

Capital Campus

FEBRUARY 2013

Marketing Campaign ~ "Recharge & Reinvent"

Thomas Edison State College's Challenge to Adult Learners — Design Your Education

Thomas Edison State College's new marketing campaign "Design Your Education" launched in November 2012 after feedback from four separate focus groups consisting of both warm and cold respondents. The new campaign has been tailored to appeal to prospective students who are interested in earning their degrees for different reasons.

The key messages for the campaign are "Recharge Your Career" and "Reinvent Your Life," with unique messages for all of the degree programs that are being promoted.

The outreach includes an integrated marketing campaign that includes the use of billboards, both digital and static; radio announcer reads for 53 stations in the New Jersey, New York, Pennsylvania region during drive-time traffic and weather; print media including magazines and special education sections; search engine marketing; and digital online advertising. The College is using data analytics to track the results of many of the campaigns.

"'Adult learner' is a broad term that covers many types of adult students with many motivations for returning to college, but we have found that the one thing they have in common is the need for flexibility," said **Karen Hume**, chief marketing officer, Of-

"College, for the adult learner, is more likely a step to getting something else—a better degree, a better job..."

Karen Hume
Chief Marketing Officer
Institutional Marketing and Publications

fice of Institutional Marketing and Publications. "College, for the adult learner, is more likely a step to getting something else—a better degree, a better job or the fulfillment



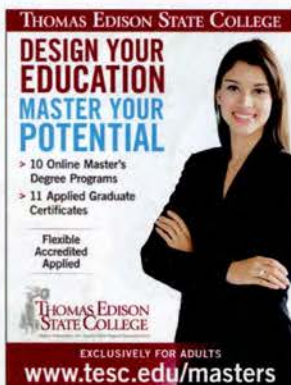
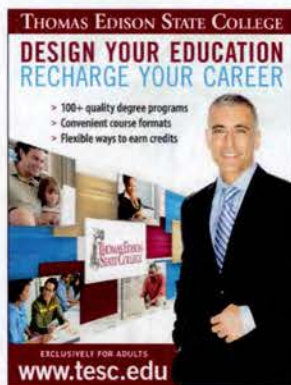
Karen Hume

of a life-long goal. The main focus for our new marketing campaign stresses the concept that Thomas Edison State College can help the adult student pursue that ultimate objective by helping them to design their education."

To ensure brand consistency, the Schools are under one umbrella with the messages tailored to specific audiences. There is a similar look to all of the initiatives while embracing unique messaging for each program.

In keeping with the College's new five-year Strategic Plan, initiatives are underway to increase enrollments in its graduate degree programs. Unique messaging and advertising initiatives geared toward potential graduate students are underway.

The graduate advertising campaign also falls under the College's campaign umbrella, while utilizing its own unique messaging for the institution, "Design Your Education. Master Your Potential."



Focus On: Nettie Edwards

For Nettie Edwards, you reap what you sow. Her two decades of escalating accounting duties at the College emboldened with a personal value system that would ensure anyone's success, is only part of the story.

Edwards points out that the true bonuses lie in her working relationships.

"I thoroughly love the family atmosphere at the College," said the assistant controller, who is only dismissive about numbers when it comes to her own 23 years of service. "Who's counting?" she shrugged.

Edwards' career with the College began in 1989 when she was hired to the position of accountant 3 in the Office of the Controller, and many co-workers can relate to what originally enticed her. "What attracted me to the position was the permanency!" she noted.

New to the position of assistant controller, a role she assumed two months ago, Edwards admitted that she is still feeling her way through.

"I am kept busy with cash management duties, accounting responsibilities with the Thomas Edison State College Foundation and transitioning from my former position in payroll," she said. "When I started at the Col-

lege, I worked in accounts payable. Thankfully, we didn't have caller ID back then — a call from me, was usually met with a sigh and a groan."

"With her depth of knowledge and experience in various roles, including chief financial officer, financial advisor and tax advisor for nonprofits, she is an indispensable asset in our work with the College, the New Jersey State Library and the Foundation," said Controller Michele Evanchik.

A resident of Levittown, Pa., Edwards was born and raised in Troy, Ala., where she first attended Auburn University in Auburn before transferring to what is now Troy University where she earned her bachelor of science degree in accounting. Edwards continued her education and also holds an MBA in accounting and taxation from Philadelphia College of Textiles & Science (now Philadelphia University). "I am so old, that all the schools I formerly attended have changed their names!" she said with a laugh.

Edwards and husband, Greg, have one son, Zachery, who is currently a senior at Penn State's University Park campus and may be following in his mother's fiscal footsteps.

"Zachery is completing a double major in finance and accounting, and he's on the university's fast track degree program for a



Nettie Edwards

master's degree in accounting," she said. "So, as he is so fond of telling anyone who will listen, that when he graduates in December, he will have three degrees."

In sideline pursuits, Edwards is a skillful needle crafter. "My favorite pastime is sewing garments," she said. "Much to my husband's annoyance, I have several sewing machines, sergers [a machine that overstitches various types of trim, seams and decorative edges] and heaps of fabric. I belong to the American Sewing Guild. We sew many items for charitable organization, including Quilts for Kids and St. Mary's Hospital cancer patients."

What time she has left is spent teaching Sunday school and Bible study at Christ Faith Christian Community Church in Bristol, Pa., and serving as a vacation Bible school co-director.

The National Institute

The College is celebrating its 25th year of hosting the National Institute on the Assessment of Adult Learning this June. The National Institute is the premier learning and networking opportunity for professionals in education who are involved in the assessment of adult and experiential learning. During its 25 years, the National Institute has been attended by, and provided educational sessions from, experts from all around the U.S. and the world.

The assessment of adult learning has broadened in recent years to encompass many areas. This year, sessions will cover such topics as: Prior Learning Assessment; Distance Education; Assessment Methodologies; Effective Learning Outcomes; College-Level Learning; Workplace Education and Assessment; Utilizing Technology; and Open Educational Resources

The main goal of the National Institute is to address issues of interest to novices and experienced professionals alike. The National Institute also serves as a venue to share experiences in a casual environment and to network with colleagues.

This year, the National Institute will be held at Revel in Atlantic City, N.J., June 19-21, with an optional preconference workshop on June 18. Thomas Edison State College staff and mentors who attend receive a discount off the registration fee. For more information, e-mail ni@tesc.edu.

NLNAC Accreditation



Students and alumni of the W. Cary Edwards School of Nursing participated in the National League for Nursing Accrediting Commission (NLNAC) accreditation/reaccreditation sessions last spring at Thomas Edison State College. The process resulted in a recent reaccreditation of the School's BSN program and initial accreditation for its Master of Science in Nursing (MSN) degree program and graduate certificate programs. To find out more about NLNAC, visit www.nlnac.org. To view a complete list of the W. Cary Edwards School of Nursing's accreditations, visit www.tesc.edu/nursing.

Staff Activities

Robin Walton, vice president for Government and Community Affairs, has been elected as chairwoman of the Children's Specialized Hospital's Board of Trustees.



Robin Walton

Dr. Michael Williams, associate dean, MBA Program, School of Business and Technology, delivered the keynote presentation entitled "Instead The Exceptions Are The Rules: The Influence of Rationality on High Performance" at the fall 2012 Academy For Continuing Education Real Estate License Recertification Conference held in New York City. Williams also had two articles published in the New York City-based *Mann Report* "Seizing Opportunity" and "Relentlessness: Devotion to Achievement."



Dr. Michael Williams

Dennis Devery, vice president for Planning and Research, was installed to the Board of Directors of the Burlington County Chamber of Commerce during the Chamber's installation dinner on Jan. 14, 2013.



Dennis Devery

Kelli Parlante Givas, associate director, Military and Veteran Education, attended the Operation College Promise (OCP) training program in San Antonio, Texas, where she served as an advisory board member on the educational panel. The Certificate for Veterans' Service Providers (CVSP) training curriculum is a principal component of OCP, which prepares veterans' service providers with skills to assist veterans to succeed in the transition to civilian life. She also attended the 376th birthday celebration of the National Guard in Washington, D.C., on Dec. 13, 2012.



Kelli Parlante Givas

As part of the College's involvement in the Martin Luther King Day of Service on Jan. 21, **John Thurber**, vice president for Public Affairs, joined with volunteers from the Trenton Downtown Association and local residents for a neighborhood cleanup on E. Hanover Street. The work included creating a minipark at 223 E. Hanover known as Gandhi Garden. The Gandhi Garden project, designed by artists who have studios in an adjacent building known as Studios at 219, was recently featured by the Geraldine R. Dodge Foundation as one of the 10 most creative arts projects of 2012. Anyone who is interested in volunteering for the project can visit sagecoalitionnj.com/the-gandhigarden or contact John Thurber.



John Thurber

Antoinette Lewis, prior learning assessment specialist, Center for the Assessment of Learning, recently completed the Council for Adult and Experiential Learning's (CAEL) Prior Learning Assessment Certificate Program earning a Professional Achievement as a Prior Learning Assessor Certificate for the first two workshops and a Mastery in Prior Learning Assessment Certificate for the remaining two workshops. The online program presented by CAEL and administered by DePaul University traverses the landscape of PLA and familiarizes participants with the language of PLA, a set of standards for the assessment of learning and the procedural steps to run an assessment process.



Antoinette Lewis

Winter Lunch and Learns Educate Staff

Serving Those Who Serve ~ Military and Veteran Education Focus at December Lunch and Learn

Throughout its history, Thomas Edison State College has served military personnel worldwide and played a pioneering role in developing military educational degree maps as well as career-related degrees that optimize military training and experience. At the Dec. 12 Lunch and Learn, the Office of Military and Veteran Education shared the outcomes of its recent Task Force, a cross-functional team assembled to develop a revitalized operational plan to increase services to military and veteran students.



Office of Military and Veteran Education Staff

The presentation addressed revenue initiatives; operational efficiencies and servicing improvements; academic programs; and general infrastructure improvements. The output of the Task Force was a set of operational initiatives de-

signed to increase its service to the military student segment, while increasing the financial margin.

The inspiration for the Task Force was based on suggestions made by the Middle State Commission on Higher Education following its accreditation review and was undertaken with consideration for the directives in the College's new Strategic Vision Plan.

"As the military and veteran student population continues to grow, Thomas Edison State College will be prepared to bring on these new students and to grow as well," said **Louis Martini**, associate vice president, Office of Military and Veteran Education.

Welcome New Staff



Charles Campbell has been appointed instructional designer in the Center for Learning Technology. Campbell is located on the 3rd floor of the Townhouses and may be reached at extension 2205.



Rachael Cooper has been appointed assistant director in the Office for the Assessment of Professional Workplace Learning. Cooper is located on the 3rd floor of the Canal Banks Building and may be reached at extension 3235.



Sarah Marshall has been appointed admissions counselor in the Office of Admissions. Marshall is located on the 1st floor of the Canal Banks Building and may be reached at extension 3020.

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Alumni Stories You Should Know ~ Alumni Affairs Presents at January Lunch and Learn

The College has more than 41,000 alumni in 55 countries around the globe and each one of those individuals has a unique story. The Office of Alumni Affairs shared some of those successes with staff during the Jan. 16 Lunch and Learn.

There is Barnes Group (a \$1.1 billion dollar multinational aerospace company) CEO Gregory Milczik '94, who went on to earn a master's at Harvard and a doctorate at Case Western Reserve University. Milczik, who was honored with the Spirit of Edison Distinguished Alumnus Award in 2009, thinks so highly of Thomas Edison State College that he now serves on the Foundation Board and is a major donor.

For Ernest Wooden '06, '07 and his wife, Annice '99, Thomas Edison State College is a family affair. Annice, COO, Wood Tone Entertainment, was so impressed with the education she received at the College that she encouraged Ernest, CEO, Los Angeles Tourism and Convention Board, to pursue

his degree here — he earned two. They also referred two of their children to the College.

Founder and CEO of Curves® International, Inc., H. Gary Heavin '02, was so grateful for the education he received at the College that he established the Gary and Diane Heavin Family Endowed Fund with a \$2 million donation. The largest the College has ever received, it prompted the naming of the Heavin School of Arts and Sciences. Heavin, in fact, was featured on the popular ABC Secret Millionaire program on the April 3, 2011, episode.



Roxanne Globis

Kimberly Grant '06, president of Rudy Tuesday Concepts and COO at Ruby Tuesday, Inc., went on to earn a master's degree from Boston University. Dr. Melanie Angelo '95, medical director at Kennedy Health System in New Jersey, received the Institute for Nursing APPLE Award.

Although the College has no sports teams, it does have some successful alumni who excelled in that arena. Troy Vincent '07 spent eight seasons with the Philadelphia Eagles, had five consecutive

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.

Staff Spirit



Staff from the Heavin School of Arts and Sciences sent hunger packing by designating Mercer Street Friends Food Bank as their office's 2012 holiday charity. "This is the second year we've sponsored the organization," said Cindy Strain, assistant dean of the School. "This year, our five staff members donated \$450 toward the organization's "Send Hunger Packing" campaign, which will provide local school children in need with nutritious, kid-friendly meal packs that they can take home and enjoy every weekend. Participating staff, pictured from left to right, are **Dr. Adrian Zappala**, **Cynthia Strain**, **Estelle Reeves**, **Dr. Susan Davenport** (dean) and **Dr. Ann Mester**. To find out how you can support the Mercer Street Friends, visit www.mercerstreetfriends.org.

Pro Bowl appearances (1999-2003) and was named the 2002 Walter Payton Man of the Year. Mike Davis '01, former basketball coach at the Indiana University, now coaches basketball at Texas Southern University.

In conclusion, **Roxanne Globis**, director of Alumni Affairs, noted that all one needs to do is look around the room "to see some of the 48 success stories that are the staff graduates of Thomas Edison State College."



In keeping with the holiday spirit, AFT Local 4277 spearheaded a College- and Library-wide drive to collect items for local children's charities. Through the generosity of staff, 30 children from The Children's Home Society of New Jersey were "adopted" and given gift bags and cards. In addition, gifts and gift cards were given to HomeFront. Pictured are AFT Holiday Project Committee members **Iris Lewin** (left) and **Mary Lynch** (chair).