

ASTD Committee Reports

MEMBERSHIP COMMITTEE

The ASTD Membership Committee, with *Mr. A. A. Daly* of International Business Machines Corp., New York, N. Y., as Chairman, *has established as its objective a twenty-percent increase in Society membership.* The members of the committee are: Region 1, *Mr. A. E. Duncan, Jr.*, Fire Association of Philadelphia, Philadelphia, Pa.; Region 2, *Mr. Richard Guyon*, Standard Oil Co., Cleveland, Ohio; Region 3, *Dr. James R. Eddy*, University of Texas, Bureau Indus. & Business Ext. Training, Austin, Texas; and Region 5, *Mr. Von H. Robertson*, State of Utah, Department of Public Education, Salt Lake City, Utah.

The Committee plans to advise qualified training directors of the advantages of membership in the Society and to assist affiliated chapters in their membership activities. Special consideration will be given to individuals active in chapters but who are not as yet members of the Society.

The Committee recognizes the importance of having all chapter officers as members of the Society. These individuals are the voice of ASTD and the official representatives of this professional Society in each locality.

All ASTD members can assist by forwarding to the Committee representative in each Region the names of individuals interested in receiving information about the Society.

As a research activity, a new membership application form will be developed for use by the Society as well as affiliated chapters. The names of new members will be published in each issue of the *Journal*.

All qualified Training Directors should join together in the only professional organization for Training Directors.

A. A. Daly, Chairman
Membership Committee

POSITION WANTED

Industrial Training Position desired by Training Supervisor, age 40. Twelve years experience coordinating and conducting vocational education training programs, junior high school through college levels. Two years experience as Assistant Training Director, coordinating and conducting supervisor training conferences, instructor training, etc. Now Supervisor of Training. To contact, notify **Box 106, c/o Joseph H. Jackson, The Journal of Industrial Training, 160 East 48th Street, New York 17, New York.**

POSITION OPEN

Large oil company in Venezuela desires Safety and Training Supervisor in field camp. College background in Industrial Education and well-rounded practical knowledge of recognized trades desirable. Should be able to speak Spanish to assist in establishment and development of trades training center. Salary open, plus living allowance and other benefits. Single status from 6 to 12 months after which housing provided for family. Send full details as to educational background and experience to **Box 29, c/o Joseph H. Jackson, The Journal of Industrial Training, 160 East 48th Street, New York 17, New York.**

PLACEMENT COMMITTEE



JAMES C. DUNBAR
Chairman

As the ASTD grows in size, extends its services to its members and aims towards higher professional standards, it becomes necessary to develop a fine, smoothly functioning placement program to serve its members and to serve organizations looking for qualified training personnel. As the Association grows, the need for sound organization increases in intensity.

A Deluge

Immediately upon my appointment as Placement Chairman, applications for jobs began to come in from all over the continent—also requests for assistance from companies looking for training personnel. Obviously, this created a problem. Applicants in Kentucky or

New York, sending their requests too far from home or out of their region, are in a difficult situation for interview in Philadelphia or Seattle. Practically every organization wants to interview its applicants, and, in most cases, prefers someone fairly close at hand, because of cost factors and traveling problems. Another problem for the applicant is that, up to this time, he has only had one chance at placement—with the person who received the application.

Organization Needed

Thus it has become apparent that a placement organization must be set up which will follow a practical procedure in order to perform the best service to the greatest number of members of ASTD and to organizations requesting assistance in locating personnel. *So we will build our placement service in accordance with the following organization and procedures:*

The Local Chapter Representative

The local chapters are being asked to appoint or elect a *chapter placement representative*, who will receive all applications in his area, interview the applicant and/or company and try to place local members in local jobs.

The Regional Representatives

The Regional Vice President is a member of the Placement Committee, and his job will be to assist the local chapter representative and District Representative. If the local chapter representative cannot place the applicant he will call upon the District Representative and then on the Regional Vice

President, who will assist the chapter representative and the organizations in their problems. At all times he will be aware of the local situations and will do whatever he can do in his region.

The National Placement Committee Chairman

The National Committee Chairman will work directly with the five Regional Vice Presidents . . . Placement Committee Members . . . on a national basis, helping the regional representatives in locating applicants or positions which cannot be placed or filled in their regions, and he will coordinate the placement program on a national area basis.

Training Applicants

- Members of ASTD, contact your nearest chapter placement representative.
- Provide three (3) copies of your abstract . . . include a photograph of yourself if you wish . . . (using the format set up by ASTD).
- Present yourself for a personal interview, and state your case as clearly as possible . . . education . . . past experience . . . desires . . . minimum salary . . . location.
- Be patient . . . keep the chapter placement representative informed of your whereabouts at all times.
- Check on your application periodically.

Organizations Desiring Training Personnel

- Any organization requiring training personnel should contact the local

chapter president or placement representative and request an interview for procedures.

- Give the representative all essential information, or fill out three (3) copies of "Request for Training Personnel," giving all necessary information to expedite the request. The local placement representative will take care of the procedure.

The full procedure, as accepted by the Board of Directors, will be distributed to all chapter Presidents and Placement Representatives. It will include the duties and responsibilities of the Placement Committee Chairman, the Regional Placement Committee members, the district and chapter placement representatives, the format for job applications and requests for personnel.

All chapter representatives are asked to keep a file on job applicants and positions and to maintain a record of the disposal of all positions and applicants, so that the Placement Program can be evaluated. An annual report will be requested from each local representative.

The placement service will be as good as the members wish it to be. Remember, in selecting your chapter representative, select someone who has the time to devote to it, who is centrally located in the area and who has sufficient knowledge of training, experience and background. Then follow procedures and *help build a service that can be a credit to you, your chapter and ASTD.*

*James C. Dunbar, Chairman
Placement Committee*

PUBLIC RELATIONS COMMITTEE

The Public Relations Committee, appointed by President *Christensen* at the start of his term, is developing a program for cooperation of chapters, officers and members to inform interested persons of our activities. Its responsibility is to prepare and distribute periodic releases concerning ASTD functions, programs, activities and members.

Members

The Chairman, *Elliott French*, has requested each Vice President to recommend a Committee member from his Region. We are happy to announce that to date the following members of the Public Relations Committee have accepted responsibility to serve:

- *H. Walter Shaw*, of McGraw-Hill Book Company, New York City, is also Chairman of the Publications Committee. Walt is well known for his continued service to ASTD. His knowledge and experience will be very helpful in developing and carrying out a Public Relations Program.

- *E. J. Heaney*, Socony Vacuum Oil Company, New York City, represents Region I. Ed is also Chairman of Public Relations for N.A.T.D. and his position there will tie in splendidly with our public relations activity.

- *Jack L. Turley*, Personnel Technician, Department of Public Institutions, Olympia, Washington, is the Region V representative on the Committee.

- *Elliott French*, of the Bureau of Apprenticeship, U. S. Department of Labor, Indianapolis, the Chairman, has served as Publicity and Program Chairman, and Treasurer of the Indiana Chapter and was Publicity Chairman of the 8th Annual Conference.

We hope that other committee members will be recommended for appointment in the near future.

Need for Publicity

In the Committee's October report to the Board of Directors it was stated that the Committee had accepted their responsibilities with the feeling that the Society's growth has intensified the need for a Public Relations Program. *The important place Directors of Training hold in our economy, the size of the Society and the need for spreading information regarding its activities makes such a program necessary.* The Committee is willing to do anything within its power to carry out its responsibilities, feeling that every member, local chapter, ASTD officer and committee chairman can contribute materially to the program. Like other ASTD Committees, Public Relations must provide a service to members and to the Society if it is to be successful. This is their objective.

Printed Materials

As the Committee Chairman and Walt Shaw have had experience in the printing field, responsibility for preparing and printing the Digest, printing the Constitution, By Laws and stationery, and other printed matter, has been assigned to this Committee.

ASTD Emblem

Affiliated chapters will be interested to learn that a new drawing of the ASTD emblem has been made. Electro-types have been procured in two sizes: One size is that used on the cover of the Constitution and By Laws, the other is that used on the new letterhead. These electros are available for affiliated chapters for their printing purposes, on a loan basis. Chapter officers desiring to borrow these electros should write R. L. Moberly, Secretary-Treasurer, or the Public Relations Committee. They also may be purchased for a nominal sum if the chapter wishes to keep them available for local printing and publicity. Large electros, \$2.25; the smaller ones, \$1.98.

ASTD Conferences

Responsibility for publicizing future ASTD conferences before organization of Publicity Committees by the Host Chapter will be worked out between the Committee and the General Chairman of the Conference. The Public Relations Chairman is meeting with J. A. Conway, General Chairman of the 10th Annual Conference in the near future to develop advance publicity for the Milwaukee Conference in May 1954.

Gathering Information

Your Public Relations Committee is endeavoring to set up procedures to enable them to receive information on all activities of local chapters and regions that may be of interest for public relations and publicity purposes on a national basis. Regional representatives

on the Committee will forward information to the Chairman who will prepare releases for national publications. Regional representatives on the Committee will be responsible for securing information and obtaining publicity on a regional basis, whenever and wherever possible. All ASTD members and chapters officers are encouraged to keep the Committee informed of these activities as well as accomplishments and honors that may come to individual members that are of national interest.

You Can Help

The Committee especially requests other ASTD Committee Chairmen and Officers to forward us information that may be useful in developing the Public Relations Program and in advising other groups of ASTD activities. Regional and State Conferences, committee progress, etc. are examples of activity that should be publicized in national publications.

Elliott French, Chairman
Public Relations Committee

POSITION OPEN

Large oil company in Venezuela desires Safety and Training Supervisor in field camp. College background, preferably petroleum engineering, with specialized knowledge oilfield operations, particularly drilling, desirable. Job entails planning, coordinating and supervising of technical and manual skill training programs. Knowledge of Spanish highly desirable. Salary open, plus living allowance and other benefits. Single status from 6 to 12 months after which housing provided for family. Send full details as to educational background and experience to **Box 30, c/o Joseph H. Jackson, The Journal of Industrial Training, 160 East 48th Street, New York 17, New York.**

RESEARCH COMMITTEE

As the result of its recent meeting in Indianapolis the ASTD Research Committee developed its two-year program which may be briefly outlined as follows:

Objective:

To stimulate individuals and chapters in developing a better understanding of the methods of evaluating the effectiveness of training.

General Plan:

Design a guide or checklist for use in the study of the effectiveness of training programs.

Test the guide by applying it in the analysis of several actual company training program experiences.

Present the guide and its practical application to delegates attending the 9th Annual ASTD Conference in May, 1953, at Boston.

Encourage chapter officers and representatives to utilize the guide in connection with local company training program experiences. It is believed that the chapters will find the guide and its local application interesting, worth-while, and of assistance in planning chapter meetings and activities.

Values:

What benefits may be expected from this program?

As an ASTD member, you will have available practical tools which will be of assistance in evaluating the effectiveness of your own training programs.

Your company or organization will have the opportunity and means to more objectively evaluate the effectiveness of its training activities.

Affiliated chapters will be able to increase interest and expand their programs for members through the use of the guide and its application to local situations.

ASTD will benefit from this program in that it will be assisting members and affiliated chapters by contributing to the professional development of training directors.

Members:

The Research Committee is comprised of:

Major Albert Sobey, Chairman
General Motors Institute
Flint 2, Michigan

Dr. Orlo L. Crissey,
Associate Chairman
General Motors Institute
Flint 2, Michigan

Mr. William F. Braasch, Jr.
University of Louisville
Louisville, Kentucky

Dr. John M. Brophy
Cornell University
Ithaca, New York

Mr. L. A. Lukenbill
Link-Belt Company
Indianapolis 6, Indiana

Mr. Joseph M. Rich
Sharp & Dohme, Inc.
Philadelphia, Pennsylvania

Dr. Edgar G. Williams
Indiana University
Bloomington, Indiana

Research Committee - Cont.

Mr. Wendell F. Wood
International Harvester Company
Chicago 1, Illinois

Mr. Lester Zerfoss
American Enka Corporation
Enka, North Carolina

Mr. W. C. Christensen,
Ex Officio Member
Eli Lilly and Company
Indianapolis 6, Indiana

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CHAPTERS CHANGE NAME

Last issue of the *Journal* carried a report on the action of our Indiana Affiliate in assuming the new title of *Indiana Chapter of ASTD*.

"*This is assuming the proportion of a trend!*", to mis-quote Elmo Roper. Since October, TWO more chapters have adopted new monikers. R. W. Joslin, Secretary-Treasurer of the Northeast Oklahoma Training Association, reports that its title has now become officially the *Tulsa Chapter, ASTD*. Cloyd Steinmetz, President of the Kentucky Society of Training Directors, writes that at their last meeting the members voted unanimously to change their name to the *Kentucky Chapter, ASTD*.

Note the simplicity of the new, and officially recommended, chapter titles as opposed to their old names; also, the ease with which they can be remembered and identified, as well as the uniformity they will give to our ASTD organization!

REGIONAL OFFICERS' MEETING

Cloyd S. Steinmetz, Vice President of ASTD's Region III, reports a lively regional officers' meeting:

Saturday, November 8th we held a meeting of Chapter Representatives from Region III at Hotel Peabody in Memphis, Tenn. Those attending included *George B. Smith* from Norco, La., President of the Louisiana Chapter, *Robert S. Everitt*, President of the Tulsa Chapter, *Art Lynch*, Membership Chairman of the Tulsa Chapter, *Drew Young*, District Representative and representative of the North Texas Chapter, *Harry T. Hamblen*, President of the new Southeast Texas Chapter and *Jerry Comer*, representing the new training group in Birmingham, Alabama.

The purpose of this meeting was twofold: To discuss ASTD services as they apply to chapters and members; and to give particular attention to the subjects of program development and membership.

The meeting was called to order at 9:00 on Saturday morning and we had a very lively session until noon. At 1:00 p.m. we reconvened and continued until about 2:30. By that time the fellows had discussed in detail the various ASTD services.

The men were delighted with the idea of the Regional Officers' Meeting and they recommended it be an annual affair, preferably at the time prior to their taking office.

Some definite plans were made for the establishment of two more chapters in Region III!