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Continuing Adult Education from South Dakota State University

Cooperative Extension Service
South Dakota State University

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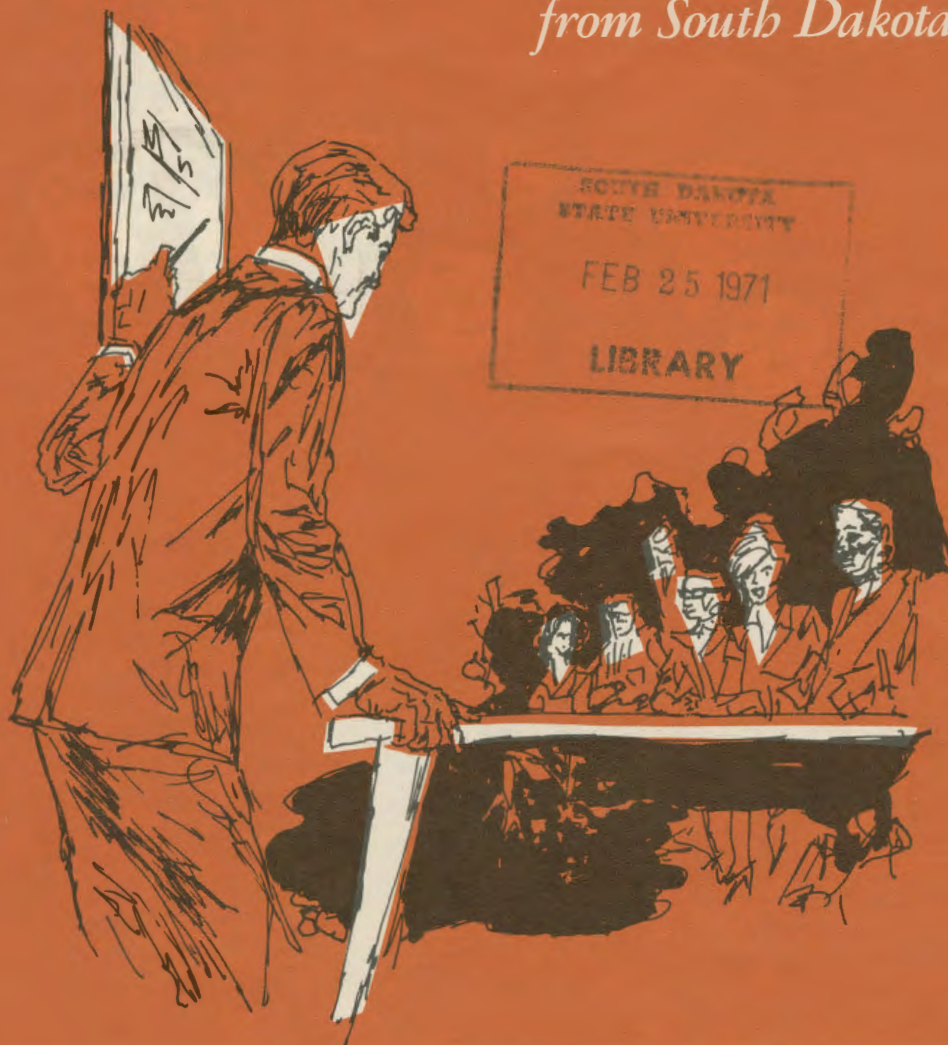
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Annual Report 1970
Extension Special Series No. 14

Continuing Adult Education

from South Dakota State University



Continuing Adult Education Services South Dakota State University

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- Charles Walter, program director of State Technical Assistance Through Extension (Engineering Extension) at South Dakota State University.

Colleges Served

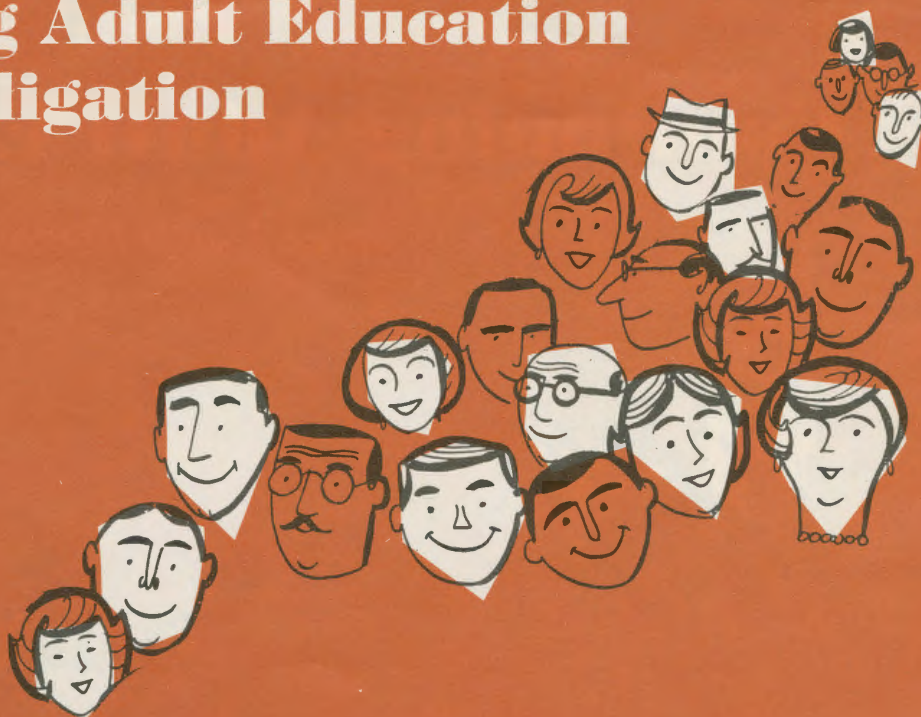
Agriculture and Biological Sciences Pharmacy Nursing Home Economics Engineering Arts and Sciences

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Continuing Adult Education ... an Obligation



Education a Life-Long Process

The increasing complexity of modern-day life, triggered in part by the staggering rate of growth of man's knowledge and the increased standard of educational expectation, has clearly demonstrated that education is a life-long learning process.

Land Grant institutions such as South Dakota State University always have operated on the basis that education should be a continuing investment and re-investment of people. Thus, it was only natural that Continuing Adult Education Services (CAE from State) were made available through South Dakota State University to extend the resources and unique capabilities of this Land Grant institution to even broader sectors of the South Dakota population beyond the scope of the Cooperative Extension Service's educational programs in agriculture, home economics, 4-H and youth. The greatest growth occurred during the 1960's.

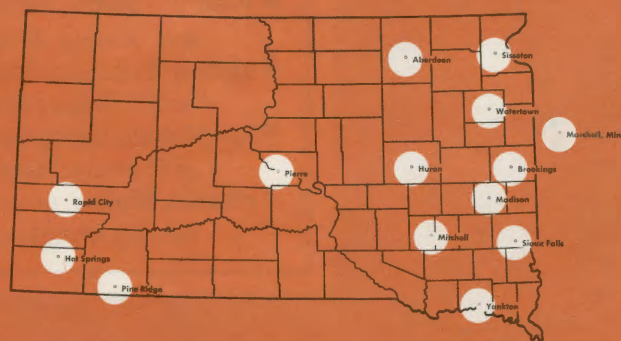
SDSU Leads in Continuing Education

This is the reason that the major portion of all the adult education services now available through institutions of higher learning in South Dakota are found at South Dakota State University—the state's only Land Grant institution.

Continuing Adult Education Services from State provided evening college credit courses for almost 2,000 adult enrollments from July 1, 1969, to June 30, 1970. The classrooms were at Pierre, Hot Springs, Rapid City, Pine Ridge, Aberdeen, Huron, Sisseton, Watertown, Brookings, Madison, Mitchell, Yankton, Sioux Falls and Marshall, Minn. During the same time period CAE from State served 11,731 adult enrollments in **non-credit**, on- and off-campus conferences, workshops and seminars.

Self-supporting. Each Continuing Adult Education program is expected to be self-supporting from either tuition charged for courses or fees collected from credit-free (non-credit) activities.

Figure 1. Communities where evening college credit courses were provided through Continuing Adult Education Services from South Dakota State University.



Campus Is Entire State

Continuing Adult Education Services from State takes the campus to the people, bringing every home town within reach of the State University.

Patterned after Cooperative Extension Service, CAE from State uses county Extension offices as a delivery system, because South Dakota State University has in the Cooperative Extension Service a field organization of county Extension workers in every county that not only conducts Cooperative Extension educational programs—it also provides a vital communications link. Extension agents relay to the University what the educational needs are for their areas and inform their communities as to how the University might serve them through adult education in all areas where help is available.

The Continuing Adult Education Services from South Dakota State University (CAE from State), as well as the South Dakota Cooperative Extension Service in agriculture, home economics, 4-H and youth, are coordinated under a single dean of Extension. CAE from State makes available short courses and conferences for businessmen, school business officers, pharmacists, community leaders, veterinarians and many similar groups requesting help through all six colleges of SDSU—including the Colleges of Agriculture and Biological Sciences, Pharmacy, Nursing, Home Economics, Engineering and Arts and Science.

Figure 2. Growth of Enrollments for Continuing Adult Education Credit Courses
(See Table 1 for More Specific Breakdown)

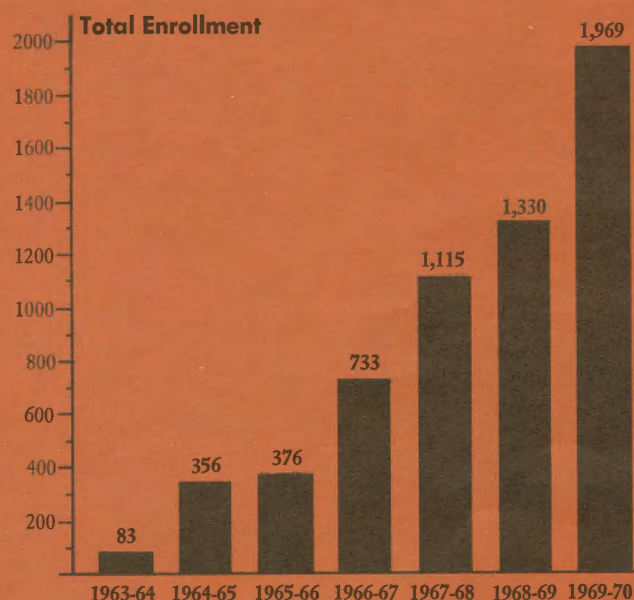


Table 1. How Extension Evening Credit Courses Have Grown

	Number of Centers	Number Courses Graduate	Undergraduate	Total Courses	Enrollment Graduate	Undergraduate	Total Enrollment
1963-64	1	4	0	4	83	0	83
1964-65	3	6	10	16	143	213	356
1965-66	4	11	6	17	291	85	376
1966-67	10	14	12	26	471	262	733
1967-68	14	23	23	46	827	288	1115
1968-69	12	48	13	61	1146	184	1330
1969-70	14	58	8	66	1861	108	1969
Total Courses		164	72	236			
Total Registrations					4822	1140	5962

Table 2. Non-Credit Off-Campus, Continuing Adult Education Activities at South Dakota State University, July 1, 1969-June 30, 1970

Name of Activity	Attendance
Postmortem examination and diagnosis	11
Floral design short course	11
Disaster workshop—nursing	152
Foundation in rural electrification	12
Wrestling camp	45
Dairy fieldmen's seminar	78
Print workshop	8
First annual health and family life education workshop	40
Latter Day Saints' youth conference	222
Horticulture-Forestry Visitors' Day	102
South Dakota Broadcasters' Day	100
South Dakota Beekeepers' Association meeting	45
High School Press Day	800
LP-Gas short course	18
Heat pump seminar	35
Newspaper Day	100
College Press Day	20
Greenhouse operators' short course	34
Winter sports clinic	387
19th Annual Soil and Moisture Clinic	50
Guidance conference	81
Department of Higher Education meeting	74
Developmental reading course	18
Waterfowl seminar	250
Indian film, showings 1	218
Annual Extension conference	186
Farm managers and rural appraisers	100
Rural pastors' conference	60
Indian film, showings 2	11
Water pollution seminar	75
Farm implement dealers	75
Electrical construction problems forum	41
Indian film showings, 3	123
Ironsmiths' and Welders' conference	36
Symposium on water pollution	300
Drug abuse school for law enforcement officers	26
School administrators' conference	153
Agri-Business Day	171
Water treatment plant operators' short course	103
North Central deans' and directors' meeting	27
South Dakota weed supervisors' workshop	35
Waterworks operators' short course	107
South Dakota power use workshop	30
Indian film showings, 4, 5	550
Rural health workshop	47
School lunch short course	442
High school institute for school publications	167
Child welfare workshop on middle years of childhood	30
Basketball workshop	140
Cheerleading clinic	52
Child welfare workshop on day care centers	19
52 Activities	Total Attendance 6,017

Where CAE from State Is Filling Need

Table 3. Non-Credit Off-Campus Continuing Adult Education Activities at South Dakota State University, July 1, 1969-June 30, 1970

Name of Activity	Attendance
South Central Research Farm field day	75
Truth in lending workshop	462
Bovine reproduction problems	114
Whetstone Valley Research Farm field day	91
Southeast South Dakota Experiment Farm field day	300
Art Computer Services for You?	17
South Dakota Nursing Home Administrators' annual meeting	60
Patient Care, conference 1	6
Structural seminar	60
Registered nurse instructors' workshop	10
Mental health workshop	75
Patient care, conference 2	6
Aberdeen area ministry, evaluation of program	175
Diseases of feedlot cattle	85
Pharmacy, conferences 1	38
Business management service	36
Administration of drugs by aids in nursing homes	37
Patient care, conference 3	6
Indian film showing 1	238
Registered nurses' refresher course 1	11
South Dakota Lumberman's short course	95
Diseases of the young pig	115
Industrial engineering management seminar	50
Indian film showing 2	50
Registered nurses' refresher course 2	10
Patient care, conference 4	6
Concrete conference	59
Great Plains Supply seminar	27
Indian film showing 3	1,355
Nursing Home Administrators' workshop	64
Instruction of nursing home personnel	38
Registered nurses' refresher course 3	10
Nursing home administrators' seminar 1	9
Indian film showing 3	284
Registered nurses' refresher course 4	13
Nursing home administrators' seminar 2	26
Annual nursing home institute	210
Nursing home administrators' seminar 3	9
Patient care conference 5	6
Highway short course	63
Business management seminar	30
Swimming pool operators' short course	61
Legal and economic aspects of practice—veterinary	68
Indian film, showing 5	463
Nursing home administrators' seminar 4	26
Pharmacy, conferences 2	55
Tour—Society of Farm Managers and Rural Appraisers	35
Indian film, showing 6	540
Nursing home administrators' seminar 5, 6	35
50 Activities	Total Attendance 5,714

Variety of Needs Filled

Credit Courses. Although most credit courses offered by CAE from State have been at the post-baccalaureate college degree level, several undergraduate courses also have been available. For example, courses for teachers who must help students with reading problems have been offered at Hot Springs, Pine Ridge and Douglas (Rapid City). Undergraduate courses in general college areas have been offered at Watertown. Health occupations, where South Dakota has a crucial need, also have been receiving heavy emphasis.

A cooperative effort, using talent available through CAE from State and funds from several area action programs, is helping a minority group in the Sisseton community in leadership training. Sociology courses and leadership courses were begun in 1969 to equip residents for fuller participation in the democratic processes. Now CAE from State is cooperating with Operation Headstart and the Bureau of Indian Affairs to provide college level courses adapted to mature audiences. The emphasis has been on practical courses that can readily be applied to improve community situations.

CAE from State also was called on to furnish a self-supporting Extension graduate program for the civilian and Air Force population in the Rapid City area in 1968 when the on-going adult education program, funded by the Air Force, was discontinued.

Since 1968, CAE from State has offered at Ellsworth Air Force Base near Rapid City 33 courses leading to masters degrees in guidance and counseling and public school administration. Help came through the College of Arts and Science.

Community Leadership Training...





Education for Resource Development ...

Community and Resource Development

Four educational programs, funded under Title I of the federal Higher Education Act of 1965, the last three years have trained community leaders in multi-county areas of the state. The primary audience has been community leaders invited to participate on the basis of their interest and involvement in community development activities.

Discussion topics in the 10-meeting series include: Apathy and resistance to change, industrial development, agriculture, state and local government, education, taxation, social action processes and an introduction to multi-county cooperation. The present community leader education program is for a multi-county area in the Black Hills.

The inter-disciplinary approach has been used. Persons within the University and from the private sector with expertise in economics, sociology, business, political science, education and resource development have participated. The "students" were opinion leaders, community leaders, lawyers, businessmen and other persons who are instrumental in getting things done in the community. The seminars help regional leaders to understand and identify community problems, but do not tell them how to solve them—this is the responsibility of the community and their leaders.

Health Care Education

The College of Pharmacy at SDSU, which for several years has conducted continuing education clinics and conferences for pharmacists and other health care workers at various locations throughout the state, took advantage of a new educational tool in 1970—educational TV. The pharmacy staff at SDSU will continue to conduct spring clinics at various towns and cities in the state, but finds ETV an essential tool in meeting the educational needs of workers in the health field.

Educational television Channels 2, 8 and 9 from Brookings, Vermillion and Rapid City were used in 1970 to provide pharmacists and other health professionals with up-to-date information on the anatomy and physiology of the cardiovascular, pulmonary and renal systems. The five one-hour television programs, funded under Title I and a grant from the State Pharmaceutical Association, were presented in cooperation with CAE from State last January and February (1970).

With the addition of new Channel 10 at Pierre, educational television has four channels over which the College of Pharmacy intends to present information in 1971 on ear, nose and throat therapeutics. This will provide needed in-service training for pharmacists as well as nurses.

Last spring the Colleges of Nursing, Home Economics and Pharmacy combined forces to provide a one-day workshop on rural health care. The audience was concerned with the problem of providing adequate health care in our rural state where supply of trained health personnel is limited.

The College of Nursing also made available continuing education to nursing home administrators. Workshops and seminars were held to provide administrators with knowledge that will equip them to qualify for licensing under new state requirements.

As new problem areas emerge and adult educational needs are identified, the state's educational television facilities increasingly will be called upon by CAE from State to deliver information. Medical support personnel—physical therapists, dental assistants and dietitians—are now seeking continuing education services from SDSU.

Continuing Education Vital for Health Services ...



This last year, through on- and off-campus learning situations and through educational television, at least 800 nurses, pharmacists, homemaker counselors, social workers, nursing home administrators and other health personnel attended workshops, conferences and refresher courses conducted by the Department of Continuing Education, College of Nursing at SDSU.

More than 400 veterinarians attended continuing education sessions at Rapid City, Mitchell, Webster, and Sioux Falls as well as on the SDSU campus covering these topics: Laboratory diagnostician procedures; bovine reproduction; diseases of feedlot cattle; disease of the young pig; and legal and economic aspects of practice. Leading authorities from New York, Georgia, Colorado, Wisconsin, Iowa, Nebraska and South Dakota were recruited to share their professional knowledge and experience with South Dakota veterinarians. All sessions have been self-sustaining with registration fees ranging from \$5 to \$35.

If the state is to maintain satisfactory health services, we can expect continuing adult education services to be further expanded. In virtually all the medical fields the "half-life" of their knowledge is 10 years. This means that the veterinarian, physician, pharmacist or nurse is faced with the fact that 50 per cent of the storehouse of information with which he armed himself 10 years ago is no longer relevant in today's health programs. As the rate of technology increases at an even more accelerated rate, the need for continuing education will become more and more evident.

South Dakota is not alone in this struggle. Nationally, the most evident and emergent need created by population changes and scientific advances is the expansion and coordination of educational opportunities for health professional personnel. The next decade will see a new emphasis on social, educational and health services.

Help for Industry and Business

CAE from State also was tapped in 1967 to help industry and business find solutions to technical problems. Help came through the **College of Engineering**. The program, initiated by CAE from State (then known as University Extension), has evolved into an entity all its own — State Technical Assistance Through Extension (STATE), which last year received 547 requests for help in areas ranging from assembly line problems to production feasibility.



Continuing Education for Veterinarians...

Requests came from manufacturers, processors, banks, associations, municipalities and governmental agencies. It had 40 inquires about setting up workshops and seminars and about newly initiated Extension courses. Other inquires to STATE included questions on the possibility of new industrial sites in South Dakota and the feasibility of other new business organizations.

Basically STATE uses three methods to help South Dakota business and industry — educational programs, in-plant consultations and dissemination of technical information. STATE has drawn on "know-how" from 43 out-of-state major trade associations, universities and colleges and the National Aeronautics Space Administration.

Growth Causes SPACE CRUNCH

Because continuing adult education is one of the fastest growing areas of education in South Dakota and the United States, South Dakota State University has found itself in a classroom space crunch. There have been no classrooms available on a full-day basis for these growing programs. Classrooms are used as they become available and occasionally a clinic or workshop will move from classroom to classroom. The classroom shortage will be alleviated somewhat when the old Student Union building becomes available about a year from now for Continuing Adult Education Services. A new Student Union building is being constructed. The new South Dakota Memorial Art Center, dedicated to the pioneers and built last year through private contributions and a federal grant, has provided some classroom space to relieve the pressure.





Where the Growing Need for Adult Education?

Future Could Change

From the few examples cited of new or expanding educational programs it can be seen that CAE from State programs, as self-supporting functions, have relied heavily on resources provided by cooperating organizations as well as registration fees and in some instances by federal subsidy or cost-sharing. Teaching talent has come from whatever resources best fit the need and wherever qualified expertise is available from business, industry and other public and private institutions from this state as well as from other states.

An examination of both the present trends and future prospects of continuing adult education indicates that public financial support will be needed to expand these educational services to adult citizens who are not now equipped for any competitive skill on the job market. At this end of the educational spectrum is very basic education aimed at cracking the cruel legacy of poverty that seems to be passed from parent to children. Thus basic adult education tries to provide basic skills which adults must master before learning new skills, on the other hand, continuing adult education is education to update skills and talents.

There will become an ever more apparent need for both **basic** and **continuing adult education** as we roar into the technological explosion bred by the last decade and move into the tail-end of the 20th Century.

The U. S. Department of Labor indicates that the average person now entering the job market can expect to be retrained at least seven times during his working career in order to remain competitive in the job market.

This means that persons who will be required to retrain can as easily be the PhD who is surprised to discover that his specialty has become obsolete or overcrowded as well as the unskilled laborer who passed up or was unable to take advantage of early opportunities for education. These educational needs will manifest themselves because of the new knowledge and technology that by 1985 will have put two-thirds of the work force into new jobs that have not even been created in 1970.

Thus, no youth today can expect to go through life on his present educational knowledge, but must frequently return for updating and re-educating. With so much competition from young people who have higher levels of education, the boy or girl who does not get good preparation for work will find the going more difficult in the years ahead. Continuing and basic adult education programs can help to reduce the stresses caused by these increased demands for knowledge in every day living.

How SDSU has helped Basic Adult Education

South Dakota State University is cooperating with the State Department of Public Instruction on a new program of basic adult education. Basically the goal of the program is to raise the literacy levels of men and women to where they can become functional in the labor market. The role of Continuing Adult Education Services from State has been to provide training for teachers and educators involved in the basic education program for South Dakota. For this they have drawn resources and talent from the College of Arts and Science.

As much as 50 per cent of the adult population could be functionally illiterate. That is, as much as a third to a half of South Dakota's adult population may lack the literacy to master such day-to-day reading matter as driving manuals, newspapers and job applications.

A recent statewide study indicated that there were 218,000 adults (over 18 years of age) with **less than a 12th grade education**. Fifty-one thousand had **less than an eighth grade education**.

Some of the so-called "functionally illiterate" may have even completed high school, but entered certain types of job areas that have not required practice of the skills they originally learned. When the time comes for them to retrain for new jobs, they will be in trouble unless education is geared to handle this particular type of problem.

Future demands on the University to provide continuing adult education is growing at a tremendous rate. Most adults are motivated to learn. In fact at least 45 million people in the United States are involved in adult education programs with a significant increase expected in the next 10 years.

Continuing Adult Education Is a Tool . . . to Help Us Cope with Tomorrow

What National Outlook Is

The U. S. Department of Labor's **Occupational Outlook Quarterly**, discussing occupational trends, (December 1968) said:

"Within the white-collar group, needs for professional and technical workers (nationally) are expected to increase by about 50 per cent during the 1970's—faster than any other occupational group in the labor force. Although virtually every professional and technical occupation is expected to expand; several are likely to record outstanding growth rates. The need for computer systems analysts is expected to more than double. Other fast growing professional and technical occupations include computer programmers, urban planners, recreation workers, social workers, economists and engineers. Requirements in many of the paramedical occupations—such as medical laboratory workers and radiologic technologists—are expected to expand substantially, some approaching the rate of growth in computer related jobs.

"Despite inroads by the computer and other office machines that are continually being introduced, the need for clerical workers should rise by 4.5 million between 1968 and 1980—a rise of about 35 per cent . . .

"Employment for the remaining white-collar workers—sales workers and managers—also is expected to increase through the 1970's."

". . . The changes have been less spectacular for the blue collar workers and service workers. Since 1900, the trend for blue-collar workers has been downward. By 1980 they may be only 33 per cent or less of all workers. Nevertheless, hundreds of thousands of openings will occur each year during the 1970's for workers in this group.

"The most rapid increase in blue-collar employment is expected among craftsmen and foremen. Business machine servicemen will be among the leaders of growth occupations in the craft group, with an increase of more than 100 per cent. This growth rate is consistent with the rapid introduction of modern machines — including computers — into business offices. Other fast growing occupations include electrician, cement mason, bricklayer, glazier, operating engineer, plumber, roofer, sheet-metal worker, iron worker and appliance serviceman.

". . . In summary, these projections of industry and occupational manpower needs generally indicate the continuation of long-term trends rather than dramatic, sudden shifts. They also indicate that 80 per cent or more of all jobs will require fewer than four years of college by 1980, despite the rapid rise expected in professional and technical manpower requirements."

Adult Education Best Promise

The field of adult education probably poses the best promise for coping with the future demands of our continually changing technological society. It will be the teacher who will be relied upon to help adults contribute to society and to meet the rapid changes.

The education of tomorrow could easily require a new set of approaches and attitudes, because adult education may require another set of teachers—those who know as much as possible about each individual because older persons have a completely different set of experiences and level of maturity than do children just embarking upon the life-long learning process.

What Will You Be Doing in 1980?

