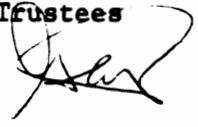


Thomas A. Edison State College  
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Office Of The President  
(609) 984-1105

M E M O R A N D U M  
December 4, 1987

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

Practice Makes Perfect?

As you have been informed, the College was burglarized over the Columbus Day weekend. Approximately two weeks later, we were burglarized again. This time an IBM PC was taken from Tom Streckewald's office, and a radio was taken from my office. On Thursday, November 12, despite the presence of security personnel, our burglar struck for the third time, returning to my office and stealing the radio that I had bought to replace the one that was stolen the last time. In each case, the glass partition adjoining the door to the Public Affairs suite and/or my office suite was smashed. A suspect was taken into custody on Tuesday, November 17. There is reason to believe that our burglar was a member of the housekeeping staff.

As a result of these break-ins, additional security measures have been instituted. Of course, no security system can protect us from persons who have legitimate access to the building. We are considering inviting Charles Bronson to use the Kelsey Building as a site for the filming of his next "Death Wish" movie.

Outcomes Assessment Plan

As promised in the September President's report, the Outcomes Assessment Plan is included in this month's Board materials. The document specifies the activities we will undertake during the current fiscal year and into FY 1989. These activities will both lay the foundation for a continuous Outcomes Assessment process and produce measurable results by the end of FY 1988.

Administration and Finance

As of September 30, 1987, the College received revenues totaling \$509,624, or 131% of budgeted target. On an annualized basis, the College achieved 32% of its budgeted revenue target of \$1,604,939. In comparison, in

FY 1987, the College realized 33%, or \$421,714, of its annual revenue target of \$1,287,712. Student revenues for the first quarter totaled \$493,248, or 131% of the first quarter budget targets.

Cash management under autonomy permits the investment of idle cash. Interest on this investment has yielded \$14,369 during the first quarter.

Administration and Finance staff have researched, compiled, and filed all necessary documents with the General Services Administration to expedite the acquisition of approximately 20,000 additional square feet of space in the adjoining buildings to support additional staff approved in the FY 1988 and FY 1989 budgets.

Management Information Systems staff, working with the Registrar's Office, have completed the design and implementation of an official student transcript data base which will provide the automated generation of student transcripts.

#### Development Director Appointed

David G. Puddington has been appointed Director of Development beginning December 7, 1987. Mr. Puddington comes to Edison from the Ohio Foundation of Independent Colleges where he served as Vice President. Prior to the Ohio Foundation, he served as Vice President for Development at both Morrisville College of the State University of New York and West Virginia Wesleyan University.

#### Thomas A. Edison State College Foundation Director

George L. Fricke, Director of Training for New Jersey Bell, has accepted our offer to become a Director of the Thomas A. Edison State College Foundation. He brings a strong background as a significant corporate user of Edison services. In addition, Mr. Fricke brings an in-depth knowledge of New Jersey corporate giving programs.

#### Application Day

The first FY '88 Application Days were held November 13 and 14, 1987, at the Sheraton Regal Inn, Piscataway, New Jersey. There were three sessions scheduled over the two days during which prospective students had the opportunity to gain information about Edison programs, participate in individual pre-enrollment advising sessions with Edison staff, and complete their application process including payment of fees. This was the first time the College had scheduled these sessions on back-to-back days. This new approach is being tried so that students who might otherwise have difficulty in attending a session now have the opportunity to select either a weekday or weekend session. Over 150 prospective students attended.

### Minority Recruitment

The Admissions Office continues in pursuit of its goal to significantly increase the level of minority representation in the student body. In recent months, several major publications oriented toward the minority population have carried paid advertising and news stories in which Edison received favorable mention. We will closely follow the results of these advertising programs in an effort to more clearly define our best media direction to reach the potential minority student population.

The Director of Admissions has had direct contact with several minority professional organizations to enlist their support and assistance in our minority recruitment program. It is hoped that the resources of these organizations can be utilized to reach not only their members, but also many members of the minority community. Representatives of these groups will also be invited to the community leaders breakfasts that will be held throughout this year. Discussions are currently ongoing with the following:

1. The Garden State Funeral Directors Association.
2. The New Jersey Chapter of the American Correctional Association
3. The Puerto Rican Congress.
4. The Black Telecommunications Employees Association.
5. The Hispanic Affairs Office of the Department of Corrections.
6. Blacks in Government, Central and North Jersey Chapters.
7. Affirmative Action Council of New Jersey.

A meeting was recently held with Ms. Penny Diaz, Affirmative Action Officer of the Department of State, to enlist her cooperation and assistance in our program. This was an extremely productive meeting, and Ms. Diaz has pledged her full support of our efforts. She provided an extensive list of potential cooperative organizations, and many suggestions which were found most helpful.

### Application Flow

Applications continue to be received at a steady rate. While our numbers are slightly behind those of last year, the gap is being narrowed each week. However, when compared to several recent years on the same date, this year's figures are very strong. An example, as of November 9, 1987, of comparison figures are the following:

	<u>FY '85</u>	<u>FY '86</u>	<u>FY '87</u>	<u>FY '88</u>
# of Applications	635	887	1,321	1,109

When comparing application flow with budget projections, we find that we continue to hold a positive balance with an October figure of approximately 115% of budget, and a four-month figure of 105% of budget projections.

### Office of Admissions Staffing

The appointment of Mr. Robert Orta as the Bilingual Admissions Representative has brought the staffing level of the East Orange Office to full strength. A search has been completed and an appointment will be concluded within a very few days to fill the remaining Admissions Representative opening in the Trenton Office.

### Media Coverage

Media coverage for Commencement this year was excellent with stories on the ceremony itself, human interest features on graduates, and coverage of Pearl Bailey.

Both wire services filed stories which were picked-up throughout the state and as far away as Florida. The Associated Press (AP) circulated a story which featured interviews with three of our graduates. United Press International (UPI) focused on Pearl Bailey's speech. Other newspapers wrote features on "hometown" graduates. Sample releases are attached to this report.

### Twelfth Worldwide Military Services Education Conference

The Office of Military Affairs arranged for Edison State College to be an exhibitor at the Twelfth Worldwide Military Services Education Conference at the University of Maryland. The theme of the exhibit was geared to serving the needs of the distant learner through telecommunications. Using the simulated classroom concept, the College demonstrated how it can provide military personnel with electronic access to higher education services. Through a special request from the Marine Corps, the College made a presentation to the worldwide Marine education community at the Conference.

The Conference, held every other year, brings together all major participants involved in the education of U.S. military personnel worldwide. Representing the College at various Conference events were Jules Kahn, Jerry Ice, Bill Seaton, and Wenrich Green.

### Tuition Assistance Grant Program

The College recently received approval from the Department of Higher Education to have Guided Study covered under the New Jersey Tuition Aid Grant (TAG) program. Edison State College students who qualify for a TAG Grant can receive their awards if they complete 12 credits during a semester equivalent.

### Center for Corporate Partnerships

The Center for Corporate Partnerships' long-range marketing plans and activities are having a clear and positive impact on generating new corporate clients and new students. To best reach appropriate corporate

clients, the Center has segmented markets by industrial group. Major market groups include three areas that will be used to illustrate the results of long-term activities: banking and financial services, telecommunications, and nuclear power utilities. These are considered separately.

Banking and Financial Services. Recently, two significant activities have resulted from marketing to this group. First, a PONSİ evaluation of courses offered by Dow Jones was completed. The evaluation reviewed training offered to computer technicians who maintain the equipment used to publish the Wall Street Journal. This evaluation, even though it does not cover courses in the financial area, will get the attention of other institutions in the financial services area. On another front, CityFed has requested a proposal describing how the Center would help provide educational services to their employees. This proposal has been submitted.

Telecommunications. Activities on several fronts are occurring in this market. Talks are proceeding with AT&T/CWA Alliance, the joint management union group designated to develop and provide on-going educational services to employees covered by the CWA contracts. Agreement is very close with AT&T Network Planning on a program to help 50 employees complete baccalaureate degrees. Several of those employees will be from the Cincinnati site and will give the Center an opportunity to develop strategies for managing services to corporations at a distance.

These activities continue an already established relationship with AT&T. To date, PONSİ has evaluated 140 AT&T courses. In addition, AT&T employs more Edison students than any other single employer, and it is also the reported employer of the largest single group of alumni.

In another area, New Jersey Bell has outlined their initial requirements for services from Edison. They are requesting overall educational advice, assistance with evaluating specific courses, and assistance evaluating their training program objectives.

Nuclear Power Companies. PSE&G has asked the Center to extend, for a second year, its relationship to assist nuclear reactor operators in completing baccalaureate degrees. The company has promoted the program to others in the nuclear power industry by preparing an article that appeared in the November, 1987 issue of Training Currents, a newsletter for the Mid-Atlantic Nuclear Training Group. The success of the overall marketing campaign to this industry can be counted in increased applications and enrollments. When the marketing campaign began in December 1985, 34 students were enrolled in the College's nuclear specializations, and six (6) had applied. In November, 1987, 124 students are enrolled, and 24 are applicants.

#### Alumni Association Elections

Alumni Association elections were successfully completed and new Officers and Directors elected at the Annual Meeting on October 18, 1987. The eighth President of the Alumni Association is Norma L. Horton, BSBA '83. Three of the nine Board members elected are new alumni leaders. Seven alumni were appointed to the Board as Associate Directors, a nonvoting position.

### Annual Alumni Day

The second Annual Alumni Day was held at the College on October 24, 1987. Alumni had the opportunity to meet College staff, learn about external graduate degree opportunities, and hear about the two alumni scholarship recipients. At luncheon roundtables, alumni had the opportunity to discuss ways to enhance the development of the Alumni Association.

One of the highlights of Alumni Day was the presentation by the Alumni Association of the first Award for Outstanding Service to the Alumni Association. Recipient was Past President Frank Z. Hawrylo '79. The College presented certificates and plaques to alumni who served Edison this past year.

### P.H.T. Certificates

With College sponsorship, the Alumni Association is now implementing the distribution of P.H.T. (Putting Him/Her Through) Certificates. A copy is attached. Alumni will be notified of their availability to present to family/friends who helped them accomplish their Edison degrees. The idea for this project belongs to an alumnus who wrote the Alumni Association asking if such a certificate were available.

### Servicemembers Opportunity Colleges (SOC)

The Office of Academic Programs has worked with SOC in Washington, DC to provide easier access for servicemembers to work for an Edison State College degree. SOC has developed a new program to recommend ten colleges, including Edison, that offer alternative delivery options to students. The military will promote eighteen Edison specializations within the Bachelor of Arts, Bachelor of Science in Business Administration, Bachelor of Science with a Concentration in Applied Science and Technology, and Bachelor of Science with a Concentration in Human Services degree programs.

Two documents have been developed by SOC: one listing the colleges and degree program requirements, and the second listing distant learning courses offered through each college. The Guided Study courses offered by Edison are listed in the second document.

The two books will be distributed to approximately 2,000 military bases to be used by counselors as they assist military personnel in selecting a college and degree program.

The Office of Academic Programs has agreed that Program Advisors will assist military personnel in completing a degree form which will be mailed to the national office in Washington, DC. It is anticipated that this new effort will increase the number of active duty military personnel applying to Edison State College.

### Southern New Jersey Technology Consortium

The SNJTC has members from 150 businesses and corporations, members from the county Freeholders, and the colleges and universities in the eight southern counties.

Ruth McKeefery, Dean of Academic Programs, has been the Edison representative to the Consortium since its formation two years ago. She has served on the 50 member Board of Trustees, was appointed to serve on the Executive Committee in June, and was appointed to Chair the Education Committee this November.

Paul Robert Siebeneicher, Chairman of the Board and President, has stated, "Of all our SNJTC activities, the education area is the most important and critical to the success of the Consortium."

The three current areas of the Education Committee are:

1. National Technological University: The Consortium has secured NTU to provide masters level degrees in engineering to southern New Jersey through satellite downlinks in three locations. Live classroom courses are televised from 16 major universities.

A planned activity is the development of bridging courses offered by colleges in southern New Jersey to prepare students for acceptance into the masters program.

2. Seminars: Professional, technical, and continuing education programs are provided to businesses and corporations through seminars.
3. Dissemination of Technology Information: This area concerns the transfer of technology information from federally funded programs to businesses, corporations, county Freeholder groups, and educational institutions. The Technology Transfer proposal has been funded by the New Jersey Department of Higher Education.

### Faculty Consultants

Currently, 218 faculty consultants serve the College in:

Test Development and Scoring  
Portfolio Assessment  
Guided Study Mentoring  
Pre-Graduation Conferences  
Demonstration of Currency  
Advanced Level Practicum  
Nursing Performance Exams  
Academic Council  
Degree Advisory Committees

### Replacement Staff

Search committees are working to replace the following staff:

Diane Gruenberg, Coordinator of the Liberal Arts Programs resigned to complete her doctoral dissertation at Rutgers University.

Timothy Mott, Senior Program Advisor, has resigned to accept a position in Cincinnati, effective December 15th.

Norman Lederer, Senior Program Advisor, has resigned to accept a position with UAW-District 65.

### Center for Learning Through Telecommunications

Guided Study. The fall semester of the Guided Study Program began on August 31 with a course equivalent enrollment of 214 in fourteen courses. Courses offered included three humanities, five social science, four business and management, and two science courses. The enrollment figure for this fall semester represents a 63% increase over the previous fall semester. This follows our most successful summer semester ever, with a 206% enrollment increase over the summer of 1986.

Guided Study on CALL. The fall semester saw an increase of sites, courses, and enrollments for this component of the Challenge Grant activity. There are now four sites in operation (Bell Core Corporation, Division of Taxation, Department of State, and McGuire Air Force Base) as compared with two during the spring/summer semesters.

Additionally, two courses were added to the Guided Study on CALL offerings - Introduction to Microcomputers and Introduction to Management - bringing the total number of Guided Study on CALL courses to three. Total enrollment for this semester was 44 course equivalent enrollments.

Center Director, Bill 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.

Bill presented an address on the CALL Network at the Alliance/ACE annual Distance/External Degree Conference. He has also been asked to give a similar presentation at the International Council for Distance Education's 14th World Conference on Distance Education.

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 Prior Learning Assessment

The beginning of the new academic year has the Prior Learning Assessment staff busy both with individual portfolio caseloads as well as continuing and initiating new office projects. Jan Palmer is presently coordinating the office activities while Ann Bielawski is on educational leave.

The staff is completing the fall, 1987 Portfolio Orientation Workshop schedule. Workshops have been given at Rutgers-Newark (29 attending) in September, Glassboro State College (24 attending) in October, and the final workshop here at the College this month. In an effort to increase portfolio applications, a two-part follow-up procedure has been implemented with the September group to monitor the number of portfolio applications received.

In addition, the staff is beginning to design a new Portfolio Assessment Handbook as well as completing the faculty assessors' directory and the creation of the portfolio library.

The office is also active in CAEL's Project LIFE contracted with the Food and Drug Administration in Maryland. Jan Palmer is the Edison liaison to the project and has been to Maryland several times for the project.

In the past quarter, staff have also been involved in numerous outreach and professional activities. Rich Hamilton attended the American Association of Adult and Continuing Education Conference in Washington, DC and has presented at the Army Reserve and National Guard Education Service Officer's Workshop in Atlantic City. Dan Negron attended the Innovation and Integrity in Assessing Prior Learning Conference in Saratoga Springs, participated in the Counselor Training Workshop sponsored by the Philadelphia Joint Ventures Center, and attended the CAEL National Conference in Baltimore. Jan Palmer presented Study Skills workshops at Bell Core and AT&T in cooperation with the Corporate Programs Office of the College.

### Nursing Program

Nine students completed the Bachelor of Science in Nursing degree program this year. Eight of these graduates were present for our recent commencement ceremonies.

The third Performance Assessment Center for the implementation of the Clinical Performance Nursing Examination is being planned for early 1988. This Center, when implemented, will complete the location of all the Assessment Centers in New Jersey. Princeton Medical Center is under review as the site for the Clinical Performance exam.

St. Francis Medical Center in Trenton is serving as the location for our Health Assessment and Teaching Performance Examinations. This examination will be offered for a third time in calendar year 1987, and all available testing slots have been filled for this examination.

Office of Test Development and Research

Starting in 1982, Paul Jacobs, Director of Testing, has been comparing the number of CLEP examinations taken nationally with the number of CLEP examinations taken by Edison students, and the number of TECEP examinations taken. The latest figures are shown below:

	<u>CLEP: Nationally</u>	<u>CLEP: Edison</u>	<u>TECEP</u>
1982	109,340	1,378	946
1983	91,054	975	942
1984	78,653	842	927
1985	72,235	722	858
1986	69,251	761	996
1987	66,590	813	1,283

During the last year:

- CLEP volume nationally declined 4%. We have previously agreed that this downward trend indicates that we cannot expect growth in testing volume from students learning on their own in "haphazard" ways. As a college, we are now coordinating test offerings with available learning packages (e.g., computer-based, video-based), so that the tests may reflect learning from guided experiences.

- CLEP volume for Edison students increased by 7%. This could be due to our increased enrollment.

- TECEP volume increased by 29%. This could be due to our increased enrollment, plus our success in making TECEP examinations and information about them more available to our students.

The Office of Testing generally revises each TECEP exam no later than every four years, with some exceptions (e.g., Introduction to Shakespeare, less often; Tax Accounting, more often).

**Examinations to be Revised in 1987-1988**

Advanced Labor Relations & Collective Bargaining  
Alcohol Abuse: Fundamental Facts  
Anatomy & Physiology  
Art History & Appreciation I  
Art History & Appreciation II  
Behavior Modification Techniques in Counseling  
Business in Society  
Business Policy  
Community Health  
Counselor Training: Short-Term Client Systems

Cultures of the World  
General Physics I  
General Physics II  
Introduction to Data Processing  
Introduction to Social Psychology  
Introduction to Transactional Analysis  
Management Process (The)  
Managerial Accounting II  
Organizational Behavior  
Principles of Finance  
Public Relations Thought & Practice  
Security Analysis and Portfolio Management  
Substance Abuse: Fundamental Facts  
Tax Accounting  
Women in Treatment

**Examinations to be Added in 1988-1989**

Introduction to Human Services

**Resignations**

In the past, resignations were listed as an attachment to personnel actions - appointments. In that the Board only acts on appointments, we are moving this reporting item to the President's Report where other such items are reported (e.g. actions resulting from bid waiver authorization).

The following people have resigned from the College:

Claire McCartin-DiJoseph	- Office of Prior Learning Assessment
Judith Ingis	- Office of Prior Learning Assessment
Vincent McNamara	- Personnel
Monique Kidd	- Test Development and Research
Jean Hendrickson	- Registrar's Office
Timothy Mott	- Academic Programs

Claire McCartin-DiJoseph and Judith Ingis were employed as Adult Career-Planning Counselors under the Learner Services Grant which expired August 30, 1987.

GAP:acr

# Thomas A. Edison State College

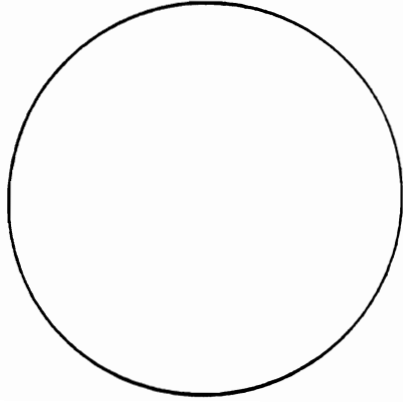
Be it known to all and sundry that the Degree of

**B. H. D.**

for Putting H Through, is hereby awarded to:

in recognition of the Patience, Understanding, and Support in  
helping the Graduate through college.

May these present letters give you an ample share of glory in this  
accomplishment and testify to our best wishes for a happy future.  
In witness whereof we have subscribed our signature under the seal  
of the College this \_\_\_\_\_ day of \_\_\_\_\_.



\_\_\_\_\_  
President, Thomas A. Edison State College

\_\_\_\_\_  
President, Thomas A. Edison State College  
Alumni Association