

THOMAS EDISON STATE COLLEGE

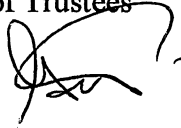
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MEMORANDUM

March 19, 1999

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJ: President's Report to the Board of Trustees

Communications and College Relations

The College will receive the Gold Award for Public Relations-Public Programs from the New Jersey Communications, Advertising and Marketing Association (NJ-CAMA) on March 19, 1999. This award is for the "Dear Abby" initiative and follow-up publicity program.

The College was also recognized in the media. A media opportunity for an event sponsored by the John S. Watson Institute for Public Policy on behalf of the N.J. Urban Mayors Association on February 10, 1999, attracted coverage from throughout the state. Reporters and TV crews in attendance included those from the Associated Press, AP Radio, New Jersey Network, News 12, *The Philadelphia Inquirer*, *Trenton Times*, *Star-Ledger*, *Home News & Tribune*, WHYY Radio, and others. As the result of post-Commencement publicity, articles about the College appeared in the *Atlantic City Press* and *Philadelphia Inquirer*. A release on the updates on the HINT project resulted in articles in the *Bergen Record* in January and the Bureau of National Affairs Healthcare Policy Report in February.

A new advertising image was unveiled in January in ads in the Progress Editions of *The Trenton Times* and *Trentonian* newspapers. The ad has also appeared in the *Stars & Stripes*, *Bergen Record*, *New Jersey Monthly*, *Mercer Business*, *Wall Street Journal*, and *New York Times*. A series of ads directed at community college students is running in student newspapers of New Jersey two-year colleges with which we have partnerships. Ads also have appeared in *Military News*. Commercials have run this winter on major New Jersey radio stations WKXW, WPST, WNJO, and WHWH. To support the work of other non-profits while increasing College name recognition, our messages also appear regularly the ad journals of several charity events. The first round College's Web site continues to undergo review and revision. The latter is especially important, since College advertising now lists our URL, but not necessarily our street address.

The publications program was also active. A newly designed and written MSM Prospectus was completed and distributed to interested prospective students. Other publications completed during this period include new editions of Signals (the student newsletter), Invention, Newsbrief, Thomas Edison News (the staff newsletter), and the STAC (Serving the Adult Collegian) Newsletter.

Development

As of December 31, 1998, the *Investing in Performance Campaign's* grand total of gifts and pledges has reached \$1,515,672. New commitments in early 1999 include \$10,000 from Bristol-Myers Squibb for the Degree Pathways Program. The Thomas Edison State College Foundation's combined fund balance as of December 31, 1998, totaled \$1,125,462, compared to \$1,047,283 for the same quarter last year. The Endowment fund balance remained strong at \$358,283 and the Quasi-endowment fund balance was \$281,308. The development activity for the fourth quarter period ending December 31, 1998, resulted in a cumulative total of \$393,050 received by the Foundation and in-kind support valued at \$55,650 for the same period. Additional gifts received by the College as of September 30, 1998, totaled \$123,200. The \$393,050 annual revenue total raised by the Office of Development, which with earned interest, reached more than \$416,000. This was the best ever for the College's fundraising efforts – exceeding the 1998 revenue goal of \$293,500 by \$122,500.

The Eighth Annual Gala will be held on Saturday, October 30, 1999, at the Hyatt Regency in Princeton. Mr. Alfred E. Mann, inventor of the insulin pump and CEO of MiniMed, Inc., has accepted the College's invitation to attend and receive one of the "Spirit of Edison" awards at the event. The date and location of the Thomas C. Streckewald Annual Golf Classic-June 14, Trenton Country Club-was finalized at a recent committee meeting. The committee expanded the options for corporate sponsorships and is seeking early commitments for the dinner, lunch, flag sponsors and a special program sponsor. Colonial Cadillac has agreed, once again, to be the hole-in-one sponsor.

Alumni Affairs

As of December 31, 1998, the total of alumni gifts and pledges was \$99,175 towards a goal of \$100,000. At year's end, the total collected was \$82,353. The Alumni Association held its annual Holiday meeting on December 5, 1998. Board members and guests gathered to review and celebrate the Association and College's yearly accomplishments. The Association members appointed four new associate directors to the Board. The Association Board now has twenty-one individuals dedicated to the advancement of the College's mission.

Marketing

Research

The College is conducting a three-stage market research project scheduled for completion by June 30, 1999. The supplemental geodemographic analysis is near completion, our focus group interviews have been conducted, and a survey based on these interview is complete. Through this research, we will be able to identify factors influencing prospective students who may or may not apply to the College, and this will inform our marketing efforts.

Image Enhancement

"Higher Education. For Adults With Higher Expectations" is the College's new positioning statement, which we will incorporate into all messages used in a new "image enhancement" campaign. The campaign kicked-off in January and will continue through June 1999. We have created strong, clean, and powerful advertising messages that we have placed in print, outdoor, and broadcast media. We have also refined our existing advertising efforts so that our campaigns are complementary, affording the College maximum exposure and name recognition.

Relationships with Key Constituencies

Military Markets: More than 800 Military Education Offices have received a comprehensive information/application package. This marks the first time in more than ten years that Military Education Offices throughout the world have current College materials. The College was represented at the annual Council of College and Military Educators Conference held in Monterey, CA, in February. College partnerships were highlighted in presentations made by the US Coast Guard and the Servicemembers Opportunity College (SOC). The College has been invited to become a regular part of McGuire Air Force Base's Non-Commissioned Officer Enhancement Training Program. As of 31 December 1998, military enrollments are up 18%.

Corporate Markets: Through a newly established relationship with the Healthcare Institute of NJ, exposure to the pharmaceutical industry in the state College has been increased. The College was represented at the 1999 Healthcare Institute of NJ Workforce Development Symposium, where College staff discussed labor demand and opportunities for educational partnerships.

Community Markets: Outreach activities this quarter include the following. College staff presented an information session for 60 adult staff members at Ancora State Hospital (half of the attendees were from under-represented populations). An information session was also presented at the Ocean County Office of Senior Services, with a focus on Senior College. Transfer programs in support of Degree Pathways were staffed by College personnel at Raritan Valley Community College, Hudson County Community College, Salem Community College, County College of Morris, Atlantic County College (2-day program), and Camden County College. Finally, following the publication of an article authored by College staff which appeared over the signature of Mr. James Savage, President of the New York City Police Benevolent Association in late January, the College has received approximately 35 telephone inquiries.

John S. Watson Institute for Public Policy

The John S. Watson Institute for Public Policy (WIPP) has been active in numerous areas over this past quarter. Funding requests are being developed, including a proposal for the renewal of support from the Fund for New Jersey and for support from the Prudential Foundation. WIPP provided support services and research to its partners in the areas of public education, tax policy, environmental and open space planning, youth initiatives, economic development and healthcare communications.

On February 10, 1999, the College was host to an historic conference addressing the critical issues facing urban school districts in New Jersey. This working conference was organized and facilitated by the College's John S. Watson Institute for Public Policy on behalf of its partner, the New Jersey Urban Mayors Association. The conference brought together, for the first time ever, the mayors, superintendents and school board presidents of the twenty-eight school districts affected by the *Abbott v. Burke* decisions. The conference's goals included the identification of common issues related to implementation of the New Jersey Supreme Court's most recent decision (known as *Abbott V*), the facilitation of a planning process for each district and development of specific strategies for the areas of early childhood education and facilities.

The participants agreed that a follow up process to the meeting was essential. The Watson Institute will coordinate this follow up work and will continue to address these issues more broadly through its work on behalf of its partner organizations.

Healthcare Information Networks and Technologies (HINT)

The Institute continues to work with the NJ Department of Health and Senior Services (NJDHSS) on the HINT project. The Institute is currently working on a second statewide HINT healthcare information systems survey on technology usage in New Jersey. This survey would be compared to the first statewide HINT survey and be used by the state NJDHSS, the HINT Healthcare Policy Council and policy makers statewide and nationally. The first survey revealed that most healthcare claims were paper-based (85%) and lack of national healthcare standards were a barrier to electronic networks. Discussions with a professional public opinion survey firm have been held to start refining the first survey questions.

Office of New Program Development

During the past quarter, the Office of New Program Development has continued work on the design and development of the Master of Arts in Professional Studies (MAPS). In keeping with the statewide guidelines, the preliminary program announcement for the MAPS was circulated to all colleges and universities across the state on February 1, 1999. As of February 26, the College has received no opposition to this program from those who have responded and the next development steps will proceed from there. At the same time, initial faculty recruiting and selection is underway to begin initial work on curriculum and course development. The Office of New Program Development is also preparing a competitive grant proposal for the federal Learning Anytime Anyplace Partnerships (LAAP) program.

Academic Programs

The Academic Center staff have been focused on the implementation of the new Datatel computer systems. Initial training is now completed and the College's Associate Deans are writing the syntax for degree programs and defining course and program guidelines for testing and live implementation. As the College moves forward with implementation, a number of procedures and protocols have been simplified, and redefining and refining academic procedures is continuing.

Philadelphia Police Academy Training Certificate. College staff and faculty consultants visited the Philadelphia Police Academy to assess its training program for the possible awarding of college credit. A comprehensive review was conducted of all academy materials, information obtained from the site visit, and comparable information from New Jersey and Pennsylvania State mandated training program objectives. The Academic Council approved a recommendation to grant 15 s.h. of college credit distributed among various disciplines for completion of the Academy's training certificate program.

Troops to Teachers. As a follow-up to a presentation given at the Eighty-first Annual American Council on Education Conference in Washington, DC December 9-10, 1998, concerning veterans seeking teacher certification, the College has developed a "Troops to Teachers" tool kit. Thomas Edison State College can provide assessment and transcripts of military credits through credit banking services for certification candidates. Credit for such programs as evaluated by the American Council on Education (ACE) may meet certification requirements. The "Troops to Teachers" tool kit was sent to the twenty-one state certification agencies engaged in alternative certification, as well as to a number of military organizations involved in "Troops to Teachers." An electronic file for the program has been established to maintain a dialogue and work together to assist our troops in becoming certified as teachers. Response to this effort has been very positive.

Office of Corporate Higher Education Programs

American Council on Education course reviews have been conducted at the Bergen County Police and Fire Academy, New Jersey Department of Personnel, the American Educational Institute, the Armenian National Educational Committee, the New Jersey Council for the Humanities, the HoHoKus School of Secretarial and Medical Sciences, and the Recovery Assistance Training Program. All additions, deletions, and revisions for recommended courses have been reviewed with the American Council on Education staff in Washington in preparation for the next edition of *The National Guide*.

Liberal Arts Degree

Liberal Arts Degrees Review. The Five-Year Degree Review has been completed, and recommendations have been reviewed and approved by the Academic Council in February 1999. The purpose of the Five Year Degree Review is to make recommendations to strengthen the degree programs and services to students. Evaluation of the Liberal Arts degree programs was conducted by a Steering Committee consisting of staff and adjunct faculty consultants who met during the review period of April 1998 through August 1998. Dr. Glenn L. Shive, Director, Board of Governors Bachelor of Arts Degree Program and Office of Assessment at Governors State University, served as the External Consultant for the review.

Retirement of Liberal Arts Degree Specialization. During the College's Liberal Arts Degree Review, it was recommended that various specializations be retired effective July 1, 1999. This recommendation was made because there was consistently low enrollment in these areas and because it is difficult to find sufficient distance-delivered upper-division course offerings in these disciplines. The recommendation was approved by the Academic Council on February 19, 1999. The Speciali-

zations to be retired are: African American Studies; American Studies; Asian Studies; Dance; Geography; Geology; Urban Studies; and Women's Studies.

Business Degrees Review

The Five-Year Degree Review has been completed, and recommendations have been reviewed and approved by the Academic Council in February 1999. The focus of the Five Year Business Degrees Review was on a comprehensive review of the BSBA and the ASM degrees.

Evaluation of the Business Degrees was conducted by a Steering Committee, consisting of staff and adjunct faculty members, which met during the review period. Dr. Otolorin P. Jones of Empire State College served as the External Consultant for the 1993-1997 review. The changes were recommended to enhance the existing degree programs, update course titles to current title usage; and meet modifications of state regulations and requirements that have occurred.

Distance & Independent Adult Learning

Course Equivalent Enrollments


Course equivalent enrollments for the two winter semesters won't be finalized until late March, but estimates total 2930. This represents an increase of more than 17% over winter 1998. Year to date FY 1999 enrollment totals for the fall and winter semesters combined are 5922, which is more than a 22% growth.

New Faculty Mentors

Eight new faculty mentors have been assigned to courses, for a total of 154 active course mentors. The new additions are Csaba Boer, MS, Mechanical Engineering, New York University (Subject: Mathematics); Daniel Cherwien, MA, Mathematics, Luther College (Subject: Mathematics); Derek Arnold, MA, Communication, Purdue University (Subject: Mass Communication); Rita Mary King, Ph.D., Microbiology, St. John's University (Subject: Biology and Nutrition); Renee Walker, Ph.D., Social Work, Howard University (Subject: 20th Century African/American Novel); Lamont King, Ph.D., African History, Temple University (Subject: African History); Samuel Kohn, Ph.D., Mathematics, Yeshiva University (Subject: Mathematics); Suzanne Kavli, MS, Computer Science, North Dakota University (Subject: Data Structures).

New Courses

Eighteen new Guided Study and On-line Computer Classroom courses have been, or are being, developed and will be ready to be offered to students in Fall 1999, including seven courses being converted from Contract Learning to Guided Study. Courses are as follows:

- *Photography On-Line*. This course will be offered on-line, with on-line art galleries to showcase the best work submitted by students.
 - *Living in the Information Age*. This course is based on Learning Plus, an Educational Testing Service course designed to enhance student skills in such areas as written communication, reading and math.
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- *Introduction to Business Communications.* This is a "Teleweb" course featuring an integration between media-like Internet delivery, videos and text, which exposes students to a rich multimedia experience.
- *Introduction to Microeconomics.* This is also a Teleweb Course.
- *Calculus I and II.* These newly developed courses will greatly increase the degree completion opportunities offered by Thomas Edison State College.
- *Public Speaking.* This new course will offer students a unique distance-delivered opportunity to take a course usually only offered in classroom based situations.
- *Federal Taxation.* This course will have a broad appeal as it will fill the needs of students taking business degrees and will attract students who wish to enhance their own knowledge of the Federal taxation system.
- *Human Resources Management.* This is another new course that will increase degree-completion opportunity.
- *Introduction to Computers.* This is an up-to-date on-line course that fills an urgent need.
- *Radiation Interactions.* This is the second in a group of three nuclear technology courses that the College will offer.

Seven courses have been transformed from Contract Learning to Guided Study courses, as follows: Elements of Intercultural Communication; International Management; Computer Architecture; Introduction to Operations Management; Managerial Communications; Business Policy; and Business Finance.

As an ongoing activity, courses and exams are constantly being updated and revised. This activity is set to increase dramatically over the next few months, as all 120+ syllabi and the accompanying exams will have to be revised to reflect the changes in course codes and, in some cases, course titles, that have been necessitated by the implementation of Datatel's Colleague system.

Thomas Edison College Examination Program

During this quarter the revisions of *Introduction to Shakespeare* and *Behavior Modification Techniques in Counseling* were completed, with the new versions introduced in January. The NRRPT-sponsored exam entitled *Radioactive Waste Management* was brought close to completion via a conference call with the test committee. Over 100 items were reviewed in this lengthy conference call. Final release of the exam will be in March of 1999. A test preparation workshop was held at the College on October 17, 1998.

Staff Items

Dr. Don Hart joined the College to work on the Distance Learning Certificate Program. This is an AT&T grant funded initiative that will culminate later this year in pilot lessons to be submitted for review by peers in the field of Distance Education. Aaron Appelstein joins the College as a Course Developer/Instructional Designer. He was formerly Senior Editor at the University of Wisconsin Extension, Learning Innovations, and has extensive experience in distance-education course development and design that will be invaluable to the College. Catherine Peck joins the College as

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an Academic Editor. She is an experienced editor as well as a published author. Jim Ratigan, Director of Corporate Higher Education Programs, has been given a three-year appointment to the American Council of Education's College Credit Recommendation Service Advisory Council by Stanley Ikenberry, President of the American Council on Education. He will be participating in the spring meeting March 11-12, 1999 in Maryland.

Postreporting

Attached at the end of this report is a Bid Waiver Tracking System report that has recently been developed. Given the number of bid waivers that are currently being generated by the College and its affiliate, the State Library, this report will be useful in providing information on the current status of all bid waivers.

Postreporting: Market Research Services

At the September 1998 Board of Trustees meeting, the College was granted a bid waiver to purchase market research services at an anticipated cost of \$25,000. I am pleased to report that a market research firm was engaged for \$25,000. The contract was awarded to the lowest bidder who met our specifications, Carnegie Market Research.

Postreporting: Advertising

At the September 1998 Board of Trustees meeting, the College was granted a bid waiver for advertising services at an anticipated cost of \$200,000. I am pleased to report that an agency was engaged for \$120,000. The contract was awarded to the lowest bidder who met our specifications, Oxford Communications.

Postreporting: Degree Completion Handbook Focus Groups

At the December 1998 Board of Trustees meeting, the College was granted a bid waiver for focus groups for the Degree Completion Handbook at an anticipated cost of \$15,000. I am pleased to report that a focus group consultant was engaged for \$7,800. The contract was awarded to the lowest bidder who met our specifications, Ed Ziegler, Marketing Consultant.

Resignations

The following staff members have resigned from the College:

Rebecca Austin	-	Admissions Office
Nina Malone	-	College Relations Office
Judith Hain	-	Watson Institute for Public Policy

The following staff members have resigned from the State Library:

Janet Tuerff	-	State Government Information Services
Robert Skilton	-	State Government Information Services
Juliet Pezzullo	-	State Government Information Services
Ruthann Evanoff	-	State Government Information Services

GAP/lme
Attachment