

EDUCATION AT A DISTANCE: SMU

The Communicator Award/Honorable Mention - 1996

VIDEO

Title Graphic w/SMU LOGO:

**School of Engineering
and Applied Science**

Education at a Distance

**“Serving those who serve
our country.”**

Beauty shot of interviewees
walking across campus

Beauty Shot of SEAS

Students watching tape course

Prof. lecturing or
stock footage of engineers,
applied scientists, etc.

AUDIO

Southern Methodist University is a private, COMPREHENSIVE institution offering a broad range of high-quality, interdisciplinary graduate programs -- geared to the needs of MILITARY PROFESSIONALS.

In fact, for more than thirty years, S-M-U’s School of Engineering and Applied Science -- or SEAS -- has PIONEERED education-at-a-distance courses for graduate study.

Our distance learning programs have even been used as models for similar systems at Stanford and the University of California at Berkeley.

One reason for this high regard is the fact that SEAS’ faculty is made up of prominent educators who have PRACTICAL experience in both government service and private industry -- as engineers,

applied scientists, consultants and administrators.

******* SMU UNIT OF SCRIPT *******

Slow Pull of Main Campus Dome

In addition to these obvious motivations for continuing YOUR education at S-M-U's School of Engineering and Applied Science - - there are also a number of INTANGIBLE, yet highly compelling reasons as well.

Cross Dissolve to Magazines' Mastheads

For example, S-M-U has been named one the top 50 best college values by *U.S. News and World Report*.

While *Business Week* ranks the University as one of the top 40 in the nation.

Slow Dissolve to Library Interiors

With that kind of NATIONAL reputation for educational EXCELLENCE, it's not surprising that S-M-U brings a lot of PRESTIGE to any resume.

Campus Beauty Shot

Though, many students say it's the university's 85-year history -- with its promise of FUTURE STABILITY -- that attracts them.

******* BACK TO INDIVIDUAL SCRIPTS *******

DANTES Documentation

It's also reassuring to know that ALL our videotaped graduate courses are approved by the Defense Activity for Non-

CU of stack of videos
Freeze and Posterize for
CG Build Background

Full Page CG Build:
Six Master's Degrees

- 1. Hazardous and Waste
Materials Management**
- 2. Manufacturing Systems
Management**
- 3. Engineering Management**
- 4. Software Engineering**
- 5. Systems Engineering**
- 6. Telecommunications
Certification**

Student watching tape

Student rewinding tape

**Traditional Education Support of
the Department of Defense.**

**And, SEAS offers six distinct
videotape curriculums --
INTERDISCIPLINARY in content
and FLEXIBLE in approach.**

**Students can earn a Master's
degree in:**

**Hazardous and Waste Materials
Management.**

**Manufacturing Systems
Management.**

Engineering Management.

Software Engineering.

Systems Engineering.

**and Telecommunications
Certification.**

**And personnel who earn degrees
through these videotape programs
generally do as well OR BETTER
than students who attend classes
on campus.**

**Which could be due to the fact that
the videotape students have the
opportunity to REPLAY and
REVIEW lectures as often as
needed.**

Military Base Stock footage

But, perhaps the MOST compelling reason to study with S-M-U is our programs' FLEXIBILITY -- designed to meet the needs of our HIGHLY MOBILE military.

CU APO or FRO Box

A large percentage of personnel complete their degrees because our video tape programs can follow them to ANY destination as long as they have access to an A-P-O or F-R-O Box.

WS camera op shooting prof during broadcast

The procedure is really quite simple.

Students watching broadcast

Lectures are videotaped as they are being broadcast live on a microwave television network to other distance education students.

CU of tape into mail

These videotaped lectures -- including student's questions AND the professor's answers -- are then forwarded on a regular basis to wherever the student is stationed.

Prof. receiving fax

Videotape students can also ask their professors questions by telephone, fax, e-mail or Post mail.

ECU of student's hand answering test questions

Examinations will be held at the education office of the student's installation.

Prof. on phone

Professors explain specific procedures and instructions to the education office staff, who relay them to the student.

ECU of test going into mail

Prof. picks up test

The staff then supervises the exams and forwards them to professor for grading.

Quick pan down resume to education hold on SMU-SEAS

It's THAT easy.

There has NEVER BEEN a more convenient way to update your knowledge and to advance your career -- whether you're planning on staying in the military OR returning to civilian life.

Financial Aid Forms

And it's simple to get signed-up -- with our special REDUCED-TUITION packages for military personnel.

SMU Beauty Shot

With the prestige of a name like S-M-U behind you, the career of your dreams may lie IMMEDIATELY ahead.

But don't take our word for it. Listen to our graduates.

Roll Testimonials

(3 - 4 minutes ON TAPE)

Full Screen CG:
(214) X X X - X X X X

You can also call the school direct at area code (214) X X X - X X X X.

******* BACK TO IDENTICAL SCRIPT *******

S-M-U's Mustang Logo

Find out about the COMPETITIVE advantage we can give YOU.

S-M-U, providing educational EXCELLENCE in today's latest technologies.

Fade to Black