

Package Education

By BOYD GUNNING

Short Courses Are No Substitute for Full Education, But They Are Meeting a Large Demand for Streamlined Group Training

WHETHER it is a garden hose or a quart of soup that you wish to buy from your local merchant, it's available for you today in an attractive, convenient package. This is the day of package sales.

Thousands of items previously sold only in bulk quantities now come factory packed. Waste has been eliminated, business increased, and a greater variety of merchandise offered. Similar methods of economy and efficiency are embodied in the University's young but fast-growing Short Course program.

As a merchandising specialist remarked at one of the retail druggist short courses, "We have been talking about package sales in the drug business all morning, and it seems to me that this short course, itself, amounts to a package sale in education."

This remark points out a new and popular trend in adult education. A short course or conference accomplishes certain pre-determined objectives in very little time, and limits the objectives to fit the "package." Every course is based upon an expressed practical need and aimed at a certain defined audience—there must be a ready market. No course has a place in this program if it is only a lyceum series of lectures and makes no unique contribution to any group.

The hypodermic effect of new methods and new ideas can be seen readily in these intensive courses. During the last school term and in this year to November, forty-nine such courses were attended by 22,028 persons, who came to study for a month or less. And they came from every county in the state.

The courses offered may be classified as dealing with occupations and professions, citizenship, relationships, and leadership. The results may or may not be immediate, but the enthusiasm for work is always present. All attendance must necessarily be voluntary, and busy adults will not attend a course that is not planned carefully to meet their needs and help them solve their problems.

A good example of the short courses for certain occupations and professions is the annual three-day course on professional

writing, which has given assistance and encouragement to hundreds of writers in Oklahoma. Of course, no one can presume to learn to write in three days, and the University is not running a "short-cut to success" mill. This course is under the direction of Stanley Vestal (Professor Walter S. Campbell on the campus), well-known American author. With the assistance of his faculty colleagues and successful authors of broad experience who are brought to the state for the course, Mr. Vestal has filled an important role in the development of beginning writers of this area. This type of training is supplementary to regular resident courses taught in the University.

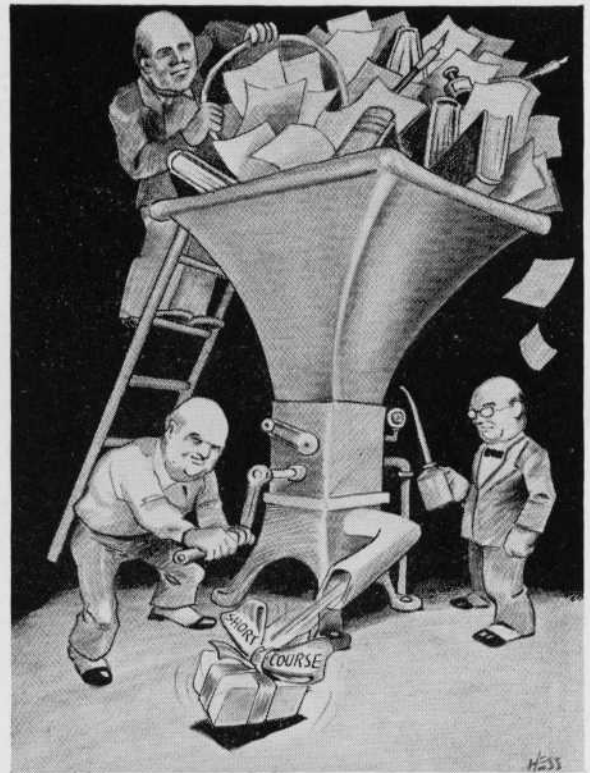
Another annual course of this group is the short course on news photography sponsored for photographers through the School of Journalism. This course is divided into sections for beginners and experienced photographers, and much time is devoted to actual laboratory work.

A professional course on legislative procedure was held in December as a pre-session orientation program for members of the Eighteenth Oklahoma Legislature. This course was successful and may lead to a regular biennial service to the State Legislature.

Each year Dean Ellsworth Collings of the College of Education conducts several courses for school superintendents and teachers. Most of these are held during the summer session.

The engineering conferences serve another group of professional men who call on the University for something in addition to basic training.

A retail druggist short course will be held in February for the fourth consecutive year. In co-operative planning and execution, this course is remarkably successful. All natural human differences are put aside while representatives of every pharmaceutical group in the state come together and build a course for one purpose—the drug industry of Oklahoma. Ask any druggist about the results.



Streamlined to suit the customer

"Relationships" is a broad term, and as a matter of fact, might be called a key to the underlying philosophy of short course education, for it means "a working together."

The Oklahoma Radio Council is a direct outgrowth of a conference on Education by Radio held on the campus last summer. This conference was attended by representatives from forty colleges and statewide organizations. The purpose of the conference was two-fold, to locate and discuss the Oklahoma facilities for educational broadcasting, and to organize a council to promote the better use of those facilities.

Both objectives were reached, and the new radio council, with Homer R. Heck, director of WNAD, as chairman, is heralding a new day in what is now called "public service broadcasting."

Courses in the "leadership" classification are of obvious importance in the chaotic world of today. Our offering in this field has been limited to those groups that we could serve without extra cost to the state. There has been very little money available for the operation of this short course program.

Combined courses of home and community leadership have been given in the past with excellent results, and this series will be resumed as soon as possible.

Miss Ima James, head of the physical education department for women, is directing a series of recreation leadership courses this year for the Work Projects Administration; and last month was elected chairman of the planning committee for the leadership course for young

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people's groups. This course will be held in February, with the assistance of national youth organizations. A number of specialists will be here at that time.

There are at least three kinds of citizenship short courses: those for adults, others for undergraduates, and courses for a combination of the two.

The Institute of International Relations is held each summer, primarily for adults. This event holds the all-time short course attendance record, and its importance is reasserted each session by the thousands of persons enrolled. The Institute runs from one to two weeks, depending upon the amount of money available for speakers. The success of this program is due to the untiring efforts of the government faculty triumvirate, Drs. Cortez Ewing, Royden Dangerfield, and Oliver Benson. With the assistance of a faculty committee of twenty, Chairman Ewing works on plans for this course throughout the year.

Boys' State is a summer conference for high school boys, conducted on the campus by the American Legion. It provides opportunity for a laboratory study of state government, and is an outstanding program.

Oklahoma students and teachers of speech meet in an annual debate and discussion institute. This three-day meeting is balanced with sectional meetings running simultaneously for each group. The highlight of the year's program was the roundtable discussion of current debate questions by members of the faculty. University faculty members are often the only consultants on such programs who are not paid for their work. Co-operation is splendid. Dr. William Sattler, of the speech department, was director of the institute this year.

The short course phase of the Extension Division program is new, and therefore it faces new and different problems with every course. Basic problems common to all courses are being ironed out daily, and the service undoubtedly will continue to expand.

Method of procedure is for the Extension Division to supply leadership and office facilities for setting up a short course. The division of the University which has specialists in the particular subject matter field of the short course is largely responsible for planning the actual program. Initiative for starting new short courses generally comes from state occupational or professional groups, or other organizations, since the University does not conduct a course unless some definite group of people have expressed a desire for it.

The University has set up the machinery for this comparatively new type of educational service. And when any group wants a specific variety of "package education," the University is now ready to supply the demand.



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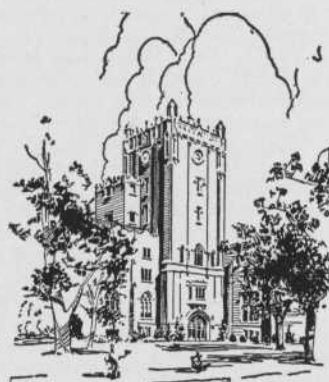
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For Alumni Groups

The Oklahoma Memorial Union Building has excellent facilities for group meetings of alumni, including luncheons or dinners for gatherings of any size from a dozen to five hundred persons.

It is advisable, however, to make a reservation well in advance of the date of the meeting, since the Union's facilities are constantly in demand.

Oklahoma Memorial Union

University of Oklahoma, Norman