

ASTD IN 1969

*a review of
our 25th year*

ASTD's 25th Anniversary year has been one of organizational progress and renewal: As a result of extensive re-examination, ASTD is now a changing organization in the process of developing a new image. For the most part, this change is directed toward better meeting the needs of our members, and to serving their varied and specialized interests. Our membership has increased, indicating not only the increased importance of the training and development field, but also the enhanced status of ASTD as an organization.

Let's review briefly some of the changes which are giving ASTD a new look:

MEMBERSHIP

In 1967, national membership in ASTD stood at 6,053; in 1968, it reached 7,442. This year we achieved a total of 8,600 national members, for an increase of 14 per cent. With these sorts of gains to look back on, an entirely realistic goal of 11,000 national members has been set for 1970.

Behind these statistics is the equally important fact that more and more of our members are becoming involved in the planning and implementation of ASTD programs. A professional society can survive only if its members are truly concerned and involved in their organization. Over 600 members of ASTD are now taking an active part in ASTD at the local, regional and national levels. Twenty-seven national committees have been established to guide the organization in such areas as professional concerns, research and special interests, and to advise the National Office staff on all phases of activities from institute and seminar design to publications.

SOCIAL INVOLVEMENT

In 1969, social issues began to play a larger role in ASTD's concerns. The society is now beginning to identify ways in which it can aid its members in meeting the challenges of social problems now confronting them in their own organizations. Playing a significant role in this new recognition was a newly-

organized committee, the Committee on Professional and Public Concerns.

Under their auspices, ASTD began its cooperation with the National Alliance of Businessmen in a task force to encourage businesses to participate in programs to hire and train disadvantaged employees.

Minority members were encouraged to take on a greater involvement in the Society — and an action plan to involve them to an even greater degree has been set for 1970. The establishment of the Community Development Division and the new seminar "Training and Developing the Disadvantaged" were also instances of new ASTD action in this direction.

CHAPTERS

Five new chapters were chartered in 1969, giving many unaffiliated ASTD members a chance to become active at the local level. Several steps were taken to narrow the communications gap between the national and local levels. The Chapter Officer Workshops, the publication of *Chapter Memo* and the *Chapter Officers' Administration Manual* were aids in this direction.

PUBLICATIONS

The flow of ideas created by the growing involvement of our members is tremendous. As a result, one of our main concerns over the past year has been to create better lines of communication between individual members of ASTD and the organization. The *Training and Development Journal* underwent a change in format at the beginning of this year. The resulting increase in advertising is bringing monthly information on the latest in training equipment and services to our members.

The *Members Memo* moved to a bi-monthly schedule this year, while the *Chapter Memo* provided a forum for the exchange of chapter programs, membership promotion and administrative ideas every month.

ASTD's membership directory also is undergoing a change in appearance and

JAMES W. PEARSON
Executive Director, ASTD

in 1970 will be titled *Who's Who in Training and Development*. Other special publications included the Selected Papers for the 1969 National Conference.

PROJECT 25

Also improving communication between members and the organization was the Project 25 survey. It provided members and chapters with an opportunity to involve themselves in ASTD's organizational change and to indicate how they perceive the Society and its relevance to their jobs. From Project 25 came many ideas on better ways for ASTD to serve the individual needs of its members.

PROGRAMS

ASTD educational offerings doubled in 1969 — and the schedule will be an even more impressive one in 1970. Many of the 1969 institutes and seminars were completely new, aimed at filling the needs of emerging areas within the training profession. Included among these were the seminar, "The Use of Television in Training," the twice-offered "Training and Developing the Disadvantaged" and the first "Sales Training Institute."

The 1969 National Conference was called the "best ever" by all those who attended. Its theme, "New Dimensions — New Designs," was indicative of its concern with the changes going on in society and in the profession. More than 1,700 persons attended the Conference. Highlights of this 25th Anniversary Conference included the publication of a complete history of the Society, which appears elsewhere in this issue, and a ceremony rechartering all ASTD chapters.

ASTD awards for outstanding contributions to the training and development profession were awarded to four men: *Training and Development Journal* Editor Robert L. Craig; Dr. Rensis Likert, director of the Institute for Social Research at the University of Michigan; Dr. Leland Bradford, executive director of the National Training Laboratories Institute of Applied Behavioral Science in Washington, D.C.; H. Walter Shaw, vice president of Educreative Systems, Inc. of New York.

The Training Equipment and Services Exposition held in conjunction with the National Conference has grown by 50 per cent. It provides members with a comprehensive look at the latest in hardware and software in the training field.

RESEARCH

In 1969, ASTD took the initiative in beginning research efforts of direct relevance to training in business, industry and government. Next year we should begin to see concrete results of these efforts.

DIVISIONS

No step has been more crucial in adapting ASTD to the particular needs of individual members than the establishment of its special divisions. The Sales Training and Organization Development Division this year provided such services as the Sales Training Institute and a bibliography on organization development. Meanwhile, new groups of trainers were being brought into ASTD through the establishment of the Community Development Division. The Division is open to anyone interested in the

development and reconstruction of community life. High on its list of priorities is attention to all areas of life in low income communities.

OTHER AREAS

In 1969 the ASTD Bylaws were completely revised to suit the needs of the growing Society by allowing greater flexibility.

ASTD's administrative year has also been changed. Beginning in 1970 all ASTD memberships will be based on an anniversary year, with services beginning in the month in which dues are paid and terminating a year later.

Not every member of ASTD uses each service to the same extent, but we feel that in the wide variety of programs and publications offered, there is something of value for each member.

This increase in services and growth in membership has necessitated the addition of personnel to the ASTD National Office staff in Madison, Wisconsin. ASTD now has an executive staff of four: James W. Pearson, Executive Director; Kenneth D. Rittenhouse, Program Director; Martin H. Bowerman, Public and Member Relations Director; Darius V. Van Fossen, Administrative Services Director. Working with them is a staff of 25 persons responsible for coordinating the Society's many activities on a day-to-day basis. In April of this year, an IBM System 360 Model 20 computer was installed to increase efficiency of record-keeping and financial functions. In August the National Office staff was moved to a new location in Madison, to larger facilities which will allow for further growth and expansion.

Plan Now to Attend the...

26th ANNUAL ASTD CONFERENCE

Anaheim, California, May 10 thru 15, 1970