The Ardmore Higher Education Center opened in 1974 as the first Oklahoma off-campus university center established by Oklahoma statute. The AHEC facility contains instructional spaces that include traditional, multimedia and ITV-equipped classrooms and laboratories. The facility also includes a bookstore, a student lounge, academic advisement offices, administrative offices and an academic library. Because the AHEC facility is adjacent to Ardmore High School, 10 to 12 classrooms in the high school are utilized by AHEC during the evening hours.

AHEC is a consortium of four public higher education institutions who cooperatively offer undergraduate and graduate degree programs. Murray State College (Tishomingo), East Central University (Ada), Southeastern Oklahoma State University (Durant), and Oklahoma State University-OKC offer more than 250 courses during fall and spring semesters and 90 courses during the summer. Courses and programs may be offered from any Oklahoma public higher education institution. Degree programs offered at AHEC are designed to allow students to complete Associate, Bachelor, or Master degrees on the AHEC campus.

There are two 16-week semesters (fall and spring) lasting from mid-August to mid-December and mid-January to mid-May. An eight-week summer session is offered during June and July. Additional college courses of varying lengths may be offered during the year, as well as two intersessions. Most classes meet during one or two evenings each week. Interactive-television courses are taught on-site by regular campus faculty to enable completion of degrees. A number of continuing education courses, colloquiums and workshops are also offered.

**AHEC Quick Facts: Profile**

- **AHEC is made up of four University/College Partners:** Murray State College, East Central University, Southeastern Oklahoma State University, Oklahoma State University-OKC
- **Program Offerings:** Associate, Bachelor, Master degrees
- **Enrollment:** About 1,300 students per semester, 250 courses per semester and more than 23,000 credit hours per year
- **Class schedule:** Monday-Saturday, some weekend programs
- **Facilities:** 30,000 sq ft., 12 Classrooms and Laboratories (plus 10-12 Classrooms used in Ardmore High School), Library, Computer Lab, Student Lobby, Bookstore, Offices for AHEC, MSC, ECU and SOSU
Over the last two and a half years the AHEC Board of Trustees has explored options for the delivery of higher education programs and services in southern Oklahoma. As we have attempted to design the future of AHEC, the Trustees have endeavored to plan a delivery system that would provide the best possible college experience in the most effective manner.

The Board of Trustees subsequently concluded that AHEC could better meet the higher education needs and demands of its current and prospective students as a university branch campus. The reasons for pursuing a branch campus model have been widely discussed. However, it might be useful to reaffirm some of the reasons why we think a university branch campus is the best future for higher education in southern Oklahoma:

- Students could better identify and associate with a university program from the point of entry into higher education.
- More comprehensive academic and advisement services are needed to fully implement degree programs.
- Affiliation with a university would provide a more streamlined organization resulting in administrative efficiencies in admissions, enrollment and financial aid.
- In addition to serving place-bound, non-traditional, adult college students, a university branch campus could provide a college destination point for the recent high school graduate planning to enroll in college full-time.
- Affiliation with a university is more advantageous for promoting the economic development of southern Oklahoma.
- Affiliation with a university is essential to the long-term growth and development of higher education programs and services in southern Oklahoma.

During 2006-07 the Board of Trustees worked diligently to prepare a plan to transition AHEC to a university branch. The cornerstones of this transition plan were the designation of a location for the new university branch campus and the selection of a companion university to lead and manage higher education programming in southern Oklahoma.

Substantive results are now starting to accrue from all our careful planning. The first milestone in our transition plan was reached when the Ardmore City Commissioners designated 30 acres in the southeast corner of Regional Park for a university branch campus in July, 2007. The Board of Trustees is now poised to name a companion university for affiliation in September, 2007 and then submit its plan to the Oklahoma legislature for consideration in the 2008 legislative session. Truly, the future of higher education in southern Oklahoma is coming clearly into focus.

Steven C. Mills, Ph.D.
Director/CEO
Partner institutions

Southeastern Oklahoma State University

East Central University

OSU-OKC

Ardmore Higher Education Center

Murray State College

“The University Center of Southern Oklahoma”
During 2006-07, AHEC and MSC agreed that MSC would collect tuition and fees for MSC students enrolling at AHEC and then distribute back to AHEC its share of the revenues. This new procedure eliminated a number of bottlenecks in the revenue flow from tuition and fees between institutions. While this new procedure had the effect of reducing the overall AHEC revenues from previous years (down from $2.3 million in 2005-06), it also reduced the offsetting expenditure for distributing tuition from AHEC to MSC by approximately $800,000.

The general operating fund for 2006-07 had revenues of almost $1.75 million. Over half (58%) of revenues were from tuition and fees with the remainder (42%) received from state appropriations through the Oklahoma State Regents for Higher Education. About one-third (36%) of expenditures were for personnel costs (salaries and benefits), while about one-third (36%) of expenditures were used for operations (contracts and services, utilities, supplies, rent, etc.). AHEC operates on a tuition-sharing basis with its university and college partners and a significant proportion of expenditures (26%) were used to distribute tuition revenues back to the institutions—ECU, SOSU and OSU-OKC.

For the fiscal year, overall expenditures were slightly less than total revenues. Increases in cash reserves coupled with increased enrollment enabled AHEC to maintain a healthy financial standing and outlook.
A milestone achieved: Location for new campus designated

In June of 2006, the Board of Trustees appointed a steering committee of Trustees to prepare a plan to transition AHEC into a university branch campus. The committee was charged with identifying and prioritizing the tasks needed to accomplish this transition. In July of 2007, the transition plan reached an important milestone when the Ardmore City Commissioners designated 30 acres of property in the Ardmore Regional Park as the location for the new campus. In addition to providing an outstanding location for the university branch campus, the City of Ardmore has also pledged $4 million in construction funding to help build the first facility on the new campus.

A milestone close at hand: Establishing a university affiliation

The next step in the transition plan is to identify a companion university to establish a branch campus in Ardmore. The Transition Planning Committee has been reviewing case studies of each interested university during the summer of 2007. The Board of Trustees is scheduled to announce the university affiliation for its transition plan at its regular quarterly meeting in September of 2007.

The future in focus: Building a university branch campus

Once a university affiliation has been identified, the Board of Trustees plans to work with area legislators and the Oklahoma State Regents for Higher Education to formulate enabling legislation that can be introduced in the 2008 Oklahoma Legislature to implement the transition to a branch campus. Additionally, the Board of Trustees will kick off a capital campaign at the beginning of 2008 to assemble funding for construction of the first phase of the new campus.
Two years ago AHEC expanded its programming for the southern Oklahoma community to include continuing and community education programs. Starting with eight courses that were attended by almost 100 persons in 2004-05, continuing education programming has grown to almost 50 courses and programs with more than 750 enrollments during 2006-07.

Our continuing education program includes a number of learning opportunities from real estate licensure to speaking Spanish. Continuing Education features programs that provide learning opportunities from kids to senior adults. Kids to Kollege is a summer experiential learning program for students ages 10-14. Senior University provides self-improvement courses and activities designed for senior citizens year-round.

**Kids to Kollege**

The Ardmore Higher Education Center, East Central University, Ardmore City Schools and the Southern Oklahoma Technology Center, in partnership, offer a fun-filled week of classes for students ages 10 through 14 years each summer.

The classes are intended to stimulate math and science awareness and allow young students to participate in classes that will stimulate their creative side. The 2007 Kids to Kollege program provided classes from Art and Drama to science classes such as a DNA class.

**Senior University**

“Enrichment for the Young at Heart”

Senior University - Enrichment for the Young at Heart is a program designed for adults ages 55 and over. The purpose of the program is to provide interesting and fun enrichment and learning opportunities that target older or retired adults.

Senior University provides a year-round schedule of classes and activities ranging from health and fitness to arts and education. Activities may include road trips, tours and seminars. By enrolling in Senior University, members will be eligible for all classes and activities that are offered throughout the year.

![AHEC Quick Fact: Non-credit course enrollment](image)
Scholarships

2006-07 was a landmark year for the amount of scholarship funds received and distributed by AHEC to students enrolled in degree programs of the university and college partners of AHEC. Fifty six scholarship awards totaling over $53,000 were made during the fall, spring, and summer terms of 2006-07 to AHEC students.

<table>
<thead>
<tr>
<th>Scholarship Type</th>
<th>Amount Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Henry Bridge Foundation Scholarships</td>
<td>$4,088</td>
</tr>
<tr>
<td>Charles Barr Foundation Scholarships</td>
<td>$8,802</td>
</tr>
<tr>
<td>McCrory Foundation Scholarships</td>
<td>$17,911</td>
</tr>
<tr>
<td>SOMF Community Renewal Fellowships</td>
<td>$22,500</td>
</tr>
<tr>
<td></td>
<td><strong>$53,301</strong></td>
</tr>
</tbody>
</table>

Gifts

AHEC received a bequest from the Ada Mae Smith estate during this year in the amount of **$167,000**. The proceeds from the bequest will be invested and the interest earnings will be used to award minority student scholarships starting with the Spring semester of 2008.

Grants - Market Analysis

AHEC received a $50,000 grant from the Southern Oklahoma Memorial Foundation to pay the costs of a market analysis of southern Oklahoma to determine the market potential and projected costs of academic programs in higher education in southern Oklahoma. KDB Research of Tulsa was contracted to conduct the market analysis.

Some of the questions researched by the market analysis are:

- What are the needs and demographics for higher education programming in southern Oklahoma for the next 5 years?
- What are the emerging key academic programs needed in higher education in southern Oklahoma for the next 5 years?

To collect data for the market analysis, online and paper surveys were administered to current and prospective college students and citizens in southern Oklahoma. Participants were asked their needs for academic programs at all levels of post-secondary education.

The findings of the market analysis will help the Trustees and administration of AHEC determine the immediate and long-term needs and demands for higher education programs and services in southern Oklahoma. From the market analysis findings, AHEC will be enabled to set priorities on those programs and services that are most in demand by students and employers in southern Oklahoma. The findings will help AHEC plan programs as a higher education center and as plans move forward to transition to a university branch campus. The market analysis final report is due at the end of the summer of 2007.
Student Services at AHEC

During 2006-07 almost 250 new undergraduate and graduate students came through the Student Services office at AHEC and received information about higher education opportunities through our college and university partners.

The following charts illustrate the enrollment levels of new (or returning) students planning to enroll in degree programs or college courses during 2006-07 and the most declared majors by these students.

All new students enrolling in degree programs or courses may not be included in this count. Some students go directly to the college/university advisor and many concurrent enrollment students go directly to MSC offices for enrollment.

Non-degree seeking students include those who attend other colleges or universities on a full-time basis and are taking additional hours at AHEC to supplement their degree program or are applying to college programs not offered at AHEC.

AHEC Quick Fact: New (or returning) students planning to enroll during FY 07

AHEC Quick Fact: Most declared majors
Enrollment demographics

AHEC Quick Fact: Enrollment at AHEC has increased by 28% over the last 10 years

AHEC Quick Fact: Enrollment summary for FY 2007

<table>
<thead>
<tr>
<th>CLASSIFICATION</th>
<th>FALL 2006</th>
<th>SPRING 2007</th>
<th>SUMMER 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Enrollment</td>
<td>1284</td>
<td>1288</td>
<td>616</td>
</tr>
<tr>
<td>Freshman</td>
<td>50%</td>
<td>45%</td>
<td>38%</td>
</tr>
<tr>
<td>Sophomores</td>
<td>26%</td>
<td>28%</td>
<td>18%</td>
</tr>
<tr>
<td>Juniors</td>
<td>6%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Seniors</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Graduates</td>
<td>7%</td>
<td>7%</td>
<td>20%</td>
</tr>
<tr>
<td>Non-Degree Seeking</td>
<td>10%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>First Time Freshmen</td>
<td>15%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>High School Students</td>
<td>8%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Females</td>
<td>73%</td>
<td>70%</td>
<td>72%</td>
</tr>
<tr>
<td>Males</td>
<td>27%</td>
<td>30%</td>
<td>28%</td>
</tr>
</tbody>
</table>
AHEC 2006-2007 Trustees

Dr. Steven Mills, Director/CEO
Cindy D. Pollard, Assistant Director/Library Director
Cyndi Stoker, Accountant
Marilynn Cleveland, Program Coordinator
Barbara Ellis, Executive Secretary
Mary Ray, Office Manager/Administrative Assistant
Judy Harper, Administrative Secretary
Georganne Westfall, Program Coordinator
Helen Thompson, Program Coordinator
Brooke Tidwell, Communications Coordinator
Jennifer Amendolea, Acting Assistant Librarian/Interactive Television Coordinator
Audrey Gastineau, Library Assistant/Information Technology Coordinator
Amanda Stinson, Library Technical Services Coordinator
Patti Shockley, Library Clerk
Sharon Spurgin, Receptionist

2006-2007 Institutional Partner Staff

**Murray State College**
Lynette Kirk, Director of Operations
Vicki Allen, Activities/Academic Advisor
Margie Ritchie, Enrollment Facilitator
Rhonda Glenn, Associate Financial Aid Director
Jan Glenn, Secretary
Barbara Sneed, Secretary
Bonnie Petersen, Online Learning
Sherri Gray, Bookstore

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Kirk Rushing, Educational Opportunity Counselor
Dr. Adrianna Lancaster, Campus Liaison

**Southeastern Oklahoma State University**
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Deborah Godwin, Educational Opportunity Counselor
Dr. Charles Hickox, Campus Liaison

**Oklahoma State University-OKC**
Kathy Carr, Academic Advisor
Lisa Dillon, Campus Liaison