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PROPOSAL FOR

A MASTER'S DEGREE PROGRAM

IN

EDUCATIONAL TECHNOLOGY

AT

PRAIRIE VIEW A & M COLLEGE

PRAIRIE VIEW, TEXAS

PROPOSAL FOR A
MASTER'S DEGREE PROGRAM
IN
EDUCATIONAL TECHNOLOGY AT
PRAIRIE VIEW AGRICULTURAL AND MECHANICAL COLLEGE

REQUEST FOR A NEW

MASTER'S DEGREE PROGRAM

in

EDUCATIONAL TECHNOLOGY

GENERAL NATURE

of the

PROGRAM AND ESTIMATED COST

COORDINATING BOARD TEXAS COLLEGE AND UNIVERSITY SYSTEM

SAM HOUSTON STATE OFFICE BUILDING

201 EAST 14th STREET

AUSTIN, TEXAS

78701

I

PRESENTATION OF A REQUEST TO THE COORDINATING BOARD
FOR A MASTER'S DEGREE PROGRAM IN EDUCATIONAL TECHNOLOGY
AT PRAIRIE VIEW A. & M. COLLEGE

II

DESCRIPTION OF PROPOSED PROGRAM

1. What is the title and nature of the proposed degree program?

The title: Master's Degree In Educational Technology

Nature of program: The proposed program is designed for Librarians (Learning Resources Specialist) at the public school level who are desirous of becoming knowledgeable in the theories and practices of the newer concept of libraries (Learning Resources Centers, Media Centers, Instructional Materials Centers, etc.).

It is designed to develop those competencies that will make the Learning Resources Specialist an effective practitioner in information-transfer processes in a wide variety of contexts.

2. List the course offerings to comprise the program
Which of these courses will be new one ?

Required Core Courses (12 semester hours)

*Educational Technology	623	School Media Centers	3 semester hours
*Educational Technology	743	Utilization, Cataloging, and Dissemination of Materials	3 semester hours
Education	843	Techniques in Educational Research	3 semester hours
Psychology	533	Fundamentals of Statistics	3 semester hours

Supporting Area Courses (18 semester hours)

A-V Education	503	Audio Visual Materials In Instruction	3 semester hours
A-V Education	513	Administration and Supervision of Audio Visual Education	3 semester hours

A-V Education	523	Preparation of Graphic Materials	3 semester hours
Psychology	593	Pupil Growth and Development	3 semester hours
*Educational Technology	543	Library Materials and Their Uses	3 semester hours
*Educational Technology	553	Organization and Services of Libraries	3 semester hours
*Educational Technology	563	Library Management and Systems	3 semester hours
*Educational Technology	633	Message Design	3 semester hours
*Educational Technology	643	Media Evaluation and Selection	3 semester hours
*Educational Technology	653	Media Production	3 semester hours
*Educational Technology	723	Administration and Supervision	3 semester hours
*Educational Technology	733	Psychology of Human Learning	3 semester hours
Education	853	Project and Thesis Research	3 semester hours

Thesis Requirement (6 semester hours)

*Denotes New Courses

3. Outline a semester-by-semester curriculum for the proposed program, if applicable.

The semester-by-semester outline is a guide to meet the individual needs of each student.

First Semester

Educational Technology	623	School Media Center	3 sem. hrs.
Education	843	Techniques in Educational Research	3 sem. hrs.
Psychology	593	Pupil Growth and Development	3 sem. hrs.
Educational Technology	633	Message Design	<u>3 sem. hrs.</u>
			12 sem. hrs.

Second Semester

Psychology	533	Fundamentals of Statistics	3 sem. hrs.
Educational Technology	743	Utilization, Cataloging, and Dissemination of Materials	3 sem. hrs.
Educational Technology	643	Media Evaluation and Selection	3 sem. hrs.
Educational Technology	653	Media Production	<u>3 sem. hrs.</u>
			12 sem. hrs.

Third Semester

A-V Education	503	Audiovisual Materials In Instruction	3 sem. hrs.
Educational Technology	733	Psychology of Human Learning	3 sem. hrs.
Education	853	Thesis	<u>6 sem. hrs.</u>
			12 sem. hrs.

4. What special requirements are included in the degree plan? If a graduate degree is contemplated, is a thesis or disseration required? If not, what will be substituted? Describe any innovate changes in degree requirements.

There are no special requirements. A student may enroll according to the following program:

Special Concentration	30 semester hours
Major	20 semester hours
Minor	10 semester hours

Master of Science Degree	30 semester hours plus thesis (6 semester hours)
Master of Education Degree	36 semester hours no thesis requirement
Master in Educational Technology	30 semester hours plus thesis (6 semester hours)

5. Is the proposed program entirely new to the institution? Is it an extension of a minor field? If so, give the number of students minoring in the program during the last three years.

Yes, the proposed program is new.

6. How many similar programs are offered elsewhere in Texas, and where? What is the nearest institution offering a similar program?

According to the Academic Degree Programs Inventory--March, 1972, the following institutions offer a similar degree.

Texas A. & M. University--College Station, Texas
East Texas State University--Commerce, Texas

Texas A. & M. University is the nearest.

7. Describe current manpower needs for graduates of the program. Also, describe how the proposed program strengthen the total academic program of the institution.

Historically, school libraries were established to provide convenient centers for books and reading and for locating ideas and information important to the individual schools they serve.

Leaders in the fields of library science and educational technology today, however, believe that the school library should serve the school as a center for all types of instructional materials.

The Learning Resources Center is based on the concept that the library is a place where learning occurs, rather than one in which learning materials are stored: its function is to promote learning by making both materials and services available to the learner.

Present day-school librarians face tremendous challenges in administering resources to the school's instructional program.

Glen Robinson of the American Library Association commented on this challenge in the following statement:

One of the most pressing problems in the field of school librarianship today is the preparation of professional library staff members. Traditionally, graduate programs in library science have offered a common core of training for librarians serving in all types of libraries. However, as innovation in education have emerged, the functions of school librarian's responsibilities comprise administration, staff supervision, educational planning, audiovisual services, evaluation of print and non-print materials, and in-service training for staff members and students. Thus, a new approach to education for school librarianship is needed.

The standards for school media programs published under the joint sponsorship of the American Library Association (ALA) and Association of Educational Technology (AECT) stated that audiovisual and library services must be unified. These standards were endorsed by the Texas Association of Educational Technology (TAET) and the Texas Library Association (TLA) have already begun to have a considerable impact on reorganizing audiovisual and library service programs in Texas public schools.

In a recent survey of the southeastern section of Texas, where Prairie View A. & M. College is centrally located, it was ascertained that 70.8 percent of the public schools have a unified media program, and 98 percent of the librarians favored a unified media program, and 56 percent of the current public school librarians are holders of the bachelor of science degree.

It is evident that the curriculum in departments of library science must reflect an awareness of the needs and priorities of the public schools. The creation of a Master of Science program in Educational Technology at Prairie View A. & M. College would assist superintendents in Texas and the nation in procurement of trained professional personnel capable of handling the myriad responsibilities presented by the unified media program.

8. Has the proposed program been approved by the institution's governing board? Give date of action. (A proposal shall not be sent to this office until it has been approved by the institution's governing board).

The proposed program was approved by the Texas A. & M. System Board of Directors of which Prairie View A. & M. College is a part of on February 27, 1973.

9. Project the enrollment for the proposed program for the next five years. Explain the basis for this projection. Include majors and minors in separate columns.

<u>Years</u>	<u>Number of Graduate Students</u>
1973-74	10
1974-75	20
1975-76	30
1976-77	40
1977-78	50

Rationale For Projection

Prairie View A. & M. College's current enrollment in library science is as follows:

<u>Majors</u>	<u>Minors</u>
50	30

Within a 150 mile radius of Prairie View A. & M. College a recent survey indicated 56 percent of the public school librarians are bachelor degree holders.

10. Describe the likely source of students who will enroll in this program. (Will they come from existing programs or will they be attracted to the institution to enroll in the proposed program?)

Prairie View A. & M. College is one of eleven schools in Texas whose undergraduate library science program is approved by the Texas Education Agency. Approximately 50 percent of the enrollees will come from the undergraduate classes of Prairie View A. & M. College and 50 percent from other colleges and universities.

IV. FACULTY

11. Give the number of persons presently on the faculty who will be most directly involved in the proposed program. List name, rank, highest degree, present course load, and estimated course load in the proposed program for each. Do present faculty meet minimal criteria for the requested program?

Number of faculty that will be directly involved:
7 members

<u>Name</u>	<u>Rank</u>	<u>Degree</u>
Francis, Frank	Professor	MLS
Henry, Marion	Professor	PH. D.
Jackson, Tillman	Professor	PH. D.
Randle, Charles	Asst. Professor	MS
Walters, William	Professor	ED. E.
Webster, W. T.	Assoc. Professor	MS
Starling, I. D.	Professor	ED. D.

<u>Name</u>	<u>Course Load</u>	<u>Estimated Course Load For New Program</u>
Francis, Frank	9	12
Henry, Marion	6	9
Jackson, Tillman	15	15
Randle, Charles	9	9
Walters, William	15	15
Webster, W. T.	9	9
Starling, I. D.	12	12

The present faculty meets the criteria for the requested program.

12. Calculate the present student-faculty ratio in the subject matter fields or department(s) in which the proposed will be offered. (Divide full-time equivalent students by full-time equivalent faculty). Also, give the average teacher-student ratio in the courses given by the department (planned number of students per class).

The present student-faculty ratio is 21:1.

The average teacher-student ratio given by the department 44:1. Planned number of students per class is 25.

13. Project the need for new faculty required for the proposed program for the next five years. If the teaching responsibilities for the proposed program will be absorbed in part or in whole by the present faculty, describe how this will be done.

The proposed program will be absorbed in part by the existing faculty in the following department, division, psychology, and the division of education.

Those courses that are required supporting ones will be taught according to the faculty's expertise.

It is projected that three (3) Learning Resources Specialist be added to staff during the remaining four year period.

Staff Projections

<u>Staff</u>	<u>Years</u>				
	1973-74	1974-75	1975-76	1976-77	1977-78
Professor					1
Associate Professor				1	
Assistant Professor			1		

14. Will acquisition of new faculty for the proposed program require an additional outlay of funds? Explain in detail.

No, the present faculty is adequate to initiate the program. Students enrolled for the first time could complete the core course requirements under the existing faculty course structure, according to the staff's specialization.

15. Describe the involvement of the faculty, present and projected, in research, extension, correspondence, and other activities related to the proposed program. Will this program decrease or increase the course load of present faculty?

The faculty involved in the proposed program is engaged as full-time staff and the program will not require them to participate in research, extension, correspondence or other activities beyond their regular class assignment relative to this proposal. This program will not increase the course load of the staff.

V. LIBRARY

16. Are present library holdings in relevant fields adequate to begin the proposed program? How will the library have to be improved to meet program needs in the next four years? (Please explain need for books, periodicals, reference books, primary source materials etc.). What are your institutional surpluses or deficiencies in holdings as measured by the Clapp-Jordan formula? How will approval of this program alter this situation?

Are present library holdings in relevant fields adequate now to begin the proposed program? How will the library have to improve to meet the program needs in the next four years? (Refer to the needs for books, periodicals, reference books, primary source materials etc.).

Holdings As Measured By Clapp-Jordan Formula

Prairie View's holdings exceed the minimum holdings as required by the Clapp-Jordan formula in all areas except back holdings in periodicals.

The approval of the proposed program will not alter the above stated situation.

17. Do faculty and students now use libraries of other institutions? Could they do so in the proposed program? Explain in detail.

Yes, the faculty and students utilizes available resources from other colleges and universities within this region.

The proposed program will not specifically require utilization of those resources, however, both faculty and student may find it beneficial.

The following resources centers are being used by Prairie View A. & M. College faculty and students.

- Texas A. & M. University
- University of Houston
- Rice University
- Sam Houston State University
- Texas Southern University
- Houston Baptist College
- Regions IV and VI Educational Service Centers

18. Estimate the total expenditure for the last two complete years for library acquisitions in the departments of subject matter fields in which the proposed program will be offered, or in fields which are closely related to the proposed program.

<u>Years</u>	<u>Amount</u>
1971	\$1,500.00
1972	1,630.00

19. Project library expenditures to be budgeted annually for the next five years in supporting this program.

Annual Budget By Year

<u>Year</u>	<u>Amount</u>
1973	\$1,700.00
1974	1,700.00
1975	2,000.00
1976	2,000.00
1977	2,000.00

VI. FACILITIES AND EQUIPMENT

20. Describe existing facilities that are available for the program. Describe the present utilization of these facilities. What new facilities will be needed in the near future? Specify what special facilities and equipment will be needed and estimate their cost. From what sources do you anticipate obtaining needed facilities and equipment? Will the approval of this program result in planning for the addition of new facilities?

The Learning Resources Center have the following areas that will be utilized for the proposed program.

- Two classroom areas (35 seating capacity)
- Graphic production area
- Audio recording area

Present Utilization Of These Facilities

These facilities are used by faculty and students for seminars and reproduction of materials.

New Equipment And Facilities Needed

No new facilities or equipment is especially needed for the proposed program. This based on present operation of the Learning Resources Center who provides all necessary equipment for the college population.

VII. ADMINISTRATION OF PROPOSED PROGRAM

21. Will the proposed program affect the administrative structure of the institution? If yes, describe how. In what department, division, school or college will the proposed program be administered? If the program is to have inter-departmental or inter-unit administration, explain in detail.

The proposed program will not affect the existing administrative structure.

The program will be administered in the Graduate School offered by the School of Arts and Science.

VIII. ACCREDITATION

22. Describe the requirements for accreditation, if program is eligible to be accredited. What is the name of the accredited agency? What will be initial costs of accreditation and subsequent annual costs to maintain it? Identify basic criteria for accreditation and describe how these will be met.

The proposed program will not be submitted for accreditation until a visitation is made by representative of the American Library Association and Association for Educational Communications and Technology.

IX. SUPPORTING FIELDS

23. Evaluate the subject matter fields at your institution which may be considered as necessary, or valuable, in support of the proposed program. Will these fields need improvement of expansion? If so, how, to what extend, and what cost? Be specific.

The departments that are necessary and valuable in support of the proposed program are competently staffed to meet the needs of the proposed program. To begin the program there are no immediate needs for staff improvements to meet the proposed program requirement. The supporting departments are; Psychology, Education, Administration and Supervision, and Curriculum.

X. COSTS OF PROPOSED PROGRAM

24. Estimate the initial (first year) costs of the proposed program. If this is an extension of an on going program, what will be the cost differential?

No additional cost is anticipated during the first year, existing facilities and staff is adequate to implement the proposed program.

25. Estimate the annual cost of the program for the three years following its first year. (Use current formulas in arriving at your estimate). Explain the rationale for your estimate. If this is an extension of an on going program, what will be the cost differential?

	<u>Estimate Cost</u>
Second Year	\$16,000.00
Third Year	35,000.00
Fourth Year	56,700.00

Rationale for these predictions are:

- (a) Employment of one (1) assistant professor and two (2) associate professors as Learning Resources Specialist.
- (b) Annual raises for staff based on a probable 5 percent increase.

26. Departmental Costs

- (A) Show the departmental operating expenditures for the last two fiscal years for the departments which will contribute significantly to the support of the proposed program.

Division of Education:

1970-71 - \$305,818.00
1971-72 - 261,112.00

27. What additional funds for research will be needed to support the proposed program? Explain.

No additional funds will be needed.

28. How many graduate assistantships are considered desirable to begin the program? Estimate the amount of funds required for these assistantships over the next four years. What sources are available to support these assistantships? Will student aid funds be needed for undergraduates other than those provided for all undergraduates? Explain in detail.

Three (3) graduate assistantships are considered desirable to begin the program, with an addition of three (3) per year during the re four years.

Estimate of funds needed for the following four years

1974-75	\$ 2,968.00
1975-76	5,936.00
1976-77	8,904.00
1977-78	11,872.00

What sources are available to support these assistant-ships

Legislative appropriations.

Undergraduate financial assistants needed

The proposed program is structured at the graduate level, consequently, no undergraduate funds are needed.

29. Describe briefly the sources of financial support for this program and evaluate the adequacy of funds for the inauguration and support of the program. Does the program give indications of becoming self-supporting within three years in terms of formula generated income?

The financial support for the proposed program will come from annual departmental budget allocation to the library science program. This is an adequate allotment to inaugurate the proposed program.

The following observations would indicate the program becoming self-supporting within three years:

- (a) The adoption by the Texas Education Agency of the unified media concept for public school libraries.
 - (b) The national centralization of media at the public school level.
 - (c) Prairie View's undergraduate program in Library Science.
 - (d) Number of public school librarians in this region who are holders of the bachelor of science degree.
 - (e) Geographical location of Prairie View with the established proposed program.
30. Add any comments which would be helpful to the Coordinating Board in evaluating this program request.

Students are living in an age of increasing complexity. No one medium of communication is adequate in providing information and concepts which are unambiguous to them. Only the wide use of a variety of materials can help insure that the maximum opportunity to learn occurs.

Educators have learned a great deal about the types of facilities and competencies needed by teachers to assure effective teaching and learning. Today, schools need to have competent personnel and efficient teaching resources to assist the student in learning all that they are capable.

The program as proposed would make it possible for public school librarians in the southeastern section of Texas to acquire those competencies needed by the learning resources specialist in assisting the teacher and student in meeting their individual needs.