>	<u>CHANGE</u>
BOARD SOLICITATIONS	\$12,534	\$ 21,761	+ 73.6%
ALUMNI	25,056	34,375	+ 37.2%
STAFF SOLICITATIONS	10,242	22,696	+121.6%
GIFTS FROM STAFF/AFFILIATES	1,000	2,885	+188.5%
INTEREST	4,026	5,658	+ 40.5%
SPECIAL EVENTS, PROMOTIONS	805	1,396	+ 73.4%
GRANTS:			
Scholarship	8,250	8,875	+ 7.6%
BSN	0	25,000	-----
Alumni	<u>0</u>	<u>1,323</u>	-----
TOTALS	<u>\$61,913</u>	<u>\$123,969</u>	<u>+100.2%</u>

Office of Development, 2/87

THOMAS A. EDISON STATE COLLEGE FOUNDATION

ALUMNI FUNDRAISING  
A FOUR YEAR COMPARISON

<u>CATEGORY</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>
PLEDGES	762	1,039	1,086	1,157
PLEDGE FULFILLMENT	69.9%	70.3%	78.2%	77.0%
PLEDGE DOLLAR FULFILLMENT	68.3%	67.4%	77.3%	80.6%
MATCHING GIFTS	57	62	80	109
MATCHING GIFT DOLLARS	\$2,015	\$3,065	\$4,163	\$6,035
TOTAL ALUMNI GIFTS	659	880	962	1,047
AVERAGE GIFT	\$21.88	\$24.42	\$26.10	\$32.83
TOTAL DOLLARS	\$14,420	\$21,491	\$25,056	\$34,375

Office of Development, 2/87

THOMAS A. EDISON STATE COLLEGE FOUNDATION

ALUMNI FUNDRAISING

1985 vs. 1986

	<u>1985</u>	<u>1986</u>	<u>CHANGE</u>
PLEDGES	1,086	1,157	+ 6.5%
DONORS	960	1,047	+ 9.1%
MATCHING GIFT DOLLARS	\$4,163	\$6,035	+45.0%
AVERAGE GIFT	\$26.10	\$32.83	+25.8%
TOTAL DOLLARS	\$25,056	\$34,375	+37.2%

Office of Development, 2/87