

**TEACHING EFFECTIVENESS: INTEGRATING THE
ADJUNCT CAMPUS, THE MILITARY STUDENT
AND THE HOST COMMUNITY**

By

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College of Continuing Education
Faculty Symposium on Teaching Effectiveness
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ABSTRACT

This is a presentation dealing with integrating Embry-Riddle's adjunct campus, the transient active-duty military student and a "host" community through the use of MAS 640, Supply and Distribution in the Aviation/Aerospace Industry. A traditional problem for programs such as Embry-Riddle's adjunct campus program is visibility in the local host community. This is the same problem many military members face as they move from base to base throughout their military career. This can be an unfortunate situation as all three participants in the process have much to offer and without a process to integrate them they may never become aware of the contributions each can make.

One way to develop an integration process is through the use of MAS 640, Supply and Distribution in the Aviation/Aerospace Industry. MAS 640 is designed to study the elements of physical distribution that include the structure of supply organizations, priority systems, cost categories, inventory control, and the applications of electronic data processing. Case studies are employed to present issues, problems, and analyses of supply systems in terms of customer satisfaction relative to costs incurred.

As part of the course I require that each student select a business in the host community to study. I have pre-determined the boundaries of their selection by limiting their choices to businesses that represent a cross section of the host community's business complex to include features such as size, industry and complexity of distribution system. The student is required to meet with the business' leadership and learn about the business to include analyzing its supply and distribution system. The businesses selected range from a pet store to the city's daily newspaper.

The student is required to present a 10 minute oral report to the class and a written end-of-course paper. The oral report exposes all of the students in the class to a broad view of the city's distribution system. The individual student's efforts are complimented by class tours of the state-wide Federal Express Regional Center, including it major in-state customer, and the distribution center of a major regional retail foodchain.

As a method of providing feedback to the business a copy of the student's written report is provided to the business. I encourage the student to include an evaluation of the good things they observe as well as suggestions for improvement.

By using MAS 640 in this manner not only does the student learn about his business in much greater depth, but they also learn about the workings of an entire city's distribution system. The city and the businesses also learn about the military members living in their city and the role Embry-Riddle plays.

DICK KEEN

**INSTRUCTOR OF AERONAUTICAL SCIENCE
MALMSTROM AIR FORCE BASE
ADJUNCT CAMPUS
GREAT FALLS, MONTANA**

TEACHING EFFECTIVENESS

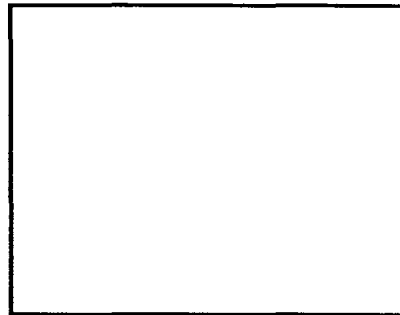
- INTEGRATING THE ADJUNCT
CAMPUS, THE MILITARY
STUDENT AND THE HOST
COMMUNITY**

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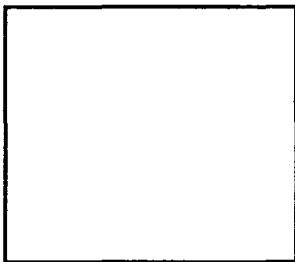
THE PROBLEM

- VISIBILITY IN THE COMMUNITY



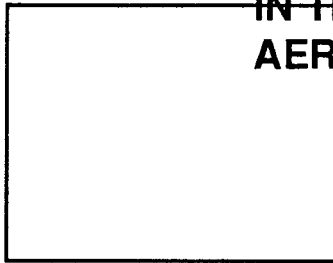
THE CONCEPT

- USE MAS 640
TO TIE ALL
THREE TOGETHER



MAS 640

- SUPPLY AND DISTRIBUTION
IN THE AVIATION/
AEROSPACE INDUSTRY



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MAS 640 DESCRIPTION

- ELEMENTS
OF DISTRIBUTION
- CASE STUDIES

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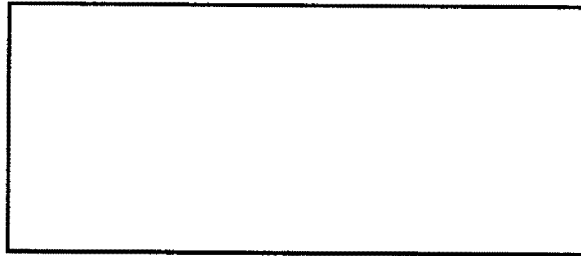
MAS 640 GOALS

- HOW PARTS ARE CONTROLLED AND DISTRIBUTED
- THE CONCEPT OF PHYSICAL DISTRIBUTION
- COMPONENTS AND INTERRELATIONSHIPS

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BACKGROUND

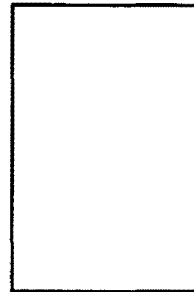
- THE Embry-Riddle STUDENT



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BACKGROUND

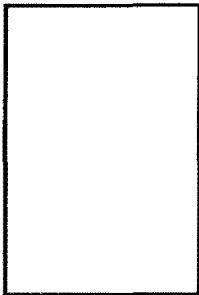
- **MALMSTROM
AIR FORCE BASE**



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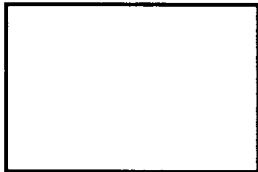
BACKGROUND

- **GREAT FALLS,
MONTANA**



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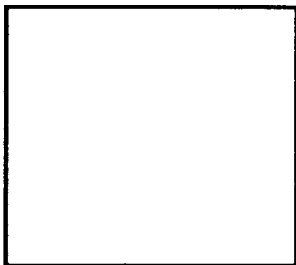
BUSINESS SELECTION



- PRESELECT LIST
- CROSS-SECTION

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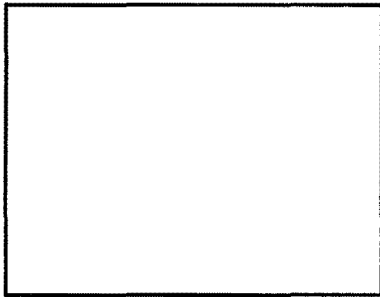
OUTPUT



- PAPER
- CLASS
PRESENTATION

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THE COMPANIES



- AMERICAN RED CROSS
- BASE COMMISSARY
- BRUCE WATKINS DISTRIBUTORS
- CARMIKE CINEMAS
- CENTRAL GLASS AND PAINT
- DEACONESS HOSPITAL
- DELTA AIRLINES

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THE COMPANIES

- EDDY BAKERIES
- ELECTRIC CITY CONSERVATORY
- FIRST BANK
- GENERAL DISTRIBUTING CO.
- GENERAL MILLS
- GREAT FALLS TRIBUNE

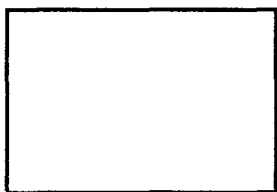
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THE COMPANIES

- HASTINGS
- HERBERGERS
- HOLMAN AVIATION
- McDONALDS
- MONTANA REFINERY
- NAPA AUTO PARTS

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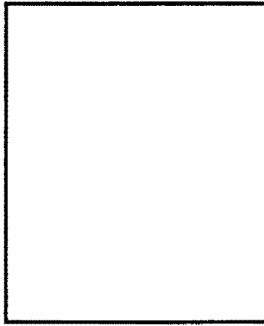
THE COMPANIES



- PACIFIC HIDE AND FUR
- PETCETERA
- PICKWICKS OFFICE WORKS
- RUTH JOY
- SEARS ROEBUCK AND CO.
- UNIVERSAL SEMEN SALES

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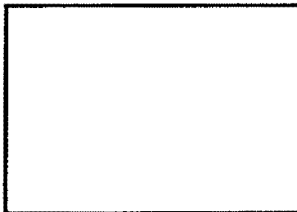
THE INTEGRATION PROCESS



- STUDENT
- COMPANY LEADERSHIP
- SHORT REPORT

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WHAT TO LOOK FOR



- WHAT PRODUCT
- THE DISTRIBUTION SYSTEM
- SPECIAL NEEDS
- WHY

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FIELD TRIPS

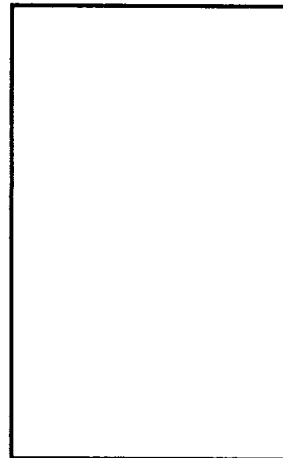
- NORTH COUNTRY MEDIA
- FEDERAL EXPRESS
- BUTTREY FOOD AND DRUG



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LESSONS LEARNED

- GREAT FALLS TRIBUNE
- HOLMAN AVIATION
- SEARS ROEBUCK AND CO.
- HASTINGS
- BUTTREY FOOD AND DRUG
- EDDY BAKERIES



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RESULTS

- FOR THE BUSINESS
- FOR Embry-Riddle
- FOR THE STUDENT

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CONCLUSION

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