

# PROFESSIONAL STANDARDS COMMITTEE

## Report of Activity

### Organization

The present Committee on Professional Standards came into being last July after Mr. W. C. Christensen assumed office as President of the Society. The membership consists of two representatives from each of the Regions, except Region III, plus the Chairman. These individuals were invited to join the Committee after consultation with each of the Regional Vice-presidents.

The Committee has been actively working since the early fall of 1952. Since its members are located in all parts of the country and in Canada, it has been necessary to conduct its business by correspondence. There has been carried on, therefore, a rather lively exchange of communications with the chairman acting as the clearing point. In several instances, exchanges of ideas have been carried on between members by means of letters and by personal meetings in those Regions where it has been possible to get together.

### Definition of Standard

The question of establishing standards is related to many other problems that are now facing the Society, and it was necessary, therefore, that the Committee give thought first to defining some terms and then to setting up some objectives. Agreement was reached that the following definition of the term would be used by the Committee:

*A standard is a criterion of competence established for the purpose of correctly and uniformly evaluating qualifications, performance, results, ethics, and methods of conduct. A standard is, therefore, a measurement of performance that is acceptable to all engaged in any particular business, calling, or profession.*

### Committee Purposes

With agreement on the definition of the term "standard" the Committee set itself to the task of exploring the area of its activities. Immediately several questions arose in the minds of its members. Uppermost was that of determining the purposes for which the Committee was established. With some minor modification in wording, the following purposes were accepted as guides for the activities of the Committee:

1. To consider the need for the professionalization of the occupation of training.
2. To recommend to the Board of Directors the procedures to be followed in establishing standards and in maintaining them. This will include recommending specific sets of standards for adoption by the Society.

### Major Problems

The activity of the Committee has been concentrated on four major problems:

1. The development of standards which are attainable and which may, therefore, be constructive guides for action and conduct.
2. The establishment of criteria to guide educational institutions in developing courses of study on the undergraduate and graduate levels. These courses may be specifically designed to prepare people for entrance into the occupation of training.
3. The study of the question of professional certification including the determination of criteria upon which to base such an activity and the preparation of a proposal to put a certification program into effect.
4. The establishment of a policy governing the cooperative operation of institutes for training people by the ASTD and colleges and universities.

### Certification

Much thought was given to the problem of certification since it is definitely related to the matter of achieving professional status. The adoption of a certification program was conceived to be a positive step in the direction of providing means of encouraging training people to improve their practices and to provide a measure of an individual's fitness in the occupation. After considering the matter at some length the conclusion was reached that this is not the appropriate time to deal with the question of certification. Certain other conditions must be present before a program of this kind can be successfully operated

with beneficial results to all concerned. Since consideration cannot be delayed indefinitely if training is to establish itself as a real profession, it may be desirable to make a thorough study of the entire matter as a basis for future action by the American Society of Training Directors.

The Committee is currently engaged in considering two questions about which it is hoped to make a report to the Board of Directors at the May meeting in Boston.

### Institutes

The problem of the recommendation of a policy to govern the relationships between ASTD, its affiliated chapters, and colleges or universities in cooperatively operating institutes for training personnel has been carefully gone over by correspondence between the members of the Committee. A definite recommendation for adoption of a policy will be presented to the Board of Directors.

### A Professional Code

The other matter with which the Committee is presently wrestling is that of developing a code of ethics or principles upon which to base a statement of standards. This is a difficult question which will require thorough consideration and the assistance of the entire membership. It is hoped that some recommendations will be ready for submission to the Board of Directors at its next meeting.

The Committee on Professional Standards will meet in Boston prior to the opening of the Ninth Annual Conference. At that time the members will have the first opportunity to discuss in

person the matters which have been mentioned previously. Since so much work has been done by correspondence, it is expected that there will be little difficulty in presenting some practical and worthwhile matters in this area for consideration.

### Members

The Professional Standards Committee is comprised of:

Chairman *Harry S. Belman*  
Division of Education and Applied Psychology  
Purdue University  
West Lafayette, Indiana

Region I *Dr. L. A. Emerson*  
N. Y. State School of Industrial and Labor Relations  
Cornell University  
Ithaca, New York

*Dr. L. F. Greenberger*  
Kauffman Department Stores  
Pittsburgh, Pennsylvania

Region II *L. M. Lenzi*  
The Mead Corporation  
Chillicothe, Ohio

*O. H. Day*  
Butler Manufacturing Company  
Kansas City, Missouri

Region III *Quentin W. File*  
Stanolind Oil and Gas Company  
Oklahoma City, Oklahoma

Region IV *A. M. King*  
Canada Packers, Montreal  
Quebec, Canada

*E. M. Greaves*  
Canadian National Railroad  
Montreal, Quebec, Canada

Region V *T. A. Purton*  
General Electric Company  
Apparatus Department  
Seattle, Washington

*John Galen*  
Crown Zellerbach Corporation  
West Linn, Oregon

### Your Suggestions

Please send such observations or suggestions as you may have in the areas of the Committee's work to the member of the Committee located nearest you *immediately*, so that your ideas may be considered at the May meeting of the Committee in Boston.

*Harry S. Belman*, Chairman  
Committee on Professional Standards

---

### CAREER TRAINER AND PERSONNEL MAN AVAILABLE

Experienced professional trainer and educator, age 34, wishes position in industry or school. Has B.S. (Physics-Math), M.A. (Vocational Education), Ed. D. (Administration of Adult Education) from Columbia University. Number of years of industrial experience as machinist and electronics technician, possessing 4-year machinist apprenticeship certificate and F.C.C. licenses. Over 13 years as trade trainer, supervisor of apprentice training programs, instructor training, college coordinated training, supervisory training, manual writer. Currently training director responsible for fireman and fire officer training, safety training for a large state. Author of 13 texts now in use. Relocate with family. Salary will depend upon opportunity and associates. Will consider consulting contracts on fee basis in lieu of permanent appointment. To contact, notify **Box 109, c/o Joseph H. Jackson, The Journal of Industrial Training, 160 East 48th Street, New York 17, New York.**

---

## Announcements of Interest from your Secretary-Treasurer

- The *Southeast Texas Society of Industrial Training Directors* has completed its requirements for affiliation with ASTD and becomes our thirty-second (32nd) Chapter with twenty-five (25) paid members for 1953.

- The *Alabama Industrial Training Association* has been approved by the Board of Directors by mail-ballot for affiliation with ASTD and becomes our thirty-third (33rd) Chapter with sixteen (16) paid members for 1953.

- Through a letter received from *Roland C. Marquart*, Executive Secretary of the Training Directors Association of St. Louis, we are informed that at a meeting of the organization on March 18, 1953, it was voted to change the name to *St. Louis Chapter, American Society of Training Directors*, said change to become effective July 1, 1953.

- Newly elected officers of the Iowa Industrial Training Association who took office on January 1st, are as follows:

*Glenn Boysen*, President

*F. L. Docken*, Vice President

*Earl S. Baird*, Secretary-Treasurer

Their names and addresses will appear in the May-June *Journal* where the complete listing of Chapter Officers will be printed.

- We wish to make a correction in the listing of Chapter Officers for the Kentucky Chapter of ASTD. The officers are:

*Cloyd Steinmetz*, President

*George C. Howard*, Vice President

*Dudley Clarke*, Secretary

*Reese A. Golden*, Treasurer

- *A. B. Paulson*, former President of the Training Association of Southern California has been transferred to Colorado Springs. Hence, *Elmer Sproule*, 1st Vice-president of the association was appointed to fill the vacancy for the balance of the year. The office of 1st Vice-president will remain open for the balance of the year.

- *John Galen* announced his resignation as President of the Oregon State Training Directors Society because of a job transfer to California. *Roland Blantz* took over the President's position, and *Reg Haight* was elected Vice-President to take his place.

- *Harry F. Gracey*, ASTD member and District Representative of District 2, Region 1, has a new address: 124 Mountwell Avenue, Haddonfield, New Jersey.

- So far in 1953, one hundred ninety-three (193) new members have joined ASTD. This represents a good twelve per cent increase in membership and it's continuing to shoot up. Congratulations are in order for the Membership Committee, *Drew Daly*, Chairman!

- We'd like to publish the names and addresses of all these new members in the *Journal*, but space limitations prevent it. Work is being started this month on the 1953 *Directory of Members* and we anticipate having it ready for distribution by July 1st, 1953!

*Russell L. Moberly*,

Secretary-Treasurer

**AMERICAN SOCIETY OF TRAINING DIRECTORS**  
**Treasurer's Report, January 1 to February 28, 1953**

	General	Journal	Convention	Totals
<b>Receipts:</b>				
Cash on Hand 1/1/53 ...\$	2,567.44	\$2,885.53	\$ 524.00	\$ 5,976.97
Memberships .....	3,783.03	—	—	3,783.03
<b>Journal Sales and</b>				
Subscriptions .....	—	1,747.22	—	1,747.22
<b>Convention and</b>				
Proceedings .....	—	—	3.00	3.00
Miscellaneous .....	113.53	—	—	113.53
	\$ 6,464.00	\$4,632.75	\$ 527.00	\$11,623.75
<b>Disbursements:</b>				
Postage .....	\$ 127.15	\$ —	\$ —	\$ 127.15
Telephone, Telegraph, & Travel .....	438.86	—	—	438.86
Supplies & Printing .....	300.71	—	—	300.71
Miscellaneous .....	58.25	—	—	58.25
Editorial & Journal .....	—	2,034.97	—	2,034.97
Secretary & Accounting .....	545.00	—	—	545.00
	\$ 1,469.97	\$2,034.97	—	\$ 3,504.94
Cash on Hand 2/28/53 \$	4,994.03	\$2,597.78	\$ 527.00	\$ 8,118.81

*Russell L. Moberly, Secretary-Treasurer*

## TRAINING PROGRAM ERRORS

(Continued from page 16)

### Deductive Approach Best

The most important lesson seemed to center around the deductive versus the inductive method of training. I have always felt it was probably best to give the trainee a statement of his job or assignment and develop in his mind a picture of some of the things he will meet as problems. With this kind of an introduction or motivation, the trainee will absorb the training material because he sees how it will give him the answers to problems he anticipates. This I would call "deductive" training.

"Inductive" training is the name for the training program given the loan executives in this community organization. It was inductive because we were inducted through a chronological recital

of the development of the idea, then the organization, then the work, eventually arriving at the problems which blocked the path of development—the problem which we were to remove. The weakness of such a training approach lies in the confusion of the trainee: "How much of all that is being presented must I remember?" "In what relationship must it be remembered?" "In what way will it be used?" These are questions which each trainee must answer to his own satisfaction, questions which cannot be answered until he knows the problem.

I am now convinced that training based on the deductive method makes it possible for the trainee to participate in a manner more personally satisfying and purposeful, and also gives more assurance that the trainee will solve his problems more nearly in accordance with the training given.

## THE COVER PICTURE

This picture is a frame taken from a sound slidefilm developed by Thomas G. Newton, Director of Training at the Armstrong Cork Company. The film was one of the many techniques used in training employment interviewers (see page 10), and can be obtained on loan from the ASTD Library of Training Materials.

The following dialogue accompanied this frame in the film:

Interviewer: "I see from your application that you were a truck driver."  
(on the right)

Applicant: "At one time, yes."  
(on the left)

Interviewer: "You were a student at the McCarie School for one year.  
Is that all the training you had?"

Applicant: "Yes, that is all."

What was wrong with this interview, if anything?

# MANAGEMENT DEVELOPMENT SUMMER INSTITUTES

Accelerated and concentrated one week Institutes on the more vital aspects of Executive and Supervisory Development; using the techniques evolved over the past ten years in Training Programs for our clients.

## MANAGEMENT FUNDAMENTALS AND SKILLS

— techniques common to management of all types of business

## HUMAN ELEMENT PROBLEMS of the OPERATING EXECUTIVE

— motivating productivity and wholesome human relations

## HOW TO DEVELOP SUBORDINATES

— effective use of coaching and counseling techniques

## PLANNING AND LEADING PROBLEM SOLVING CONFERENCES

— techniques used in conducting productive conferences

## TECHNIQUES OF MANAGEMENT DEVELOPMENT PROGRAMS

— how to plan, build and administer

• Send for circular TD giving complete details •

## EXECUTIVE TRAINING, INC.

Affiliate: Rogers, Slade & Hill

Consultants on Management Problems

342 Madison Avenue

New York 17, N. Y.