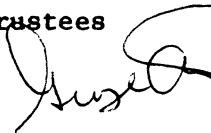


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M E M O R A N D U M
June 3, 1988

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

Visitors

Fred Wang, President and Chief Executive Officer of Wang Laboratories, visited the College on March 22, 1988. As a result of that meeting, it was agreed that Wang and the College would explore future opportunities for collaboration in the areas of marketing and delivering educational services through CALL.

Administration and Finance

April Revenue. The College realized \$190,027 or 139% of its April revenue target. On a year-to-date basis, the College has achieved \$1,651,363 or 90% of its revised annual revenue target of \$1,829,124.

Vice President for Administration and Finance. Michael Scheiring was appointed to the Chapter Development Committee for the national organization of The American Society for Public Administration and was appointed by Mayor Harle of Lawrence Township to serve on the Township's Task Force on Growth Management.

Academic Programs

Conference Presentations. Susan Friedman and Theresa Bowman presented papers at the National Conference on the Distant Learner in the Human Service Professions, at the University of South Carolina, April 11-13, 1988. Dr. Friedman's paper was entitled "How Human Service Students Earn College Credit in an External Degree Program" and Ms. Bowman's paper was entitled "Distance Education for the Human Service Professional: The Edison Model."

New Staff. Patricia Jackson has been appointed as a Senior Program Advisor. Ms. Jackson comes to us from Gwynedd-Mercy College in Pennsylvania where she was the Director of the Health Science Program. Rosa Lee Eickhoff has been appointed as a Senior Program Advisor; she previously worked in the Registrar's Office as a Transcript Evaluator.

In July of 1988 two persons will join the staff as Senior Program Advisors. Ann Bielawski, who previously served at Edison State College as Director of Prior Learning Assessment, and Dorothy Butler Sconyers who comes to us from Bucks County Community College in Pennsylvania where she served as a Tutorial Coordinator.

Statewide Testing and Assessment Center. The spring meeting of the Statewide Testing and Assessment Center was held at Edison State College on Friday, April 29, 1988. Liaisons from four colleges presented their prior learning materials and explained their procedures for working with students requesting credit through portfolio assessment and testing.

Southern New Jersey Technology Consortium. The annual meeting of the Consortium was held on April 29, 1988 at Infotron, Inc. at the Cherry Hill Industrial Site. The Consortium has placed the third satellite downlink at the Cherry Hill Industrial Site to receive masters degree programs in engineering and computer science. The Cherry Hill Industrial Site has provided a large educational building which may be used by the Consortium and all colleges serving South Jersey. The site contains an auditorium, multiple purpose room, five classrooms, two offices, and a reception area. Edison State College will be able to schedule information sessions, etc. in the building.

Articulation Agreements. Articulation Agreements have been finalized with Raritan Valley Community College (formerly Somerset Community College) and with Dundalk Community College in Baltimore, Maryland.

Center for Learning Through Telecommunications

Guided Study. The summer semester of the Guided Study Program began on May 9, 1988 with a course equivalent enrollment of 379 in nineteen courses. Courses offered included three humanities, eleven social science, three business and management, and two science/mathematics courses. The enrollment figure for this summer semester represents a 165% increase over the previous summer semester. This follows our most successful winter/spring semester ever which posted a 46% enrollment increase over the winter/spring semester of 1987.

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 for Guided Study on CALL 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, delivery of some components 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 systems 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 (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 student 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 a member of the 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. The Center Director, William Seaton, is heading up a joint course development project between Princeton University's Dr. Carl Brown, Chair of the Middle East Studies Program; the Open Learning Institute, British Columbia, Canada; and the International University Consortium. The course will be based on a Middle East series developed by Britannica Encyclopedia and previous work done by the Center and Dr. Brown. When completed, the course will be distributed nationally.

The Center is working on a joint program with the University of Maryland which will allow Edison students to take part in the National Fire Academy's Open Learning Fire Service Program. Through this arrangement, students will take the Open Learning Fire Service Program courses through the University of Maryland's University College, and then complete the remaining degree requirements with Edison. The degree will be awarded by Edison State College.

The Director, as a member of the Executive Committee of the International University Consortium, took part in the annual Consortium Conference, presenting a session on marketing distance education courses to adult learners.

Office of Test Development and Research

Computer Adaptive Diagnostic Examinations Component on CALL. To date, data from archived answer sheets for 13 different TECEP examinations have been transcribed on to NCS answer sheets that can be read by the Optical Mark Scanner, and through a series of transformations, item analyses have been obtained to aid in the selection of specific questions to be replicated in disguised form in the diagnostic tests.

For one examination, BASIC, a faculty consultant review of the examination was completed. Fifteen questions were selected from the item analysis to serve as the basis for generating 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 questions follow 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 have been addressed in conjunction with NJECN and members of Edison's MIS staff. Data collection and analysis of the predictability of performance on the actual TECEP examination in BASIC from the draft diagnostic examination is underway.

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

The Office of Test Development and Research projects for FY '88 an increase in test taking in the TECEP and CLEP programs, and a decrease in the ACT PEP program.

New tests developed:

- Introduction to Statistics

This test was developed to fill the void created when a similar test was withdrawn by DANTES. At its first available administration (April, 1988) there were nine takers. This indicates a potentially large market for this new exam.

Consultants participated in the revision of the following examinations:

- Business Policy
- Introduction to Data Processing
- Business in Society
- Alcohol Abuse
- Tax Accounting
- Financial Institutions and Markets
- Advanced Labor Relations and Collective Bargaining
- Labor Relations and Collective Bargaining
- Managerial Accounting II

These exams were developed for College Video:

- Humanities through the Arts
- The Photographic Vision
- American Government I
- American Government II
- Japan: The Living Tradition
- Introducing Biology
- Introduction to Astronomy
- Introduction to Business
- The Quest for Peace
- Marketing

CompuLearning, Incorporated (formerly TeleLearning -- The Electronic University Network) has been the source of 46 TECEP registrations.

College Video, (formerly University Video) has been the source of 14 TECEP registrations.

Nursing Program

The College continues to work with Regents College to resolve the consultation bill of \$58,575.00. Documentation has been forwarded to Regents College indicating the consultant days that the Regents provided to Edison. Resolution of this matter needs to be done within the current fiscal year.

The Clinical Performance Nursing Examination has been set for the week of July 18. Recruitment continues for the number of examiners needed for this final test site. Fifteen examiners are needed. To date, five examiners are committed for the July test date.

Registrar's Office

Computerization of the Evaluation Process. During the year, the MIS Office fine-tuned the software package to allow the use of computers in the evaluation process. One hundred and seventy-seven specializations were finalized. The system was tested repeatedly and is ready for use. The concept calls for course input by qualified data-input specialists and classification of these courses by evaluators. Two data-input specialists were authorized. We were able to recruit one, and the project started in May.

In order to convert all handwritten evaluations to the computer, the task has been contracted to NJECN. Five data-input specialists will be provided by ECN, and it is expected that during the next fiscal year all evaluations for currently active students will have been computerized.

Space and Student Records. An engineering study disclosed that the use of fireproof cabinets to store student records was causing stress on the second floor since the first floor ceiling under the second floor has no supporting walls. This resulted in the purchase and realignment of cabinet space.

In order to reduce the space needs and the weight on the floor, a massive microfilming project was launched. Records of all inactive students prior to 1985 have been microfilmed. Records of all graduates up to this year have also been microfilmed. Further purging of inactive files will be undertaken next year (1989).

Prior Learning Assessment Office

As a result of staff changes, the Office of Prior Learning Assessment has been organized to reflect a number of new initiatives. In FY '89, the Office of Prior Learning Assessment will assume the responsibility of test administration. This will enable the Office of Test Development and Research to concentrate on test revision, new test development, and collegewide testing/assessment issues.

Searches are underway for a Director, Office of Prior Learning Assessment and a Portfolio Advisor. Seventy-one (71) applications have been received for the Director's position and forty-seven (47) for the Advisor position.

Vice President for Academic Affairs

Jerry Ice has been selected by the National University Continuing Education Association to be the 1988-89 Chairman of the Division of Continuing Education for the Professions. Dr. Ice has served the NUCEA as Chair of the Awards Committee (two years) and Chair of the National Program Committee (one year).

The National University Continuing Education Association (NUCEA) was founded in 1915 to promote the advancement of continuing higher education. Over 1,200 members were represented at the National Conference held recently in Philadelphia.

Admissions Office

Targeted Marketing Activities. A variety of activities have been initiated during FY '88 in an attempt to directly contact prospective students in particular market pools. When marketing efforts can be directed along the lines of individual degree programs as they relate to individuals in a job, profession, or group, then these efforts have a significantly greater potential for success. Included in these activities were:

1. Direct mail contact with graduates of the Teterboro School of Aeronautics.
2. Mail and advertising contact to members of the American Society of Extra-Corporeal Technology.
3. Direct contact and briefings with the New Jersey Department of Corrections and with several professional correctional associations.
4. Direct contact and advertising to pilots and professional employees of the FAA in relation to the aviation programs offered by Edison.
5. A cooperative program to enroll employees of the Food and Drug Administration in Washington D.C., and a developing program with the United States Mint in Philadelphia.
6. Contact and briefing with nondegree, professional school board employees.
7. In preparation are programs designed to reach funeral directors, Methodist ministers, surveyors, and other individuals whose background, training, and experience, could be utilized in an Edison program.

Minority Activities. The Admissions Office continued its program of Community Leaders meetings throughout the state. Three very successful meetings were held, with over 90 invited guests in attendance, and a number of follow-up briefings and pre-enrollment sessions were held for various organizations and agencies. Several more of these have been scheduled in the next two months.

Advertising directed to the minority community has been run in a variety of publications throughout the state with additional campaigns planned for the near future. This includes both print and radio material. In addition, a feature article has been included in the latest issue of the "Minority Business Journal."

Military Activities. The Admissions Office continues an active program of military relations activities through regular on-site visits, briefings, and counseling sessions. Currently six major military installations are being visited on a regular basis with at least four scheduled for addition in FY '89.

Public Relations and Publications

Special Projects. Upon the recommendation of the Director, a consultant was hired to review the public relations program. Arthur Ciervo, President of Art Ciervo & Associates, visited the College for three days in November and met with the President's Council and other members of the management team. He also reviewed publications, press files and clippings, and major College reports. Mr. Ciervo is well-known nationally in the field of educational public relations. Prior to forming his own consultant firm, he was the Director of Public Relations for Pennsylvania State University and Georgetown University. Considered one of the top three practitioners in his field nationally, Mr. Ciervo regularly conducts workshops and writes articles on public relations topics for national audiences.

His recommendations for Edison were reviewed and are being implemented. A copy of the report is available.

Media Relations. In April, a reporter from The New York Times visited the College and interviewed the President for a story that should appear in the New Jersey section of the paper in May or June. The reporter also interviewed several students and it is anticipated that the story will be a positive one about Edison's leadership in the adult education field and our future initiatives. The Public Relations Office worked with a reporter from the Los Angeles Times several months ago on a similar kind of story, but due to a turnover in staff that story is on hold.

Videotape Project. The College is currently working with Gillespie Advertising to produce a videotape. Much of the creative work is being contributed by the agency as a gift-in-kind from Mr. Richard Gillespie who is a member of our Foundation Board. The preliminary work for the project was done by the Public Relations Office such as providing a content outline and researching students and alumni who can be interviewed for the videotape and who serve to illustrate the various benefits of earning a college degree through Edison.

The videotape will be used as a visual introduction to the College to supplement visits and briefings.

Center for Corporate Partnerships

Increasing Philanthropic Support. During FY '88, the Center for Corporate Partnerships worked with the Office of Development to approach the corporate foundations of our client organizations asking for unrestricted contributions to the Foundation. Two successes to date have resulted from this combined effort. PSE&G has contributed \$6,000, and New Jersey Bell has contributed \$2,500.

Office of Development

The fact that our development program had reached a point at which a development audit by outside counsel would be productive is a statement of success in itself. The Thomas A. Edison Foundation Board has grown to a total membership of 18 with 15 being nonEdison State College related. The talent and influence residing with this Board of Directors is a positive statement about the worth and benefit involved in raising resources from various public constituencies. The Board of Directors is poised to assist, and the development audit will lend guidance as to the scope and direction of our fund raising program.

Highlights of the development program, in addition to the development audit, include the following thrusts:

- * The theme--"Minding...Our Business"--has been set for emphasis in seeking funds from the private sector.
- * Implementation of a Return-of-Gifts Program has been put in place as a "value added" donor benefit. This contribution building program was approved by the Foundation Board in December, 1987. Up until the age of 60, an annual investment donation of between \$100 and \$3,000 will be returned totally to the donor's estate at death. The benefit to the College is that donors are encouraged to upgrade giving patterns and to sustain at an upgraded level for their lifetime. To date, 21 individuals have enrolled in the program.
- * The 1988 Alumni Phonathon broke all existing records regarding amount pledged. In excess of \$50,000 was pledged. To date, \$24,000 has been received. For the first time, Edison students were invited by the Alumni Association to participate as callers in the Phonathon. Those students that participated appeared to enjoy the experience, and, in fact, became donors to the institution. A major emphasis for the 1988 Phonathon was to encourage first-time donors. Of 1,200 pledges, 258 were first time donors.

Alumni Office

The Edison Weekend was held April 29-May 1, 1988. The theme of "beginning conversations" was accomplished by all that attended. A total of 61 participants spent a whole day learning, laughing, and getting to know each other. The day included workshops presented by a nutritionist from Princeton Medical Center, a management training consultant from AT&T, and Edison alumnus and Foundation Director, Carole Nerlino.

The Alumni Association invited students to participate for the first time this year. Ten (10) students did participate. The reaction from students was positive. An identification as students with the Alumni Association serves to build a strong alumni organization in future years.

Office of Military Affairs

Arranged by the Director of Military Affairs, the College exhibited, for the first time, at the 12th Worldwide 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 distant learners through telecommunications."

Resignations

The following people have resigned from the College:

Sandra Stephens	-	Registrar's Office
Janice Palmer	-	Office of Prior Learning Assessment
Cynthia Baldwin	-	Registrar's Office
Carla Cooke	-	Registrar's Office
Robin Wells	-	Registrar's Office
Carol Crowe	-	Registrar's Office
Theresa Austin	-	Registrar's Office
Dorothy Goodman	-	Office of the Vice President for Academic Affairs