



**THOMAS
EDISON
STATE COLLEGE**


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MEMORANDUM

December 8, 1995

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJECT: President's Report to the Board of Trustees

Master of Science in Management (MSM) Degree Program

Dr. Sonja Eveslage, the College's Associate Vice President for Public Service, has been appointed as the interim director of the MSM program. The search for a permanent director will begin in December with appointment to be made in the spring. Current program initiatives are as follows:

- AT&T is working in partnership with the College to implement the first instructional cohort of students (maximum of 30) which is expected to start in January 1996, and the College is working with AT&T to provide an enhanced interactive delivery system to support instruction.
- Course sequencing has been defined with a focus on instructional strands that emphasize competency development and assessment.
- Faculty are being actively sought for course development and instruction.
- A faculty meeting is scheduled in December to provide program orientation and to engage faculty in course development with a focus on technology integration.

Basic Skills Requirement

The Academic Council has approved the recommendation to eliminate basic skills testing at the College. Funding to support the state Basic Skills Assessment Program (BSAP) was cut with the demise of the Department of Higher Education, thus lifting the mandate to continue the program. Key reasons that shaped the recommendation included:

- The disbanding of the BSAP initiative at the state level which removes the mandate to test and report.
- Testing at the College which serves to meet the BSAP mandates.
- Thomas Edison State College does not have a remediation program.
- Basic Skills testing does not serve as a viable placement initiative for the College.
- The nature of the College does not allow for a consistent basic skills assessment program.

A task force is being organized to explore ways to address student "readiness" and to examine meaningful approaches to assessment.

Applied Science And Technology Degree Programs

The new degree requirements for the Bachelor of Science degree in Applied Science and Technology and the Associate in Science degree in Applied Science and Technology were implemented in July 1995, and a new option within the ASAST degree, Radiation Protection, was approved by the Academic Council in October. This had been an approved area within the BSAST degree, but not the ASAST degree. The new associate option will be open for enrollment in January 1996.

Business Degree Program

In addition to providing advisement and informational services to business students, the College has been actively involved in working with external audiences that may potentially assist in "growing enrollments." The culmination of the College Accelerated Program (CAP) brochure for the Garden State Chapter of the American Institute of Banking (GSAIB) has increased the presence of Thomas Edison State College in the banking industry. Furthermore, GSAIB has been supplanted by the American Institute of Banking, and the result has been the expansion of influence from six counties to 19 of the 21 New Jersey counties. The College will closely monitor the impact this should have on enrollments.

A recent meeting with Brenda Hopper, State Director of the New Jersey Small Business Development Centers, resulted in opening new communications links that can help the College access a promising population of potential students -- small business owners/entrepreneurs. The currently ongoing development of a specialization in Small Business Management fits well in the future plans to access this potential group of students.

Nursing Degree Program

The nursing program was evaluated by the National League for Nursing September 22-25, 1995. The review team recommended reaccreditation for eight years with three minor procedural changes to be made relative to the required outcome criteria. Enrollment has increased to 245, approximately 100 more than enrollment at this time last year.

The Professional Nursing Case Study option was very well received by students. This option gives students the opportunity to request waiver of the Clinical Performance in Nursing Examination. To date, approximately 100 students have inquired about using the Professional Nursing Case Study option, and approximately 25 have submitted case studies and received credit.

A contract to start a new study group was signed by Central State Medical Center. Thomas Edison students will once again have access to a study group in Monmouth County.

The Americans with Disabilities Program

There are 115 students currently enrolled in the Americans with Disabilities Program. This population has more than tripled in the past year. An average of four disabled students contact the College per week to request "reasonable accommodation" or information about services.

Discussions continue regarding setting policy to provide waiver of the mathematics requirement as reasonable accommodation for disability (as outlined in the College's Academic Policy Handbook, pp. 15a-b). Also, there is on-going ad-hoc consultation and training of college staff and work with specific offices to arrange individual accommodations for students with disabilities.

In addition, staff are providing consultation on services to students with disabilities for other distance-education units in institutions around the country (e.g., Southwest Texas State University, The University of Utah, The Pennsylvania State University, University of Wisconsin-Extension).

The New Jersey Baccalaureate Degree Completion Program

In addition to the extensive on-going activities for managing, promoting, maintaining, and expanding the New Jersey Baccalaureate Degree Completion Program, three specific elements have been the focus for this quarter:

- Identification of the county/community colleges as resources for faculty mentors for selected DIAL course offerings, including Contract Learning.
- A survey of selected county/community college telecourse coordinators to determine whether or not the colleges could be potential broadcasters of College telecourse materials.
- Drafting of criteria to govern the development of specific degree-completion arrangements.

Expectations remain high for continued enrollment growth in this program.

National Institute on the Assessment of Experiential Learning

Merrill Lynch and Co., Inc. has granted Thomas Edison State College a generous gift in support of the 1996 National Institute on the Assessment of Experiential Learning. Merrill Lynch will pay the expenses for a total of 20 faculty and staff at the 1996 National Institute, which will be held at the Merrill Lynch conference facility in Harrison, New Jersey. Merrill Lynch has also agreed to allow all participants to register at the in-house registration fee, rather than the higher registration fee usually charged to institutions utilizing the facility. The estimated value of the gift is \$16,200. Special thanks go to former Board of Trustee member, Marilyn Pearson, for her support in acquiring this gift.

Portfolio Workshops

Portfolio and proctor workshops, as well as corporate test administrations were held at the following locations in September and October 1995: Caldwell College in Caldwell, New Jersey; AT&T in Bedminster, New Jersey; Center for Urban Theological Studies in Philadelphia, Pennsylvania; Muhlenberg College in Allentown, Pennsylvania; and Calhoun MEBA School for Marine Engineering in Easton, Maryland.

Articulation Agreements

An articulation agreement was negotiated with The Open University of Orlando, Florida offering their students the option of utilizing Thomas Edison State College to obtain credits through the portfolio assessment process for coursework completed at The Open University.

Test Description Book/Revisions

Continuing an interval of experimentation, the nature of the materials that comprise the Test Description Book (TDB) has again been redefined. Students are now provided with a separate bound volume of DANTES test information materials, instead of the reformatted descriptions, which were previously reprinted within the TDB itself or the packets of individual leaflets that were used last year. Thus, there continues to be a more direct use of materials provided by the DANTES program through the Educational Testing Service, but the College integrates these materials into a more useful, bound publication.

As previously, the use of the new format was explored in a questionnaire program, and was accepted and endorsed by the students. While the previous use of unbound materials did not cause significant problems, the careful attention to student reaction was continued, and a questionnaire was developed and included in each student copy of the test information packet. Results were evaluated in establishing policy and practice in the area. The cooperation of ETS/DANTES continues to be essential for this work, and negotiations are conducted annually. The shift to the new practices provides expanded space within the TDB that is available to describe the TECEP tests. Work is underway to secure expanded materials, such as a larger number of practice sample questions.

Discussion of the possibility of a test preparation book, essentially as a companion offering to the present TECEP and DANTES books, has begun.

A revised version of the TECEP *Tax Accounting* examination has been introduced. *Business in Society* and *Managerial Accounting II* revisions are well-advanced and should be ready for administration within the next few months. Additional revisions are underway for *Alcohol Abuse: Fundamental Facts*; *Substance Abuse: Fundamental Facts*; *Marketing Research*; and *Public Relations Thought and Practice*.

Computer Administration of Tests

The College offers students the opportunity to take essay tests via word processing. Information on the availability of testing via computer is now sent to all student test registrants, and more students have expressed interest in this program.

The College will be aggregating the information concerning the grading of computer-prepared essays, in an effort to insure equity in the two modalities, handwritten and computer processed. The College has learned that the CLEP program is moving to expand computer administration of its tests and is considering negotiation with the various noncollege test administration centers to learn of possibilities for computer administration in those locations.

DIAL Course Registration

In the Fall 1995 semester, there were 1622 course equivalent enrollments (cees) in DIAL courses. This represents an 10% increase over the 1481 cees reported for the Fall 1994 semester. Of the Fall 1995 number: 1470 (91%) were in Guided Study courses, 82 (5%) were On-Line Computer Classroom enrollments, and 71 (4%) were in Contract Learning courses.

Contract Learning Courses

Beginning with the Fall 1995 semester, Contract Learning courses were made available to students for the first time. A total of 17 courses were offered for enrollment on a continuous basis; students may enroll every day, but their course begins the first Monday of the month following their enrollment and continues for 16 weeks. A total of 71 enrollments were received during the first two months of the new program along with 160 applications for enrollment. This enrollment pattern significantly exceeds projections and seems to indicate that this is going to be a very popular option with students.

New DIAL Faculty

Since the last report, 22 faculty members joined the DIAL organization:

- Dr. Roosevelt Butler, Management & Organization Development, Trenton State College
- Dr. William Brant, Business Administration, Rider University
- Professor Edward Burns, Management, Fairleigh Dickinson University
- Dr. Joseph Hecht, Business Education, Montclair State University
- Professor Jerry Holt, Systems Technology, Burlington County College
- Professor Thomas Handler, Electrical Engineering, Middlesex County College
- Dr. Lawrence Knapp, Higher Education, Essex County College
- Dr. Paul Krasucki, Computer Science, Rutgers, The State University
- Dr. Thomas Millard, Education Leadership, Montclair State University
- Dr. Jonathan Millen, Communications, Rider University
- Professor Anthony Natale, Administration, Bucks County Community College
- Dr. Jeanette Purdy, Business, Mercer County Community College
- Professor Barbara Seater, Sociology and Nursing, Raritan Valley Community College
- Dr. Kieran Scott, Curriculum and Teaching, St. Bonaventure University
- Dr. Rajib Sanyal, Business Administration, Trenton State College
- Dr. Anthony Scannella, Education, Wagner College
- Dr. Francis Sakiey, Introduction to Financial Accounting, Mercer County Community College
- Dr. Penelope Schott, Modern American Poetry, Rutgers, the State University (retired)

- Dr. Dori Seider, Psychology, Mercer County Community College
- Dr. Kanako Shiokawa, Folklore and Folklife, University of Pennsylvania
- Dr. Wayne Smeltz, Organization Behavior and Management, Rider University
- Professor Maryanne Whittemore, Counseling and Education Administration, Burlington County College

Media Relations and Advertising

The Office of Communications and College Relations continued to have successful media placements throughout the period of this report.

- **Dr. Caliendo** was featured on Ch. 6 (ABC-TV Philadelphia) and in *The (Trenton) Times* regarding his community service presentation to children from an inner city school.
- A reporter for the *Chronicle of Higher Education* visited the College in October and interviewed the dean and an associate dean for a future article.
- A major story on one of our new graduates appeared on the page one features section of *The (Camden) Courier-Post*, with other Commencement news highlighted in newspapers throughout the state.
- Coverage of the Foundation Gala on Oct. 14 was especially good, with large photos and articles in several area media.
- Nationally, an article on our biomedical technology program appeared in the trade journal, *DM News*.
- Media throughout the state carried stories generated by hundreds of news releases sent out by the office on such subjects as new appointments, information days, award presentations, and other topics.
- News media were notified of a visit to the College by Assistant Secretary of Education, G. Mario Moreno on Nov. 2. A reporter from *The Trentonian* attended a roundtable at the College featuring the secretary.

In advertising, inquiries to the College shot up 17% during one week in October when we advertised on WKXW 101.5 FM radio. Radio commercials ran on WKXW for five weeks in the fall, as well as four weeks of advertising on WOR-AM radio (the "Rambling with Gambling" show). Print ads have appeared in *The Star-Ledger*, including a special ad the day after Election Day in this newspaper, which is known for its coverage of New Jersey politics. An ad appeared in the education supplement of the international *Army Times* which reaches 500,000 men and women in four branches of the military.

Publications

Publications produced during the last quarter include:

- Prospectus
- Gala ad book
- Silent Auction book
- Gala menu, bid card
- Commencement program
- Portfolio Assessment Handbook
- STAC newsletter
- SIGNALS newsletter
- Two NEWSBRIEF newsletters
- Colloquium program
- Alumni Annual Fund letter package
- Student Annual Fund letter package
- Alumni holiday card/solicitation postcard
- TECEP questionnaires
- Two Commencement citations
- Redesign of NEWS
- Three issues of NEWS
- Guided Study covers
- OLCC covers
- National Institute flyer
- National Institute brochure
- Two Regional Meetings flyers
- Alumni Volunteer Luncheon invitation
- Alumni Volunteer certificate
- Work on ADA materials

In addition, ads of various sizes were placed in the following:

- The Army Times Education paper which has world-wide distribution;
- The Star Ledger
- The Latina Women's Council of Mercer County annual banquet program booklet;
- The Southern Christian Leadership Conference, Magazine Division journal;
- The Lawrence Township Public School District's annual Dollars for Scholars banquet program booklet;
- Enable, Inc.'s annual awards dinner program booklet;
- The National Conference of Christians and Jews, Inc. annual Humanitarian Awards Dinner program booklet;
- The Italian-American National Hall of Fame, Inc. annual induction and awards banquet program booklet;
- The Greater Princeton Youth Orchestra 1995-1996 concert season program book;
- The Mercer County Chamber of Commerce and Trenton Merchants Association annual Renaissance Ball program booklet;
- The Old Barracks Museum annual Capitol Ball program booklet; and
- The annual Governor's Ball program booklet.

Admissions Services

By early November, inquiries increased as a result of an advertising campaign including information presented on WOR and WKXW radio and *The Star-Ledger* newspaper. This increase in inquiries is expected to result in increased applications and enrollments later in the fiscal year. For FY 1996 (to November 27, 1995), applicants totalled 1,863, and new enrollments totalled 1136. While this represents more than a 5% decrease in applicants and new enrollments compared to the same period last fiscal year, applicants for the month of October increased by 7% over the previous year. There were 364 applicants during October 1995 compared to 339 applicants during October 1994.

As of November 27, 1995, the percentage of African-American and Latino applicants totalled 14.54% while new enrollments for these ethnic groups totalled 13.47%. By comparison, African-American and Latino applicants and new enrollments for FY 1995 to November 27, 1994, were 13.66% and 12.86%, respectively.

For the first time, Application Day programs for October were held at the College's Academic Center. Two half-day programs were attended by 35 prospective students; 22 applications were received; this represents a 63% conversion from inquirer to applicant. Similar Application Day programs were held in November with 66 in attendance and 34 applications submitted on-site (a conversion rate of 55%).

In support of the New Jersey Baccalaureate Degree Completion program, outreach activities were offered at 5 community colleges: Essex County College, Brookdale Community College, Camden County College, Gloucester County College, and Mercer County Community College. A total of 120 prospective students attended the programs.

Thomas Edison materials were prominently displayed at the 13th Annual New Jersey Black Issues Convention in September in Somerset, N.J. Over 90 *Prospectus* were distributed during the 4-day program.

In conjunction with the Center for Distance and Independent Adult Learning, information on Thomas Edison was presented to 150 Bell Atlantic employees during open forums on the organization's Distance Learning program. Two of the programs were held at Bell Atlantic's Newark location and the other program at their South Plainfield site.

Enrollment Services

Direct mail information was distributed to 2,679 individuals through nineteen mailings including targeted mailings to military sites in 12 states and 4 alumni groups.

The special mailing to encourage students in the Administration of Justice program to use portfolio assessment was a success. According to Dr. Debra Dagavarian, Director of Testing and Assessment, "There is approximately a 12% increase in Criminal Justice portfolios." Work is underway to identify other groups for marketing portfolio.

Eleven meetings were conducted with corporate and organizational representatives to discuss partnerships between them and the College. The organizations include: Cooper Medical Center; New Jersey State Troopers; Garden State AIB; New Jersey Institute of Banking; the State Director of the New Jersey Small Business Development Center; Diamond Associates; American Re-Insurance; the Alcohol and Drug Counselor Certification Board of New Jersey, Inc.; Stat-A-Matrix; and Art Baer Associates.

Thomas Edison was represented at the Bergen County Police and Fire Academy Open House. Approximately 300 individuals expressed interest in Thomas Edison.

A presentation was also held at the third annual world-wide Bristol-Myers Squibb Pharmaceutical Research Institute meeting to a group of about 35 people.

Corporate-Higher Education Programs

The Corporate - Higher Education Colloquium remains the single most focused activity of the office during the year. Caesar's Atlantic City was the host site on October 20, 1995, and attendees came from eleven states, in addition to New Jersey and the District of Columbia. The presentations were of exceptionally high quality this year, and the presenters represented a wide range of backgrounds from college president to meteorologist, from rural sociologist to company president.

At the Colloquium luncheon, the International Corporate - Higher Education Colloquium awards were presented in each of four categories: a Thomas Edison PONSI sponsor organization, a college or university, an organization, and an individual. For the first time, one of the award winners was from a site outside the United States. The winners in each respective category were: Garden State AIB, Empire State College, AT&T School of Business, and Dr. Chitta Ranjan Mitra (of New Delhi, India).

Last fiscal year, the office conducted more PONSI site evaluations than any previous year and is looking to continue this year at the same rate, as well as to add several new client organizations. There is already one new sponsor organization, and several additional sponsor organizations are expected to complete their first evaluation within the next few months.

The office continues to watch with great interest organizational changes within some of its major clients (e.g., AT&T and PSE&G). Meanwhile Corporate-Higher Education Programs continues to provide a variety of educational services and looks for ways to establish closer ties between the client organizations and the College. AT&T is the site of the initial cadre of students for the College's new Master of Science in Management degree. The expansion of the Garden State AIB to include the entire state of New Jersey, effective January 1996, should also provide an additional source of new enrollment potential for the College.

Financial Aid & Veterans' Affairs

For this quarter, 291 students applied for aid, and 180 awards, totaling over \$191,000, were granted to 100 applicants. Because of increased applications from the community colleges, financial aid activity has grown by 11 percent. United States Department of Education software will be installed shortly, enabling the financial aid office to process applications electronically.

Development Office

The Development Office, along with the Community Relations Office, assisted the Foundation in planning and executing the fourth annual Thomas Edison State College Foundation Gala held on October 14, 1995 at the Hyatt Regency Princeton. The event generated a total income of \$46,285 from corporate sponsors, individuals, ad journal sales, and the silent auction. Nearly 190 of the 205 ticket buyers attended the event, which honored alumnus Steven deSouza and *Princeton Packet* publisher James E. Kilgore.

The Special Events Committee will begin to plan for the 1996 Golf Classic and the Gala, with sufficient time to plan a more effective solicitation of the community. The gross income generated by both events this year was \$75,800, and the total net income of both events was \$33,306, which surpassed the established goal of \$25,000.

A corporate appeal letter, with an introduction and follow-up letter, was mailed to a targeted group of companies, primarily those identified by members as potential donors. The employee campaign total to date is \$4,902 in gifts, and pledges and board gifts from Foundation Directors and Trustees received to date total \$23,600. The 1996 Corporate Annual Fund blueprint was presented to the Foundation Board of Directors and the President's Council for review and discussion.

All final 1995 Annual Fund letters were mailed to our constituency base: employees and faculty, students and alumni, current and former board members, former senior staff, and targeted corporations. The Development Office is working with the Institute for Public Policy to identify contacts at key Foundations which we have targeted as prospective supporters in this area. Merrill Lynch & Company was successfully solicited for support for the National Institute on the Assessment of Experiential Learning and will provide conference facility underwriting totaling \$16,200, as detailed elsewhere.

Alumni Office

The Alumni Annual Fund added a total of \$4,080, from 112 new pledges raised at the November 4-5 follow-up phonathon, to the current total of \$69,189 in gifts and pledges. This brings the combined total of \$73,269 very near to the 1995 goal of \$75,000. Actual pledge fulfillment to date is nearly \$60,000 of the \$69,189. Thirteen alumni and student volunteers participated in the fall phonathon.

The Alumni Association held its Annual Meeting on October 22 and recognized two alumni with awards: Christopher Wynings BSBA '82, project manager for Educational Testing Services in Princeton, NJ, received the Outstanding Service Award and Dr. Michael D. Reynolds BA '80, astronomer and executive director of the Chabot Observatory and Science Center in Oakland, CA, received the Outstanding Professional Achievement award. The election of 1996 members of the Alumni Association officers and directors was also passed. Members of the Alumni Association participated in Commencement Day activities which included selling merchandise, assisting graduates with their caps and gowns, and assisting with the Seventh Annual Commencement Banquet following the ceremony. Two hundred eighty-one guests attended the banquet and 78 "PHT" honorees were recognized by Dr. Pruitt with certificates. The Alumni Association Board of Directors approved a plan to reinstitute alumni chapters in New Jersey. The first chapter will begin in North Jersey in early 1996, followed by four to five chapters, with plans to eventually build out-of-state chapters and corporate affiliates in companies that have 10+ alumni/student employees.

The Savino Agency of Northwestern Mutual life, in conjunction with the Thomas Edison State College Alumni Association has successfully implemented four workshops on estate and insurance planning, retirement planning, and investing in the '90's. The workshops were held in four different geographic locations and were attended by 84 alumni, students, and staff. The Savino Agency is donating \$800 to the Alumni Endowment in appreciation for the opportunity to make these presentations. Major alumni donor prospects are being cultivated for their support of the College now and in preparation for the 25th anniversary activities.

College Souvenir Program

The total sale of college and alumni merchandise sold at point-of-sale sites (regional meetings, financial planning seminars, and commencement) was \$2,288. Total unrestricted and restricted actual income generated as of October, 1995 is \$180,063.

Staff Items

The Associate Director of DIAL, **Charlene Glascock**, served on the program committee for the annual American Association for Collegiate Independent Study (AACIS) National Conference and Workshop. The conference was held November 9-11, 1995 in Estes Park, Colorado and will present 31 sessions in four areas of Independent Study including administration, curriculum development, research, and technology. **Ms. Glascock** has also been invited to serve on a committee at Rutgers, The State University to explore independent and distance learning options in continuing education. The first project undertaken by the committee involves working with the New Jersey Department of Environmental Protection to design independent study modules that will allow Radon Measurement Specialists to meet re-certification and continuing education requirements through distance learning options.

The Director of DIAL, **William Seaton**, attended the annual National University Continuing Education Association (NUCEA) Independent Study Division Executive Committee meeting in Washington, DC. Issues addressed included the reauthorization of the Higher Education Act, Bi-Laws revisions, the national conference program, and fiscal issues. The Director also used the opportunity to meet with NUCEA national staff to discuss its World Wide Web page (Thomas Edison is linked to it). The Director continues to serve as Co-Chair of the Educational Technology Committee.

Celeste Wynn, Portfolio Advisor, and **Dr. Samone Jolly**, Associate Dean, gave a presentation titled, "Higher Education: Making Learning Personal, Empowering, and Successful Through Collaborative Learning," at the fifth annual Enhancing Minority Attainment Conference in Kokomo, Indiana, September 28, 1995.

Linda Holt, Associate Vice President for College Relations, and **Dr. Debbi Dagavarian**, Director of Testing and Assessment, published an article, "How to Interview with a Search Committee," in *Executive Educator*, Vol. 17., No. 10, October 1995. **Dr. Debbi Dagavarian** also published an article, "The Main Event is in Your Hands," in *Agenda New York: The Holiday Preview Issue*, Vol. 7., No. 3., September 1995.

Dr. Dagavarian was an invited speaker at the New Jersey Business Education Association Conference in Atlantic City on November 9, 1995. The topic of her presentation was "The Power of Portfolio Assessment in a Business Education Curriculum." **Dr. Dagavarian** and **Dr. Thomas Donlon**, Director of Test Development and Research, presented a session in the advanced prior learning assessment track of the Council for Adult and Experiential Learning (CAEL) International Conference, November 2-4, 1995, in Chicago. Their session, "Helping Adult Learners Through Assessments," had over 70 attendees.

Resignations or Temporary Appointment Expired

The following people have resigned from the College:

Sheila Wilcox	-	PONSI*
Mark J. Williams	-	Administration & Finance
Patrick Stone	-	Registrar's Office*
Diana Inverso	-	DIAL*
Kristy Scheiring	-	Nursing*
Rebecca Allan	-	Nursing*
Frank Haggerty, Jr.	-	DIAL*
Bradley Hendricks	-	Communications & College Relations*
Elizabeth Stone	-	Testing & Assessment*
James Leslie	-	Institute of Public Policy*
Jalil Ruffin	-	Administrative Services*
Cory Schutte	-	Administrative Services*

Resignations or Temporary Appointment Expired (cont'd)

Adwoa Aikins	-	PONSI*
Barbara Hendricks	-	Admissions
Tracey Upright	-	Bursar's Office
Eric Wanninger	-	MIS*
James Roberts		Administrative Services

*designates temporary assignments or summer internship expired