

"OUR FIELD HAS ADVANCED TREMENDOUSLY IN ITS IMPORTANCE AND INFLUENCE IN THE WORLD OF WORK!"

# CREATING ENERGY FOR THE '80s

BY CRAIG D. MUSICK

ASTD has just completed a decade of unprecedented growth — in membership size, maturity, and outreach. The '70s saw the Society evolve from a relatively low-profile organization of 8,000 members to become a major force in the profession of training and Human Resource Development . . . encompassing today a membership of nearly 20,000, six divisions, two caucuses, and representation in over 80 countries around the world!

And now we look forward to the '80s — and the opportunity to come together to create new energy to lead the Society to ever-greater levels of achievement. Our field has advanced tremendously in its importance and influence in the World of Work — and it is good to know that a strong ASTD exists to help prepare us for the personal and professional challenges which we will face in the exciting years ahead.

During my tenure as your President, I am concentrating on

four primary areas for objective-accomplishment by the 1980 Administration:

*Professional Development* — To enhance the professionalism of the field through influencing or providing alternative professional development opportunities for our membership.

*National Affairs* — To assume an active leadership role in representing the interests of both HRD practitioners and user organizations to enhance the image, stature, roles, and responsibilities of HRD professionals within their organizations — integrating HRD into the larger issues of national and international affairs.

*Membership and Leadership Development* — To assure the continued growth and improvement of the Society through the fulfillment of leadership and developmental needs of our members.

*Internal Organization* — To maintain a vital internal organization in which the individual talents of staff and volunteers are maximized and harnessed collaboratively through Professional Development activities, National Affairs,

and Membership/Leadership Development.

Several significant activities are already in progress which I believe you'll find of interest:

- The "heart of ASTD" is our network of 114 Chapters nationwide, and we are increasing our assistance to this vital community through our expanded Chapter Development activities, creating new programming resources for local presentation, Chapter officers' Workshop, and introduction of a long-awaited system to centralize all billing procedures through the National office.

- Our new National Academy for Training and Development is organizing under its proposed constitution to recognize and honor individuals who have made outstanding contributions to HRD. Charter members, to be selected later this year, will represent an especially rich source of talent for the Society to call upon for cutting-edge projects and counsel.

- This summer, we will introduce an important new communications channel to our membership

— in the form of a periodic newspaper featuring articles and newsnotes about ASTD activities and organizational issues. The publication will join the distinguished company of the *Journal* and *National Report* in fulfilling one of our major responsibilities: the transmission of important, timely information of interest to all our members, along with the encouragement of feedback.

• Our landmark 1980 Action Plan for Professional Development is now fully underway, founded on the following premise:

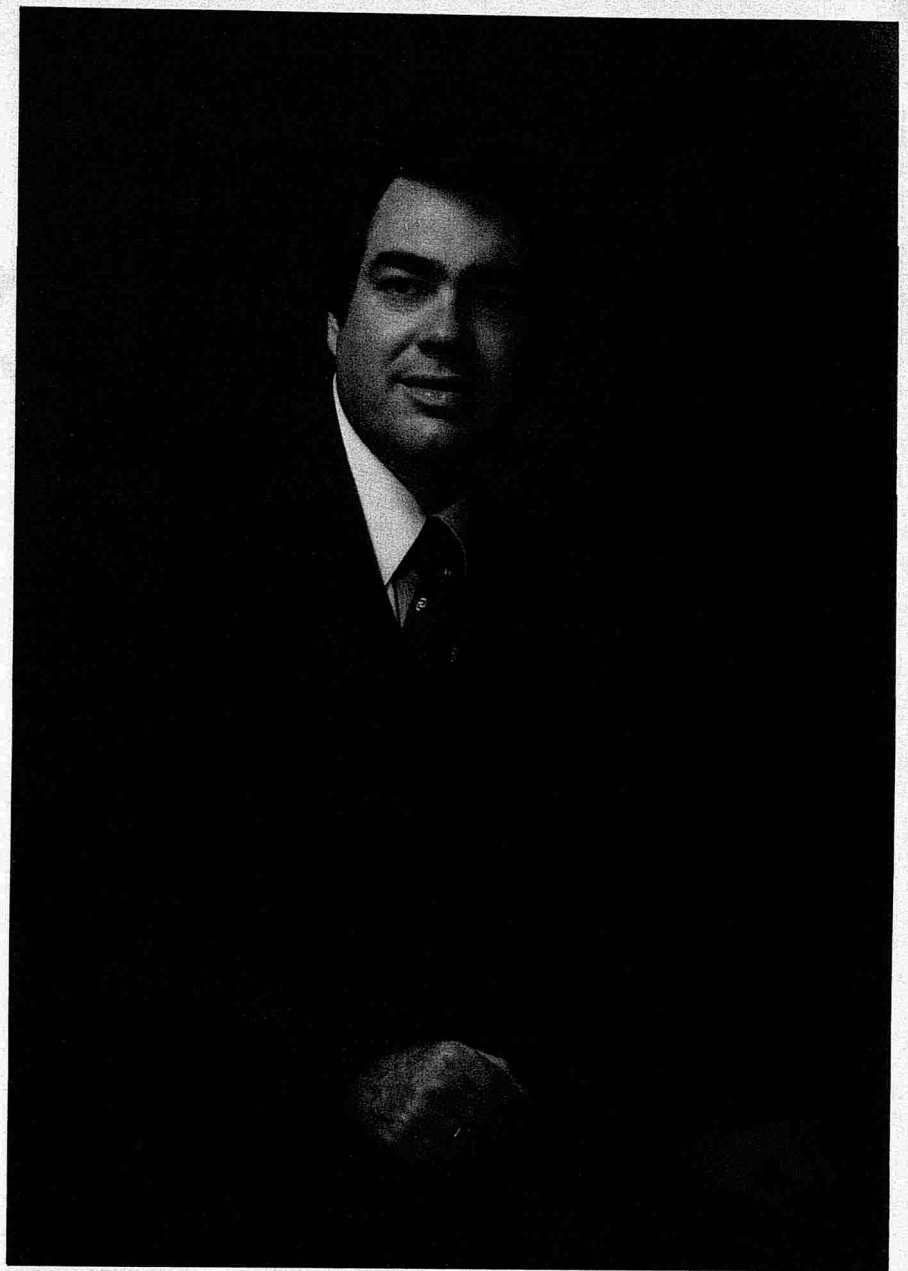
— ASTD, as an organization, has the responsibility and capability to draw upon resources — both internal and external — to analyze member development needs and fulfillment.

— The talents and expertise of our members represent a unique source of strength in accomplishing our own professional development objectives.

— Performance management and instructional technology have made significant strides in recent years, and ASTD must take leadership in advancing the state of the art through application and modeling of the best in modern practice and procedure.

— ASTD should be a leader in identifying, codifying and applying appropriate new knowledge from many disciplines (education, psychology, sociology, business and personnel administration, etc.) in its professional development programming.

— Training and development is described variously as a “craft,” “art,” “skill.” We believe that a true *science* of training and development / HRD is achievable through evolution of theory-based practice within the next decade — and ASTD should be a forum and



focal point for that vital undertaking in the years ahead.

Watch for progress reports on this vital activity throughout the year!

• And finally, our Strategic Planning Committee is making excellent progress in defining future market needs and service opportunities for the Society. Their work to date confirms the vision that the next five years can be the most challenging and rewarding in ASTD's history — *if* we continue to effectively utilize our greatest source of strength: the combined talents and creative energy of our membership in mutual service to one another.

How can you help? First, by sup-

porting and contributing to the goals and activities of your local Chapter. Second, by getting involved in Regional and National projects or committees. Third, by pledging right now to be with us at our National Conference in Anaheim, April 26-May 1. And fourth, by signing up at least one new ASTD member in 1980 — or better yet, a whole group!

Best wishes for much success.

CRAIG D. MUSICK  
1980 ASTD PRESIDENT