



THOMAS EDISON STATE COLLEGE

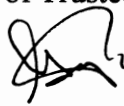
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MEMORANDUM

December 12, 1997

TO: Members, Board of Trustees

FROM: George A. Pruitt 

SUBJ: President's Report to the Board

Commencement

The 25th Annual Commencement ceremony was held September 27, 1997 at the Princeton University Chapel. Of the 1,100 members of this year's graduating class, 276 attended the ceremony; the largest number of graduates attending in the history of the College. The total number of people at the Commencement exercises was estimated at over 2,200. The College also graduated the first eight Master of Science in Management degree recipients. Honorary degree recipients Sir John Daniel, Vice Chancellor of the Open University; and Peter R. Kann, Chairman and Chief Executive Officer of Dow Jones & Company, and Publisher of The Wall Street Journal, made very special contributions to the spirit of the day.

Marketing Goal Team

In October I appointed a Marketing Goal Team to address the enrollment growth goal for the College and to help the institution achieve greater "brand name" recognition. This Goal Team has been charged with the responsibility of focusing and refining the College's marketing plan, integrating all of the necessary elements and tools into that plan, and implementing it in an aggressive and effective manner to achieve the College's marketing goals. This extensive effort is under the executive management of John Thurber, Vice President for Public Affairs. In addition, the College retained Alex Plinio, formerly of Prudential Insurance Company, to serve as a consultant and facilitator for this process. We anticipate concluding the plan development in January.

Edison University

In accordance with an action taken by the Board at its September 12, 1997 meeting, the College retained the law firm of Wilmer, Cutler & Pickering to represent it, in conjunction with the Attorney General's Office, in possible litigation over the use of its name and trademark by a new non-accredited institution calling itself "Edison University." This institution has quickly sought to attract adult students to its programs through aggressive advertising in USA Today, airline magazines and other publications. The potential for harm to the College's reputation and the likelihood of confusion by students is of serious concern. Our legal team has assured us that we have a strong basis in law and fact to protect the interests of the College and its current and future students in this matter. We are currently in settlement negotiations to resolve this dispute, but are fully prepared to litigate if necessary.

National Telecast

On October 30, 1997 Jerry Ice, Academic Vice President and Provost, and Sonja Eveslage, Assistant Vice President for Corporate College Programs, represented the College on an AT&T national telecast describing how AT&T employees can take advantage of the opportunities available through Thomas Edison. The AT&T Network Computing Services division extended its commitment to distance learning and cost-effective education for adults by sponsoring the telecast, made available to their 300 satellite downlink sites. The AT&T studio, located in Kansas City, is used primarily to provide training to the division employees across the country. This telecast marked its first use to provide information about educational opportunities. In addition to describing the degree opportunities available, the telecast was used to highlight key provisions of the AT&T partnership agreement with the College.

Certified Public Managers (CPM) Proposal Submitted

In a first effort to compete for a training contract from the State of New Jersey, the College submitted a proposal to offer CPM training in the state. Four other higher education institutions submitted proposals in accordance with the November deadline. We believe that the College's competitive advantage is its standard curriculum and course development procedures, and its ability to draw on best practices.

Military Degree Completion Program

The Military Degree Completion Program instituted in March 1997 has generated significant interest and promises to be an area of growth for the College. The program provides military personnel a degree completion plan that can be fulfilled using Thomas Edison State College courses. In developing a program that would map toward degree completion, the College offers a credit package of twelve semester hours which can be completed in one year or less. The package was approved as a first for the military as

tuition reimbursement has been historically linked to course completion rather than degree completion.

As a result of the College's response to the needs of the servicemember, the College was recognized as this year's Ray Ehrensberger Award recipient. The award was presented November 12, 1997 at the American Association for the Advancement of Continuing Education annual meeting in Cincinnati in recognition for "Innovation and Excellence in the Service to the Military." The Military Degree Completion Program was a major feature in our selection.

Distance & Independent Adult Learning (DIAL) Courses

Course equivalent enrollments (CEEs) for the fall 1997 surpassed the 2,000 mark for the first time ever with 2,179 CEEs. This increase keeps the College on an upward trend in course registrations, with nearly 14% growth over last fall (1996) and an increase of more than 29% over the summer 1997 semester.

In November, the College introduced the first new semester in an expansive initiative that will now offer six semesters per academic year, up from the standard three semesters that had been offered since the DIAL program's inception. Semesters will overlap, and will allow students greater access and opportunity to participate in distance education courses. Contract Learning courses are also offered during six semesters per year. The new model was introduced on a limited pilot basis for the current academic year, with ten courses offered. The November semester was well received by students, with nearly 80% of the available course slots filled. The number of available course openings will be increased for the next new semester (March) by approximately 25% anticipating continually growing interest in this new option.

New Faculty Mentors. Ten new faculty mentors have been assigned to courses since August, for a total of 125 active mentors. The new additions are: Mr. Glen Kaplinsky, J.D., Law, Seton Hall University, Courses: Dilemmas of War & Peace, Business Law; Mr. John Pescatore, M.A., Biological Sciences, Fairleigh Dickinson University, Course: Nutrition; Dr. Selma Brandow, Ph.D., Sociology, Temple University, Course: History of Women and the Family; Mr. Yechiel Leavy, M.A., Anthropology/Archaeology, University of Pennsylvania, Courses: Human Geography and World Geography; Mr. Paul Light, B.S., Psychology, Northeastern University, Course: Introduction to Photography; Ms. Patricia Summers, M.A., Administration and Supervision, Rider University, Course: Modern English and American Literature; Dr. Charles Frederickson, Ph.D., Counseling Psychology, New York University, Course: Research in Experimental Psychology; Dr. Karl Hricko, Ed.D., Science and Humanities, Rutgers, the State University, Course: Introduction to Astronomy; Ms. Harriet Gaddy, M.A., Counseling, Montclair State University, Course: Developmental Psychology; and, Dr. Alan Hunt, Ph.D., Economic Theory and Ethics, Union Institute, Course: Contemporary Ethics.

During the past quarter, the DIAL office has been very active in the revision of existing courses and course materials, and in the development of new products. These include:

- Establishing improved protocols and tracking procedures for course materials management, and for course revision, acquisition, and development.
- Initiating the restructuring of four current Contract Learning courses into Guided Study courses with target completion dates of May 1998. These are: Business Finance, Business Policy, Intercultural Communication, and Introduction to Operations Management.
- Completing a major portion of the activities for the following newly developed courses: Finance and Accounting for Managers, final version (target completion date is March 1998), Precalculus for Business (target completion date is May 1998), and Precalculus for Technology (target completion date is May 1998).
- Completing two newly developed courses to be offered in the MSM winter semester; Finance and Accounting for Managers, beta version, and Marketing for Managers.
- Completing full revisions of nine courses: Age of the Enlightenment, Business Law, College Algebra, Dealing with Diversity, General Earth Science, Introduction to Business, Introductory Biology, Organizational Research (MSM), Seminar in Management and Leadership I (MSM). In addition, at its October meeting the Academic Council approved the acquisition of a new course, the World of Art, and the development of two additional courses; Introduction to Mass Communications, and Precalculus for Business.

Test Administration

Test Administration was moved into the organizational structure of Distance and Independent Adult Learning in November 1997. This move is consistent with the strategy outlined in the Client Services Review to group product development under one cohesive organizational structure of the College to better serve students. With test administration now part of DIAL, the service to students in the areas of TECEP/DANTES tests and course examination administration will be seamless and more effective.

As of the end of October, course examinations administered reflected a 9% increase over this time last fiscal year, with a total of 2,727 examination administrations completed. For the same time period, 1,049 TECEP and DANTES combined test administrations yielded a 10% growth over last year.

Office of Communications & College Relations

The College was featured by many news media during the past quarter. In November, a representative of the College was the sole guest on a popular Sunday morning talk show on a cable TV station seen throughout southern New Jersey, from Burlington County to Cape May. This live, call-in program featured an hour's worth of quality coverage exclusively devoted to Thomas Edison State College.

The College continued to receive good feedback from September's coverage in *Good Housekeeping*. Other positive media exposure included coverage of the AT&T partnership in newspapers throughout the state. Commencement in September resulted in many prominent feature stories in news media, including *The Home News*, *Camden Courier-Post*, *Trenton Times* and other publications, while the Foundation Gala received excellent local press. Copies of Commencement speeches also were provided to editorial page directors. The Office of Communications & College Relations also worked with the associate deans to prepare and sent targeted market-specific articles to news media. The ProfNet on-line service continued to be used successfully on a daily basis as a means of providing answers to reporters' questions and to "pitch" stories about the College and its programs. In addition, the news media published information on various College programs and appointees.

In advertising, the College continued its successful series of radio commercials on WABC and WKXW as well as with WDAS, a Philadelphia-area station with a significant African-American audience. Print ads ran in *USA Today* in September and two military-oriented ads ran in *The Army Times* special education and career supplements in November. Advertising appeared in *U.S. 1*, *The Star-Ledger* and *Bergen Record* and other periodicals throughout the quarter.

The publications program continued to support the mission of the institution during the quarter through marketing collateral, advertisements, student services materials and development publications. These included the revised Prospectus and the redesign of degree brochures to meet the marketing challenges for the College, as well as many other informational and promotional items.

Development

As of September 30, 1997, the Foundation fund balance total was \$800,891 which represents assets of \$824,879 less liabilities of \$23,898. The development activity for the third quarter ending September 30, 1997, resulted in \$249,611 received by the Foundation. Progress also continues on *Campaign 2001*, the Foundation's aggressive fundraising effort. As of September 30, 1997, gifts and pledges received total \$821,611.

Silver Anniversary Gala

The College celebrated its Silver Anniversary with a very successful gala at the Forsgate Country Club on September 20, 1997. "Spirit of Edison" recipients were the Honorable Joseph H. Rodriguez, John J. Heldrich and Lt. Howard E. Butt. The event generated \$113,999 in gross revenue. A total of 390 tickets were sold which included 25 corporate table sponsors. A silent auction was held for the third consecutive year and produced \$9,646 in net income to the Foundation. In-kind contributions toward the event from Sarnoff Corporation, Parker Communications Group and Sistematica, Inc., totaled \$8,119. The net income from the gala was \$72,609. The significance of our anniversary year and the increase by 100 in attendance added tremendously to the impact of the event -- both in "friend-raising" as well as in fund-raising.

Alumni Affairs

The Alumni Association held its annual board meeting on Saturday, September 27, 1997 prior to Commencement ceremonies. The award for Outstanding Service to the Alumni Association was presented to Gail Ann Palatine and the award for Outstanding Professional Achievement went to Marilyn B. Peterson. The new slate of officers for 1998 was selected for presentation to the Alumni Association Board for a vote at its December meeting. New officers will be installed at the end of the year to begin their terms in January 1998.

Immediately after the Commencement ceremony, the Alumni Association members gathered at the Hyatt Regency Princeton for the PHT ("putting him or her through") Banquet, hosted by the Alumni Association. Over 250 graduates, family members and friends attended the banquet.

The Executive Committee of the Alumni Association held its Leadership Conference on Saturday, November 1, 1997, at the College. The committee reviewed its activities in 1997, revisited its long-range strategic plan and set goals for 1998.

The Alumni Association also held its fall follow-up phonathon on November 15, 17 and 18. As of October 31, 1997, the total alumni gifts and pledges was \$83,206. The goal of this phonathon was to stimulate the alumni who have pledged but who have not yet given, which represents a receivable total of \$14,839. Volunteer callers attempted to reach all alumni who indicated they would contribute this year with an unspecified pledge, and past year givers who could not be reached during the spring phonathon.

John S. Watson Institute for Public Policy

This past quarter has been an extremely active period for the John S. Watson Institute for Public Policy. Work was completed on major proposals for the Schumann Fund for New Jersey, the Fund for New Jersey, and the Geraldine R. Dodge Foundation.

New Jersey Urban Mayors Association Partnership. U.S. Senator Frank Lautenberg met with the New Jersey Urban Mayors Association (NJUMA) in October to discuss important issues facing New Jersey's urban centers. Senator Lautenberg gave an update on the recently signed congressional budget and other congressional actions that have an impact on urban municipalities. Following Senator Lautenberg's presentation, several mayors also shared a number of issues of concern with the Senator.

The Association has also made urban education reform and improvement one of its primary areas of focus. The NJUMA has engaged David Sciarra, Executive Director of the Education Law Center, and other education reform advocates in a number of discussions on school funding and other urban education improvement issues. The NJUMA is in the process of discussing a partnership with the Education Law Center, urban teachers, superintendents and other education reform advocates to develop a "blueprint for urban school reform."

Newark Environmental Coalition. Work with the Newark Environmental Coalition is ongoing. Members of the Steering Committee have made a decision to move ahead with creation of an Open Space Master Plan. Additionally, the Greater Newark Conservancy has asked Watson Institute Senior Fellow Elizabeth Johnson to assist with design of their multi-million dollar urban environmental education center.

Trenton's Healthy Community Summit. The Watson Institute continues to assist in the planning of Trenton's first Healthy Community Summit. The Institute has helped expand this partnership to include the three major hospitals in the City of Trenton, the Trenton Chapter of the National Association for the Advancement of Colored People, the Latino Chamber of Commerce, the Trenton YWCA and a host of other public and private institutions. This ambitious project recognizes that a healthy community goes beyond the absence of disease and the traditional medical related issues. Therefore the Healthy Community Summit partners have begun to develop a summit that addresses the underlying factors that impact quality of life issues in the community such as; violence, crime, education, and the environment.

Charter Schools. The Watson Institute recently began working with the Charter School Resource Center in an effort to offer services to the state-approved charter schools. These services include: the development of personnel policies for charter schools; advice on daily operational personnel issues; advice on union organizing drives; negotiating labor contracts; and, handling grievances.

Healthcare Information Networks and Technologies (HINT)

Department of Health Internet Service Provider Grants. A major initiative of the HINT project has been to provide research and planning assistance for the development and initiation of a grant program for hospitals to connect to the Internet through an Internet Service Provider. The 24 hospitals, which include 18 urban center hospitals, each received New Jersey Department of Health and Senior Services (NJDHSS) \$25,000 grants this year to provide access to medical information, research, and communications. This connectivity will also allow the various hospitals to communicate with each other and the NJDHSS in a timely and efficient manner.

HINT Statewide Survey. Mark Gordon is currently working on a second statewide HINT healthcare information systems survey on technology usage, associated costs, and barriers to the use of information technology usage in New Jersey. This survey could 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. The second statewide survey should be ready for distribution by the end of 1997.

Postreporting: Prospectus; 25th Anniversary Book

At the June 1997 Board of Trustees meeting, the College was granted a bid waiver to publish the Prospectus, and to purchase a one-year supply of 70,000 copies at an estimated cost of \$84,500. To meet the needs for this fiscal year while accommodating the changing marketing focus, the College purchased a nine-month supply of 60,000 at a cost of \$73,410. The job was delivered on Oct. 17, 1997. It was awarded to the lowest bidder who met our specifications, PCG (Parker Communications Group).

At the June 1997 Board of Trustees meeting, the College was granted a bid waiver to publish the 25th Anniversary Book, and to purchase a one-time supply of 1,000 copies at an estimated cost of \$30,000. The project was delivered on Sept. 25, 1997, at a cost of \$25,634. It was awarded to the lowest bidder who met our specifications, PCG (Parker Communications Group).

Resignations

The following staff have resigned from the College:

Donna Martin	-	Office of Academic Programs
Patricia Judkins	-	DIAL Office
Mercedes Diaz	-	Admissions Office
Candy Ruiz	-	Controller's Office
Franchesta Squire	-	Office of the Registrar
Kenneth Hunt	-	Controller's Office