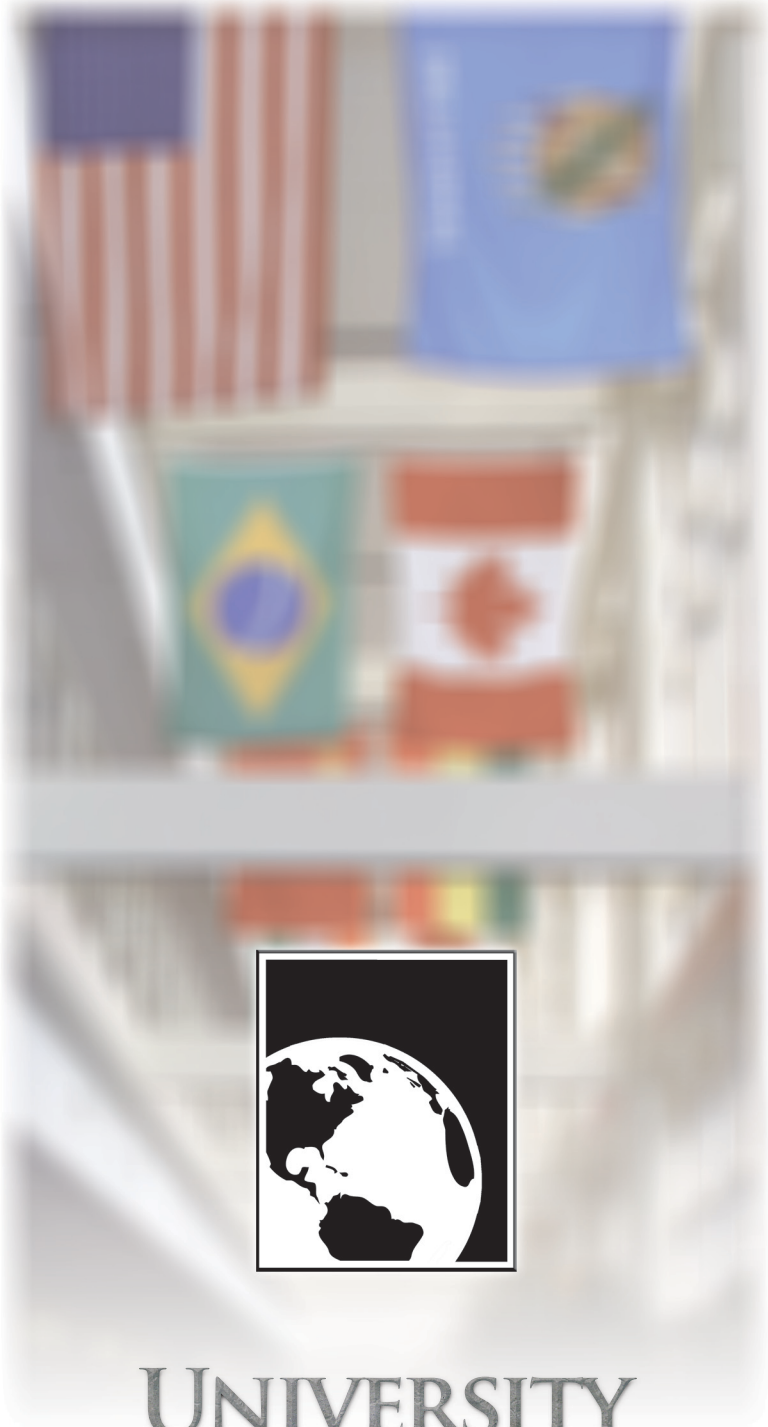


OKLAHOMA STATE UNIVERSITY



ANNUAL
REPORT
FY 2004

UNIVERSITY
EXTENSION
INTERNATIONAL
& ECONOMIC
DEVELOPMENT



UNIVERSITY EXTENSION, INTERNATIONAL & ECONOMIC DEVELOPMENT FY 2003-04 ANNUAL REPORT

Overview

Oklahoma State University is a land-grant institution with a long history of commitment to active engagement with state, national and international communities. University Extension, International & Economic Development (UEIED) provides leadership and support for extension/outreach programs and services and is an integral part of the University's mission as a comprehensive institution responding to challenges confronting our society and world. Outreach programs and services flow primarily from decentralized program units and are delivered by college faculty, adjunct faculty and staff.

In FY 2004 they provided 2,800 courses and/or programs to over 75,000 participants. An additional 54,000 were served through more than 600 conference center events, bringing the total outreach effort to 129,668 participants at more than 3,400 events. UEIED units generated 17,700 semester credit hours (SCH). In support of these and other learning activities, 560,000 publications were also provided.

More than 250 full-time faculty members and 260 adjunct faculty participated in outreach program development and presentations (this does not include the 140+ college faculty members who are part of the School of International Studies faculty).

Organizational Components

- **College Extension Program Units:** Arts & Sciences; Business Administration; Education; Engineering, Architecture & Technology; and Human Environmental Sciences
- **School of International Studies:** Graduate Programs, Study Abroad, English Language Institute, International Bureaus, and Advancement
- **Distance Learning/Independent and Correspondence Study**
- **Wes Watkins Center Conference and Meeting Services**
- **Central Outreach Office**

Vision

To be the premier provider of extension/outreach programs and services in Oklahoma and selected national and international communities.

Mission

To facilitate the engagement of the institution with state, national and international communities to

fulfill compelling educational needs and advance the development of the state of Oklahoma.

Core Values

We are committed to the following:

- Exchange of knowledge between the university and society
- Integration of instruction, discovery and service
- Implementation of international education strategies
- Use of faculty and staff expertise
- Delivery of flexible, responsive and innovative programs
- Application of new modes of learning and technologies
- Pursuit of quality of service, accountability and efficiency

Goals

College Extension Program Units: To provide extension/outreach programs and services (degrees and certificates, workforce development, applied research and technical assistance, publications and information services, and community development and cultural enrichment) for business and industry, government, educators and educational institutions, and individuals seeking personal and professional development.

School of International Studies: To provide a university-wide focus to expand international opportunities in instruction, research and extension for individuals and organizations seeking a greater understanding and involvement in world trade and international affairs.

Distance Learning/Independent and Correspondence Study: To provide credit and noncredit courses and programs utilizing various media and to support the distance learning program delivery of the college extension program units.

Wes Watkins Center Conference and Meeting Services: To provide meeting facilities to serve the needs of the Oklahoma community for the furtherance of economic development, international trade and education, and extension/outreach programs and activities.

Central Outreach Office: To direct, organize and support UEIED units and communicate with internal and external audiences.

Structure

University Extension became University Extension, International and Economic Development in 1997



with a reorganization that merged UE with the Office of International Programs (OIP) and Center for International Trade Development (CITD) plus responsibility for the building housing these functions. In 1997, UEIED provided leadership in reorganizing OIP and CITD and created the School of International Studies which was approved by the OSU Board in July 1998.

UEIED provides decentralized administrative support to fulfill the University's charge to take its resources to the people of Oklahoma, the nation and to international audiences. The Dean of UEIED reports to the Provost and Senior Vice President and has direct responsibility for the School of International Studies, Distance Learning/Independent and Correspondence Study, Watkins Center Conference and Meeting Services, and the Central Outreach Office. College extension personnel have a dual reporting responsibility to the college dean and the dean of UEIED. Outreach programs and services flow from program units and are delivered by college faculty and college-approved adjunct faculty.

Funding

UEIED has historically received state allocated funding as seed money to hire faculty and staff resources to support outreach programming. However, at the end of FY '03, UEIED units were informed that prior year balances would be moved to Central Administration resulting in a permanent reduction in state funding of \$2 million. The college units were reduced 55 percent to \$914,700. The central office was reduced by 73 percent to \$130,000 and the School of International Studies by 18 percent to \$425,000. One hundred percent of the support for Independent and Correspondence Study, the Conference Center, KOSU Radio and Educational Television Services were recaptured centrally for an additional \$275,000. The total organizational funding experienced a reduction of 55 percent in state funding.

Dollars allocated have provided a base of support for educational programming. By leveraging state funded allocations, programming units that received state-funded allocations earned four times what they were allocated. This does not include earnings of Fire Protection Publications. Personnel supported by these funds are responsible for planning and coordinating outreach programs. Faculty delivering the programs were paid primarily by overload payments from earned revenues. In addition, earned revenue paid all program and general maintenance costs of the college extension units and contributed to other college initiatives.

Each year UEIED has allocated salary funds to support Educational Television Services and KOSU radio station. However, the portion of UEIED funds designated for ETS was been diverted back to central administration in FY 2004 and will no longer be available for that function. With the remaining state funds, allocations are made to provide support for other UEIED components.

UEIED Council

The Council is the main coordinating and policy formulation group for UEIED's units. Given the decentralized structure, the Council meets biweekly to facilitate communication, discuss mutual concerns, develop interdisciplinary programs, and recommend administrative policy and procedures. The Council consists of:

- Directors of the five college extension units
- Director of Independent and Correspondence Study
- Dean of UEIED (serves as chair of the Council)
- The Associate Director, the Manager of International Outreach, the Manager of the Conference Center and the UEIED Administrative Associate serve as ex officio members of the Council.

Other committees that provide additional links for the decentralized structure include the credit course committee, marketing committee, database committee, and the program coordinators/managers group. These groups meet on a regular basis or as needed.

History/Relationship to the Oklahoma Cooperative Extension Service

The five college extension units have operated as decentralized program units since their inception. In the late 1960s, these units were reassigned to the Vice President for Extension which included responsibility for the Oklahoma Cooperative Extension Service (OCES). In 1975, the organization was separated into University Extension (now called University Extension, International and Economic Development or UEIED), and assigned to the Vice President for University Relations and Public Affairs, and the OCES was assigned to the Dean of Agricultural Sciences and Natural Resources.

Programs and Services

College Extension Program Units

UEIED's college-based extension units deliver programs and services through college faculty or college-approved adjunct faculty. In FY 2004, more than 500 full-time and adjunct faculty participated in delivering UEIED college programs and activities to more than 66,000 individuals in 2,500 programs and courses.

College program units deliver programs and services in the areas of:

- Workforce Development
- Degrees and Certificates
- Community Development and Cultural Enrichment
- Applied Research and Technical Assistance
- Publications and Information Services

Their audiences are:

- Individuals
- Businesses
- Education
- Government



Effective with the fall 2003 semester, college extension units were no longer responsible for the on-campus weekend/evening program. The reassignment of this function to the college deans' offices resulted in a 65% loss in credit enrollment and SCH generation. However, even though not officially a function of extension/outreach, extension staff in the colleges of Arts and Sciences, Business Administration and Education continued to coordinate this function for their colleges. The extension units received reimbursement for their efforts except in Education where no college support was forthcoming for extension staff time devoted to weekend/evening courses. Extension staff in the College of Human Environmental Sciences did not assist with the weekend/evening effort and the College of Engineering, Architecture and Technology has never been a participant in this initiative. The number of courses/programs in the noncredit area increased 10% over FY 2003 as did the number of participants.

In FY 2004, the college extension/outreach offices carry forward funds were reduced by \$1,425,000 for reallocation by central administration. The funds were typically used for new program development, support of college incentives, and as a hedge against a downturn in enrollment. In March 2004, the college units learned that their future state funding (which supported extension/outreach staff salaries) would be reduced 55% and that a much greater emphasis would have to be placed on generating income. As a result of these funding reallocations, eight full-time staff members have been laid off in the college units and a number of vacant positions have gone unfilled. The extension/outreach function in the College of Human Environmental Sciences has been eliminated with that staff being part of the eight layoffs.

With a new emphasis on the need to generate funding, the public services provided by each of the units will likely be the hardest hit. These are programs that are offered at little or no cost to enhance the quality of life of the citizens of our state and beyond. The question as to whether or not each college unit can become self-supporting to the extent needed to continue to provide outreach services remains to be seen. In most cases it means a rethinking and redirection of programming efforts that may or may not generate funds needed.

School of International Studies

The School of International Studies (SIS) is an interdisciplinary program drawing upon the resources of eight OSU colleges. School components include:

- Graduate Studies Program
- Study Abroad
- English Language Institute
- International Bureaus (including the regional Peace Corps Office)
- Advancement

Students in the graduate programs learn that globalization itself is being redefined in terms of global commerce, development issues, security and resurgence in nationalism and religious identities. Focus

areas prepare them for professional careers that require extensive knowledge of political economy, culture, history, languages and geography as well as skill in analytical methods, critical thinking and sophisticated communication techniques. FY 2004 included 55 master's degree and 5 certificate students enrolled with 21 master's degree and 5 certificate students graduating in FY 2004.

Although the year was marked by continuing political and health events that could have adversely affected involvement in OSU's study abroad activities, participation increased beyond the highest previous level in FY 2002. Data from the Study Abroad Office and from OSU colleges indicated an encouraging increase in total participation in education abroad activities from 351 in FY 2003 to 457 in FY 2004 with the greatest proportion of students still selecting short-term, faculty-led programs.

During FY 2004, the English Language Institute provided language and culture training for a total of 145 students from 23 different countries, ranging alphabetically from Argentina to Zimbabwe. While the largest number came from Japan and Korea, such exotic faraway places as China, Brazil, Lithuania, Saudi Arabia, Morocco, and Mozambique also were represented in the ELI student population. In fact, the students represented every continent except Australia and Antarctica.

Working with state and federal government as well as private partners, the International Bureaus offer program support for the Oklahoma International Strategic Plan to promote international trade and investment, educational outreach and global awareness. The Bureaus serve as the main liaison office for OSU college activities in support of Al Sharaka, a partnership of Oklahoma universities that provides technical assistance and partnering to higher educational institutions in Iraq. Four Global Briefings and a Wes Watkins Distinguished Lectureship continued to bring internationally respected speakers to campus to address statewide audiences. A Peace Corps Office housed within the Bureaus provides Oklahomans with a regional recruitment office and support for returned volunteers living in Oklahoma.

The Advancement unit develops and cultivates relationships with SIS alumni and supporters of international education, globalization and economic development with the primary objective being to generate academic enrichment and financial support for SIS. In addition to the already established Lawrence L. Boger Distinguished Graduate Fellowship (\$50,000), the Wes and Lou Watkins Distinguished Graduate Fellowship (\$50,000) and the Les Martin Endowed Graduate Fellowship (\$25,000) were secured for the M.S. program. The Judd and Vera Milburn Endowed Fellowship was created by Mrs. Lynn Milford Lansford to honor her parents, Judd and Vera Milburn. The Fellowship is intended for a student to study international education (\$10,000).

Direction and policies of SIS are provided by the Deans' Administrative Committee. The School also



has an executive Committee that consists of representation from all colleges that meets on a more regular basis to address operational issues. More than 140 college faculty hold joint appointments in SIS. Programs are delivered by a core of interested and qualified faculty from OSU academic units and supplemented by visiting scholars.

Distance Learning/Independent and Correspondence Study

Working adults across the state, region, nation and selected international audiences are earning advanced degrees at corporate and public sites via distance learning. In FY 2004, almost 3,000 enrolled in distance learning courses delivered via electronic media. Fifty-seven students completed degree requirements and graduated in FY 2004. Eleven degree programs are offered at a distance.

The Independent and Correspondence Study (I&CS) unit provides traditional print-based correspondence study as well as media-assisted courses for learners whose work, family responsibilities, physical location, or lack of access may preclude participation in regularly scheduled class meetings or electronic media course delivery. More than 2,500 enrolled in I&CS credit-bearing courses with another 500 enrolled in noncredit courses. I&CS is also the host for the Oklahoma State Regents for Higher Education's initiative, the "Learning Site" where degree and certificate programs are imported from other institutions to meet unmet community educational needs.

In June 2004, I&CS moved from the basement of the Classroom Building to the third floor of the Wes Watkins Center. The Director was put on layoff status and the Associate Director of UEIED assumed the duties of the Independent Study Director.

Wes Watkins Center Conference and Meeting Services

The Wes Watkins Center is a multi-purpose conference center designed to be a university-wide and statewide resource with flexible and adaptable space. It is designed to serve the needs of the Oklahoma business community and OSU faculty, staff, and students for the furtherance of economic development, international trade and education, and extension/outreach programs and activities. The Center can accommodate multiple events and is well suited for events with combined needs such as demonstrating or exhibiting products or services in conjunction with conferences, meetings, workshops,

or training seminars. The conference and meeting services staff is on site to assist in planning events and to handle details that make for successful meetings. In FY 2004, use of the meeting space increased by more than 50% to over 600 meetings and 54,000 visitors.

Central Outreach Office

The Central Outreach Office provides services and overall coordination for the extension/outreach programs that are provided by its College Program Units, School of International Studies, distance Learning/Independent and Correspondence Study, and the Wes Watkins Center Conference and Meeting Services. These decentralized organizational components that make up UEIED are linked and supported by the Central Office on matters relating to planning, organization, policy and procedures, budget, personnel, marketing and promotion, data collection and reporting. The Office also serves as a central point of contact for external and internal publics seeking outreach assistance from the University as well as maintaining relationships with outside business, government and associations.

Beginning FY 2005, the name of the organization will be changed to International Education and Outreach and the central office will have reduced influence on college unit funding. The use of "extension" will reside only within the Oklahoma Cooperative extension Service. The central office was moved from the first floor of the Center to the second and the Dean's title changed to Director.

FY 2003 At-a-Glance									
Total UEIED	Number of								Revenue Generated
	Courses/ Programs	Participants	Graduates	Certificates Awarded	Publications & Videotapes Sold	Permanent Faculty	Adjunct Faculty	SCH or Contact Hrs.	
Degrees & Certificates (credit)	511	6,458	89	5	0	218	50	17,777	3,607,689
Workforce Development (noncredit)	2,118	68,918	0	3,284	3,102	74	208	23,639	3,387,652
Applied Research & Technical Assistance	133	5,428	0	132	3	29	15	1,329	2,724,091
Publications & Information Services	7	101	0	0	560,182	0	0	0	10,267,455
Community Development & Cultural Enrichment	649	48,763	0	5	0	24	30	3,016	458,710
Total	3,418	129,668	89	3,426	563,287	345	303	45,761	20,445,597



ARTS & SCIENCES EXTENSION

Mission

To serve the professional and public service needs of identifiable market segments congruent with the mission and goals of the College of Arts & Sciences, University Extension, International and Economic Development, and Oklahoma State University, utilizing available college resources and faculty expertise.

Audience

During FY 2004 approximately 4,878 individuals participated in programming offered through Arts & Sciences Extension. Another 2,034 individuals enrolled in on-campus short courses and weekend/evening programs offered by the College of Arts & Sciences and coordinated through the A&S Extension office. These participants included such diverse groups as junior and senior high school students, undergraduate and graduate university students, professionals from a variety of backgrounds, and other individuals who chose to continue their educations.

Programs

Arts & Sciences Extension conducted 92 programs during the year, a marked decrease from FY 2003 as a result of all on-campus short courses and weekend/evening programs being shifted from Extension to the College of Arts & Sciences. At the request of the College, however, A&S Extension continued to promote and coordinate these additional 57 programs. While the total revenue generated from all programs—including those moved to the College—was similar to the preceding year, shifting the on-campus courses to the College resulted in a significant decrease in net income to A&S Extension. Revenue from grants and contracts continues to decrease each year as the Star Schools Project winds down. Examples of programs offered through Arts & Sciences Extension are highlighted below and are categorized as being Degrees & Certificates, Workforce Development, or Community Development/Cultural Enrichment.

Degrees & Certificates

Ten years ago, the Master of Science degree in Computer Science was offered via compressed video for the first time to students at a variety of remote sites throughout Oklahoma. As the courses have gradually been converted to CD-Rom format, students in business and industry receive these classes in such diverse locations as OSU/OKC (Oklahoma City), Tri-County Career Technology Center (Bartlesville), Ponca City University Learning Center (Ponca City), and Cameron University (Lawton). The Department of Computer Science

provided credit courses such as "Object-oriented Programming & Visual C++," "Computer Science Migration," "Computer Graphics," "Computer Organization & Architecture," "Computer Networks," and "Research & Thesis" for its students at these various sites in Oklahoma.

A&S Extension also assisted the Department of Political Science with its Fire and Emergency Management Program. Students at remote sites throughout the United States participated in "Practical Environmental Compliance" and "Regulatory Risk Analysis." A&S Extension provided CD-Roms of the class to these remote students and assisted the instructor with the transmission of assignments, projects, and exams.

The Departments of Chemistry, Microbiology and Molecular Genetics, and Physics, in cooperation with the OSU Center for Science Literacy, once again offered specialized credit workshops/credit courses for three select groups of Oklahoma teachers. These courses introduce teachers to hypothesis-based learning, a revolutionary new way to teach and learn science. Teachers chose among courses such as "Hypothesis-based Approach to Experimental Chemistry," "Inquiry-based Biology," and "Inquiry-based Physics" workshops and a new course in "Modern Topics for Teachers in Electric Circuits." Many of these courses are also used as teacher-training classes for the Star Schools HbL4u program.

Success also continued in the area of international studies. A&S Extension continued its partnerships with various departments to support educational international travel courses for students at OSU. Among the diverse offerings this year were the School of Journalism & Broadcasting's "International Public Relations & Advertising" in London, England; the Department of Foreign Languages & Literatures' "Cultural Studies in France" in Paris, France; and the Department of English's "Oxford Authors" in Oxford, England. These courses allow students to experience different cultures and to enhance their global perspective of the world.

Several specialized courses were offered to selected students completing requirements for their degrees. The "Geology Field Camp," a five-week program held in Canon City, Colorado, was held for geology majors. This course is required for geology seniors at OSU and also attracts geology students from other universities throughout the United States. The Department of Art offered a travel/study course, the "Oklahoma/Texas Wilderness Studio,"



that took students through southern Oklahoma and parts of Texas. The Department of Zoology offered such credit courses as "Zoo Biology Management," a two-credit-hour course taught at the Tulsa and Oklahoma City Zoological Parks. This course offers students a firsthand introduction to Zoo management, whereas "Zoo Career Internship," a one-credit-hour follow-up course, gives students actual experience working in a zoo.

Although on-campus credit courses are no longer offered through A&S Extension, the College of Arts & Sciences requested the Extension office to continue with the coordination of these important classes on its behalf. Revenues from the classes are shared by the central administration at OSU (35%) and the College of Arts & Sciences (65%). Expenses for the courses are then deducted entirely from the College's share of the revenues. Any remaining revenues are split between the various departments offering the courses and A&S Extension.

A major growth area for students on campus has been short courses offered during August and December that allow students to pick up additional credit hours between the traditional semester periods. During FY 2004 almost 200 students enrolled in the August Short Courses, held for the fourth time, and 470 enrolled in the December Short Courses. The flexibility of weekend and evening classes also continues to appeal to many students who work fulltime and cannot attend daytime classes on weekdays as well as students who experience class schedule conflicts during the semester.

Interest also grew during FY 2004 in sociological issues, particularly in the areas of disability and criminology. The Department of Sociology supplemented its regular offerings by working with adjunct instructors, such as Dr. Ron Thrasher, Criminal Investigations Officer with the Stillwater Police Department. Courses on "Criminal Behavioral Analysis," "Criminalistics: An Introduction to Forensic Sciences," "Women Behind Bars-A Forgotten Population," and "Punishment or Rehabilitation in Corrections" were attended by more than 200 students who benefited from the instructors' "real life" experiences in the field of criminology.

To assist students in meeting requirements for their courses of study and to provide additional flexibility in scheduling, Arts & Sciences has begun to increase the number of credit courses in condensed formats. Selected courses are offered in six-week, eight-week, and twelve-week formats that allow students to pick up courses later in the fall and spring semesters.

Workforce Development

The Cimarron Conferences on Communications Disorders are a series of one-day conferences sponsored by the Department of Communication Sciences and Disorders. Approximately 64 speech pathology therapists and graduate students attended the spring 2004 conference that focused on "Right Hemisphere Contributions to Communication and Language."

Interest in Geographic Information Systems (GIS) programming continued to spread during FY 2004. Provided through the Department of Geography, "Introduction to ArcGIS I" was offered, and its use is continuing to grow in the business world.

A new three-day hands-on workshop entitled "Create Your Own Video Games" was offered for the first time in June to an overflow crowd of 37 participants in Tulsa. Plans have already been made to expand the class to four days during the next year and to add a follow-up advanced offering, too. Another new offering was the "Guitar Class for Beginners," a noncredit class for individuals interested in learning the basics of guitar-playing.

In April 2004, the College of Arts & Sciences completed the fourth year of its five-year Star Schools project. This multi-million dollar project is designed to improve math and science in middle schools, primarily through the introduction of hypothesis-based learning (HBL). The project involves the development of teaching modules, training of teachers in HBL, and introduction of HBL into the middle school classroom. Five components comprised the original OSU Star Schools project: "Algebra for All" (Dr. James Choike); "Hypothesis-based Chemistry" (Dr. Mark Rockley); "Hypothesis-based Physics" (Dr. Bruce Ackerson); "Hypothesis-based Biology" (Dr. James Blankemeyer); and "Integrating Technology into the Curriculum" (Dr. Blayne Mayfield and Dr. Susan Stansberry). Two more components have since been added: "Integrated Language Arts Instruction" (Dr. Leah Engelhardt and Dr. Kouider Mokhtari) and "Hypothesis-based Earth Science." Progress on the project has been excellent, and the US Department of Education has indicated interest in expanding OSU's Star School activities.

Community Development/Cultural Enrichment

The Departments of Art, English, Music, and Theatre continued to demonstrate their commitment to the arts by providing a myriad of exhibits, readings, and performances throughout the year. Many of these outreach efforts occurred in Tulsa and Oklahoma City, as well as the Stillwater campus. During FY 2004, funds were once again made available by the Wentz Foundation to support many of the efforts of these departments, in addition to funding from a variety of other generous arts supporters. Among the programs supported by such funding was the "Unseen Cinema" project, a series of films that have not been seen on the big screen in Tulsa or Stillwater. Each film was shown on campus at OSU-Tulsa and at OSU-Stillwater for students-as well as the general public-at no charge. This project was made possible by a partnership established with the Cinema Arts Foundation, OSU-Tulsa, and a number of other sponsors. Other programs were offered through support of the Wentz Foundation. Among them were the following: "OSU Wind Day," "OSU Symphony," "Cello Festival," "Cimarron Literary Festival III," "OSU Piano Recitals and Master Class," co-sponsorship of the "Women's Film Series," and other master classes in the arts.



The K-12 Academy, formerly known as the Arts & Sciences Teleconferencing Service, continued its transition from satellite-based transmissions to on-line training this year. Both "Calculus On-Line" and "German On-Line" provided educational classes to hundreds of students in public and private school systems throughout the United States. "AP Physics" was also provided to a number of school systems using videotapes. Currently being developed are new online offerings of Spanish I and II.

Arts & Sciences Extension continues to provide support for many of the activities of its various departments to ensure high-quality educational experiences for individuals participating in these programs.

FY 2004 At-a-Glance									
Arts & Sciences	Number of								Revenue Generated
	Courses/Programs	Participants	Graduates	Certificates Awarded	Publications & Videotapes Sold	Perm'n't Faculty	Adjunct Faculty	SCH or Contact Hrs.	
Degrees & Certificates (credit)	40	281	0	0	0	23	2	809	199,987
Workforce Development (noncredit)	8	483	0	0	0	2	4	336	50,534
Applied Research & Technical Assistance	0	0	0	0	0	0	0	0	0
Publications & Information Services	0	0	0	0	0	0	0	0	0
Community Development & Cultural Enrichment	44	4,114	0	0	0	7	3	560	188,863
Total	92	4878	0	0	0	32	9	1,705	439,384
Degrees & Certificates* (credit)	57	2034	0	0	0	17	18	5,619	480,570
									919,954

*NOTE: The shifting of all on-campus short courses and weekend/evening programs from A&S Extension to the College of Arts & Sciences resulted in a significant reduction in "traditional" Extension offerings during FY 2004. However, since Extension still coordinates these offerings a significant amount of time and effort is still expended in this area. As a result, program activity for on-campus offerings are listed here.



BUSINESS ADMINISTRATION EXTENSION

Mission

To be the premier provider of executive education to Oklahomans and selected national and international communities.

Audience

Business Extension fulfills a vital role by providing quality executive, management and professional development programs and services for business, industry, and government. The programs are offered through the six College of Business Administration departments: School of Accounting, Economics and Legal Studies in Business, Finance, Management, Management Information Systems, and Marketing. Workforce development programs, which have a broad external appeal, are also offered. Business Extension provides credit and media credit courses to traditional and nontraditional students. The programs are offered to individuals in business and industry, educational institutions, government entities as well as educators and individuals seeking personal development.

Programs

Business Extension provides executive and professional development programs through CBA faculty resources. Each program is sponsored either by an individual department or the college, and the curriculum is approved accordingly.

Degrees and Certificates

For the 13th year the month-long Summer in London program was conducted with 44 students, the highest enrolled class size since the program's beginning. The students stayed at Regent's College in London. Each student took two classes taught by OSU College of Business faculty. Students had speakers from Regent's College, visited cultural and historical sites, and toured businesses in the area.

Another 3 credit hour course was offered to graduate students in London. There were 6 students who attended this course with Dr. Greg Marshall. They visited Penwell Publishing, Harrod's and TeraData (NCR).

A New York City course was offered to 31 students and provided the unique opportunity to study business law with a global dimension. Site visits were made to world-renowned businesses including Merrill Lynch, TIAA-CREF, Morgan Stanley, Federal Farm Credit Banks Funding Corporation, the New York Stock Exchange, the United Nations and the National Basketball Association.

An East Coast course was offered to 23 students

who spent a week in New York City and a week in Washington DC. These students studied business law and global environmental policy. Visits in NYC were made to such companies as Chanel, Merrill Lynch, Pzena Investment, the National Basketball Association, the United Nations, New York Mercantile Exchange, and Grange Furniture. Washington DC visits included the United States Holocaust Museum, the Supreme Court, the Environmental Protection Agency, Crossfire, Congressman Brad Carson, the Southern Governor's Association, US Senate Committee on Environment and Public Works, and Conservation International.

A Global Business: U.S./Latin America Partnership course was offered during the spring semester with 10 students who traveled to Monterrey, Mexico, during spring break. Site visits included Cervceria Cuauhtemoc, Sanitarios Orion factory, Vitro factory, DeLoitte Consulting, Secretary of Economic Development of the State of Nuevo Leon, as well as a number of local cultural sites.

There was also a Global Business: U.S./Canada Partnership course offered during the summer session with 6 students. The course included travel to Toronto. While in Toronto the class visited the GM Plant in Oshawa, Hudson's Bay Company, Ontario Food Terminal, and a number of cultural sites in and around Toronto.

Business Extension assisted with on-campus supplemental credit courses. There were 4,293 student credit hours generated from the courses. These courses included large enrollments of one-credit hour courses such as Consumer Law, Innovative Studies, and Negotiation-Issue Management.

Each semester Business Extension facilitates course work through media credit taught for the International MBA offered through National Technological University. There were 51 NTU students in FY 2004. The OSU Corporate Master in Business Administration (MBA) Program began in the fall of 1992 and is offered through compressed two-way video technology that allows OSU to take the campus classroom to the work site. A student may complete the 48-credit-hour program in three years. There were 78 students enrolled in the Corporate MBA Program this past year. Business Extension also helped to facilitate the OSU-Tulsa classes offered through distance learning.

The Master of Science in Telecommunications Management (MSTM) Program began in the fall of 1995. The interdisciplinary program is housed in



the CBA, and Business Extension provided support for the distance learning and on-campus components of the program. During this year the program was broadcast via interactive video to distance learning students as well as many students receiving the courses through CD-rom. The program curriculum consisted of 35 credit hours, and there were 34 MSTM distance learning students. There were a total of 31 media credit courses held targeting 457 students.

Workforce Development

Professional development public programs are offered through all six departments of the college. Thirty-two public programs were held for 1,575 individuals. Fifty-eight inhouse/custom corporate and government programs were presented in 2003-04 to 2,277 participants. In-house programs met the needs of individual businesses including BlueCross/BlueShield of Oklahoma, City of Broken Arrow, Oklahoma Cattlemen's Conference, Southern Hills Country Club, Stillwater National Bank, BancFirst, CITGO Petroleum Corporation, ConocoPhillips, Kerr-McGee Corporation, OG&E, and SSM Healthcare of Oklahoma.

A continued effort in the United Arab Emirates with Zayed University provided three CBA faculty members the opportunity to teach in the Executive MBA program in cooperation with the University of Kentucky and Clemson University. One course was taught in the second cohort of the program, and two courses were taught in the third cohort. Faculty members traveled to Dubai in the UAE for the first part of their courses with the remainder of the course work taught through distance learning and CD rom. A contract for participation in the fourth cohort has also been signed.

The Colleges of Business at OSU and OU, along with Business Extension, offered the 9th annual Executive Education Partnership Program for 18 executives and upper management from 10 organizations. New topics included Executive Negotiation and Reporting Financial Performance: An Executive Perspective.

In collaboration with the Oklahoma International Women's Forum, the 13th annual women's leadership program, was held in Tulsa in March 2004. The program had 6 underwriters, 14 sponsors, one other contributor, and 202 participants.

Business Extension assisted the School of Accounting with the third annual Financial Reporting Conference which was held in November with 390 participants. Representatives from the Public Company Accounting Oversight Board, the Financial Accounting Standards Board and the Securities and Exchange Commission, as well as representatives from public and corporate accounting, spoke at the program.

The Tulsa Business Forums and Executive Management Briefings attract nationally known business leaders to share their managerial ideas and philosophies with the business community. Businessmen and women participate annually in

these exciting events involving corporate sponsorships from across the state. Speakers in the 2003-04 series in Tulsa were Gary Heil, author of *The Emperor's New Clothes*, General Tommy Franks, former Commander in Chief, U.S. Central Command, and Archie Dunham, Chairman of the Board, ConocoPhillips. Speakers in this year's Executive Management Briefings were Jim Collins, author of *Good to Great*, an expanded offering held at the Civic Center where additional tickets were sold, General Tommy Franks, and Archie Dunham. There were 3,528 businessmen and women who participated in the Tulsa Business Forums series, and 2,934 individuals participated in the Executive Management Briefings Series for a total of 6,462 people.

An additional event was presented by Jim Collins in partnership with President David Schmidly presenting "Good to Great" to OSU employees. There were 480 people who attended this event.

The OSU Professional Development Series, offered in both Tulsa and Oklahoma City offered 14 programs to 242 individuals. Course topics offered in FY'04 included Marketing for the NonMarketing Professional, Best Practices in Sales Management, Increasing Effectiveness through Goal Setting, Influence Skills, Managing Organizational Stress, Developing Your Professional Image, Developing Effective Attitudes in the Workplace, Supervisory Program, Negotiation, and The Game Is Played Away from the Ball.

The Municipal Clerks and Treasurers also held their annual Spring Institute which helps towards their national certification. There were 96 participants. The Professional City Administrators conference was held, and 68 participants attended the program. Business Extension also assisted the State of Oklahoma Office of Personnel Management by coordinating the grading of 156 student projects for the Certified Public Manager's Program. The Clerks and Treasurers annual conference had 173 people attend and was hosted in Stillwater in Fall 2003.

A new initiative occurred with Rose State College and Tinker Air Force Base. Fifteen one-credit hour courses were presented to 433 employees of TAFB by OSU faculty/instructors on the topic of Alternative Dispute Resolution and Negotiation. These 15 courses were part of a Supervisory Certificate program where Tinker had contracted with Rose State College to offer to their managers/employees.

An Accounting Educator's Conference was held which hosted 57 faculty from colleges and universities across the state. Dr. Bel Needles, Ernst & Young Professor, School of Accounting, DuPaul University was among the speakers, as well as representatives from the Oklahoma State Society of CPA'S, the State Board of Accountancy and Kerr McGee Corporation.

Applied Research and Technical Assistance

The Tulsa Economic Outlook Conference was



FY 2004

cosponsored with the Tulsa Metro Chamber and tickets were provided to the Tulsa Business Forums sponsors and the Tulsa business community. There were 445 individuals attending the Tulsa conference. The CBA was a contributing sponsor of the State of the City Conference presented by the Greater Oklahoma City Chamber of Commerce. Participation in this conference was offered to Briefings sponsors. There were 510 participants attending the Oklahoma City conference. Dr. Dan Rickman provided the 2004 Oklahoma economic forecast in both cities.

The annual Accounting Research Workshop, sponsored by the OSU School of Accounting, was held in March 2004 with 39 people attending.

Community Development and Cultural Enrichment

Several programs were offered to the state and the local community including Stillwater Chamber of Commerce Business Breakfast, Leadership Stillwater, Leadership Oklahoma, the Oklahoma Association of College and and the University Business Officers.

Awards

Dr. Steve Miller, BE Distance Learning Office-Alvina Shearer, and Bill Elliott, IT, were the winners of a national award presented by the Association of Continuing Higher Education in regard to the "Creative Use of Technology".

FY 2004 At-a-Glance									
Business	Number of								Revenue Generated
	Courses/ Programs	Participants	Graduates	Certificates Awarded	Publications & Videotapes Sold	Permanent Faculty	Adjunct Faculty	SCH or Contact Hrs.	
Degrees & Certificates* (credit)	46	765	15	0	0	24	1	2,112	770,805
Workforce Development (noncredit)	135	12,158	0	18	0	23	36	1,029	1,106,368
Applied Research & Technical Assistance	4	994	0	0	0	4	0	9	20,780
Publications & Information Services	1	0	0	0	0	0	0	0	2,208
Community Development & Cultural Enrichment	5	638	0	5	0	3	3	48	6,573
Total	191	14,555	15	23	0	54	40	3,198	1,906,734

*Counted in revenues generated, but not counted elsewhere in the annual report are the courses facilitated by Business Extension to assist the college in on-campus weekend/evening supplemental courses. Business Extension helped to coordinate 43 on-campus supplemental credit which had 2,454 enrollments and 4,293 SCH.



EDUCATION EXTENSION

Mission

To reflect and promote, in local, regional, national and global communities, the accomplishments and expertise of the College of Education faculty and staff, and to foster activities and learning that develop faculty and students for multiple futures.

Audience

Elementary, secondary, and higher education educators; persons in human resource and adult education; military personnel; aviation and space education; educational psychology; counseling; and health and leisure professionals.

Programs

Education Extension provides a wide range of programs and professional development opportunities ranging from Aviation to Environmental Education that meet the needs of a diverse population.

Degrees and Certificates

Education Extension served 1,214 students and generated 3,345 student credit hours. The distance education component accounted for 781 students that generated 2,165 student credit hours. Education Extension also coordinated for the college the weekend and evening courses that were added to supplement the regular schedule. These courses enrolled 1,108 students and generated 1,816 student credit hours.

International Activity

Student Teaching in Costa Rica - Fall 2003:

Students were placed in an American-accredited private school in Costa Rica to student-teach for 12 weeks of fall semester (Sept. 2 - Nov. 23, 2003). Dr. Neil Armstrong, Dr. Chris Moseley, Dr. Stacy Reeder, and Dr. Margaret Scott supervised the student teaching by traveling with the students for initial placement and then toward the end of the semester to supervise curriculum, classroom management skills, and confer with Costa Rican cooperating teachers.

Student Teaching in Costa Rica - Spring 2004:

Students were placed in a European Secondary School and an American-accredited elementary school to student-teach for 12 weeks of spring semester (Jan. 2 - May 6, 2004). Dr. Neil Armstrong and Dr. Stacy Reeder supervised the student teaching by traveling with the students for initial placement and then toward the end of the semester to supervise curriculum, classroom management skills, and confer with Costa Rican cooperating teachers.

Summer in Costa Rica: This course provided the

context for an authentic cross-cultural experience, in which students embarked on a twelve-day field experience in Costa Rica. Dr. Neil Armstrong, the course instructor, and his 11 students backpacked through multiple social and natural environments to include cities, towns, villages, rainforests, mountain regions, costal areas, and agricultural zones. An appreciation for indigenous flora, fauna, and geography was cultivated and integrated into the culture-learning process.

Berlin Divided & Reunited: A Study Tour in Berlin:

This course taught by Dr. Amy Carrell and Dr. Siegfried Heit took place in Germany from March 13 through March 20, 2004. The primary objective of the course was to introduce students of all ages and backgrounds to Berlin, the capital of the reunified Germany. It was designed to broaden the perspectives of the students enrolled in the course by guiding them through this world capital in an effort to foster understanding on many levels, including cultural and historical. 12 students participated in this trip.

From the Hell of Auschwitz to the Hope of

Czestochowai: A Study Tour in Poland: The primary objective of this course led by Dr. Amy Carrell and Dr. Siegfried Heit was to introduce students of all ages and backgrounds to Poland - from the depths of depravity to the hope that sustained a culture. The goal of this study tour was to broaden the perspectives of the students enrolled by guiding them through this unique nation in an effort to foster understanding on many levels, including cultural and historical. The program took place May 13-27, 2004. 10 students participated in this trip.

Off-Campus Courses

Oklahoma Military Department: Education Extension coordinated 4 credit courses taught at the Oklahoma Military Department in Oklahoma City to military personnel. OSU offers a Master of Science degree at the OMD. 50 students enrolled at OMD in 2004, generating 150 student credit hours.

Langston University: Langston University relies upon Education Extension to offer credit courses in Aviation. Education Outreach coordinated 2 courses, serving 59 Langston undergraduates and generating 177 student credit hours.

Prison Courses: For the first time Education Extension offered two credit courses to incarcerated women at Mabel Bassett and Eddie Warrior Correctional Facilities. Forty-seven students enrolled, generating 94 student credit hours.

National Board Certification Course: Area teachers



pursuing their National Board Certification were given the opportunity to enroll in graduate credit. The course met for numerous Saturdays throughout the fall and spring semesters. These year long courses are intended to provide an extensive professional development experience to teachers who are pursuing National Board Certification as well as measure accomplished teaching. After completing the portfolio and assessment process, regardless of whether or not National Board Certification is achieved, teachers will have made a significant accomplishment, which will be reflected in their practice. The audience for this course is experienced teacher candidates who are applying for National Board Certification. 41 teachers took advantage of this wonderful experience.

Cohort Programs: Education Extension offers a doctoral degree in Educational Leadership to educational professionals in the Oklahoma City area. The OSU-OKC cohort is now in dissertation hour stage.

Lakenheath Air Force Base: Department of Defense Dependents School educators work through Education Extension to obtain a doctorate in school administration. Program students are currently taking dissertation hours.

Revitalization of the College Teaching Degree: a new interdisciplinary doctoral program is making it possible to serve faculty at Prince of Songkla University in Thailand. It is expected that by spring 2005, 20 new students will be served by this cohort program. Plans are underway to build on this success at Lakenheath Air Force Base and to begin new masters and doctoral programs for DoDDS personnel at Lakenheath, England, as well as Hanau, Germany.

Workforce Development Conferences

Education Extension works with various educational organizations to host their conferences both on and off-campus. Each conference provides an opportunity for educators from throughout the nation to discuss relevant topics to their field. Education Extension handles all conference logistics and works with faculty on programmatic needs. The following is a summary conference hosted:

Junior Science and Humanities Symposium: The second annual JSHS Symposium was offered on April 4, on campus in conjunction with the Celebration of Teaching. The participants from JSHS were able to join with the Celebration of teaching participants and welcome the National and Oklahoma Teachers of the year. The symposium welcomed 40 participants to campus from Kansas and Oklahoma.

Golf for Business and Life: Golf for Business and Life is a PGA of America College initiative designed to teach and improve the golf skills of students through instruction provided by PGA Professionals, and to suggest ways in which students can use golf as a business tool as they enter the professional world. This special program is due to a contribution from Scott Verplank, Professional Golfer and

OSU Alumni. PGA Professional Pat Jenkins came to Stillwater to teach an 8 week golf course in August 2003 & February 2004. 59 junior, seniors and graduate students participated in this event.

Brock Symposium: Each year the University of Oklahoma, University of Tulsa, and Oklahoma State University work with the Brock Prize Executive Committee to select nine jurors, who in turn select the Brock Laureate. This year's annual event recognized Dr. Elliot Eisner on April 2, 2004 in the College of Education's Willard Lecture Hall. There were 115 attendees.

Center for School Business Management: The Center for School Business Management provides professional development programs to school administrators responsible for the fiscal operations of vocational-technical and public school teachers. The program served 562 participants during FY 2004. The curriculum was delivered by contracted speakers and was designed to provide knowledge of legal, government, and financial issues. Participants were given guidelines and strategies for meeting state and federal requirements. The Center for School Business Management provided a series of 14 workshops.

Adult Basic Education: Education Extension garnered a contract with the Oklahoma State Department of Education for \$390,000 for three years to host conferences and professional development workshops for teachers representing the Lifelong Learning Division. The contract is renewable each year for \$130,000. The Adult Basic Education Workshops served 975 teachers.

National Board Assessment Sites: Education Extension was instrumental in bringing one of only ten National Board for Professional Teaching Standards teacher portfolio assessment sites to Oklahoma. This program hired in excess of 600 teachers to assess teachers' national teacher certification portfolios from throughout the nation. Education Outreach established sites in Tulsa and Oklahoma City, and now helps recruit teachers from various certificate areas for the assessment jobs.

Community Development / Cultural Enrichment

Celebration of Teaching: Education Extension, with financial assistance from University Extension, International and Economic Development and the Oklahoma State Regents for Higher Education provided a one-day conference for students interested in the teaching profession. The conference also hosted the National Teacher of the Year and district teachers of the year. 252 teachers attended the 5-hour conference.

Outreach Services: Education Extension staff exhibit booths at educational conferences throughout the year to provide information to recruit new students and retain current students. Conferences include the State Department of Career and Technical Education Conference, Encyclomedia, and the Oklahoma Education Association (OEA)



Conference. Each of these exhibits serves as the first line of communication with state educators requesting information on advanced degrees from Oklahoma State University, the College of Education, and education extension courses. Over 500 educators visited the Career Tech Conference Exhibit; 250 attended the Oklahoma Education Association Conference Exhibit. Alumni and prospective high school students also request information.

OSU Writing Project: The OSU Writing Project was funded by a grant from the National Writing Project. It provided an opportunity for teachers to interact and learn from other teachers. The College of Education coordinated "Institutes for Research" for past participants of the Writing Project. The program is offered incrementally to high school students; 4th-6th graders; and 6th-9th graders.

Summer Enrichment Camps: Education Extension hosted Summer Enrichment Camps for children aged 8-12 years old. This was the second year for this project and it was very successful. 151 youth were served. Each week had a different theme: Weird Science, Let's Get Buggy, Archaeology-Dig It, Wild, Wild West and Awesome Animals. The curriculum was developed by Education Outreach and the camps were taught by College of Education students.

Creativity: Crossing All Disciplines: This three day event took place October 9-11 in Tulsa, OK. Dr. Mihaly Csikszentmihalyi provided the keynote address. Topics of discussion were the following: Creativity and Wellness, Award Ceremony & Celebration of Creativity & Creativity and Learning. 178 educators attended.

FY 2004 At-a-Glance									
Education	Number of								Revenue Generated
	Courses/ Programs	Participants	Graduates	Certificates Awarded	Publications & Videotapes Sold	Permanent Faculty	Adjunct Faculty	SCH or Contact Hrs.	
Degrees & Certificates* (credit)	85	1,214	5	0	0	21	23	2,165	360,129
Workforce Development (noncredit)	56	3,044	0	0	0	10	30	723	137,765
Applied Research & Technical Assistance	0	0	0	0	0	0	0	0	0
Publications & Information Services	0	0	0	0	0	0	0	0	0
Community Development & Cultural Enrichment	14	1,248	0	0	0	3	4	357	25,288
Total	155	5,506	5	0	0	34	57	3,245	523,182

*Education Extension coordinated all efforts for the college in offering on-campus weekend/evening supplemental courses. In FY 2004 there were 42 courses offered, 1,108 students enrolled and 1,816 SCH generated. Education Extension did not receive reimbursement for this effort.



ENGINEERING, ARCHITECTURE & TECHNOLOGY EXTENSION

Outreach activities in the College of Engineering, Architecture and Technology (CEAT) serve the educational and continuing educational needs of students and practicing professionals. The outreach functions also provide a variety of technical services to public and private organizations in Oklahoma. Educational programs and materials are available in Oklahoma, the nation and extended to the world. These outreach activities are provided by the following units in the CEAT: Application Engineers/Manufacturing Extension Agent, Center for Local Government Technology, CEAT Distance Education, CEAT Continuing Education, Fire Protection Publications, Fire Service Training, International Fire Service Accreditation Congress, and International Ground Source Heat Pump Association .

CEAT Distance Education

Mission

To coordinate the delivery of all distance learning courses offered through the college of Engineering, Architecture and Technology including courses televised to or from the OSU-Tulsa campus. Complete degree programs, as well as individual courses, are offered via several delivery systems including two-way compressed video, videotape, CD-ROM and video streaming.

Audience

Distance Education programs are delivered to both undergraduate and graduate students. The mix of students includes full-time students and part-time students who are typically engineers and engineering managers, architects or engineering technologists who are seeking additional education.

Programs

CEAT Distance Education coordinates the delivery of complete degree programs, certificate programs and individual credit courses. Complete MS degree programs are available at a distance in electrical and computer engineering, mechanical and aerospace engineering, engineering and technology management, control systems engineering, and health care administration. These are primarily for non-traditional students seeking graduate degrees or certificates while continuing to work in industry or government. A bachelor of science degree completion program in electrical engineering technology is available and is delivered to OSU-Oklahoma City. Individual courses are also available in chemical and industrial engineering. Graduate credit courses are also offered each semester to the National Technological University students in this

country and internationally.

As a founding member of the Association for Media-Based Continuing Education for Engineers, CEAT Distance Education offers video taped courses in several subjects for purchase by engineers world-wide interested in expanding their knowledge base.

CEAT Continuing Education

Mission

To enrich lives and enhance economic development through the delivery of noncredit continuing education programs and services.

Audience

The audience includes engineers, architects, technical specialists, technologists, and managers working in industry, business, education, government and trade organizations. The majority of programming is for professionals and managers in the fields of environmental, health, safety, waste and hazardous materials management, industrial fire protection and loss control, manufacturing, quality assurance and construction management

Programs

Workforce Development

The CEAT Continuing Education department offers non-credit professional development programs emphasizing a mix of CEAT faculty and adjunct instructors to best meet the needs of our audiences. All professional programs are sponsored through an approving CEAT department thus insuring the quality of course content and curriculum. Over 123 programs were held with 1971 participants.

CEAT Continuing Education offers courses to assist licensed professional engineers and registered architects in meeting the mandatory continuing education requirements as set by the State Board of Registration for Professional Engineers and Land Surveyors and the Board of Governors of Licensed Architects and Landscape Architects.

CEAT Continuing Education in partnership with the Project Management Institute offers the PMP Certification Review as well as selected management courses.

A live national satellite broadcast presented by ASHRAE on "Homeland Security in Buildings" was received in Stillwater and distributed to the Oklahoma City and Tulsa campuses. This allowed not only Oklahoma ASHRAE Chapter members



access to viewing at all three sites, but also engineering and architectural professionals and CEAT.

With the new laboratory facility for the school of Fire Protection and Safety Technology nearing completion, future CEAT Continuing Education hands-on courses will no longer be dependent upon weather conditions and lab classes will thus be able to be held throughout the year, when students are no in session. Continued growth in outreach fire protection and safety courses is expected with the completion of this new laboratory facility.

"Fire Protection Requirements of the International Building Code" and "Weapons of Mass Destruction, HAZWOPER Specialist", have added to the breadth of courses offered in this fire protection and safety outreach area. The OSU Fire Protection Technology Certificate Program provides cognitive learning material to fire professionals at their location followed by skill development in designated laboratory workshop courses on campus.

CEAT Continuing Education has teamed with the CEAT School of Civil and Environmental Engineering and the University of Tulsa, under an Integrated Petroleum Environmental Consortium (IPEC) contract, to develop awareness training for the many small oil and gas extraction business owners across Oklahoma and Arkansas. In cooperation with the Oklahoma Corporation Commission and the Arkansas Oil and gas commission, the consortium's efforts to date have resulted in an upgrade of the field environmental manual "Do-It-Yourself Kit", the release of three videos: "Cost Effective Environmental Strategies", "Bioremediation of Crude Oil Spill in Soil", and Remediation of Brine Spills in Soil". Additional outgrowths of this cooperative development effort include an IPEC "Soil Salt Analysis Kit", a "Chloride Analysis in Water Kit" and an IPEC workshop on "Soil Remediation", all available at no cost to the citizens of Oklahoma.

Applied Research & Technical Assistance:

CEAT Continuing Education supports the Web Handling Research Center (WHRC) conferences and seminars. The Center is an Industry/University Cooperative Research Center originally sponsored by the National Science Foundation and 15 industrial corporations. This year's two Semi-annual Technical Reviews and two Web Handling seminars attracted 107 participants from 9 countries.

Community Development/Cultural Enrichment:

As a service to citizens wishing to sit for professional environmental examinations and in conjunction with the offering of environmental training courses, CEAT Continuing Education periodically proctors certificate exams in Tulsa and Oklahoma City.

For the fourth summer, CEAT Continuing education and the CEAT School of Electrical and Computer Engineering hosted an American Studies program for 15 top undergraduate electrical engineering students and two faculty from South Korea's Kangwon National University (KNU).

CEAT continuing Education assisted in the coordi-

nation of hosting two engineering annual conferences held jointly on the OSU campus this year: the 2004 Oklahoma Society of Professional Engineers (OSPE) Annual conference and the Oklahoma Chapter of the American Society of Civil Engineers (ASCE).

Center for Local Government Technology

Mission

To provide quality outreach programs and services, including certification and accreditation that promotes professionalism and efficiency for state, local, tribal entities plus other public and private clients.

Audience

Customers from local, regional, and national markets, including local and tribal governments, transportation, public works associations, and various elected officials.

Programs

Major ongoing programs at CLGT:

- The County Training Program
- The Local Technical Assistance Program (LTAP)
- The Tribal Technical Assistance Program (TTAP)
- The Rural Transportation Assistance Program (RTAP)
- Monitoring Assessment Program (MAP)
- Oklahoma Economic Development Programs
- American Public Works Association (APWA)
- Pilot Escort Program
- Professional Association Training Programs

Total combined participation in these programs was 3,722 with a total of 145 different courses provided for FY04.

Degrees & Certificates

One hundred and thirty-two certificates were awarded from the various programs represented by CLGT. These included certification, advanced certification, and accreditation programs.

Workforce Development

Opportunities pursued consisted of:

- The Software Sharing Project was pursued that is designed to enhance the service provided by Oklahoma County Clerks to the public.
- In-house developed County Suite Software continues to be used by twelve counties.
- New products and services continued to be developed for Rural Economic Development

Applied Research/Technical Assistance

- The County Training Program is a joint endeavor between CLGT and the Oklahoma Cooperative Extension Service (OCES). It provides education, training, and technical assistance for county officers and employees and state and local agencies in Oklahoma. It is mandated by state law and administered by the Commission on County Government Personnel Education and Training. State appropriated funds are contracted through the Office of the State Auditor and Inspector.



- The Local Technical Assistance Program (LTAP) provides training and technical assistance related to county and municipal road and bridge construction, maintenance, and repair, equipment management, safety, and other transportation related issues. It is one of four original LTAP centers in the nation. LTAP is funded through a contract with the Federal Highway Administration (FHWA) and the Oklahoma Department of Transportation (ODOT).
- The Tribal Technical Assistance Program (TTAP) provides training, information, and technical assistance to tribal governments in Oklahoma, Kansas, Texas, and Nebraska for tribal transportation and economic development projects. TTAP is funded through a contract with FHWA and the Bureau of Indian Affairs (BIA).
- The Rural Transportation Assistance Program (RTAP) provides training, technical assistance, and software applications to rural public transportation systems. RTAP is funded through a contract with the Federal Transit Authority (FTA) and ODOT.
- The Monitoring Assessment Program (MAP) provides support to ODOT by monitoring the compliance status of FTA funded rural transportation systems. Funding is through a contract with ODOT and FTA.

Community Development/Cultural Enrichment

- American Public Works Association (APWA) and the CLGT have a working partnership to provide education, training, and administrative support to public works officials and their employees. CLGT serves as headquarters for the Oklahoma Chapter and partners with the organization in their annual Oklahoma Public Works Technical Conference and their Annual Meeting.
- CLGT has developed and conducted the training for the Oklahoma Department of Public Safety (ODOPS) that provides driver certification in the Pilot Escort Program. This is a cooperative relationship with the pilot escort drivers industry, ODOT, and ODOPS.
- Conducted the Community Awareness Homeland Security Conference that addressed key legislation, policy changes, national security initiatives, and other crucial issues facing local and tribal communities.

Publications/Information Services

Quarterly newsletters are published for the LTAP and the TTAP programs. The Assessor Handbook was updated and distributed in FY04. Revision of the County Commissioner Handbook and the development of a new Safety Handbook commenced during FY04.

Fire Protection Publications

Mission

To be an international leader in the fire and emergency services by producing and distributing high quality, technically accurate, and affordable fire and

emergency response training materials.

Audience

FPP fulfills a vital role by providing high-quality and technically accurate training materials to the fire and emergency services.

Programs

FPP is a department within the College of Engineering, Architecture and Technology and is the headquarters of the International Fire Service Training Association (IFSTA). IFSTA is an association of fire and emergency service personnel who validate materials produced by the staff of FPP. The mission of IFSTA is to identify areas of need for training materials and to foster the development and validation of training materials for the fire service and related areas. The primary function of FPP is to publish and disseminate training manuals as proposed and validated by IFSTA. FPP researches, acquires, produces, and markets high-quality learning and teaching aids that complement IFSTA validated manuals. FPP offers over 30 IFSTA validated manuals, over 20 study guides, 8 full curriculum packages, over 50 FPP manuals, and numerous videotapes and software products.

Fire Service Training

Mission

To provide training and educational services that enable Oklahoma emergency responders to safely meet recognized standards of professional competence.

Audience

FST provides training and educational services to Oklahoma emergency responders. FST's primary audience however is the approximately 20,000 firefighters in Oklahoma. These firefighters come from several different types of departments, which include 45 paid fire departments, 73 combination fire departments and 776 volunteer fire departments. We also serve several Police Departments through our hazardous materials programs. Other emergency responders include the EMS groups throughout our state we are the home organization for over 300 EMS instructors that service EMT and 1st responders through the state. Our industrial section of Fire Service training provides emergency response training to non Oklahoma State and municipal government agencies and businesses within the United States and internationally.

Programs

FST provides a broad spectrum of training ranging from the basic skills to more advanced specialized topics. Beyond the basic skills, some of the specialized topics include:

Technical Rescue, Emergency Medical Service Training, Anti-Terrorism, Fire Officer and Instructor Training, Hazardous Materials, Arson Investigations, Code Inspection, and life safety education. In addition to the training that is provided we also provide technical assistance through our



Promotional Exams and Assessment Centers, Apparatus training, and special programs such as the conference Oklahoma Response to Terrorism and Fire Service Instructors of Oklahoma.

FST is accredited by the International Fire Service Accreditation Congress (IFSAC) in fifteen technical levels: Firefighter I and II, Fire Officer I and II, Fire Instructor I and II, Fire Inspector I and II, Fire and Life Safety Educator I and II, Hazardous Materials Awareness, Operations, and Technician, Public Information Officer, and Juvenile Fire Setter. OSU-FST students participate in Certification testing following delivery of the before mentioned technical levels. Also, Oklahoma emergency responders may "Challenge" IFSAC accredited OSU-FST certification testing. Those individuals that successfully complete an IFSAC certification process are awarded an OSU-FST certificate with the IFSAC seal.

International Fire Service Accreditation Congress

Mission

To increase the level of professionalism of the fire service through accreditation of those entities who work with Assemblies within the Congress, for the accreditation of fire service certification programs and/or fire-related post-secondary educational programs, by increasing the coordination of efforts between the Assemblies of the Congress, and serve as a mechanism of arbitration on issues of debate between Assemblies.

Purpose of IFSAC Administration

To efficiently carry out the day-to-day operations of the International Fire Service Accreditation Congress as it pertains to the Certificate and Degree Assemblies. IFSAC Administration carries out the IFSAC mission by:

- Providing support and guidance for all national and international accreditation processes and activities for certificate based and fire-related degree granting programs.
- Extending IFSAC goals and membership throughout North America and the world.
- Preparing and tracking expenditures for the organization.
- Tracking the progress of certifying entity site visits and degree awarding entity site evaluation visits.
- Providing up-to-date reports to our membership.

Audience/Membership

The IFSAC Certificate Assembly provides accreditation services, a necessity in today's professional fire service, to member organizations (state, provincial, federal, and territorial) that certify individuals who pass examinations based on the National Fire Protection Association fire service profession qualifications and other standards approved by the Assembly.

The service IFSAC provides clearly establishes accountability for performance by reviewing the

certification programs of member entities to ensure that they meet the recognized professional qualification standards in their administration of skills and knowledge examinations and IFSAC criteria for accreditation. Currently there are 62 Certificate Assembly member organizations with 47 accredited entities having 498 accredited levels.

The IFSAC Degree Assembly provides accreditation services for postsecondary fire-related degree programs. Degree Assembly activity is aimed at providing a forum for interaction and standardization of these programs. Currently there are 33 Degree Assembly member organizations with 11 accredited entities having 17 accredited programs.

International Ground Source Heat Pump Publications Association

Mission

To promote the growth of the ground source heat pump industry worldwide. IGSHPA is recognized domestically and internationally as the industry leader for training and informational materials.

Audience

The participant groups included students, government officials, facilities managers, real estate developers, commercial developers, contractors, manufacturers, architects, engineers, sales representatives, product distributors, and homeowners.

Programs

IGSHPA holds conferences and workshops domestically and internationally. In the area of workforce development, IGSHPA offers four certificate programs: Certified GeoExchange Designer (CGD) program in concert with Geothermal Heat Pump Consortium (GHPC) and Association of Energy Engineers (AEE), Accredited Ground Source Heat Pump Installer Workshop, Train-the-Trainer Accreditation, and GeoBasics Introductory Course. IGSHPA's Technical Conference and Exposition remains the only industry conference of its kind. Through these programs, IGSHPA educates professionals on the latest industry developments.

In Applied Research/Technical Assistance, IGSHPA offers basic technical assistance to the general public and its membership through the IGSHPA website. General information and referrals to industry professionals are key features of this service. The website is now available in Mandarin Chinese. It will be multilingual in the near-term. Insofar as Publications/Information Services are concerned, IGSHPA publications have been translated in Japanese and Chinese. IGSHPA, in cooperation with the Geothermal Heat Pump Consortium, launched the first trade magazine for the geothermal industry.

Application Engineers

Mission

To provide leadership and assistance to Oklahoma manufacturers to help them become progressively more successful in their marketplace.



Audience

6,500 manufacturing firms in Oklahoma. Of these firms 99% have fewer than 500 employees, 93% employ fewer than 100, and 87% employ fewer than 50. Approximately half of these small firms are located in rural areas and are extremely important to their local economies. The loss or downsizing of even one of these wealth-generating small or mid-sized companies can have devastating consequences for the host and surrounding communities. While their products are quite diversified, there is limited global perspective with respect to markets and technology. These rural firms face particular difficulty in getting relevant and usable information and technical assistance that will keep them abreast of the rapid changes in manufacturing technology.

Programs

To address the difficulties faced by our small rural manufacturers, the College of Engineering, Architecture and Technology and the Division of Agricultural Sciences and Natural Resources at Oklahoma State University work in partnership to provide technical assistance through the Applications Engineering program. Since 1997, Applications Engineers have been deployed in the state in collaboration with the Oklahoma Cooperative Extension Service and The Oklahoma Alliance for Manufacturing Excellence.

The focus is on providing high quality, on-site, one-on-one engineering service to small and medium sized rural manufacturing companies. Applications Engineers are the front line of engineering technology transfer for the program. They work seamlessly with the Manufacturing Extension Agents of The Oklahoma Alliance For Manufacturing Excellence to provide problem framing and appropriate on-site, one-on-one, focused engineering assistance and technology transfer services. They assist the manufacturers in implementing technical and engineering-based solutions to problems or opportunities identified.

FY 2004 At-a-Glance									
Engineering, Architecture & Technology	Number of								Revenue Generated
	Courses/ Programs	Participants	Graduates	Certificates Awarded	Publications & Videotapes Sold	Permanent Faculty	Adjunct Faculty	SCH or Contact Hrs.	
Degrees & Certificates (credit)	120	912	48	0	0	53	8	1,921	504,000
Workforce Development (noncredit)	1,368	22,290	0	3,178	0	20	120	15,881	1,152,964
Applied Research & Technical Assistance	129	4,434	0	132	3	25	15	1,320	2,703,311
Publications & Information Services	0	0	0	0	379,198	0	0	0	10,176,907
Community Development & Cultural Enrichment	26	781	0	0	0	2	9	238	-30,973
Total	1,643	28,417	48	3,310	379,201	100	152	19,360	14,506,209



HUMAN ENVIRONMENTAL SCIENCES EXTENSION

Mission

To be responsive and engaged with constituents, striving to better serve the College, the state of Oklahoma and the global community.

Audience

The college of Human Environmental Sciences focuses on human and economic development. More than 13,500 individuals were reached through extension/outreach programming efforts in FY 2004. Because of the wide scope of programs and publication pieces, the audience served is diverse and varied.

Programs

What we do is as important as who we are. CHES extension/outreach strives to reach audiences through a variety of programming related to one or more of the four academic units housed in the college:

- Department of Design, Housing and Merchandising
- Department of Human Development and Family Sciences
- School of Hotel and Restaurant Administration
- Department of Nutritional Sciences

Degrees and Certificates

CHES extension/outreach delivered a total of 33 credit classes including 13 media courses and successfully completed several study tours. Each program extended the teaching and research expertise of faculty and/or staff and was related to the priorities and mission of the college. The results of these programs were a strengthened constituent network that meets their needs and increased visibility for the college. Not only did these programs meet the outreach mission of Oklahoma State University, but they also provided financial support to the faculty, departments and the college to be used for future programs. Types of programs completed in FY 2004 include:

- The continuation of the Early Childhood Education MS program offered by contract to DHS employees
- Study abroad opportunities for traditional students including two trips to Italy
- Successfully launching the Great Plains Consortium with a focus on the MS in Family Financial Planning as well as the MS in Gerontology.

Workforce Development

CHES extension/outreach continues workforce

development programming to serve the needs of many individuals from college related industries. In addition to programming, we are privileged to have the continued partnership with University Extension, International and Economic Development in developing and promoting programming in Tulsa consistent with OSU goals and objectives utilizing an extension program professional in that capacity. This partnership allows OSU and the college to participate actively in meeting the rapidly growing and changing needs of this urban campus.

The Growing Successful Kids Program, a professional development cooperative to Tulsa area child-care providers, offered 32 programs this year. The evaluations and attendee responses from all activities remain positive and enthusiastic. Private gifts now underwrite these programs after a start-up grant several years ago from UEIED.

The management and conference contracts were renewed again this year between CHES extension and PartnerShips for Aging (formerly the Southwest Society on Aging). The economic impact over the lifetime of this relationship to OSU now exceeds \$1,000,000. The organization's multi-day annual conference has an attendance of over 400 professionals in the field of aging with sixty or more sponsors helping to underwrite the event. PartnerShips for Aging is also launching a new trade journal, unique in this part of the country, and will also be offering statewide forums throughout its seventeen state service area. Some examples of programs developed for professionals and other audiences include:

- The twelfth annual Ethics and Aging Conference drew nearly 100 participants to Tulsa and focused on the challenging issues surrounding mental health and aging.
- The Oklahoma Dietetic Association has been managed through UED since 1998 with an accumulated economic impact to OSU of over \$350,000. ODA members include alumni, current students, faculty and university staff from the field of dietetics. ODA provides continuing professional education and networking to members throughout the state through conventions and district meetings.
- CHES extension and the Gerontology Institute provided leadership for a very innovative program, Navigating Medicare, which consists of series of forums held in communities throughout the state that help address the changing issues surrounding Medicare and the new prescription drug option.



- A formal contract was developed with Inverness Village, a premier retirement community in southwest Tulsa, allowing CHES extension to handle all staff training needs and resident classes.
- CHES extension continued its unique and valuable relationship with Indian Health Services by contractually managing their annual summer professional development conference which has an attendance of nearly 150 practitioners working directly with Native American tribes across the state.
- The Career Horizons program (formerly called Fashion Design Express) brought 343 high school students to campus, introducing them to the Department of Design, Housing and Merchandising while Nutrition Expo introduced nearly a hundred high school students to educational and career opportunities in the Department of Nutritional Sciences.
- The School of Hotel and Restaurant Administration welcomed two visiting chefs to work with students for a week. Each of the visits culminated in a dinner for the community that raised money for scholarships.
- The popular Wine University attracted nearly 20 participants this year.
- The Women in Philanthropy Symposium drew 165 individuals interested in philanthropy.
- For a second consecutive year, CHES extension received funding from Generations United to continue the implementation of local support (support groups, financial, legal, etc.) for grandparents raising grandchildren. Oklahoma has the second highest percentage of grandparents raising grandchildren in the country.
- CHES extension staff continue to provide leadership statewide in the field of aging through actively collaborating with groups and serving leadership roles in organizations like the Oklahoma Alliance on Aging, Court Appointed Advocates for Vulnerable Adults, the Oklahoma Attorney General Task Force for End-of-Life Care, etc. Additionally, staff contribute to various media outlets including the Vintage Visions column of the Oklahoman.
- The prestigious Oklahoma Aging Advocacy Leadership Academy is a training ground for professionals in aging to enhance their advocacy skills and CHES extension has had two staff members selected for the Academy, the first agency with multiple academy members.
- The Technology Learning Center project was selected as the 2004 Oklahoma Aging Program of the Year by the OK DHS Aging Services Division. This program establishes centers that provide free computers and training for older adults and is typically housed at a senior center or residential community.

Community Development/Cultural Enrichment

Special events and projects designed to offer community development opportunities and cultural enrichment experiences enhance the visibility to the college, increase the professional potential of students, and strengthen the relationships between the college and its alumni, parents and industry constituents. The following examples of programs illustrate the variety and diversity of the events delivered in FY 2004:

- CHES extension was selected to serve as the official co-planning organization for the 2004 Senior Day at the capital, an event that draws nearly 750 older adults and professionals in aging to visit with legislators and learn more about active and pending legislation that affects their lives.
- Four hundred thirty-five individuals attended Celebration of Excellence, the college's annual recognition of student and faculty accomplishments.

Now a flagship program CHES extension, the Replenishing the Caregiver program has been recognized nationally with two distinct awards, one from Today's Caregiver magazine and the other from the National Committee to Preserve Social Security and Medicare. The program is federally funded through the National Family Caregiver Support Program and provides a variety of services to caregivers. Currently, the program serves 15 counties in central and far northwest Oklahoma. Over 1,000 caregivers have been served through the program. The program is so unique and has had such success in reaching rural caregivers that other neighboring states are looking at replicating the program.

Publications/Information Services

Getting the word out about who you are and what you do is an important role for a university. CHES makes it a high priority. The extension office is responsible for the coordination and delivery of all communication efforts throughout the college. This report reflects the scope of that activity as well

FY 2004 At-a-Glance									
Human Environmental Sciences	Number of								Revenue Generated
	Courses/ Programs	Participants	Graduates	Certificates Awarded	Publications & Videotapes Sold	Permanent Faculty	Adjunct Faculty	SCH or Contact Hrs.	
Degrees & Certificates (credit)	46	487	0	0	0	21	1	1,461	466,599
Workforce Development (noncredit)	94	6,221	0	0	3,102	15	1	37	396,808
Applied Research & Technical Assistance	0	0	0	0	0	0	0	0	0
Publications & Information Services	2	0	0	0	180,883	0	0	0	85,550
Community Development & Cultural Enrichment	274	6,882	0	0	0	0	0	582	204,503
Total	416	13,590	0	0	183,985	36	2	2,080	1,153,460



FY 2004

as specific efforts delivered for specific outreach audiences. These audiences include:

- Degree and Certificate Support: Includes registration information and marketing pieces as well as textbook resources for the Department of Design, Housing and Merchandising
- Workforce Development Support: Includes registration information and marketing pieces as well as newsletters and journals targeted at specific professional audiences.
- Community Development/Cultural Enrichment: Provides publications and overall communications-based support for many of the college's activities including Celebration of Excellence, Women in Philanthropy, Replenishing the Caregiver, and other outreach related events. These efforts include such things as invitations, programs, marketing pieces, press releases and website information.
- College-wide communication: CHES extension provides information on new programs within the college through the coordination of the annual CHES Magazine. The magazine is sent to more than 10,000 constituents each spring.
- Alumni and Development: Publications include brochures, booklets, proposals and case statements that highlight activity in the college focusing on new and ongoing projects in an active effort to educate potential sponsors in support of a variety of outreach efforts.
- DHM Publications: A growing area, CHES extension continues to serve the professional needs of industry professionals through the sales of a variety of manuals.



FY 2004

SCHOOL OF INTERNATIONAL STUDIES

The School of International Studies, dedicated in April 1999, is an interdisciplinary and multifaceted unit that draws resources from the colleges of Agricultural Sciences and Natural Resources; Arts and Sciences; Business Administration; Education; Engineering, Architecture and Technology, Human Environmental Sciences; Veterinary Medicine; and the Graduate College. School components include the Graduate Programs, Study Abroad, English Language Institute, International Bureaus, Peace Corps Recruitment Office, and Advancement.

Mission

To provide a university-wide focus to expand international opportunities in instruction, research and extension for individuals and organizations seeking a greater understanding and involvement in world trade and international affairs.

Audience

The School of International Studies, in part because of its multidisciplinary nature, attracts a wide demographic of students. During FY 2004, 145 students from abroad studied at the English Language Institute; 60 students participated in the international studies graduate programs; 457 students took advantage of opportunities from the Study Abroad office. SIS also appeals to students interested in serving in the Peace Corps.

SIS also offers programs to the public including the Global Briefing lecture series and the Watkins Lectureships, each of which are tailored to specific populations within the local and statewide community. Globally, the School participates and sponsors a number of projects through its International Bureaus.

Programs

The School is composed of units that interact with one another to promote international education. Programs sponsored by SIS are approved by the Deans' Administrative Committee and in partnership with the academic college units to promote international education, research and extension/outreach programs. The more than 140 SIS faculty members are drawn from all eight OSU-Stillwater colleges.

Graduate Programs

The academic programs of the School (the interdisciplinary M.S. in International Studies and the Graduate Certificate) continue to experience healthy growth. In FY 2004, 17 M.S. students enrolled in the summer session; 46 in the fall semester and 49 in the spring semester. The certifi-

cate program had three students enroll in the fall and 2 in the spring for a total of 5 certificate students. During the year 11 M.S. students and five certificate students graduated which bring the total number of graduates since the programs inception to 63.

International Bureaus

Working with state and federal government as well as private partners, the International Bureaus offer program support for the Oklahoma International Strategic Plan (OISP) to promote international trade and investment, educational outreach, and global awareness.

The Bureaus serve as the main liaison office for OSU college activities in support of Al Sharaka, a partnership of Oklahoma universities that provides technical assistance and partnering to higher educational institutions in Iraq. The program is funded through USAID's Higher Education And Development (HEAD) program.

The Global Briefing Series and Wes Watkins Distinguished Lectureship brought internationally respected speakers to campus to address statewide audiences. Four Global Briefings were held in the Watkins Center. A Wes Watkins Distinguished Lectureship focused on Mexico and Economic Development issues.

A Peace Corps Office housed within the School provides Oklahomans with a regional recruitment office and support for returned volunteers living in Oklahoma. It also supports recruitment for the Masters International Program for the Peace Corps which is an option within the International Studies Master's Degree program.

OSU's College of Business Administration (CBA) continues to deliver courses for the Executive MBA Program in Zayed University (United Arab Emirates). The Bureaus actively support CBA as the college provides faculty to teach in this landmark program. The Bureaus also supported an OSU educational delegation visit to Libya in April 2004, the first U.S. university to travel to Libya after U.S. sanctions were lifted. An MOU with a major Libyan university was signed shortly thereafter.

In partnership with ODOC and the College of Business Administration, SIS is overseeing the development of Oksource.com, a web-based interactive business directory that will support Oklahoma's international business community. SIS partner colleges and Bureaus continued their collaborative work with the Global Contacts Project.



This project seeks out and connects with OSU's extensive international, patron, business and professional contacts and government leaders

The Bureaus also provide support and coordination for OSU's Epsilon Upsilon Chapter of Phi Beta Delta, an international honor society that promotes international study, research, and teaching opportunities.

Support for the International Bureaus initiative was made available through state and federal funding, including funds from the U.S. Departments of Education, Housing and Urban Development, and Commerce Small Business Administration.

Study Abroad

Although the year was marked by continuing political and health events that could have adversely affected involvement in Oklahoma State University's study abroad activities, participation increased beyond the highest previous level of 2001-2002. Data from the Study Abroad Office and from OSU colleges indicated an encouraging increase in total participation in education abroad activities from 351 in 2002-2003 to 457 in 2003-2004, with the greatest proportion of students still selecting short-term faculty-led programs. The numbers include participants in reciprocal exchange, OSU short-term faculty-led programs, both summer and semester affiliated/approved programs including direct enrollment, and the National Student Exchange.

Outbound reciprocal exchange participation remained relatively stable (41 in 2002-2003 and 40 in 2003-2004), while the number of inbound international exchange students increased 37% percent, from 37 in 2002-2003 to 50 in 2003-2004. This increase reflects a greater than usual number of one semester exchanges. Reciprocal Exchange at OSU is somewhat "Eurocentric" with 67% of outbound students going to study in Europe. Universities in English-speaking countries or where courses are offered in English are still the most sought after. Based on applications received by June 1, 2004, the Study Abroad Office projects a growth of outbound students and a decline of inbound students in 2004-2005

The most significant gains in study abroad participation have occurred in short-term faculty-led programs which have increased by almost 30% (334 currently vs. 251 in 2002-2003). Moreover, this group represents the largest percentage of OSU students studying abroad, or 75%. After the cancellation of several short term programs last summer due to the SARS outbreak, colleges developed new programs, attracting additional students. Programs were offered primarily in European countries, with the exception of programs or internships in Japan, Jordan, Honduras, Mexico, and Costa Rica.

In the past three years, the Colleges of Arts & Sciences, Human Environmental Sciences, and Education have experienced an almost 250% increase in short-term program participation. The College of Agricultural Sciences and Natural

Resources maintained a steady level of participation over the past three years, while the College of Engineering dropped by 20%. The College of Business reported that the SARS outbreak and the war in Iraq had an impact on its enrollments in France, Canada and China accordingly causing some programs to cancel in 2003 and 2004.

Programs offered through other US universities, private study abroad organizations, or direct enrollment are somewhat difficult to track, as students are not required to enroll at OSU while participating in this type of international educational activity. Nonetheless, the Study Abroad Office documented a dramatic increase in the number of students selecting affiliated/approved programs. Overall, confirmed participation in such programs grew from 39 in 2002-2003 to 61 in 2003-2004.

Participation in the National Student Exchange changed little from last year (20 in 2002-2003 to 22 in 2003-2004) and is projected to decrease to 15 in 2004-2005, based on current enrollments. Participation by inbound students has decreased during the past five years, indicating a need to improve recruiting strategies to other participating U.S. universities.

Through the efforts of the Study Abroad Program Development Specialist, six affiliation agreements were signed with study abroad organizations that resulted in contributions to the Study Abroad Office for marketing purposes, as well as scholarships for OSU students to attend affiliate programs. In addition, the Office was able to finalize numerous Title IV agreements to facilitate financial aid for OSU students directly enrolling at universities abroad or involved in exchange programs through consortia.

The Study Abroad Office also mentored students applying for federal study abroad scholarships. As a result, two OSU students received Freeman Scholarships of \$7,000 each for study in China and Japan; one student received a \$5,000 Gilman Scholarship to study in China; and one student received the National Security Education Program Scholarship of \$5,000 to study in Russia.

English Language Institute

During FY04, the English Language Institute provided language and culture training for a total of 145 students from 23 different countries, ranging alphabetically from Argentina to Zimbabwe. While the largest number came from Japan and Korea, such exotic faraway places as China, Brazil, Lithuania, Saudi Arabia, Morocco, and Mozambique also were represented in the ELI student population. In fact, the students represented every continent except Australia and Antarctica. In regular semester programming (not including the KNU short-term program or the NCN inter-sessions), the Institute offered a total of 3435 hours of instruction during the fiscal year, generating 45,225 student contact hours and in excess of \$450,000.

Several contract groups were accommodated during the fiscal year. A fifth contact renewal with National Collegiate Network (NCN) brought 37



Japanese students to the Institute for Summer 03. Thirty-four members of the group met proficiency requirements and entered academic programs at OSU in the fall, while three remained in ELI another semester and transferred to OSU in December. This group alone will bring almost \$3,000,000 into the Stillwater community, \$1,500,000 for OSU in tuition and fees alone. It bears mention that 159 NCN students are currently enrolled in academic programs at OSU and that 34 were named to the President's and 44 to the Dean's Honor Roll in Fall 03. All of these students entered the university through the English Language Institute.

For the second consecutive year, Kansai Gaidai University in Japan sent a group of twelve junior-level students for an academic year in the English Language Institute. The students will receive foreign language credit at their home university for the ELI work (25 hours of instruction per week for 32 weeks).

ELI and Engineering Extension again cooperated to provide a four-week language/culture/engineering program for a group from Kangwon National University in Seoul, Korea. Funding for this project came from the Korean government as a part of the BK-21 program.

Worthy of note for this fiscal year is the publishing of an article by ELI faculty member Assunta Martin. "The 'katakana effect' and teaching English in Japan" was published by Cambridge University Press in *English Today*, Vol. 20, No. 1 (January 2004). Ms. Martin is currently working on a text, which has been accepted for publication in Japan.

ELI students also deserve kudos for having captured first place among all campus student groups in October's campus-wide Harvest II food drive, an event which the Institute uses as a means of introducing a unique aspect of the American culture and the spirit of voluntarism. While participation by the students was, of course, voluntary, the first place trophy which now adorns the ELI office is testament to the high level of enthusiasm and effort put forward by the students.

Advancement

The Advancement unit develops and cultivates relationships with SIS alumni and supporters of international education, globalization and economic development. Their primary objective is to generate academic enrichment and financial support for the School of International Studies.

During FY 2004, Advancement worked toward fulfilling the five-year plan of action. Projects included implementing the Lawrence L. Boger Professorships campaign, securing additional fellowships, cultivating new members of Signature Society, advancing the approved Bennett Distinguished Fellows program and developing the Ambassadors program.

Lawrence L. Boger Distinguished Professorships Campaign

The Lawrence L. Boger Distinguished Professorships, named capital campaign progressed

significantly under the leadership of Dr. Richard W. Poole, vice president emeritus. With the team, the five co-chairs and forty-five committee members continued soliciting new donors through letters, phone calls, and personal visits which culminated in over 200 individuals who contributed to the campaign.

During April the School marked its five year milestone by hosting a two-day symposium which featured many high profile speakers. Among them was the keynote luncheon speaker, Dr. Clifton R. Wharton, Jr. also a Boger campaign Co-Chair.

Endowments raised from this campaign will fund professorships to strengthen SIS core courses, help compensate participating faculty, attract preeminent visiting professors from around the world and provide financial support to students through internships, fellowships and graduate assistantships.

Graduate & Distinguished Graduate Fellowship Program

In addition to the already established Lawrence L. Boger Distinguished Graduate Fellowship (\$50,000), the Wes & Lou Watkins Distinguished Graduate Fellowship (50,000), and the Les Martin Endowed Graduate Fellowship (25,000) a new fellowship was secured for the M.S. program. The Judd and Vera Milburn Endowed Fellowship was created by Mrs. Lynn Milford Lansford to honor her parents, Judd and Vera Milburn. The Fellowship is intended for a student to study international education (10,000).

The Boeing Company in Tulsa continues to support SIS. Steve Hendrickson, Boeing's director of Strategic Planning and Communications, maintains that one of Boeing's primary goals is to do public outreach for international trade advocacy. The School received another \$5,000 from the Boeing Foundation to support international experiences for students in the M.S. graduate programs. This gift allowed two students to secure internships in summer 2004. Students interned with NATO in Moscow, Russia and with Capital Hunter Research Firm in San Diego, California. Past students interned with CARE in Washington, D.C.; Amnesty International in Atlanta, Georgia; the United States Embassy in Tashkent, Uzbekistan; and American Airlines in Fort Worth, Texas.

Signature Society of International Studies

This graduate organization was established to provide financial support for the betterment of the School. Membership is limited exclusively to graduates of the SIS master's program. Members of the Society make monthly contributions to the Signature Society Fund and/or make a one-time significant gift to the Signature Society Endowment. Funds and endowment earnings are then used to enhance the School's academic integrity and advance the School's reputation. Currently the society has 20 members.

Private funding is the key to the School's success in taking a lead position among universities offering international degrees and programs. Two primary



FY 2004

program of giving opportunities are listed below:

The Ambassadors Program

The Ambassadors program is a vehicle for active participation of friends and alumni who are committed to developing the international activities and programs of SIS and OSU. They are professional individuals who have a strong interest in international activities and cultures. The role of the Ambassadors is to advise and serve as advocates, as well as strive to improve the effectiveness of SIS in carrying out the missions of instruction, research and extension/outreach. At the close of FY 2004, Advancement welcomed 31 ambassadors. The Advancement team has continued to cultivate the School's relationships with existing corporate and individual Ambassadors.

The Henry G. Bennett Fellows Program

The Henry G. Bennett Fellows program places special emphasis on linking theory with practice in seeking solutions to global issues. Fellows are a select group of leaders and experts who have distinguished themselves through excellence in an international academic, government, business or service capacity. The Fellows provide intellectual capital to draw upon for a greater understanding of global issues and serve as mentors for SIS students. With the collaboration of Dr. Robert Sandmeyer, dean emeritus of the College of Business Administration, the Advancement unit is working on complete implementation of the Bennett Fellows program,

which will serve as a "brain trust" for OSU and the state of Oklahoma. During the School's Symposium in April, two Bennett Fellows (Boger & Felder) and one Honorary Bennett Fellow (Wharton) were named:

- Mr. Richard L. Boger of Atlanta, Georgia, Boger campaign Co-Chair and president of Lex-Tek International, Inc.;
- Dr. B. Dell Felder of Houston, Texas, the former provost of Zayed University in Dubai, U.A.E.;
- Dr. Clifton R. Wharton, Jr. of New York City, New York, campaign Co-Chair and president emeritus at MSU, SUNY and former CEO of TIAA-CREF.

FY 2003 At-a-Glance										
Total SIS	Number of									Revenue Generated
	Courses/Programs	Participants	Graduates	Certificates Awarded	Publications & Videotapes Sold	Permanent Faculty	Adjunct Faculty	SCH or Contact Hrs.		
Degrees & Certificates (credit)	2	108	21	5	0	1	0	1,045	0	
Workforce Development (noncredit)	53	1,097	0	86	0	1	0	3,548	453,075	
Applied Research & Technical Assistance	0	0	0	0	0	0	0	0	0	
Publications & Information Services	0	0	0	0	0	0	0	0	0	
Community Development & Cultural Enrichment	42	4,270	0	0	0	9	0	115	1,666	
Total	97	5,475	21	91	0	11	0	4,708	454,741	



DISTANCE LEARNING/ INDEPENDENT AND CORRESPONDENCE STUDY

Mission

To provide learning opportunities to individuals who might otherwise not be able to participate in higher education. A variety of media is used to deliver education to students across the state, nation and world.

Audience

The audience for the distance learning degree programs includes students located in business and industry, government, and educational institutions as well as some individuals enrolled for their own personal development. Much of the distance learning students' tuition is paid by the organization for which s/he works. Students are generally employed full time and are pursuing higher education on a part-time basis.

Extension/outreach staff delivered distance learning programs to students in Oklahoma, Kansas, Texas, Missouri, New Mexico, Georgia, Idaho, Illinois, Massachusetts, Maryland, New Hampshire, and Virginia - to name a few. Outside the United States, students have been enrolled in India, Japan, Canada, Thailand, the United Arab Emirates, and the UK.

About half of the credit enrollees served by I&CS were simultaneously enrolled in OSU campus courses. They may have experienced a schedule conflict as a result of work, family, and/or medical constraints. The other half of I&CS students were located at sites across the state, nation and world. They might be satisfying a professional certification requirement, seeking to improve job skills, pursuing a degree at another institution or studying for personal enrichment.

Programs

Distance learning programs are developed and coordinated by the college extension/outreach program units. Working in conjunction with each of their respective faculties, program units deliver courses and degree programs via compressed video, video-tape, CD and Web to sites and individual students across Oklahoma and surrounding states and to international audiences.

All offerings through I&CS are approved by the home discipline department and college in regard to initial development, subsequent revisions, and all those individuals who serve as the developing or grading instructors. As a result of such approvals, there were 42 individual study courses developed or revised during the year. Also there were 62 semester-based independent study sections offered

through campus registration.

Partnerships

OSU participates in nationally known distance learning organizations in an effort to bring together the best and brightest when it comes to distance learning and its future.

The College of Engineering, Architecture and Technology/Engineering Extension was one of the founding institutions in the creation of the National Technological University (NTU), a leading provider of graduate distance education offering a wide range of academic courses from a working alliance of more than 50 universities. The extension/outreach units in the colleges of Arts and Sciences and Business Administration also have become course providers for NTU.

Through the College of Business Administration and the School of International Studies, the Executive MBA program in Managing E-Business is partially delivered by distance learning to students at Zayed University in Dubai, United Arab Emirates. The program is part of a consortium made up of the University of Kentucky, Clemson University and OSU.

The College of Human Environmental Sciences/HES Extension has collaborated with nine universities to facilitate online degree programs. The Great Plains IDEA is an award-winning multi-state alliance of Human Sciences Colleges that was founded in 1994 as a means to create a marketplace for sharing distance education courses and programs at the graduate level. Combining today's emerging technologies with program-based alliances, it utilizes the growing field of distance education to connect students around the country and afford them the opportunity to be admitted to one member institution and study at other member institutions via Internet-based courses. Member institutions include Oklahoma State University, Kansas State University, Colorado State University, Iowa State University, Michigan State University, Montana State University, Texas Tech University, University of Nebraska, North Dakota State University, and South Dakota State University.

Independent and Correspondence Study, as part of the Oklahoma State Regents for Higher Education Learning Site initiative partnered with Tulsa Community College to make Italian language courses available at the OSU-Stillwater Learning Site. The first three of the four course sequence in Introductory Italian was offered via interactive Television. Also, as part of the Learning Site, I&CS



partnered with OSU-OKC to offer four courses for the Director's Certificate in Early Care Education Administration as well as HRT 1163, Bilingual Communications in Horticulture which satisfies a national accreditation standard for the landscape architecture bachelor's degree.

Degrees and Certificates

Eleven degrees were offered at a distance by UEIED program units: 1) Masters in Business Administration, 2) M.S. in Telecommunications Management, 3) M.S. in Computer Science, 4) M.S. in Control Systems Engineering, 5) M.S. in Electrical and Computer Engineering, 6) M.S. in Engineering and Technology Management 7) M.S. in Health Care Administration, 8) M.S. in Environmental Science, 9) M.S. in Gerontology, 10) M.S. in Family Financial Planning, and 11) B.S. completion degree in Electrical Engineering Technology. In addition, Arts and Sciences Extension provides distance courses to assist students in completing the M.S. in Fire and Emergency Management. In FY 2004, more than 3,000 electronically-delivered distance education courses were offered that generated 3,000 enrollments and more than 7,000 semester credit hours. This represents a 20 percent growth rate over the previous year.

During FY 2004, 26 new or revised independent study credit courses were completed. More than 2,000 students enrolled in independent study credit courses with 617 of these being students who opted to enroll in the semester-based courses. By offering courses for all OSU undergraduate colleges, I&CS made available nine of the top 10 enrolled undergraduate courses, mostly general education requirements. There were more than 120 enrollments in web-assisted credit offerings, many of which were offered in conjunction with the extension units of the colleges of Business Administration and Education.

Workforce Development

On a daily basis, extension/outreach staff members work with companies such as Halliburton, Conoco/Phillips, OG&E, Goodyear, MerCruiser, Boeing Company, Sprint, Southwestern Bell (SBC), Integris Health Center, Frontier Electric Systems, Kerr McGee, and Sun Microsystems to deliver distance learning degree programs. More than 300 enrollments were received in the Real Estate continuing education courses that are offered in conjunction with Business Extension, while another dozen individuals began the six-course Fire Protection

Technology Certificate Program that is offered with CEAT Extension. The program requires four core courses and two electives which are available in face-to-face format from CEAT and in distance format from I&CS. There were 27 enrollments in the flexible program that offers 14 different certificates in Assistive Technology via a partnership between the Research Institute for Assistive and Training Technologies of the National Association of State Directors of Special Education and Independent and Correspondence Study.

Community Development/Cultural Enrichment
Based on the Learning Site educational needs assessments in which I&CS obtained telephone interviews of 61 diverse area employers and 630 citizens (from Stillwater and surrounding communities), ongoing selections have been made of degrees and certificate programs to be imported.

Enrollments were received in three courses of the Early Care Education Administration certificate program from OSU-OKC, in OSU-OKC's HRT 1163, Bilingual Communications in Horticulture (a new accreditation requirement), in the first three courses of a four course sequence in Italian from Tulsa Community College, and in the 15 part seminar series on Bioterrorism that was received in Stillwater by NWOSU-Enid from OSU-HSC during spring 2004. On the secondary level, I&CS continues to offer three high school credit courses that help build the skills and personal understandings of young citizens.

Publications

During each year materials that were developed for use within I&CS courses are sometimes also utilized within campus courses (CDROM and course guide for PSYC 3513) or within off-campus workshops (CE Fire Pump Installation and High Piled and Rack Storage).

FY 2004 At-a-Glance									
Independent & Correspondence Study	Number of								Revenue Generated
	Courses/ Programs	Participants	Graduates	Certificates Awarded	Publications & Videotapes Sold	Permanent Faculty	Adjunct Faculty	SCH or Contact Hrs.	
Degrees & Certificates (credit)	172	2,691	0	0	0	75	15	8,264	825,599
Workforce Development (noncredit)	32	405	0	2	0	3	17	2,085	15,888
Applied Research & Technical Assistance	0	0	0	0	0	0	0	0	0
Publications & Information Services	4	101	0	0	101	0	0	0	2,790
Community Development & Cultural Enrichment	16	50	0	0	0	0	11	1,116	2,040
Total	224	3247	0	2	101	78	43	11,465	846,317



FY 2004

WES WATKINS CENTER CONFERENCE AND MEETINGS SERVICES

Mission

To provide meeting facilities to serve the needs of the Oklahoma community for the furtherance of economic development, international trade and education, and extension/outreach programs and activities.

Audience

The audience for the Wes Watkins Center (WWC) includes all of the program units of University Extension, International and Economic Development (i.e., Arts & Sciences Extension; Business Extension; Education Extension; Engineering, Architecture & Technology Extension; Human Environmental Sciences University Extension and Development; School of International Studies; and Independent & Correspondence Study), other university departments, schools, and colleges; non-university organizations, societies, associations, and companies that make use of OSU academic resources or whose events relate to the WWC mission.

Services

In addition to over 35,000 square feet of meeting space, the WWC conference and meeting Services offers on-site meeting management, cutting edge audiovisual equipment, event logistics consultation and decoration services. Meeting planners and conference attendees can also utilize an onsite business center while they are in the facility which features all of the tools they are accustomed to in their own offices like computers with internet access, printer, fax machine, copier, telephone and working space.

Usage

During FY 2004, use of the meeting space in the WWC increased by more than 50 percent to over 600 meetings and 54,000 visitors. Kaplan Testing Centers comprised 40 percent of the growth. Other new groups such as the Oklahoma School Foodservice Association, Primerica Financial

Services, Oklahoma Educators Publisher's Association, Cockrell Eyecare, Gold Wing Road Riders Association and Ford Credit utilized the facility for the first time. Because of the success of their conference, the Oklahoma School Foodservice Association rebooked their October 2004 annual meeting in the WWC, marking the first time in five years that they have returned to the same location.

Besides facilitating events booked in the building, staff hosted familiarization tours and the annual meeting of Meeting Professionals International and Society of Government Meeting Planners (Oklahoma chapters) as well as two more prominent groups that offer future business prospects -- Leadership Oklahoma and Leadership Stillwater.

Facility Renovations

In order to create another meeting room, the space previously occupied by the English Language Institute (209 WWC) was renovated and placed on line for renting as meeting space. LCD projectors in 108, 109 and 110 were replaced with new state-of-the-art projectors. The furnishings in the common areas of the first floor were also replaced updating the overall look and making the space more comfortable for meeting attendees. Late in the fiscal year, the most extensive renovation occurred when the third floor was renovated in order to accommodate the staff and operations of Independent and Correspondence Study.

FY 2004 At-a-Glance									
Conference Center	Number of								
	Courses/ Programs	Participants	Graduates	Certificates Awarded	Publications & Videotapes Sold	Permanent Faculty	Adjunct Faculty	SCH or Contact Hrs.	Revenue Generated
Degrees & Certificates (credit)	0	0	0	0	0	0	0	0	0
Workforce Development (noncredit)	372	23,220	0	0	0	0	0	0	74,250
Applied Research & Technical Assistance	0	0	0	0	0	0	0	0	0
Publications & Information Services	0	0	0	0	0	0	0	0	0
Community Development & Cultural Enrichment	228	30,780	0	0	0	0	0	0	60,750
Total	600	54,000	0	0	0	0	0	0	135,000



CENTRAL OUTREACH OFFICE

The Central Outreach Office supports and coordinates the outreach programs and services provided by the program units. The office links the units of the decentralized organization and serves as a point of contact for external and internal publics seeking outreach assistance from the university.

Mission

To direct, organize and support UEIED units and communicate with internal and external audiences.

Leadership and Service Coordination

The Central Outreach Office provided support and leadership for the decentralized extension/outreach function at the university, state, national and international levels during FY 2004. The staff continued the development of a goals and objectives process for UEIED and served on a number of university-wide committees such as:

- Deans' Council
- University Budget Committee
- Human Resources Advisory Committee
- Instruction Council
- North Central Accreditation Sub-Committee
- Enrollment Management Council
- Administrative Officers
- Sponsored Programs Review Committee

In support of UEIED program units, the central office provided leadership and linkages through groups made up of unit representatives such as:

- University Extension Council
- Credit Course Committee
- Marketing Committee
- Program Coordinators/Managers Group
- Database Committee

Staff members attended Governor's International Team events, served on Zayed University's College of Business Sciences' International Board of Advisers, represented OSU with the Global Associates of the University Continuing Education Association and the Association of International Education Administrators, attended Executive Assembly meetings of the National Association of State Universities and Land Grant Colleges (NASULGC) and the University Continuing Education Association (UCEA) and Chamber, Rotary, and other service organizations.

During FY 2004, the Dean of UEIED chaired the University Extension Review Committee which was charged with developing alternative options for operating the university extension function with a loss of \$2 million in state funding. Each of the college units was asked to provide input to the committee concerning the impact that loss of state

funding would have upon each of their units. After due deliberations, the Committee forwarded its recommendations to the Provost as requested.

Budget

The central UEIED office assures that the extension/outreach base state funding and earnings available to college units are committed to program growth. The office has been charged to work with each college extension/outreach unit to assure base funds are being used to support extension/outreach staff and promote extension/outreach program growth. The central office regularly monitors the use of college funds and works to achieve adjustments when necessary.

A program development fund exists to support new economic development and public service initiatives. Funding for the non-college units of UEIED are managed by the central office (including federal funding for the support of the School of International Studies). UEIED also supported the KOSU radio station but FY 2004 funds normally allocated to Educational Television Services were recaptured by central administration.

The central office also sought funding opportunities, both internally and externally, from state, national and international levels. In FY 2004, the office secured funding on the Iraq reconstruction project and from the Cassamarca Foundation in Italy. Funding was also secured for the Peace Corps recruiting office located in the School of International Studies and significant private funds were raised to support SIS programs.

The Central Office is responsible for distributing the Learning Site funding provided by the Oklahoma State Regents for Higher Education. Since OSU has five campuses, the funding must be distributed among them based on each campus success in meeting the guidelines for learning site operations.

One of the Central Office's biggest challenges in FY 2004 was in preparing for upcoming reductions in state funding. In FY 2003, \$2,000,000 in carry forward balance was recaptured -- \$575,000 from the central office and \$1,425,000 from the college extension units, and at the beginning of FY 2004 an additional \$240,000 in carry forward was transferred to the Provost's office from the Central Office. In March 2004, a plan for the permanent reduction of \$2,000,000 was announced with the Central Office being significantly downsized. State funding was reduced from \$485,000 to \$130,000. The Conference Center lost its \$85,000 in state



appropriated funding to be applied to the \$2 million budget reduction as did Independent and Correspondence Study (\$75,000). The tradition of supporting KOSU was also eliminated with the \$18,000 allocated to support the capitol reporter being eliminated and \$97,000 was recaptured that had supported \$2,051,811 to \$914,700. The School of International Studies will experience a budget reduction of \$100,000. Thus, Central Office support, in total, was reduced by \$1,238,000 to \$605,000 for the coming year. These reductions represent a 55 percent loss in state funding.

Data Collection and Reporting

During FY 2004, after months of research and planning in implementing the Continuity 2000 database for use by all UEIED units, the Central Office suffered a setback in implementing the system which would have allowed for timely programmatic and financial information as well as marketing assistance and dynamic web page generation. Though installation of the database has been a collaborative venture involving all UEIED units, upon learning of the downsizing of extension/outreach efforts, several college units opted to cease implementation. The database was intended to help UEIED conquer the limitations of its decentralized nature and allow the Central Office to provide accurate data on the extension/outreach function of OSU.

The Office generated reports that represented university extension/outreach on an institution-wide basis. The noncredit program report for the State Regents was completed and submitted. Information and data were gathered and submitted for the Academic Plan, prepared the Distance Learning Report, and assisted in completing the Higher Learning Commission Annual Report for the university. The UEIED Budget Proposal was prepared and presented as well as the UEIED and SIS annual reports. Searches were conducted for an International Bureau Specialist, a Peach Corps Representative and several support staff. Staff prepared and provided monthly financial reports to staff and the Dean of UEIED to ensure fiscal accountability. Staff developed FY 2004 goals and objectives for UEIED and then each member developed individual goals and objectives designed to assure unit goals and objectives were met.

Marketing and Promotion

The Central Office Marketing Group provided publications and public relations and advertising direction for the School of International Studies (Graduate Programs, Study Abroad, English Language Institute, International Bureaus, and Advancement), Distance Education/Independent and Correspondence Study and the Wes Watkins Center. The UEIED Marketing Committee, which is made up of central office employees and college staff, continued to meet on a monthly basis to focus on promotional activities that support the university-wide extension/outreach function.

The central office marketing/promotions staff generated press releases for college, local and state media, developed brochures detailing various programs, generated newspaper and magazine ads, served as photographers and photo archivists, and

maintained an inventory of "gifts" to be used when hosting/visiting international guests. Staff also produced the School's Student and Faculty handbooks as well as the SIS Newsletter (in both print and online versions). Global Briefings and the Watkins Distinguished Lectureship were also supported by the development of invitations, flyers, newspaper ads, posters, etc.

The marketing/promotions staff is also responsible for maintaining the UEIED web site. During FY 2004, staff researched and recommended purchase of a software package, Contribute, which allows staff in each unit to easily update web content on a timely basis. A considerable amount of time was also spent on creating "templates" for the website in order to assure consistency.

Credit Course Coordination

Credit courses offered through extension units must have prior approval from the institution's Office of Academic Affairs. The Central Office facilitated and expedited the offering of 400 supplemental credit courses during FY 2004 as well as provided the required reports on this activity. Supplemental credit courses produced a total of 10,000 SCH in FY 2004. In addition, the Office worked with the OSU Registrar, Bursar and other groups to assure students needs were met. In addition, the Office coordinated:

Coordination/Management

UEIED Committees

- University Extension Council
- SIS Administrative Committee
- SIS Executive Committee
- Dean's Office Staff
- Marketing Committee
- Credit Course Committee
- Database Committee
- Coordinator/Managers Group
- International Bureaus Committee
- SIS Administrative Staff Committee
- UEIED Staff
- Advancement Staff

University Committees

- Deans Council
- Associate Deans (Instruction Council)
- University Budget Committee
- V-Group
- International Studies Committee Community
- OSU Human Resources

Community Committees

- Convention and Visitors Board
- Stillwater Industrial Foundation
- Leadership Stillwater
- Stillwater Chamber of Commerce
- Frontier Rotary

State Committees

- State Regents Electronic Media Committee
- Leadership Oklahoma Planning Committee
- Tulsa Committee on Foreign Relations
- Tulsa Global Alliance

National Committees

- Big XII Deans
- Zayed University/CBA Board of Directors

Memberships

- Association for Continuing Higher Education



FY 2004

- (ACHE)
- Association of International Education Administrators (AIEA)
- American Marketing Association (AMA)
- American Society for Training and Development (ASTD)
- Council for the Advancement and Support of Education (CASE)
- Global Associates
- International Council for Distance Education (ICDE)
- Institute for International Education
- Learning Resources Network (LERN)
- Mid-America Universities International (MAUE)
- North American Free Trade Agreement (NAFTA)
- National University Teleconference Network (NUTN)
- Oklahoma City Chamber of Commerce
- Oklahoma Investment Forum
- Society for Human Resource Management
- Tulsa Metro Chamber of Commerce
- University Continuing Education Association (UCEA)
- National Association of State Universities and Land Grant Colleges (NASULGC)