

Capital Campus

JUNE 2013

College Planning Capital Projects

College awarded \$16.6 million in construction projects, including \$12.7 million for new nursing education center

Thomas Edison State College, which has the fastest growing nursing program in the state of New Jersey, will soon have a new state-of-the-art nursing education center in the heart of Trenton.

The College was awarded \$12.7 million from the Building Our Future Bond Act, a measure approved by voters in November that authorized borrowing for construction and renovation projects of academic buildings.

The College recently took possession of the dilapidated Glen Cairn Arms apartment building that sits on the corner of Calhoun and West State streets. The building, which has been vacant for more than 20 years and is an eyesore at a key gateway to the city, will be demolished this summer. Construction on the \$17 million nursing education center is slated to begin in the fall. Completion of the new nursing education building is expected in early 2015.

In addition, the College will receive \$1.4 million through the Higher Education Capital Improvement Fund to support a project to convert the New Jersey Business & Industry Association building, located at the corner of Willow and West State streets, into a campus building that will house the Center for Learning and Technology staff.

The College has also received \$1.9 million for improvements to administrative offices in the historic Kelsey Building and the adjacent Townhouse complex. An additional \$585,000



Artist rendering of the College's new nursing education center.

will be utilized for instructional nursing equipment for the new nursing center.

These new projects come on the heels of the recent renovations to Thomas Edison State College's Kuser Mansion. The Kuser Mansion project was completed in the spring, and staff from The John S. Watson Institute for Public Policy, the John S. Watson School of Public Service and Continuing Studies and the Office of Human Resources moved back in the first week in May.

"This is a great and exciting opportunity for Thomas Edison State College to continue its contribution to the overall welfare and development for the city of Trenton," said **Mary Hack**, director, Office of Facilities and Operations. "The College is proud of its continued growth and support of the city as well as the expansion of our campus, which will allow us to better serve our students."

Then & Now:

A Rich History of Staff Recognition

In December 1989, **Nia Abuwi** was the "Employee of the Month" featured in *Inside Edison*, the forerunner of *Capital Campus*.

A senior admissions officer and a recent Thomas Edison State College graduate at that time, Abuwi said in the article, "Having earned my degree over a 15-year period, while working full time – often two jobs –



Nia Abuwi counseling a prospective student at an Application Day on April 26, 1991.

managing a home and caring for a daughter, I understand the plight of Edison students and potential students."

Today, she is still guiding students and advancing the mission of Thomas Edison State College as the associate director of Academic Advising.

Abuwi, who has been with the College for more than 30 years, noted that she recently had a flashback of her own when she participated in the College's Open House in the Kelsey Building on June 1.



Nia Abuwi meets with a prospective Thomas Edison State College student at the Open House on June 1, 2013.

"We use to do these types of open houses called Application Day years ago across the state and when I sat down as a representative of the Watson School to help a prospective student on Saturday, it brought back memories and, along with that, the realization that we have helped so many people reach their goal of earning a college degree over the years!"

Green Initiative Project

The Office for the Assessment of Professional and Workplace Learning has completed a Green Initiative Project in partnership with the New Jersey State Employment and Training Commission (SETC). The work was made possible by a State Energy Sector Partnership (SESP) grant received from the United States Department of Labor Employment and Training Administration to support employment growth within the energy efficiency and renewable energy industries. The funding provided an opportunity to review certifications in the following categories: SOLAR Certifications; LEED Certifications; Building Performance Institute; and Geothermal (IGSHPA).

OAPWL will continue to work with New Jersey Pathways Leading Apprenticeship to a College Education (NJPLACE) on behalf of the SETC to connect the green training credentials awarded under the

SESP grant with college degree pathways in the state of New Jersey.

"The targeted population to benefit from these reviews is all program graduates of the SESP initiative who successfully received these credentials as well as those individuals that obtain the credentials during the effective dates of the reviews, generally over the next five years," said **Regina Riccioni**, director, Center for Academic Program Reviews. "We anticipate increases in enrollment in the degree programs served by the reviews."

This broad, comprehensive partnership with the state and its agencies demonstrates a new way for the OAPWL to engage in reviews and add value to the College by creating pathways for enrollment that are actively marketed by the state and our partner organizations.

Postcards from Admissions

New sweatshirts and postcards are now part of the Office of Admissions' outreach efforts to prospective students. The burgundy shirts bearing the College's logo were purchased for each team member; and, in April, the Office of Admissions staff donned their shirts for a group photo at the Kelsey Townhouses. The photo – which will be used on postcards sent to prospective adult learners who have attended Office of Admissions onsite events, offsite events and Webinars – will also appear on the College's website. The postcards will be personalized from admissions counselors thanking attendees for their interest in the College, and offering the coun-



Thomas Edison State College Office of Admissions staff (front row, from left) are: **Sarah Marshall**, Director of Admissions **Dave Hoftiezer**, **Bonniejean Gallagher** and **Stefanie Hitchner**. Second row: **Andrew Bugdal**, **Ratna Parasher**, **Donna Higgins**, **Meredith**, **Deborah Chianese**, **Tanisha Cox** and **Jacqueline Hutchinson**. Third row: **Denise Weber**, **Loretta Perkins** and **Jasmine Bundy**.

selors' contact information for follow up. "This is a refreshing personal touch that will enhance our visibility and encourage prospective students to apply and enroll with the College," said **Vanessa Meredith**, associate director in the Office of Admissions.

College Lunch and Learns Educate Staff

Gen Ed's Next Generation

At the April 3 Lunch and Learn, **William J. Seaton**, vice president and provost, and **Dr. Susan Davenport**, outgoing dean, Heavin School of Arts and Sciences, detailed the new general education curriculum that will greet students who apply or enroll in the College's undergraduate programs after July 1, 2013.

According to Davenport, the courses in the College's revamped curriculum contemporize the traditional model and connect more to the meaningful, real world objectives of today's adult learners.

"The strength of the revised general education curriculum centers on its relevancy for 21st century students," said Davenport. "The new general education structure will serve to broaden perspectives, develop skills and facilitate students' participation in a more technologically sophisticated and diverse society."

The common core of most accredited bachelor's degree programs, general education requirements typically encompass half of the credits students must fulfill in order to graduate.

Academes have long viewed "Gen Ed" requirements as a mandatory buffet of introductory, foundation-based courses that bolster students' core competencies and prime them for more in-depth study later. The new curriculum, still mindful of the

traditional mainstays, integrates contemporary subject offerings on diversity, global literacy, ethical leadership and social responsibility, and is threaded throughout the curriculum across all schools and at all levels of study.

Davenport and fellow proponents anticipate that the structure will breed a more global-minded learner whom employers want in their workforce. The curriculum will also better enable students to tailor their program to their own interests and degree pursuits. What is more, working adults may find that the new curriculum is more aligned with the competencies they already have in their arsenal, and all of the requirements are transfer-student friendly.

The new general education curriculum structure will include: intellectual and practical skills (15 credits); human cultures and the physical and natural world (18 credits); personal and social responsibility (9 credits); and integrative and applied learning synthesized across general and specialized disciplines (18 credits).

Students who were applied or were enrolled in the College before July 1, 2013, will not have to consider the revised general education in their curricu-

lum, though adult learners who have partially fulfilled their degree requirements may find it worthwhile to adopt it.



Dr. Susan Davenport, outgoing dean of the Heavin School of Arts and Sciences, and William J. Seaton, vice president and provost.

Managing the Brand

The Office of Institutional Marketing and Publications offered insight into the management of the College's brand as well as current advertising and marketing initiatives, the emergence of digital media, data analytics and the publications process, with a historical overview of the College's publications, at the May 16 Lunch and Learn.

The office's key responsibilities include: brand management, onstitutional awareness, marketing, advertising - traditional and digital, data analytics, design, photog-

raphy, publications, National Institute, targeted outreach and direct mail campaigns. The office also produces premium marketing items banners, table coverings and other marketing items to promote the College at events and other initiatives.

Chief Marketing Officer **Karen Hume** emphasized that, first and foremost, quality is what is strived for by the office's proficient staff, which includes: **Chris Miller**, art director; **Glen Jacobsen**, assistant director of Marketing; **Meg Frantz**, assistant director of Publications; **Julia Herman**, assistant

director of Advertising; and **Megan Grandilli**, part-time graphic designer.

Brand management is integral to institutional awareness, Hume explained, and starts with being conscientious in supporting the College's mission to provide flexible, high-quality, collegiate learning opportunities for self-directed adults. To that end, the office manages the College's brand, through the nuance of the College's colors, fonts, logo treatments, placements and messaging used in marketing and advertising campaigns.

Lunch and Learns

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To ensure that the proposed advertising campaigns will resonate with the College's audiences, focus groups are engaged and queried.

The office also works with all the Schools and the Office of Military and Veteran Education to provide each its own unique messaging for its programs, yet all are incorporated in the current institutional campaign. Messaging for institutional, both undergraduate and graduate, is unique, yet linked. Furthermore, co-op advertising and combining messaging for shared market space is used in an effort to be cost effective. Some of the traditional media channels being utilized for advertising at this time include billboards (both digital and static), digital rail displays, radio announcer reads and spots, print advertising, major event advertising and sponsorships, among others.

In addition, the office has identified many avenues to reach prospective students in this digital age. Campaigns are currently active within the following digital media channels: search engines - Google, Bing and Yahoo!; school directories - Get Educated and Graduate Guide; lead generation websites - Gradschools.com, Plattform Media; social media - Facebook and LinkedIn; targeted sites - Military

Friendly Schools, Nurse.com, New Jersey Association of Chiefs of Police (njsacop.org) and others.

Tracking outreach is also an important function of the office, which uses such tools as Url Append to capture the online source codes in the CMS, inbound call tracking and Google Analytics. By tracking campaign initiatives, the office is able to evaluate which initiatives are working best and which need to be reevaluated. Not all advertising is capable of being tracked, as many times it generates awareness and may not have an immediate role in the decision-making process of a prospective student, but anything that is capable of being tracked and evaluated is optimal.

The office also oversees the design, scheduling, production and collaboration with the Office of Communications for all of the College's collateral materials and publications, including the *Catalog* and five prospectuses, *Invention* and *Signals* as well as handbooks, brochures, flyers, postcards, partnership and event pieces, etc., shepherding each from inception through completion. Although there is an increased desire for electronic pieces, the College's marketplace still has a fairly strong desire for printed materials. Therefore, quantities have been reduced over the years; however, during FY '13 the office still produced approximately 750,000 pieces of printed collateral materials.



Office of Institutional Marketing and Publications staff.

The office plays an integral role in the logistical planning and implementation of the National Institute and works with a committee for this event. This year is the 25th anniversary of the event, which was held June 19-21 and had a record paid attendees of more than 125 participants.

"The feedback we received following our presentation was interesting," said Hume. "People had no idea that our office does so many different things. It was great to receive so many positive comments from our colleagues."

College Celebrates 20 Years of Children Coming to Work



The sons, daughters, nieces, nephews and grandchildren of College staff sharpened their Jeopardy! skills for this year's Take Your Child to Work Day on April 25. The agenda included an introduction by Dr. George A. Pruitt; an official N.J. State House Tour; the presentation "TESC Then and Now: A look back at 20 years," which celebrated the College's 20th anniversary hosting the event; Team Jeopardy!; and a pizza party.

"I have always been impressed with the creative ways our Human Resources staff informs and entertains the children during the event," said Shirley James, professional services specialist. "I've been bringing my grandchildren since the program began, and each one of them takes away different memories. In the last two years, I was able to bring in my great-grandchildren, whose parents attended the College's first Take Your Child to Work Day in 1993! Zaniya, my oldest great-granddaughter, really enjoyed visiting the State House and meeting the other children. My heartfelt thanks go to our staff who do such a wonderful job of organizing the activities."

Community Involvement Fair



The Office of Community and Government Affairs and the Office of Human Resources held a Community Involvement Fair on April 17 in Prudence Hall. More than 75 staff attended the event and perused the tables of a dozen guest organizations.

Antoinette Lewis (left) and John P. Thurber offered information about the Run For Dad Prostate Cancer Awareness Program. The Run for Dad event, sponsored by the American Cancer Society, was held on Father's Day, Sunday, June 16, in Mercer County Park in West Windsor, N.J.

Staff Activities

Ana I. Berdecia, senior fellow/director, Center for the Positive Development of Urban Children, was a member of a New Jersey delegation on June 8 to the *National Institute for Early Childhood Professional Development Workforce Data Day*. On June 10, she presented a session, "Tapping into the Developmental Appropriate Practices of Culture and Language: The Essential Message that I am Valued," using the lessons learned from the New Jersey Cultural Competency and English Language Learners Summer Institute and Mentoring Program, which was established by the Center in 2007.



Ana I. Berdecia

Laura Brenner-Scotti, ADA coordinator and Student Special Services coordinator, recently attended the *7th Annual Management Institutes* hosted by AHEAD (Association on Higher Education And Disability), where participants attended interactive workshops to teach, discuss and share practices in ADA support, current changes and technology in accessibility. While in California, Brenner-Scotti met with the education director and about 20 current and prospective students at the Naval Consolidated BRIG in Miramar to discuss educational opportunities at the College.



Laura Brenner-Scotti

Maureen Woodruff, director, Office of Test Administration, did a presentation titled "Secure Testing in Remote Environments," at the *Questionmark 2013 Users Conference* in Baltimore, Md., in March. The presentation focused on best practices for proctoring examinations online, efforts to reduce academic dishonesty and how the College maintained test security while transitioning to an online testing format.



Maureen Woodruff

Vanessa Meredith, associate director of Admissions, attended the American Management Association's seminar *Management Skills for New Supervisors* in Philadelphia, March 18-20. She also attended *Elucian LIVE 2013* in Philadelphia, May 8-10, to enhance her knowledge and understanding of the Recruiter system.



Vanessa Meredith

Loretta Perkins, senior graduate admissions specialist, attended the *National Association of Graduate Admissions Professionals 26th Annual Conference* in Orlando, Fla. One of the conference highlights was a forum on the 2012 Marketing and Student Recruitment Practices for Master's-Level Graduate Programs report.



Loretta Perkins

Jasmine Bundy, admissions counselor, attended the *2013 (Parature) ParaFest Conference* at the Hard Rock Hotel in Las Vegas, Nev., in March. The conference addressed customer service trends and challenges in 2013 when servicing through multiple channels.



Jasmine Bundy

Old Fashion Ice Cream Social

Sandy Holden, administrative assistant, Division of Enrollment Management and Learner Services, enjoys some sweet treats in the Great Hall of the Kelsey Building at the Old Fashion Ice Cream Social. Sponsored by the Office of Human Resources on May 22, this fourth annual Ice Cream Social was attended by more than 100 staff.



College Mystery Photos



If you have ever visited Karen Hume's office, you may have seen these lovely black and white photos. They are the images that Hume found years ago abandoned in the Kuser Mansion that have been on her desk as part of her "family" ever since. Perhaps you will be the one to solve the mystery and help find the lost family. Anyone?

Welcome New Staff



Katie Brommer has been appointed digital communications specialist in the Office of Communications. Brommer is located on the 2nd floor of the Kelsey Building and may be reached at extension 2053.



Julia Herman has been appointed assistant director of Advertising in the Office of Institutional Marketing and Publications. Herman is located on the 1st floor the Canal Banks Building and may be reached at extension 4018.



Dr. Leonard Lock has been appointed assistant dean for Educational Leadership and Graduate Programs, Heavin School of Arts and Sciences. Lock is located on the 2nd floor of the Townhouses and may be reached at extension 3183.



John Murray has been appointed facilities project coordinator in the Office of Facilities and Operations. Murray is located on the 2nd floor of the Kuser Mansion and may be reached at extension 2218.



Stephen Phillips has been appointed acting assessment strategist in the Center for the Assessment of Workplace and Professional Learning. Phillips is located on the 3rd floor of the Canal Banks Building and may be reached at extension 3230.



Rosalyn Williams has been appointed clerk typist in the Office of the Controller. Williams is located on the 2nd floor of the Canal Banks Building and may be reached at extension 2125.



Warren "Lee" Wofford has been appointed director of Military Enrollment Management in the Office of Military and Veteran Education. Wofford is located on the 2nd floor Academic Center and may be reached at extension 2227.

A Special Thank You

After many years of starting and stopping, I am proud to say that I am a graduate of Thomas Edison State College and will be walking at the 2013 Commencement. I want to acknowledge and thank some people that played a part in my success, including my supervisor Dr. Mary Ellen Caro for her encouragement and support; Dr. Ray Young, who shared his knowledge of the American wars as I struggled through War and American Society, and Celeste Wynn, who gently kept pushing me to "just get this done!" Last, but not least, I want to acknowledge and thank my friends, Estelle Reeves, Anna Krum and Debbie Lutz. We were all on the same mission – to finish our degree requirements. They all helped me stay on course to finish what I started so many years ago; I could not have done it without them.

~Sandy Holden

Staff Activities *continued from Page 5*

cussed general degree completion and portfolio assessment at an information session at Mercer County Community College.

Dean Dr. Michael Williams, School Business and Technology, and College Mentor Dr. Tami Moser, had their paper "Talent Pool Depth in Small Business: Exploring the Implications for Strategic Continuity" presented at the March 2013 *Academy of Business Research International Academic Conference* in New Orleans, La. In addition, Williams' article "Human Capital Management: the New Human Resource Management: An Industry in Transition" was published in the April 2013 Articles of Interest section of *FPN News* (EduLink).

Senior Program Advisors Carla Colburn and Donna Keebler, and Assistant Director Donald Cucuzzella, served as proposal readers for the 2013 Region 2 NACADA (National Academic Advising Association) Conference, "Planting the Seeds for Student Success: the Impact of Academic Advising." Colburn and Keebler attended the conference in New Brunswick, N.J., March 14-16, and were joined by Senior Program Advisors Andrea Mirsky and Doris Simmons and Program Advisors Sherwood Brown and Iris Lewin, March 15. Colburn served as the chairperson of the Evaluation Committee for the 2013 Region 2 NACADA Conference and Keebler served as a member of that committee.

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