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### The National Guide to Educational Credit for Training Programs 1982 Edition

This annual reference is designed to help post-secondary institutions make effective decisions about granting credit to students who have completed courses outside their sponsorship. The revised and greatly expanded 1982 edition reports credit recommendations for approximately 1500 courses offered by 140 organizations nationwide, including businesses, and industries, labor unions, government agencies, and professional and voluntary associations. *The National Guide* includes recommendations for a selection of correspondence courses accredited by the National Home Study Council.

The recommendations are based on evaluations conducted as part of the American Council on Education's Program on Noncollegiate Sponsored Instruction by teams of faculty experts. The *Guide* contains a complete description of the evaluation process which is useful to admissions officers, registrars, and other postsecondary education officials who make decisions about the award of credit for noncollegiate courses. This description of the evaluation process is also useful to training directors interested in submitting their courses or training programs for evaluation.

The *Guide* is endorsed by the American Association of Collegiate Registrars and Admissions Officers and the Council on Postsecondary Accreditation.

For additional information, contact: American Council on Education, Program on Noncollegiate Sponsored Instruction, 2010 Massachusetts Avenue, N.W., Washington, DC 20036. Tel.: 202-833-4920.

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# new training tools

## Sales Productivity

"How to Increase Your Sales Productivity" covers the steps in planning a good business meeting, including the setting of priorities, audience analysis, presentation structure, choice of visual aids and tips for their use. The advantages of overhead projection are explored as an aid for conducting a "selling seminar" as a session which brings together customers from widespread geographic locations for product presentations. This guide is available upon request. **3M Visual Products Division.**

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## High Technology Training

Two new video courses have been designed to provide a cost-effective, flexible program for in-house training in software engineering and microprocessor technology. "Software Engineering for Micro and Minicomputer Systems" is targeted to technical managers and project and design engineers.

"Microprocessors and Minicomputers" provides a foundation for the use of microprocessors in a wide range of industrial applications. Course packages include 7½ hours of color videotape, administrator's manual and 15 participant study sets. Purchase and rental prices are available. **Integrated Computer Systems.**

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## Productivity/QWL AV Program

Presents time management solutions to organizational productivity and quality of work life problems. Comprised of seven self-contained training films, P/QWL aims to give managers and supervisors skills for managing the work force of the '80s to produce work effectiveness and satisfaction on the job today. P/QWL can be used in organizations to: identify roadblocks to peak performance and remove them, generate options for career development, put 'left out' employees back in the mainstream of HRD, and guide executives in developing productivity improvement projects. **Goodmeasure, Inc.**

Circle Reader Service No. 235



## Slide Projector Source Book

An updated edition of "The Sourcebook—Kodak Ektagraphic Slide Projectors" was recently released. The illustrated guide provides the audiovisual professional with detailed technical information on current Ektagraphic slide projectors and on related Kodak accessories. Complete feature/benefit information is included, plus instructions for adapting and modifying projectors for specialized functions. The book goes beyond basic operation and maintenance instructions of the equipment. "The Sourcebook" is divided into five sections: Preparing for Projection; Lamps and Lenses; Adapting the Projector (for accessory equipment); The Use of Slide Projectors in Multi-Image Presentations and Maintaining Slide Trays and Slides. Creative ideas that can be used in a slide presentation are given at the end of each section. \$6.95 from **Eastman Kodak Co.**

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## "Stress: It's All Around Us"

This new packaged program can be used at all employee levels and is based on the work of Dr. Petur Gudjonsson, who has taught the program in Fortune 500 companies, government agencies, educational institutions and public utilities. Includes 20-minute videotape, two audio tapes, instructor's training manual and participant worksheets. Requires no previous stress management training experience. **Human Resources Development.**

Circle Reader Service No. 226

## Video Source Book

The third, revised edition of this standard reference guide lists more than 34,000 titles available from 653 video program distributors. Each entry contains a program description, use description (home, school, CATV, etc.), availability (rental, purchase, loan), audience level, available formats, cost, producer, director, release date, running time, etc. 1,570 pp./\$95.00 **National Video Clearinghouse, Inc.**

Circle Reader Service No. 224

## Didactic Systems Catalog

The 13th edition of the *Catalog of Ideas for Results-Oriented Managers/Trainers/Communicators* has been reorganized for easier use with a functional index on the cover page to guide the user to 25 topical areas. Additions to the catalog include: two new simulations/games on "Teamwork" and "Values, Beliefs and Perceptions" and new seminars on "Client-Oriented Skills," "Managing the Professional Staff" and "Strategies for Success." Available upon request from **Didactic Systems, Inc.**

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## "Share-A-Videodisc"

Here's a unique, low-cost opportunity to create material on videodiscs compatible with Disco Vision, Sony, Pioneer and Magnavox players. Discs are regularly mastered and shared by several clients, each of whom needs only part of the disc. For \$500, any company or institution may purchase 9,000 frames on a shared videodisc. Each client receives five copies of the disc, with additional copies available for \$25.00. Program material is accepted in a variety of formats. Additional information available from **New Media Graphics Corp.**

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## The Great American MEETING & CONVENTION IDEA BOOK AND SUPPLY CATALOG

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## Meeting Ideas and Supplies

A host of new ideas and products for meeting planners are included in the recently expanded *Great American Meeting and Convention Idea Book and Supply Catalog*. Most notable are "Big Name" name badges, "Golden Necklace" name badges, custom-printed event tickets, a broad range of portfolios and folders plus numerous items for use as convention favors and attendance promotion. The 32-page catalog is available at no charge from **American Meeting Supply**.

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## A-V Supplies Catalog

The *Highsmith Audiovisual Equipment and Supplies Catalog* is designed to serve as a resource for every professional who uses audio-visual equipment. Equipment and supply listings include everything from media cases to headphones and screens. Free copies available. **The Highsmith Co.**

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## Sexual Harassment Policy

E.S. Stanton & Associates, Inc., a New York-based human resources consulting firm specializing in personnel selection and EEO programs, has made available without charge a detailed policy statement dealing with *Sexual Harassment* that meets current government guidelines.

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## New Publication!

### "TRAINING FOR TRAINERS"

by

Dr. Herman Hombauer, P.E.

★

A how-to book based on over 20 years experience in the training area, combining theory with "real world" results. Ten major areas are reviewed:

- On-the-job Training
- Training Department Management
- Determining Training Needs
- Selecting and Preparing Objectives
- Training Aids
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- Development of Material
- The Art of Teaching
- Conducting the Program
- Evaluation

295 pages \$25.00



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### CAUGHT IN THE PRODUCTIVITY CRISIS?

ESF's Instructional Development Learning System Kit has been used successfully in training to:

- DESIGN
- DEVELOP
- VALIDATE programs.

Written by Drs. Peter and Mary Esseff, the IDLS Kit was cited as the one most frequently used by the curriculum developers surveyed (see *Journal of Instructional Development*, Winter, 1979/80).

Presented in a self-instructional format, topics include:

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Sound-Slide IDLS Kit ..... \$295.00

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### Basics of Good Leadership

"You Gotta Face People" is a training film designed to help management get the most out of their employees. Contrasting "push and punishment" leadership with "motivate and manage" leadership, the film explores everyday situations and reactions and makes suggestions for improving communications and attitudes. Available in color/sound filmstrip format to fit all projectors, 35mm slide/cassette format and Super 8mm and 16mm motion picture formats. **Continental Film Products Corp.**

Circle Reader Service No. 229



### Welding Videotape Library

The Welding Videotape Library consists of three separate sections of 14 tapes each: Oxyacetylene Welding, Electric Arc Welding and M.I.G. and T.I.G. Welding. Its modular, self-paced design frees the instructor to give learners individual attention and allows for cross-craft training. This task-oriented welding library emphasizes proper safety procedures and allows for in-house flexibility and customization. The videotapes are available in 1/2" Beta I, 3/4" U-matic or 1/2" VHS formats. The tapes may be purchased individually, by section or as a complete library. They are also available in Spanish.

Circle Reader Service No. 222

### New Kodak Ektagraphic III Projector

A new line of six Kodak slide projectors has been unveiled by Eastman Kodak Company. Named Ektagraphic III, the new line will coexist with the current family of Ektagraphic slide projectors to give audiovisual users the widest possible choice of projection equipment. Pro-

jectors are designed to meet the ever-increasing demands of A-V communicators, incorporating state-of-the-art features that enable the A-V professional to move freely into the realms of computer-controlled imagery and electronic-based auxiliary equipment. While the new line remains compatible with existing Kodak Ektagraphic slide projectors and with most Kodak projector accessories, it provides important new features, such as a new projection lamp that delivers higher light output, reduced susceptibility to physical shock and significantly improved center-to-corner illumination. The slide-in projection lamp module can be changed from the rear of the projector in seconds, the slide tray may be removed at any time whether or not the power is on and projector controls are grouped on the right side of the projector on a sloping, illuminated panel accessible from the top, side or back for easy operation. Additional information available from **Eastman Kodak Co.**

Circle Reader Service No. 228

### "Stress Survival"

This business game is designed to help you identify stressors and control stress build-up. The game employs Programmed Simulation (PS) which can involve you in a hypothetical, but realistic situation. You (or your team) will assume the role of manager, supervising a staff, and operating under stressful conditions. You earn or lose points according to how each stress challenge is handled, and the final game score will reflect both your personal stress tolerance and your ability to diffuse stressful situations. **Education Research.**

Circle Reader Service No. 234

### "Business and Technology Videolog"

The 1981 revised edition of this resource contains more than 4,500 video and cassette program listings from 135 various distributors. Aimed at business, industry and education, the guide provides descriptive entries on each program, including prices and ordering information. Each program is indexed for quick access in up to three subject categories. A separate section lists addresses, phone numbers and contact person. 213 pp. **Video Forum.**

Circle Reader Service No. 236