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HIGHER EDUCATION IN STEPHENS COUNTY and the CITY OF DUNCAN



January 19, 1994

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Higher Education in Stephens County and the City of Duncan

November 19, 1993

Overview

This paper examines the demographics of Stephens County and the availability of higher education in the City of Duncan. Part I outlines demographic information on the population, education, and income of people residing in Stephens County. Part II describes needs assessments conducted by other Oklahoma higher education institutions and how they relate to Duncan. The various methods used to bring higher education course work to Duncan are described in Part III, and Part IV details the past and present involvement of Cameron University with the Duncan community.

Part I: Stephens County Demographics

A demographic study of Carter, Comanche, Cotton, Garvin, Grady, Jefferson, and Stephens counties was conducted by State Regents' staff in July of 1993. This study revealed that Stephens County is close to state and regional averages in terms of population density, income per capita, and educational attainment.

The study predicted a lower than average population growth through the year 2020 for Stephens County, with a relatively low percentage of the population below age 50. When compared to the region and the state, Stephens County income figures were average to slightly above average for both per capita and median household income.

Educational attainment in Stephens County varied by type of degree for persons age 25 and over according to the 1990 census data. Baccalaureate degree attainment was only slightly below state averages (Stephens 10.9 percent; State 11.8 percent), whereas associate and master's degree attainment, while below the state averages, was reasonable compared to surrounding counties. In Stephens County, 3.2 percent of persons age 25 and over held an associate degree compared to 5.0 percent for the state. In Stephens County, 3.8 percent of persons age 25 and over completed course work or degrees beyond the baccalaureate degree compared to 6.0 percent for the state.

Fall 1992 enrollment figures reflect the slightly below average trend exhibited in degree attainment. Of the population ages 25 to 49, 4.9 percent of the Stephens County population was enrolled compared to 7.0 percent in the state. An additional 299 new students would pull Stephens County up to the state average.

Those students from Stephens County enrolled in higher education courses attend Cameron University (CU) most often, followed by the University of Oklahoma (OU), Oklahoma State University (OSU), and the University of Science and Arts of Oklahoma (USAO), respectively.

While these data provide a broad overview of the demographics of Stephens County, very few definite conclusions can be drawn regarding educational needs in Duncan. That is, degree attainment or enrollment lower than state averages do not necessarily predict a potential market for higher education in Duncan.

Part II: Educational Needs of Stephens County and the City of Duncan

The demographic information provides a background for examining the educational needs of Stephens County and Duncan. However, as previously noted, these data are not necessarily predictive of future enrollment. Through the use of a variety of market survey instruments, Oklahoma higher education institutions have attempted to more accurately assess educational needs. Two reports describing the limited success of these efforts by the University Center at Tulsa and the Enid Higher Education Center are summarized below. Regardless of the method employed, data collected through market surveys have yet to accurately predict future enrollment.

University Center at Tulsa

Since 1982, thirty-three educational needs assessment studies pertaining to the Tulsa area have been conducted either by UCT staff, by institutions affiliated with UCT, or through some other related mechanism. A compilation of these studies reveals that assessing programs that are more academic rather than professional in nature is too complex to be accurately measured by a single method. The UCT report notes that as American higher education has not developed exclusively in response to market and economic needs, it is hard to measure future higher education needs with market driven instruments.

Nine methods are commonly employed when assessing higher education needs. They are: published information, comparison data, employer reports, professional organization reports, trial course offerings, focus groups, market surveys, enrollments/degree production, and professional judgements. Of these methods, market surveys have the most limited success in higher education. Surveys are costly in terms of time and money, and the results are often ambiguous. UCT reports trial course offerings to be the most accurate way to determine student demand. The information gained from this approach is concrete, based upon actions rather than speculations, and seems to be relatively bias free.

Enid Higher Education Center

The Enid Higher Education Center conducted a market survey of Enid and a 40 mile radius around Enid in May of 1992. The study was conducted by an Oklahoma State University statistics master's degree candidate. The Enid survey experienced the same difficulties reported by UCT. The survey resulted in only an 11.25 percent response rate, and the response from one segment of the target market was so low that the segment had to be dropped from the survey. With such a low response rate, the survey did not represent a random sample of the target populations. Therefore, the findings were inconclusive and lacked statistical significance. It is interesting to note that there was a particularly high non-response rate when individuals were asked to specify what degree programs would best benefit the community.

Given the failure of past marketing surveys, staff recommends that this method not be pursued in an attempt to determine the educational needs of the residents of Stephens County.

Part III: Empirical Course Offering in the Duncan Area

As mentioned in the UCT report, trial course offerings are often the most accurate way to identify an area's educational needs. The following section lists the majority of course offerings in the Duncan area since 1986. The previous success and failure of these programs provide evidence of the educational needs of Duncan and the surrounding communities.

Televised instruction, telecourses, and off-campus courses have been offered in the Duncan area. They are described in more detail below. The appendix lists many of the courses offered in Duncan.

Televised Instruction System (TIS)

Halliburton Services became a receiving site location in 1974, and Red River Vocational Technical School in 1975, both located in Duncan. At the request of Red River Vocational Technical School officials, the receiving facility was removed after the 1988 summer term. The vocational school converted the receiving site to classroom space for its own courses. The Halliburton site, due to security considerations, is closed to public use and is available only to company personnel. During the years from 1975 through 1988, the Red River Vocational Technical facility made it possible for area citizens to have access to a wide range of educational programs. Enrollments from fall 1984 through fall 1986 averaged a total of 16 students per semester. This average represents headcount enrollment and does not include summer semesters. Enrollment totalled approximately 20 students per semester from 1983 through 1985, but tapered off in 1986. It should be noted that while these total student enrollments per semester seem small, they are considered sufficient for a remote site.

On November 24, 1987, the recommendation of the Duncan Community Activity Center Governing Board to provide space in the new Community Activity Center for the televised instruction telecommunication system was unanimously approved (at that time, it was housed in the Red River Vocational Technical School). The receiving dish and certain electronic equipment were installed on the roof of the Simmons Community Activity Center. A receiving room was also completed. Authorities in Duncan decided to charge a room rental fee at the center and interrupt classes if room use was requested by another group. As it is not ETN policy to pay a room charge for services it provides, and once classes are begun they should not be interrupted, negotiations broke down. Televised courses have never been offered at the center, but the capability still exists. Cameron has offered outreach courses at the center and at Duncan High School.

Telecourses

Telecourses are courses offered by local institutions and broadcast via the Oklahoma Educational Television Authority (OETA) or a local cable system. Course materials are essentially the same as traditional on-campus courses and include textbooks, study guides, and syllabi. Textbooks and study guides are available at the college or university bookstore. Students enroll through the local institution approved to offer telecourses. They may view the course in their home or on videotapes that are usually available at the institution's library or learning resource center. Students attend an on-campus orientation session and take their midterm and final examinations on-campus. The instructors are regular faculty

members of the institution. They are responsible for developing the course syllabi and exams and facilitating regular contact with students by telephone, letter, computer, or in person.

Cameron University and the University of Science and Arts of Oklahoma are approved to offer telecourses. However, Cameron is the only institution presently offering telecourses to Stephens County. Most of the telecourses offered are undergraduate general education courses.

Off-Campus Courses

The University of Oklahoma offered course work leading to a Master's Degree of Education in Secondary Administration in Duncan. Previously, nine to twelve credit hours of the degree program were required to be taken on the Norman campus. This requirement was later removed by State Regents' action. The university reported that a school system survey revealed that more than 70 teachers were both interested in and qualified for work on a master's degree. Three courses were approved for the 1989 fall semester and four courses were approved for the 1990 spring semester. Overall participation in the program was high, averaging 25 students per class, but this program was cancelled after the course director's death. The University of Oklahoma did not have the staff to continue to offer the program.

Cameron University reports serving Stephens County in Duncan beginning in the 1986 summer term with three courses. By the 1989 spring semester, Cameron University had offered 41 courses in Duncan. During this period, the institution reports 1,048 students enrolled generating 3,048 credit hours. The courses offered satisfied all general education requirements for Cameron's Associate in Science in Interdisciplinary Studies degree with a concentration in business, with the exception of one laboratory science course. The laboratory science course lacking from the curriculum was offered at the Lawton campus at night. Based on Cameron's latest off-campus report, enrollment in this program continues to be strong.

According to a report submitted by Cameron University to the State Regents, facilities and maintenance have been provided by the Duncan Public School System through an arrangement between the city and school system. Additionally, the City of Duncan has provided marketing for the courses. Students pay a room rental fee to the city for use of the classroom. Cameron arranges for enrollment, book sales, academic advisement, and all other student services.

During the 1980s, other institutions also offered course work at Duncan. The University of Science and Arts of Oklahoma offered three courses, and Oklahoma City University (OCU) offered an accelerated MBA program over a one-year period. OCU cancelled its program due to low participation. OCU staff indicated that possibly students were unwilling to pay the high tuition rates of a private institution. USAO no longer offers off-campus courses in Duncan.

Part IV: Cameron University Involvement In Duncan - Past and Present

Past: 1986 to 1990

As mentioned previously, Cameron University has been involved with the Duncan community through off-campus course offerings since 1986. As part of the university's involvement, meetings were attended by institutional representatives providing off-campus courses in Duncan and State Regents' staff. As a result of these meetings, it was recommended that Cameron University be granted "first rights" to offer courses and programs at the undergraduate level in Duncan. If the community demonstrates the need for a course which Cameron cannot or will not offer in Duncan, the institution is to then contact the University of Science and Arts of Oklahoma and thereafter other institutions as necessary, always utilizing the closest institution capable of and willing to offer courses in Duncan. This information is included in Stephens County Study (November 1989) as accepted by the State Regents on December 4, 1989.

In February of 1990, Cameron University submitted a proposal to implement the Associate in Science degree with Business Concentration in Duncan. The courses necessary to complete this degree were approved to be offered on a two-year rolling schedule. Cameron committed to provide qualified full-time and adjunct faculty, academic advisement, enrollment of students, sale of textbooks on-site, a computer terminal for library access with a courier service for delivery of selected books and materials, and a representative to maintain liaison with the Duncan community. The City of Duncan committed to provide classroom and laboratories, space for the computer terminal in the Duncan Public Library in addition to local library services, program promotion, and a representative to be a liaison with Cameron University. This proposal was approved by the State Regents on June 1, 1990.

A report providing background information was compiled by President Don Davis and Dr. Don Phillips of Cameron University and submitted to the State Regents in May, 1990. The report noted that Cameron offered courses on a regular basis in the Duncan Public Schools. During the period beginning with the 1986 summer term and ending with the 1989 fall semester, 67 classes in 33 courses were scheduled, and 61 of those classes were actually offered. The other six classes were cancelled due to low enrollment, and, according to the report, 24 of the 61 classes were conducted with less than minimum enrollment. Most students enrolled in one or two classes. Specifically, 62 percent of students took only one class and 20 percent took two classes. Nearly 90 percent of the students who enrolled in Duncan classes also took classes on Cameron University's Lawton campus; 24 percent took their first Cameron University class in Duncan.

Several desired elements of program offerings in Duncan were identified in the 1990 report.

1. **Accessibility:** Courses must be accessible both geographically and through the least restrictive admission requirements possible.
2. **General Appeal and Application:** The offerings must appeal to a wide range of students in order to attract sufficient enrollments. Courses should be of sufficiently general application to form the basis for advanced educational endeavor.

3. Culminate in Degree: The program should be structured so that students can complete a degree within a reasonable period of time.
4. Transferability: Students who complete the program should be able to transfer to other institutions to continue their higher education.
5. Quality: Faculty, library, classroom facilities, and other support structures must be available to insure program quality.

Present: 1993

Mayor Wayne Holden of Duncan made a formal request to Governor David Walters on March 9, 1993, for funding to purchase telecommunications equipment for a higher education facility in Duncan. The central interest groups in the Duncan higher education consortium are the City of Duncan, Duncan Public Schools, Red River Area Vocational-Technical School (Red River AVTS), Halliburton Inc., and Cameron University.

The total cost of the building is expected to be \$1,300,000, funded by the City of Duncan. A \$300,000 oil-overcharge grant for the purchase of telecommunications equipment was awarded to Duncan by the Governor. The building will be nearly 30,000 square feet, and classes are expected to begin fall 1994. The Red River AVTS will provide administrative support to the facility, as it is located adjacent to the Red River AVTS campus. The project involves the purchase and installation of four video classrooms in the Duncan facility and four video classrooms on the Cameron University campus.

The following agreements are essential to the success of the facility according the City of Duncan's request to the Governor:

1. Agreement among the City of Duncan, Red River AVTS, and Cameron University regarding the use of interactive video facilities.
2. Agreement between Red River AVTS and Cameron University regarding the maintenance and operation of interactive video equipment at Duncan and on the Cameron Campus.
3. Agreement among Red River AVTS, Cameron University, the State Regents, and the Oklahoma State Department of Vocational and Technical Education regarding granting college credit for courses offered by Red River AVTS.
4. Agreement between Cameron University and the State Regents regarding delivery of upper division and graduate courses to the Duncan higher education facility.
5. Agreement between Cameron University and the State Regents regarding the use of the microwave system to support the telecommunications network.

The report also indicates that the facility at Duncan is being purchased by the City of Duncan, and Cameron University will offer the majority of courses.

Part V: Recommendations

It is recommended that State Regents' staff meet with the institutional officials who may potentially serve Stephens County and community representatives. Institutional officials will be contacted from Cameron University, the University of Science and Arts of Oklahoma, the University of Oklahoma, and Oklahoma State University. Topics for discussion should include the specific course and program needs of the Duncan area and the role of the higher education facility in the State System. Program offerings must also be coordinated with the delivery system options offered by the Duncan facility.

As outlined in the 1989 Stephens County Study, Cameron University is the logical provider for most of the course work offered through the Duncan facility. Courses CU is unable or unwilling to offer should be requested of USAO. Graduate level course work should be provided by OU and OSU, who presently serve the area through the Halliburton site.

APPENDIX

APPENDIX

Courses Offered in Duncan Fall 1988-Spring 1989 Summer 1992-Spring 1993

TELEVISED INSTRUCTION:

Halliburton (employees only)

University of Oklahoma

Master of Computer Science

Approved April 1991

Master of Petroleum Engineering

Approved April 1991

(All courses offered via compressed video.)

Summer 1992

<u>Course</u>			<u>Enrollment</u>
PE	5723	Well Testing Methods	7
EE	5973	Special Topics in Electrical Engineering	21
CS	5973	Special Topics in Computer Science	7

Fall 1992

<u>Course</u>			<u>Enrollment</u>
PE	5723	Well Testing Methods	9
CS	5973	Special Topics in Computer Science	9

Spring 1993

<u>Course</u>			<u>Enrollment</u>
CS	6993	Special Topics in Computer Science	13
CS	3113	Introduction to Operating Systems	7
CS	2413	Data Structures	7
PE	6523	Improved Recovery Techniques for Engineers	7

Oklahoma State University

Master of Science in Mechanical Engineering

Approved April 1991

Master of Science in Electrical Engineering

Approved April 1991

Master of Business Administration

Approved April 1992

(All courses are offered via compressed video.)

Summer 1992

<u>Course</u>			<u>Enrollment</u>
ECEN	5050	Seminar	9
MAE	5583	Corrosion Engineering	15

Fall 1993

<u>Course</u>			<u>Enrollment</u>
MAE	5010	Mechanical Engineering Projects	2
MAE	5233	Viscous Fluid Dynamics	17
ECEN	5050	Seminar	1
ECEN	5253	Digital Computer Design	19
ECEN	5513	Introduction to Stochastic Systems	19
ECEN	5793	Digital Image Processing	15

Spring 1993

<u>Course</u>			<u>Enrollment</u>
BUSAD	6000	Research and Thesis	104
ECEN	3213	Microcomputers Principles and Applications	2
ECEN	3413	Controls I	8
ECEN	5050	Seminar	2
ECEN	5543	Data Transportation and Protection	11
ECEN	5833	Fiber Optics	10
MAE	5010	Mechanical Engineering Projects	3
MAE	6063	Stochastic Processes in Physical Systems	8
MAE	6843	Convection Heat Transfer	11

OFF-CAMPUS COURSES:**Duncan**

Associate of Science Interdisciplinary Studies (business concentration) Approved 1990
(Courses offered by Cameron University at the Duncan High School.)

Summer 1992

<u>Course</u>			<u>Enrollment</u>
PhySci	1055	General Physical Science	40
Tech	3023	Principals of Supervision	11
Hist	1483	United States History to 1865	32
Bus	1133	Introduction to Business	14
Anth	1113	Introduction to Anthropology	17
FamSc	4783	Family Science	45
Mktg	3413	Principles of Marketing	39
Art	1013	Art Appreciation	36

Fall 1992

<u>Course</u>			<u>Enrollment</u>
Math	1213	Intermediate Algebra	23
Eng	1113	English Composition I	25
Bus	1113	Introduction to Business	15
Bus	3213	Business Law I	25
Actg	2013	Principles of Accounting I	24
Mgmt	3013	Principles of Management	20
PolSc	1113	American Federal Government	44
Hist	1123	Modern Western Civilization	26

Bus	3213	Business Law I	60
Econ	2013	Principles of Economics I	65
Mgmt	2033	Small Business Management	38
Psych	1113	General Psychology	54
Art	1013	Art Appreciation	47
Hist	1483	United States History to 1865	44
PolSc	1113	Am. Federal Government	81
Soci	1113	Introductory Sociology	21
Bus	2113	Business Communications	16

Spring 1993

<u>Course</u>			<u>Enrollment</u>
Math	1513	College Algebra	37
Eng	1213	English Composition II	30
Actg	2023	Principles of Accounting II	25
Econ	2013	Principles of Economics I	29
Engl	1213	English Composition II	28
Mgmt	2213	Supervisory Management	9
Music	1013	American Popular Music	38
Comm	1113	Fundamentals of Speech	25
Hist	1493	United States History Since 1865	36
FamSc	4783	Family Science	42
Psych	1113	General Psychology	74
PolSc	1113	American Federal Government	91
Econ	2023	Principles of Economics II	34
Art	1013	Art Appreciation	48
Bus	3223	Business Law II	37
Hist	1493	United States History Since 1865	54

TELECOURSES:

Cameron University

Summer 1988

<u>Course</u>			<u>Total Enrollment</u>	<u>Stephens County Enrollment</u>
Mgmt	3013	Principles of Management	50	6
Polsc	1113	Am. Federal Government	33	6
Hist	4961	Selected Topics in History	6	1

Fall 1988

<u>Course</u>			<u>Total Enrollment</u>	<u>Stephens County Enrollment</u>
Bus	1113	Introduction to Business	16	3
Hist	1483	United States Hist. to 1865	51	7
Polsc	1113	Am. Federal Government	48	12
Hum	2223	Hum. in Modern Western Culture	65	12

Spring 1989

<u>Course</u>			<u>Total Enrollment</u>	<u>Stephens County Enrollment</u>
FamSc	3883	Port. of Family	37	5
Hist	3883	Modern Far East Japan	8	1
Anthrop	1113	Faces of Culture	18	3
Mgmt	3013	Business Management	53	12
Hist	1493	United States Hist after 1865	45	8
PolSc	1113	Am. Federal Government	69	12
CIS	1013	Intro. to Computers		
		Information Systems	20	2
Soci	1113	Focus on Society	27	4

University of Science and Arts of Oklahoma**Fall 1988**

<u>Course</u>			<u>Total Enrollment</u>	<u>Stephens County Enrollment</u>
Soc	1123	General Sociology	17	yes
Psci	2342	Government of the U.S.	16	yes
Badm	2883	The Business File	18	no

