

# Creative Thinking

*The magic of satellite TV can turn your dish into a classroom.*

**T**racy Smith lives in Homer, Alaska, a small fishing town 225 miles south of Anchorage. Wanting to earn a college degree, she enrolled in Colorado State University and faithfully attended all classes—without ever leaving Homer.

Impossible, you say? Not with the magic of satellite TV. Smith "attended" college by watching television in the comfort and privacy of her own home, and completed distance education courses offered through Mind Extension University (GE, 21).

Mind Extension University (ME/U) is a 24-hour-a-day channel that delivers undergraduate and graduate college courses and degree programs to nearly 20 million households nationwide.

Smith stepped foot on the Colorado campus for the first time in May, when she was presented her masters of business administration (MBA) degree. Alongside her were three other classmates from Oklahoma, Connecticut and California, the first graduates of ME/U. They had to fulfill the same academic requirements as students attending classes on campus, including writing papers and taking tests.

## Electronic Classroom

Smith watched all class lectures on television, and ordered textbooks and course materials by telephone. She also had personal communication with her professors through toll-free telephone conversations. And an electronic bulletin board kept her in touch with other students. Tests were usually proctored at a local library or high school. ME/U pro-



► *Distance learning: eye opening for Kacey Baxter.*

vided the only way for the 25-year-old Smith to attend a major university and earn a degree, while at the same time continuing to live and work in Homer.

"My dream was to get an MBA. But I wanted to keep my job and live in Homer. ME/U gave me a convenient format that fit my lifestyle," Smith says. "I looked into correspondence programs, but couldn't find one that offered the degree I wanted."

In addition to Colorado State, 20 other universities offer credit for distance education courses available on ME/U. They include George Washington University, Washington State University and the University of California at Berkeley.

But college courses are just the beginning. ME/U offers an accredited high school curriculum, too, beamed to about 8,000 high schools all across the country. The high school classes are produced by the Texas-based TI-IN Network. Amer-

ica's first private satellite network devoted to interactive education.

## It's a Small World

"Mind Extension has really opened the world to me," says 17-year-old high school senior Kacey Baxter. Baxter attends school in Oakland, Oregon, an agricultural community of 850 residents. Sixty-seven Oakland High School students take ME/U and TI-IN classes.

"This has taken our small school and turned it into a school of 6,000 kids," explains Baxter. "It brings the world in. So many people have benefited from it."

Baxter plans to enroll at the University of Puget Sound in Tacoma, Washington, majoring in international business and East Asian studies. Without the opportunities offered through distance learning, though, she would not be pursuing such college studies.

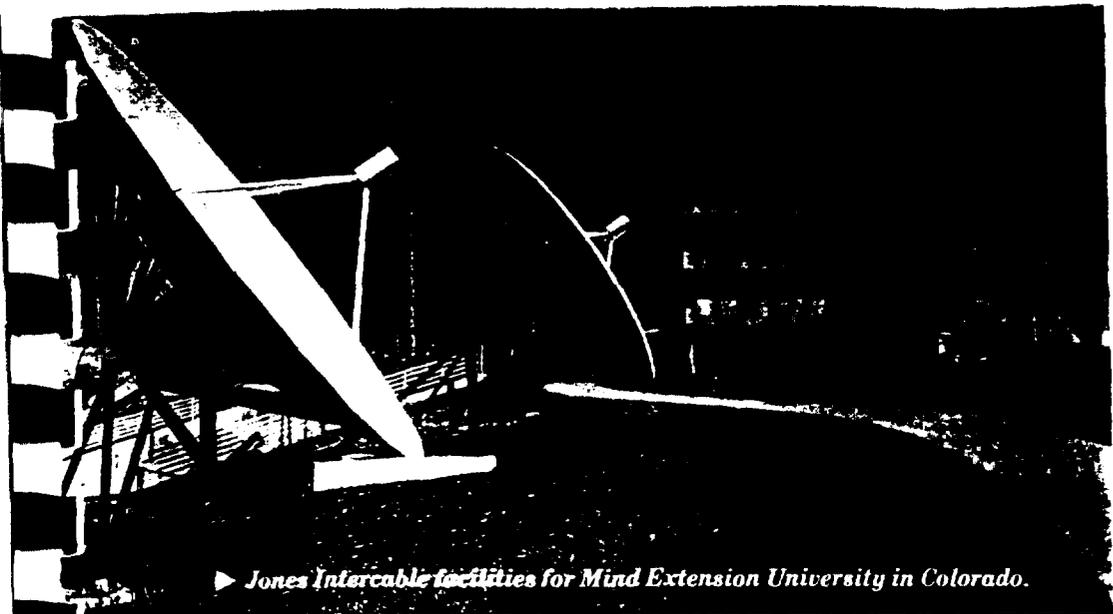
"I wouldn't be planning this at all," she states matter of factly. "Mind Extension has given me the opportunity to study and understand different cultures by understanding the languages."

In addition to Japanese, Baxter has also completed two years of German and a semester of marine science by satellite. Without the ME/U TI-IN partnership, none of these classes would be available at Oakland High School.

ME/U and TI-IN also offer assistance by helping high schoolers prepare for SAT and ACT college entrance examinations. These interactive satellite TV classes are presented live on the weekends.

## No Bummin' Around

And because the students are actively involved with discussions in all of the classes, it's not as if they can nod off and ignore what's going



► Jones Intercable facilities for Mind Extension University in Colorado.

on. "These aren't 'bum around' classes," Baxter stresses.

Through the two-way telephone communication, students are called on to give their input and answer questions. The teacher seen on TV might say, "I'd like John Smith in Wherever, Arkansas, to answer this question." So John Smith has to be ready. So do a lot of other students. In a German II class, for instance, there are about 60 schools enrolled.

That adds up to 175 students taking one of these satellite classes—yet each student is still able to get personal attention. The teacher seen on TV, called the master teacher, answers and discusses the students' most difficult questions. Additional teachers are available on the phones to talk with students who have less difficult questions.

In addition, students are encouraged to call their teachers after school using an "800" number if they need to discuss a subject further. Through this personal student-teacher participation, students and teachers do get to know each other.

And just because distance education courses are delivered to high schools by satellite doesn't mean students are able to avoid that dreaded four-letter word: TEST. Tests are sent to schools by high speed printers. The completed test papers are then collected at the schools by teachers' aides, who also supervise the distance education classrooms, and the papers are mailed to grading centers.

### Show and Tell Via Satellite

Perhaps a bit more enjoyable than taking those tests are the distance education school assemblies, known as the

student enrichment program. Students have the opportunity to ask questions of respected authors, oceanographers, astronauts, explorers, artists and other professionals who meet with the students by satellite. The student enrichment program is of special interest to schools in rural areas that have difficulty bringing in professionals who are located hundreds or even thousands of miles away.

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### Tracy Smith enrolled in Colorado State University and faithfully attended all classes—without ever leaving Homer.

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Distance education is becoming more and more attractive to larger schools in today's climate of continued budget cutbacks. School districts that just can't afford to hire teachers for certain elective classes the students want to take are finding it's now affordable to offer those classes via satellite TV through ME/U.

"As school budgets are cut, educators must look for the most efficient and productive ways to educate their students," says Glenn R. Jones, chairman and chief executive officer at ME/U. "Distance education is clearly solving so many of those problems."

ME/U was established in 1987 by Jones, who also heads Jones International, Ltd., the corporate parent of Jones Intercable and Jones Spacelink. Together, Jones estimates ME/U and TI-IN have invested about \$60 million

in distance education. And he assures satellite viewers that ME/U will remain available in the clear.

### All America a School

"The whole focus of ME/U is to make all America a school, to make quality education available to everyone—regardless of where they live, who they are or what their position in life is," Jones states.

"I've always wanted to educate with television. It's always been a dream of mine. When you analyze the capabilities of your television

set, it has great potential for education as well as entertainment."

Jones, who does not have a background in teaching, adds, "I was a lawyer in my early life. I was brought up in a home with great respect for education, that stuck with me."

There may be a few skeptics who just don't like the idea of TV teaching, feeling it could eventually replace conventional classroom teaching and lead to all schools operating via satellite in the future. But Jones assures them that will never happen. "Oh, no. This is an augmentation," he says. "Distance education augments existing schools." Distance education offers a helping hand to make America's educational system stronger, he stresses.

### Adult Education

With that in mind, ME/U also offers home schooling and adult literacy courses. The adult literacy courses consist of 43 half-hour programs that prepare adults for the GED high school equivalency test. Literacy courses are available for adults who cannot read, and for those who help them learn.

And according to Jones, about 400 home schoolers are regularly watching the ME/U telecasts. That figure is based on book orders ME/U receives, but could actually be in the thousands because of the large number of viewers who never contact ME/U, yet are watching via satellite as they are schooled at home.

Typically, though, between 700 and 1,000 people do contact ME/U each day. "One of the pieces of magic about ME/U is our 1-800-777-MIND telephone number," says Jones. "It's their passport to ME/U." ■

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# Graduates earn degrees via VCR

ENGLEWOOD, Colo. (AP) — Among the newly minted MBA graduates of Colorado State University, four got their degrees without ever going to class or meeting their classmates or professors. All they needed was cable TV and a VCR.

They are the first graduates of Mind Extension University's five-year-old program, which telecasts classes taped at 21 colleges and universities into the homes of cable television subscribers nationwide.

One of the graduates, Tracy Smith, 26, is an accounting supervisor for an electrical utility in Homer, Alaska, population 5,000. A 1987 bachelor's degree graduate from the University of Colorado, Smith said MEU was her only avenue for furthering her education.

"I would have had to quit my job and move to Anchorage about 200 miles away. It would have been very expensive and ruined my career," she said.

MEU offers three fully accredited degree programs — a bachelor's degree in management from the University of Maryland University College, a master of arts degree in education and human development from George Washington University and the MBA from CSU. About 36,000 people are enrolled in MEU classes

to obtain class credit, prospective students enroll by calling a toll-free number and buy books with their credit cards. They mail in their assignments and independently proctored tests and communicate with professors by telephone or electronic mail.

Smith's fellow MEU graduates from CSU's MBA program — Patrick Hoffman of Tulsa, Okla.; Chris Broz of San Mateo, Calif., and Bob Foley of Windsor, Conn. — said the program's flexibility was appealing.

"I started taking classes from Oklahoma State University and I found that by the time I went to class in the evening I was spending too much time away from my family," said Hoffman, 36, a professor at Oklahoma's Junior College and a mother of three. "This was the best alternative for me."

She said she wanted to earn an MBA so she could teach a wider range of classes.

"The key was the flexibility given that I have a family life that I needed to maintain," said Foley, 41, a systems analyst for the U.S. Postal Service. "It was a good way to get an education."

"I don't know beyond a shadow of a doubt if I'm going to be able to attend 13 weeks of classes at one time," said Broz, 43, an independent business consultant and father of one, when asked why he enrolled at MEU.

Jones said he always believed cable television could be an education medium, but the turning point did not come until the price of video cassette recorders came down, in 1987.

He said the program isn't only about technology.

"The magic is in talking to students who are changing their lives and reaching their goals," he said. "That is the most exciting part of the network."

Jones recalled talking to one of his students, a Maryland lawyer who was taking a course about the theory of relativity.

"Now, you ask yourself, why does a lawyer want to take a course like that?" he asked. "It is self-empowerment on their timetable, and we think there's another Thomas Edison out there that just needs the access to quality education."

*'We make quality education available to everyone in the country regardless of who they are, in life and regardless of where they are.'*

— Glenn Jones

nationwide.

The program is a "dream fulfilled" for Glenn Jones, MEU's creator and the chairman and chief executive officer of Jones Interactable Inc. in Englewood, a suburb of Denver.

"We will make all America a school to create excitement about education and to make it a lifelong process," Jones said. "We make quality education available to everyone in the country regardless of who they are, regardless of their position in life and regardless of where they are."

MEU's classes, ranging from physics to art history to business, are videotaped at the 21 universities and colleges and cablecast into the homes of 18 million cable subscribers free of charge.

To obtain class credit, prospec-

# THE PLAIN DEALER

TUESDAY, APRIL 21, 1992

## everywoman

### Getting a degree via courses on TV

**R**obin Pappas, 40, of Lodi, is earning a bachelor's degree hour by television hour, from universities all over the country.

She learned about Mind Extension University from a brochure tucked in with a cable television bill. It offered bookkeeping.

Pappas' husband Alex is self-employed. He drives a leased truck and builds picnic tables. Pappas, with children 2, 5 and 10 and no business training, was trying to handle the billing and government forms.

"It became overwhelming and we had about decided to hire a bookkeeper," she said.

She called the toll-free college information number and registered for the University of New Mexico's accounting course.

She taped each class program and watched in the evening. She used her business records in class assignments and called with questions. She took the final test in the presence of a volunteer proctor, the local high school principal, and he sent it in.

Her bookkeeping became a breeze. She was hooked on TV college.

"I think if more adults were aware of this option, they would use it, especially if there's no college nearby," said Pappas. "It's flexible and provides mental stimulation for women with small children. It takes 10 to 12 hours a week, but not in big blocks of time. There are no extra expenses, and you don't have to drive in bad weather."

She has since taken business communication from the University of Minnesota, marketing from California's Oxnard College, economic issues and geology ("with beautiful videos") from Colorado State University, and sociology from Washington State University.

Now she's taking business law from Oklahoma State University.

The courses have increased her confidence in her abilities and provided a sense of achievement, she said. With 24 credits under her belt, she's aiming for the 120 that will earn that bachelor's degree, probably in business.

— Janet Beighle French

#### Calling about special classes

Call these numbers to inquire about programs for non-traditional students.

■ Baldwin-Wallace College, Continuing Education, 826-2222.

■ Cleveland State University, Women's Comprehensive Program, 687-4674.

■ Cuyahoga Community College, Sue Anderson, 987-2270.

■ Mind Extension University, (800) 777-MIND (6463).

■ Notre Dame College, Non-Traditional Educational Activities Office, 448-4203.

■ Ursuline College, request non-traditional counselor, 448-4203.

■ Mind Extension University, a national television college used by some area residents: 56% of students are female; 51% are 36 to 45.

TE NEWS INSIDE

ity access inspection begins  
ne university campuses, 8B.  
ght-year-old fluid samples link  
aying, prosecutors say, 9B.

# STATE

SECTION B

LOCAL NEWS INSIDE

■ Tipper Gore visits Titusville for  
lawmaker's Citizen Saturday, 1B.  
■ Brevard residents get college  
degrees through TV courses, 1B.

October 18, 1992

## Residents attend college via TV

A Cocoa Beach teacher and single mother will see the George Washington University campus for the first time when she graduates in two years with a master of arts in education.

Sabrina Maxwell is one of thousands of students across the nation who never leave their homes to take college-level classes.

This semester, Maxwell is taking classes in applying educational media and technology and the design and implementation of educational software.

Maxwell, 33, never has to pay for a baby-sitter for her 9-year-old daughter or spend money on gas because the campus comes to



her through Mind Extension University.

"They actually tape the class-

room so you're actually seeing and hearing the same professor who is lecturing to students on campus," she said.

The classes are broadcast locally by CableVision of Central Florida on WBCC channel 68 beginning at midnight seven days a week.

"It is really incredible," she said. "This offers me so much more flexibility because I can watch the classes at anytime. If there's an emergency, I always have tapes to fall back on."

If she has questions, ME/U provides a toll-free number for professors who have established office hours. Although she's not in class, she can still communicate

See COLLEGE, Next Page

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## College degree for watching TV

— The Wall Street Journal —

NEW YORK — Early every morning for five months, Betty Crawford sat in the darkness of her kitchen, stirring muffin batter in a bowl and staring at the television set.

But instead of tuning in to a cheery morning-news anchor, she watched a professor in a bad suit droning on about the finer points of data processing. When her five-month vigil was over, Ms. Crawford had moved three credits closer to earning her master's degree in business administration. Her degree will come from Colorado State University, but she is earning

it at home in Stanton, N.J., via her TV set.

Ms. Crawford watches Mind Extension University, a cable network that telecasts accredited college courses as well as classes for teachers and high school students. "It's brought Colorado State into my kitchen," the 46-year-old manager with American Telephone & Telegraph Co. says. "The only thing I'm missing is the traffic."

Today, Mind Extension University — its call letters are ME/U reaches 18 million cable homes; it aims to reach more than 50 million by 1996. It hopes to tap into the record

number of people beyond traditional college age who are going back to school for career and personal reasons.

There are other "distance education" programs, ranging from videocassette courses to school-to-school satellite transmissions.

Twenty-one universities — including Washington State, the University of California at Berkeley and Pennsylvania State — offer credit for courses they transmit on the channel. But students can earn full-fledged degrees from only three of them — the University of Maryland, George Washington University and Colorado State.

# The Source

The Paper For People With Disabilities

VOLUME 6, NO. 9

WISCONSIN EDITION — SEPTEMBER 1992

## Colorado's Mind Extension University offers college courses, business degrees from convenience of home

Denver, Col.—Two students who received master of business administration degrees from Colorado State University this spring set foot on campus for the very first time on May 15. Tracy Smith and Bob Foley earned their degrees through television. They are the graduates of Mind Extension University® (ME/U): The Education Network™. A 24-hour cable channel, ME/U delivers undergraduate and graduate courses and degree programs to more than 18 million households nationwide.

Founded in 1987, Mind Extension University offers "distance education"—so named because students can watch lectures transmitted to them via cable, satellite or video cassette while they remain at home, or at a distance from the instructor. MBA students enroll in courses through ME/U and receive credit (and degrees)

from Colorado State University.

ME/U's programs are well-suited to people who, for whatever reason, are unable to spend time away from home. For example, a person with a physical disability might not have access to a local college, but the opportunity to pursue a college degree is not out of reach. By participating in the ME/U system, a person can obtain a degree that could significantly improve his or her job prospects.

**A (horizontal) hold on the future**

For Tracy Smith, a 25-year-old accounting supervisor at a local utilities company, ME/U is the only way she can get her MBA in Homer, Alaska—225 miles south of Anchorage.

"My dream is to get an MBA," she says. "But I wanted to keep my job and live in Homer. ME/U has given

*Continued on page 3*



Tracy Smith, an accounting supervisor in Homer, Alaska, is one of the first graduates of an innovative "distance education" program offered by Mind Extension University (ME/U): The Education Network, a 24-hour television network that delivers college-credited courses via cable.

THE SOURCE SEPTEMBER 1992

3

## Mind Extension University offers college courses, degrees from convenience of home

*Continued from page 1*

me a convenient format that fits my lifestyle."

Bob Foley of Windsor, CT didn't want to sacrifice the time he spends with his family in order to earn a degree. Without ME/U's flexibility, Bob wouldn't have been able to attend his kids' swim meets, cook for a family of seven and work full time. "ME/U has had a positive impact on the kids," he says. "When they see dad doing homework, it's great motivation for them."

**Learning at a distance**

Through ME/U, Tracy and Bob went through the same rigorous program as their on-campus classmates. The Colorado State University MBA program, fully accredited by the American Assembly of Collegiate Schools of Business, develops fundamental skills in a range of marketing specialties. Students are required to complete 33 credit hours and then choose one of three options to receive their degree: a comprehensive examination by student's committee, a thesis or a professional research paper.

To earn credit, students must fulfill the same requirements as their on-

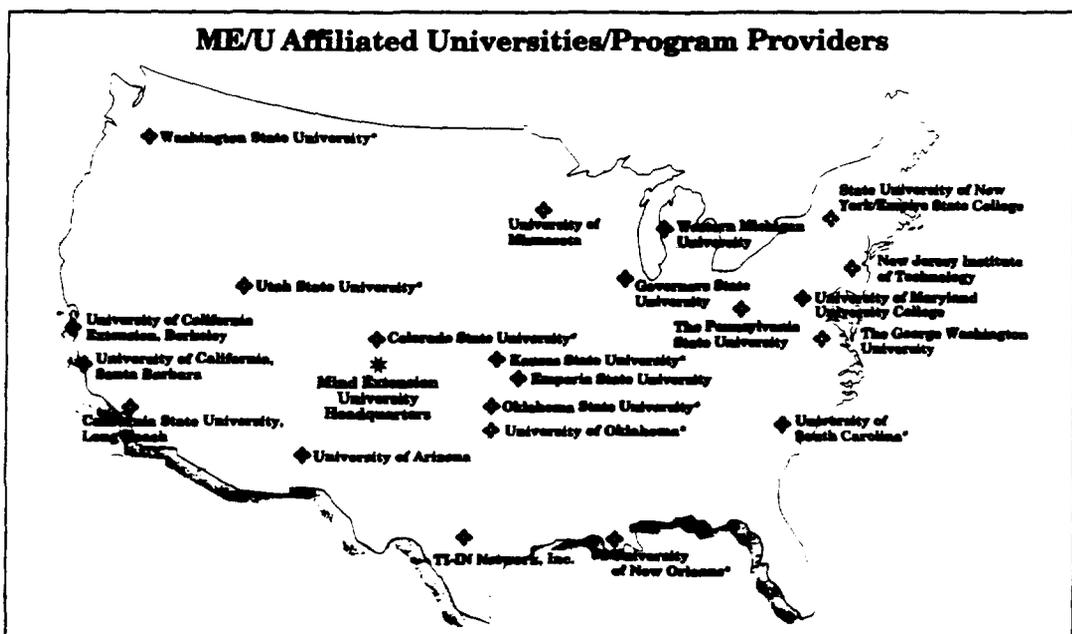
campus counterparts, including writing papers and taking proctored tests.

Communication with professors takes place through a special "800" number set up at the beginning of each course. In several instances, an

electronic bulletin board offers interaction with classmates.

Applicants for the MBA degree program must meet admission requirements of Colorado State University. Students register for courses, order

textbook and course materials, and access information on credits, schedules, grading procedures, policies, prerequisites, tuition and fees by calling The ME/U Education Center at 1-800-777-MIND.



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Vol. XXXIV No. 30, October 29 - November 4, 1992 ENTERED AS SECOND CLASS MATTER AT P.O., FLUSHING, N.Y. Subscripti

## EDUCATION

### Access To Education: Survey Finds Minorities Want To Make The Grade

More Hispanics (75%) and African Americans (73%) express a strong desire to continue their education than the population at large (59%), according to national survey findings released on Tuesday, October 20th, in New York by Mind Extension University (ME/U): The Education Network.

The *Minority Access to Education Report*, a survey of 508 African Americans and Hispanics and an additional survey of 1,009 members of the general population conducted by Opinion Research corporation of Princeton, NJ, and commissioned by Mind Extension University, also found that among those interested in continuing their education, an overwhelming majority of African Americans (81%) and Hispanics (78%) are more interested in taking courses that would lead to a degree than the general population (68%). However, the barriers of cost, time, responsibilities at work and home, and availability of desired courses are preventing many minorities from continuing their education.

#### What Is Standing In Their Way?

The cost of tuition and fees is, by far, the greatest barrier to education for minorities, with 79% of African Americans and 85% of Hispanics citing the cost of education as a problem. Interestingly, Hispanics seem to feel that home responsibilities (66%) and availability of courses (53%) are formidable obstacles, while African Americans (45% and 39%) and the general adult population (56% and 43%) feel less strongly about these

Americans (57%) also mentioned that lack of time was a barrier.

#### Breaking Through The Barriers

"One solution to help minority Americans overcome these barriers is what academicians call 'distance education,' which refers to courses that are provided by cable to satellite to students based at off-site locations," notes Greg Liptak, President of Mind Extension University (ME/U).

Launched in 1987, ME/U delivers fully accredited college and graduate level courses and degree programs into the homes of 20 million Americans through the use of cable and satellite technology. Students "attending" ME/U take courses cablecast from over twenty established universities and institutions such as the University of Maryland, Colorado State University and The George Washington University. Among non-cable subscribers, African Americans and Hispanics embrace this method of learning with 52% and 69% respectively indicating that the availability of a 24-hour education network like ME/U would increase their likelihood of subscribing to cable. Among cable subscribers, African Americans (27%) and Hispanics (29%) were also slightly more inclined to feel that ME/U would greatly enhance their basic cable service than the general population (20%).

Students can find out more about Mind Extension University, including upcoming semester course offerings, and sign up for classes by calling the Mind Extension University Education Center at 1-800-777-MIND.

A review of your study on  
this issue. Thanks for sending it.

# MARKETING TO WOMEN



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## Attitudes about Adult Education

Virtually all Americans (94%) think a four-year college degree is important. Seventy-two percent of women feel a bachelor's degree is "very important," compared to 60% of men who feel that way. Additionally, 90% of women and 88% of men believe people holding advanced degrees have a moderate to strong advantage over those with 4-year degrees. The "Access to Education Report," commissioned by Mind Extension University: The Education Network, surveyed 1,009 adults 18+ in March, and found more than half (59%) of Americans are interested in continuing their education. Slightly more women (61%) than men (59%) want to go back to school.

Women are interested in pursuing courses for professional and career development (85% said this) and for personal growth and enjoyment (81%). Sixty-seven percent are interested in earning a diploma or certificate, while 68% would like to take courses leading to a degree.

But desire doesn't always lead to fulfillment. Survey respondents indicated the cost of tuition and fees is the greatest problem faced by 79% of Americans. Other hurdles include time constraints (68%), responsibilities at work and home (57% and 55%), and availability of desired courses (43%). According to the report, "female respondents are much more likely than their male counterparts to regard cost (51% vs. 37%) and responsibilities at home (29% vs. 18%) as significant barriers to continuing education.

Mind Extension University: The Education Network is affiliated with over 20 universities and learning institutions, offering courses via cable TV that can lead to undergraduate and graduate degrees in a range of fields. The network is now accessible by 18 million homes. A random survey of 510 students currently taking cable courses for credit revealed 56% are women.

### Source

Report: Access to Education Report  
Company: Mind Extension University, 9697 East Mineral Ave.,  
Englewood, CO 80155-3309  
Contact: Norman Blimbach, Ketchum Public Relations (212) 536-8722  
or Andy Holdgate (303) 792-3111  
Cost: Complimentary

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# Knowledge TV sets special on King, equal opportunity

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How will we achieve the vision of the Rev. Martin Luther King? Students and civic leaders will answer this question in the live telecast of "Equal Opportunity For All: The 1997 Celebration of Dr. Martin Luther King, Jr."

Knowledge TV will air the special Jan. 22 from noon-1 p.m. (ET). Several civic leaders, including Walter E. Massey, president of Morehouse College in Atlanta, Georgia, will be on hand to discuss equal opportunity and civil rights issues in a national dialogue with students from across the nation.

JEC Knowledge TV, formerly known as Mind Extension University (ME/U), is television's only channel dedicated to providing knowledge which empowers individuals to propel their own lives and have better life experiences. Knowledge TV's self-empowering programming falls into four need-

to-know categories: Business, Careers and Finance; Health and Wellness; Global Culture and Language; and, Computers and Technology. For more information call 1-800-777-6463 or access the Web site at <http://www.jec.edu>.

The program also will showcase

**See KING,  
Page 21**

## KING

From Page 20

A retrospective of significant moments in the life of King, who is regarded as the best-known leader of the civil rights movement. Ever since his emergence from the quiet town of Montgomery, Ala., in 1955, many people have become familiar with many of the important events of King's lifetime, from the Montgomery bus boycott, to the march in Birmingham, the "I Have a Dream" speech in Washington, and his tragic death on April 4, 1968. Through his life, actions, and words, King sparked a civil rights evolution in the post-war era to bring on dramatic social and political transformations.

Karen Huston, of Port Hueneme, CA, was awarded a \$2,500 scholarship, which will help her complete a bachelor's degree in social psychology. The scholarship, which was awarded during the Oxnard city council meeting, was sponsored by Jones Intercable and Knowledge TV.

As a mother of three and the wife of a military officer based in Port Hueneme, Huston has had to overcome the challenges of time and distance to finish her degree. However, through this scholarship, Huston will have the opportunity to erase these barriers and "attend" classes from the comfort and convenience of her own home via the JEC College Connection, a distance learning vehicle and a sister company of Knowledge TV. With classes and degree programs available from several recognized colleges and universities from the JEC College Connection, Huston will view class sessions and interact with professors and fellow students via cable television, the Internet, World Wide Web, and other distance learning technologies.

"I look forward to earning my bachelor's degree in sociology and in the upcoming years through distance learning," Huston said. "I

believe this scholarship, generously provided by Jones Intercable and Knowledge TV, is the key to achieving this goal.

"College education can improve lives and, through this scholarship, I will get the tools I need to become a social psychologist."

"We are delighted to award this scholarship to Karen and wish her the best of luck in the pursuit of her degree and the pursuit of her professional dreams," said Jones Intercable's Marketing Director Dawn Callahan. "Jones Intercable will continue to support education in the communities we serve and provide educational opportunities and programming for our customers."

"This cooperative scholarship effort with Jones Intercable signifies our commitment to education in Ventura County," said Cory Sher, Knowledge TV's affiliate relations manager. "By promoting self-reliance through television, no other cable channel offers viewers the opportunity to watch need-to-know programming today that can be used in their lives tomorrow."

Huston, a Jones Intercable customer, was selected from several eligible scholarship candidates.

To be considered for the scholarship, all eligible applicants had to meet the academic requirements established by each individual college or university.

Knowledge TV: Available on Jones Intercable's channel six, Knowledge TV is television's only channel dedicated to providing knowledge which empowers individuals to propel their own lives and have better life experiences. Knowledge TV's self-empowering programming falls into four need-to-know categories of: Business, Careers and Finance; Health and Well-Being, Global Culture, Language, Computers and Technology.

JEC College Connection is the distance learning division of JEC, connecting students to college courses, degree programs, and professional training from recognized universities using videotape, the Internet, World Wide Web, and television. Affiliated schools include The George Washington University, University of Colorado at Colorado Springs, Regis University, and International (IU).

Information about Knowledge TV and other JEC businesses can be located on the web at <http://www.jec.edu/>.

## **EXHIBIT 2**

Formerly  
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JEC COLLEGE CONNECTION™ DELIVERS COURSES AND SERVICES THROUGH  
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**The JEC College Connection Mission:**

*To help you turn your dreams into  
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*Formerly Mind Extension University® (ME/U®)*

*Founded in 1987*

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Office Box 211018, Denver, CO 80155-6612





A Jones Education Company™

## *Exciting Changes are Coming Your Way*

You may know us as ME/U, Mind Extension University. Now we're making several changes that further exemplify our commitment to meeting the learning needs of adults.

### **OUR NAME IS CHANGING**

You may be familiar with how ME/U works - we're your connection to a variety of courses and degree programs from recognized universities. Our mission is to make education more convenient by delivering courses on video tape, TV and the Internet, with support and service every step of the way. We wanted a name that made this mission clearer to our customers. That's why, beginning immediately, we're becoming the JEC *College Connection*™, a Jones Education Company™.

### **YOUR COLLEGE CONNECTION WILL KEEP GETTING BETTER**

Our name is changing but what we do is not. In fact it's only going to get better. The JEC *College Connection* will continue to make education more accessible and enhance the services students come to depend on from the Education Services Center. We've already initiated online registration, listservs for class communication, and pre-enrollment for classes. There's more to come in the months ahead.

"Now that I have discovered JEC *College Connection*, there is nothing to stop me from continuing my education and expanding my base of knowledge. JEC *College Connection* is the answer to a lot of people's goals for education."



*Student -  
Bachelor's  
Degree  
Completion  
Program*

### **A CONNECTION TO COLLEGE AND EMPOWERING KNOWLEDGE**

Starting immediately the name of our television channel (ME/U) will change to JEC *Knowledge TV*. The name reflects our commitment to delivering high-quality programming, as well as showcasing great college courses, that you can watch today and use tomorrow. When you're looking for self-empowering products on video and CD-ROM, look to the JEC *Knowledge Store*. And, get more information about all of our products and services by visiting JEC *Knowledge Online* at <http://www.jec.edu>.

We're working hard to make JEC an even better choice for all of your adult learning needs. We hope you will use all of our products and services to make your personal and professional dreams come true.

**Page**

**JEC COLLEGE CONNECTION**

- 4** Welcome to JEC *College Connection*
- 5** List of Schools and Degrees
- 6** Getting Started
- 8** 10 Most Frequently Asked Questions
- 11** JEC *Knowledge TV™*
- 12** Academic Calendar
- 13** Enrollment Form

**GRADUATE DEGREE PROGRAMS**

- 14** Master of Arts in Business Communication *International University*
- 18** Master of Business Administration *University of Colorado at Colorado Springs*
- 18** Master of Public Administration *University of Colorado at Colorado Springs*
- 22** Master's Degree in Educational Technology Leadership *The George Washington University*

**BACHELOR'S DEGREE COMPLETION PROGRAMS**

- 26** Bachelor of Arts in Business Communication *International University*
- 30** Bachelor of Science in Business Administration *Regis University*
- 34** Bachelor of Science in Nursing *California State University, Dominguez Hills*
- 38** Bachelor of Arts in Social Sciences *Washington State University*
- 42** Bachelor of Science in Human Resources with a Major in Hotel, Restaurant and Institutional Management *University of Delaware*

**ASSOCIATE OF ARTS DEGREE PROGRAMS**

- 46** Associate of Arts *Colorado Electronic Community College/Arapahoe Community College*
- 50** Associate of Arts *Seattle Central Community College*

**CERTIFICATE PROGRAMS**

- 52** Oral and Written Communication Skills Certificate *International University*
- 52** Business Technologies Certificate *International University*
- 52** Advanced Oral and Written Communication Skills Certificate *International University*
- 52** Organizational Communication Certificate *International University*
- 53** Early Reading Instruction Certificate *University of Colorado at Colorado Springs*

**COURSE DESCRIPTIONS**

- 56** Course Descriptions by Discipline
- 92** Course Index

*Courses, curricula, degree requirements, tuition, course fees and policies are subject to review and change, including deletion or modification, without prior notice.*

# Welcome to the JEC College Connection, where achieving your goals begins

## A BIG PROMISE, BUT ONE THAT JEC COLLEGE CONNECTION CAN FULFILL.

That's because *College Connection* brings educational programs and degrees from some of the country's finest universities and colleges into your home. It's called "Distance Education," a convenient system for adults with an already full life.

## MORE AND MORE ADULTS ARE ADDING TO THEIR EDUCATION.

Today, four out of every ten adults in America, between the ages of 30 and 60, are finishing or adding to their education.

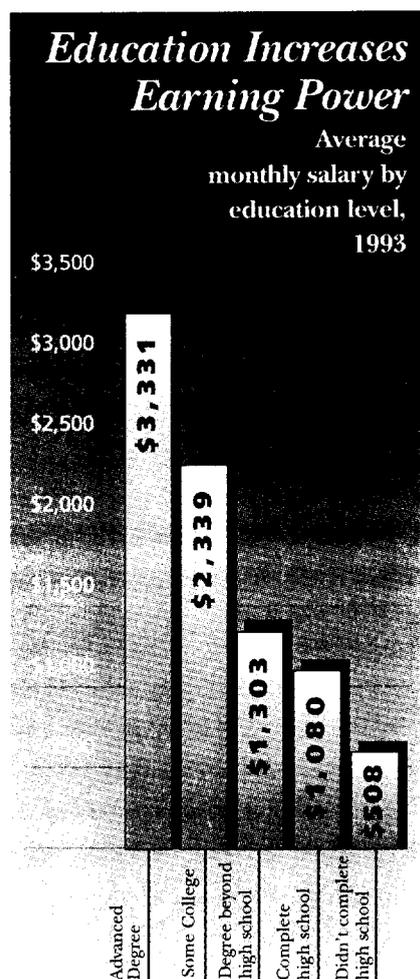
During the 1960's the number was less than one out of 10, and the trend has been increasing ever since. *Why?*

## BECAUSE ADULTS SEEK JOB ADVANCEMENT AND SELF-ESTEEM.

In many cases, education from high school or college is not enough to earn advancement five years later, much less after 15 years. Some adults want the challenge of completing their first degree. Others may want a graduate degree. That's why *College Connection* has a variety of Master's Degrees, Bachelor's Degree Completion Programs, Associate's Degrees, even Certificate Programs, all from recognized universities and colleges.

## FINANCIAL SUCCESS IS A BIG MOTIVATOR, BUT NOT THE WHOLE STORY.

A sense of pride and accomplishment is frequently even more important. For most adult students, knowledge is confidence, and confidence is the key to reaching goals.



Source: Census Bureau Report  
The average earnings of high school graduates increased by 22% from 1984-93. Earnings of college graduates increased by 47% from 1984-93.

**JEC COLLEGE CONNECTION DELIVERS THE FOLLOWING:**

<b>IU</b>	<i>International University</i>	Master of Arts in Business Communication
<b>UCCS</b>	<i>University of Colorado at Colorado Springs</i>	Master of Business Administration
<b>UCCS</b>	<i>University of Colorado at Colorado Springs</i>	Master of Public Administration
<b>GWU</b>	<i>The George Washington University</i>	Master's Degree in Educational Technology Leadership
<b>IU</b>	<i>International University</i>	Bachelor of Arts in Business Communication
<b>Regis</b>	<i>Regis University</i>	Bachelor of Science in Business Administration
<b>CSUDH</b>	<i>California State University, Dominguez Hills</i>	Bachelor of Science in Nursing
<b>WSU</b>	<i>Washington State University</i>	Bachelor of Arts in Social Sciences
<b>UD</b>	<i>University of Delaware</i>	Bachelor of Science in Human Resources with a Major in Hotel, Restaurant and Institutional Management
<b>CECC</b>	<i>Colorado Electronic Community College</i>	Associate of Arts
<b>SCCC</b>	<i>Seattle Central Community College</i>	Associate of Arts
<b>IU</b>	<i>International University</i>	Certificates of Specialization
<b>UCCS</b>	<i>University of Colorado at Colorado Springs</i>	Certificate of Specialization
<b>OSU</b>	<i>Oklahoma State University</i>	Individual Courses
<b>GSU</b>	<i>Governors State University</i>	Individual Courses

**COLLEGE CONNECTION IS ALREADY HELPING THOUSANDS OF ADULTS PURSUE EDUCATIONAL OPPORTUNITIES.**

Most of these students are men and women who want to further their education, but due to work or family priorities they cannot travel to a college campus or appear at the specific time necessary to participate in courses.

**COLLEGE CONNECTION IS ONE OF THE FIRST AND MOST RECOGNIZED PROVIDERS OF "DISTANCE EDUCATION."**

JEC *College Connection* received the United States Distance Learning Association's "Most Outstanding Distance Education Network" award in 1994. We create partnerships with colleges and universities. They provide the curriculum, usually on videotape, and we do the rest through our highly trained advisors at our Education Services Center. We provide everything from counseling and advising, to helping you get enrolled, then we make sure you get the right course materials. It's really more accurate to call it "*Higher Education through Home Delivery.*"

*JEC College  
Connection...  
because dreams  
can come true.*

# Getting Started is Simple And, We'll Help You See It Through

Helping you get what you want, and making it seem easy, is the specialty of our Education Services Center. The Education Center advisors are all highly trained—many are also students in one of *College Connection's* programs. They have a lot of experience with this process, so you only need to know what you want, and how to reach them they can help you do the rest.

## TAKE SIX EASY STEPS TOWARD REACHING YOUR GOALS

### 1. Decide Which Program You Want

Usually, this is the easiest decision because we connect you to degree and certificate programs that target specific needs. A brief list of your choices appears on page 5, and in detail throughout this catalog. The Education Center will happily provide *advice* and *counseling* if you are having trouble deciding.

### 2. Make Sure You Qualify

Most degree programs have simple *admission requirements*. These are usually things you need to have accomplished in order to qualify, or things you will need access to, like a computer in some cases. Most Master's degree programs require that you take a standardized exam. *Admission requirements* are highlighted under each degree program in this catalog. The Education Center can answer your questions and help you make any additional arrangements.

### 3. Plan Your Tuition and Financial Aid Options

Tuition and fees for each program are listed in the degree section of the catalog. Payments are made to JEC *College Connection* with Mastercard<sup>®</sup>, VISA<sup>®</sup>, Discover<sup>®</sup>, American Express<sup>®</sup>, personal check or money order. The Education Center can assist you with several financial aid options.

#### Tuition Reimbursement

Tuition reimbursement is offered by many companies. Check with your supervisor, Human Resources office or Personnel office about their policy. The Education Center can provide you with a Tuition Deferral Form.

#### Federal Financial Aid

For Federal Financial Aid information call 1-800-4 FED-AID or 1-800-433-3243.

#### Military

Many service members, whether active duty or reserve component personnel will use the DANTES Distance Learning Enrollment Form (1562-31) or a purchase order. Check with your local education center to determine specific policy.

## HOW TO REACH THE JEC EDUCATION SERVICES CENTER

Call 1-800-777-MIND

Fax 303/799-0966

Internet <http://www.jec.edu>

e-mail [edcenter@jec.edu](mailto:edcenter@jec.edu)

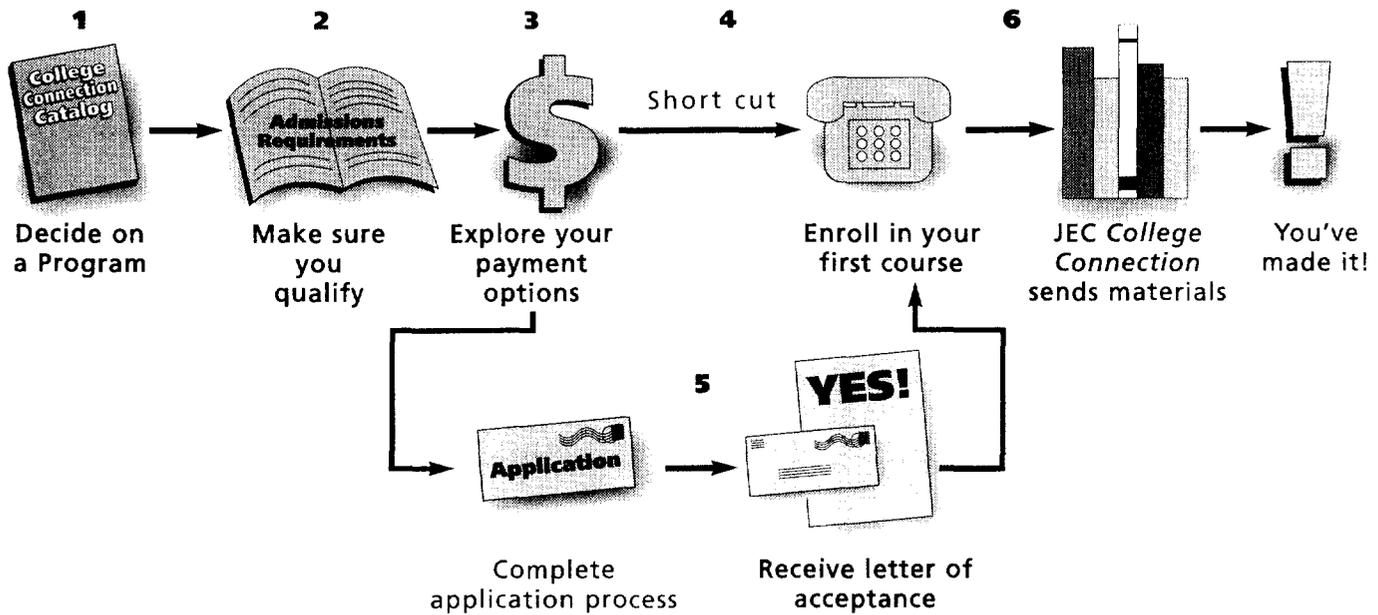
Education Services Center  
advisors are available

7 am to 6 pm

Monday through Friday MST

Voice Mail messaging is  
available 24 hours a day.

Fax, Internet access and e-mail  
lines are open 24 hours a day.



#### 4. A Short Cut to Get Started Quickly

You can start taking courses in most of the degree programs before submitting an application to the school. This works well because you can get started right away and build your confidence before applying. Early enrollment also helps you get the class of your choice (each course has a size limit to ensure personal attention for each student). Call the Education Services Center—they can help you *pick your first course, get you enrolled and send you your course materials* without delay. Courses taken before application still count toward your degree.

#### 5. Get Accepted in a Degree Program

This process is the same whether or not you have taken the suggested short cut. Just ask the Education Center for an *application for admission* to the school of your choice (you can do this via phone, fax, e-mail or the Internet). Each application has a short check list you need to follow. You will need to arrange for your transcripts to be sent to the school (the Education Center can explain how to do this). Master's degree programs usually require letters of recommendation. Once you *complete and return the application*, you can either wait to receive your acceptance, or you can still decide to take the short cut.

#### 6. Enroll in Your First Course

If you take the "short cut" (Step 4) you will have already done this step. If you applied first (Step 5) then you will receive an acceptance letter, and at the same time be assigned a program advisor from the school. This advisor will help you plan your entire degree program. Call the Education Center to enroll in your first course and arrange to have your course materials sent to you.

#### You've Made It

Once you have taken your first course, enrolling in subsequent courses is easy. In fact, after they get started, many students enroll themselves via Fax, the Internet and e-mail. Of course, personal assistance from the Education Center is always available if you need it.

# 10 Most Frequently Asked Questions

*“The classes were very interesting. Even though I wasn’t actually in the classroom, I was able to take good notes because I could rewind the tapes of the classes and go over anything I didn’t understand the first time.”*

*Student –  
Bachelor’s Degree Completion Program*



## 1. WHAT SORT OF DEGREE WILL I GET?

The same degree you would get if you went to the same school as an on-campus student. In fact, you are welcome to attend formal graduation ceremonies on campus. The same courses, the same degree...and, if you like, the same ceremony.

## 2. IF I DON'T GO TO A CLASS, HOW DOES IT WORK?

The class comes to you, usually as a videotape. Sometimes the videotape is made during the on-campus class, then immediately copied and sent to students like you. Videotapes are an advantage because, unlike campus classes, you can stop the tape if you are interrupted, and watch it more than once. Some classes can also be viewed on the JEC *Knowledge TV* cable channel. (See page 11.) Generally, you will receive written course guides when you enroll so that you will know exactly what to expect.

## 3. CAN I START A CLASS WHENEVER I WANT?

Yes and no. You can enroll at any time in advance to be sure you get one of the limited spaces available for distance students, but the class itself starts on a specific schedule. This is done so that you will have access to professors and other students doing the same work. An academic calendar is issued three times a year. The Education Services Center can send it to you and can help you work through timing issues. The calendar is also available on page 12 of this catalog and on-line.

#### **4. HOW CAN I BE PART OF A CLASS IF I'M AT HOME?**

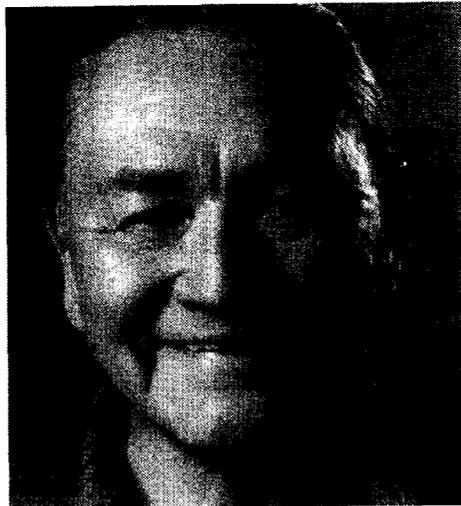
Just because you are not physically on campus doesn't mean you're not a part of a class. You communicate with your professors via voicemail or e-mail. And, in many courses you speak to your classmates via voicemail, e-mail or the Internet.

#### **5. WHAT AM I GOING TO DO WITH ALL THOSE VIDEOTAPES?**

*College Connection* has a program that allows you to return videotapes and get a partial refund.

#### **6. DO I NEED A COMPUTER?**

That depends on the program. Some programs only require a VCR for videotapes. But, in many programs, you will want to have access to e-mail, which requires a computer and a modem. Your employer may allow you to use one of theirs. International University (IU) has certificate and degree programs offered exclusively over the Internet.

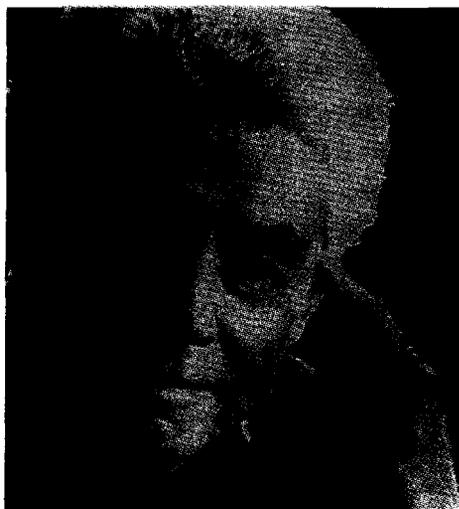


*“The voicemail system really works. I talk to my professors and get to share ideas with the other students in the program. I feel part of the class although I’m not physically in the same room.”*

*Student –  
Bachelor’s Degree Completion Program*

*“I wanted to finish some of the classes unrelated to business that I just couldn’t find the time for. With the JEC College Connection, I was able to watch the classes on tape at my convenience. Testing was also convenient because I tested through a proctor at my library.”*

*Student –  
Bachelor’s Degree Completion Program*



### **7. THERE MUST BE EXAMS. HOW DO I TAKE EXAMS?**

Yes, there are exams for many courses. In order to take them, you’ll need to arrange for a “Proctor.” This is a person who can administer the exam and send in your answers. Each program has guidelines and suggestions, but often the proctor may be a local librarian or a Human Resources representative.

### **8. HOW LONG DOES IT TAKE TO GET A DEGREE?**

This method of study is not faster or easier than going to school on-campus. (Although research shows that you might learn more because you are able to “go to class” when it’s convenient, and “rewind” the

video portions of the lesson when you need further clarification.) Each school publishes the number of credits they require for graduation. These can be found in the specific degree sections of the catalog.

### **9. CAN I GET COLLEGE CREDIT FOR MY WORK EXPERIENCE?**

Yes, sometimes you can. Many schools allow students to earn credit toward a degree through documented work and life experiences, or to earn credit by taking an exam. The Education Services Center can help you understand the options available for the program you have chosen.

### **10. I ALREADY HAVE SOME COLLEGE CREDITS. WILL THEY TRANSFER?**

Most likely, yes. Each school will evaluate your transcripts as part of the official application process. The rules are no different for you than for on-campus students. Likewise, the credits you earn through a *College Connection* affiliated school will also transfer. The Education Center can give you more details regarding this topic.

## JEC Knowledge TV™

*One more way that we help individuals gain access to self-empowering information and education.*

While Jones Educational Company (JEC) is dedicated to connecting adults to higher education, it also does much more. JEC helps adult learners in a variety of ways, with its own television channel JEC Knowledge TV, its Internet site, JEC Knowledge Online, and a series of learning products available through the JEC Knowledge Store.

### **KNOWLEDGE TV HAS A FULL LINE-UP OF EDUCATIONAL PROGRAMS THAT YOU CAN WATCH TODAY AND USE TOMORROW.**

Everything on this channel is designed to help you in life, in your job and at home. Some of these programs are actual college courses covering topics that can be useful to adults whether or not they are studying for a degree. There are also weekly programs designed to give you information that you can watch today and use tomorrow.

Watch Knowledge TV to find out more about becoming a student:

- Sample a course like *Using the Internet in Business*.
- Learn more about earning your degree from home by tuning into "Get Your Degree".

Look for this symbol  in the College Connection Course Schedule. It indicates a course scheduled to air on Knowledge TV.

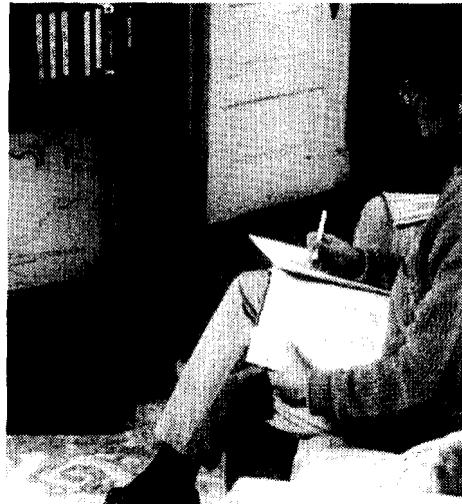
Check your local TV listings for show times in your area or call 1-800-777-MIND to order a Knowledge TV Program Guide.

### **HERE'S HOW TO TELL IF YOU CAN WATCH JEC KNOWLEDGE TV IN YOUR AREA.**

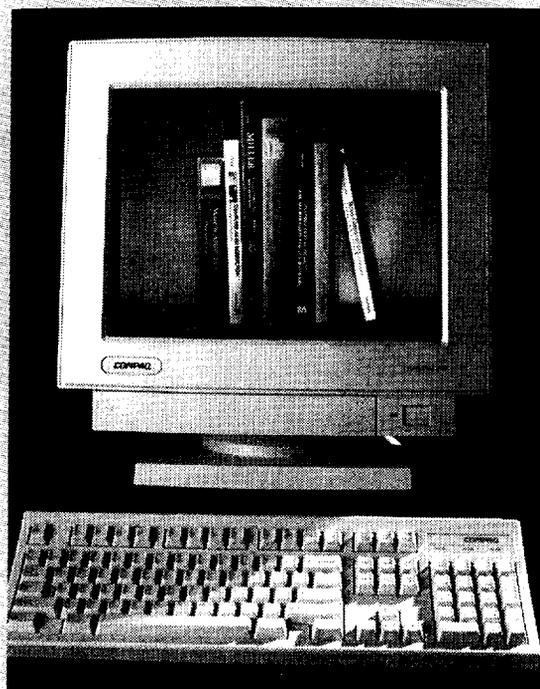
JEC Knowledge TV is currently available as part of basic cable TV service in 19.5 million homes. To see if yours is one of them, check your local TV listings and look for Knowledge TV. (Knowledge TV was formerly called ME/U: Mind Extension University.)

### **WHAT TO DO IF YOU DON'T HAVE JEC KNOWLEDGE TV IN YOUR AREA, BUT WANT IT.**

Naturally, we would like to see Knowledge TV available in every home. If you and your neighbors let your cable or satellite provider know that you want Knowledge TV to be a part of your basic service, they will generally try to make it happen.



**Unchain Your Brain.**



**CALL**  
**1-800-777-MIND**  
**To Enroll Today**

## SPRING 1997

### SEMESTER COURSES

<b>Enrollment Close Date</b>	January 12, 1997
<b>Semester Start Date</b>	January 12, 1997

### 8-WEEK TERM COURSES\*

<b>Term I Close Date</b>	January 3, 1996
<b>Term I Start Date</b>	January 12, 1997
<b>Term II Close Date</b>	February 28, 1996
<b>Term II Start Date</b>	March 9, 1996

## SUMMER 1997

### SEMESTER COURSES

<b>Enrollment Close Date</b>	May 11, 1997
<b>Semester Start Date</b>	May 11, 1997

### 8-WEEK TERM COURSES\*

<b>Term I Close Date</b>	May 2, 1997
<b>Term I Start Date</b>	May 11, 1997
<b>Term II Close Date</b>	June 27, 1997
<b>Term II Start Date</b>	July 6, 1997

## FALL 1997

### SEMESTER COURSES

<b>Enrollment Close Date</b>	August 31, 1997
<b>Semester Start Date</b>	August 31, 1997

### 8-WEEK TERM COURSES\*

<b>Term I Close Date</b>	August 22, 1997
<b>Term I Start Date</b>	August 31, 1997
<b>Term II Close Date</b>	October 17, 1997
<b>Term II Start Date</b>	October 26, 1997

\* Eight-week Term applies to International University and Regis University.