

TESTIMONY OF DR. JOHN E. BINNION

Madam Chairman: Although a prepared script has already been presented to you, I would like to make a few additional preliminary remarks.

As you know, I am a Professor of Business Education at Texas Technological College in Lubbock, Texas. This is a multi-purpose university with a Fall, 1966, enrollment of approximately 18,000 students. During the Fall term of 1967, we will have a total of eight different schools represented on the campus, including a new School of Law. There are presently about 1,000 faculty members in the university.

Of particular importance to this discussion is the fact that our School of Business Administration had an enrollment of slightly more than 4,000 undergraduate students for the 1966 Fall term. A rather careful check has been made about the enrollments of other schools of business throughout the country and we find that Texas Tech ranks No. 1 in full-time, day, undergraduate student enrollment. I fully realize that numbers themselves do not make a quality program. But we do have a rather fine record with regard to undergraduate education and this is evidenced through the fact that many of our students go on to graduate schools of business at Texas Tech and elsewhere, and many others go into professional areas of education including law schools and theological schools.

To add one more point to this is the fact that we currently offer three different master's degrees in business administration and also the Doctor of Business Administration degree.

All of this serves as some background for the point that I am presenting at this time. We, of course, are desirous of having quality students attend our School of Business Administration. But we all know that in the present days of increased school enrollment all educational institutions will need to exert their very best efforts in order to provide a good atmosphere for the young people who want to take advantage of post high school educational opportunities.

About a year ago Dr. Peter Drucker, the well-known Professor of Management in the Graduate School of Business at New York University, wrote in The Personnel Administrator as follows:

1. Within a year or two, maybe three, one-half of the American population will be under 25 years of age.
2. By the mid-1970's at least two-thirds and perhaps three-quarters of the American population will be under 35.
3. Almost half of the young families who will be the dominant force in this country and in politics will have at least one member who has had a very high degree of formal schooling, going beyond 12 years.

If Professor Drucker is correct in these figures—or even if he approximates them—the educational institutions of the country will have to join hands in a united effort to provide the proper kind of education for our country. And it is for this reason that I feel obligated to take a stand with the independent schools of business of this country who are doing the best possible job they can do in order to help prepare effective, functioning, productive, economically literate members of our society. My stand here today is that some people will intentionally choose the independent school of business rather than a traditional four-year or two-year college education. My position here today is that these independent business schools deserve sound consideration when thought is being given to a revision of any of the Federally sponsored educational acts which provide financial assistance of any sort to the student.

But it is not just young people alone who concern me. In September of 1960, the Gregg Publishing Division of the McGraw-Hill Book Co., Inc. published what was called A Counsellors Business Education News Letter. On page 2 of this report there was quoted something from one of our governmental agencies and I would like to read that quotation.

"This is another surprising revelation of the U.S. Department of Labor * * * and one which your girl students should take into consideration. The latest statistics on working women prove that the average American teen-age girl can expect to work no less than 25 years of her life * * * even if she does marry and have children. She will work 31 years if she marries but has no children * * * and 39 years if she does not marry at all.

So it is obvious that we are not concerned just with young men who are going to be raising and supporting families but we are concerned with the continuing education of the ladies who will also be part of the work force whether married or not.