

SPECIAL MEETING OF THE APGA EXECUTIVE COUNCIL

Sunday, February 3, 1957

Clifford P. Froehlich, Presiding

The meeting opened at 10:00 a.m., in the Hotel Willard, Washington, D. C. Those in attendance were Dr. Clifford P. Froehlich, Dr. Frank M. Fletcher, Jr., Dr. Collins W. Burnett, Dr. Raymond N. Hatch, Miss Anna R. Meeks, Mrs. Blanche B. Paulson, Mr. Bruce Shear, and Dr. Arthur A. Hitchcock.

The agenda was made up of the numbered items listed below. No Executive Council actions were taken but opinions were expressed on each of the items.

I. Public Relations

The Public Relations Committee for next year will be formed with a nucleus in the Washington-New York area and will serve to develop ideas and plans for public relations work to be carried out by the central office. Some consideration will be given to the possible employment of a public relations firm. Several ideas were expressed relative to the enlargement of the APGA publicity activities. These included advertising in other journals, possibly making a restricted geographical area test, having displays at State Education Association meetings.

The display space at the Convention was considered. The members felt that there should be ample displays for each Division within a coordinated APGA framework. The display should publicize the publications. Membership matters should be handled at the membership desk that will be in the registration area near the displays. The Central Office will get in touch with the President of each Division to see what the Divisions wish to exhibit and the Office will make arrangements to have the displays put up and persons to man the sale of items.

II. Yearbook

The progress of the yearbook was presented in a report from Dr. Melvene Hardee. Her tentative outline was presented. There was agreement expressed on the general idea of the title, "The Emerging Role of Guidance in A Democratic Society" and it was decided that any specific modifications should be left in the hands of the editor. Dr. Hardee has presented the outline to the National Society for the Study of Education for action by their Board on February 4. The yearbook would be published in 1959.

It was suggested and generally agreed that there should be an editor and two or three assistants. Suggestions of representatives will be made by the Council to Dr. Froehlich.

It was the general concensus that Dr. Hardee should be asked to serve as editor. This is a Presidential appointment. Dr. Froehlich asked Dr. Hardee to serve and she agreed. Her title will be Chairman of the Committee for the Yearbook.

III. Science and Engineering Study

The Executive Secretary reported on the contacts with the National Science Foundation, American Association for the Advancement of Science, and the President's Committee on the Development of Scientists and Engineers relative to a nation-wide project in the realm of developing better information among counselors in the science and engineering careers. In the discussions with these groups the point had been maintained that APGA would be interested only in such a project in the framework of the larger problems of planning for and entering into college in the face of greater difficulties that are occurring through competition.

Dr. Froehlich summarized the discussion with the agreements on these points:

- A. The project must be concerned with the utilization and development of talent.
- B. The project must be definitely a guidance project.
- C. There should be considered broad questions of how choices are made and by whom the student is influenced.
- D. The project should have cooperation from non-scientific groups.
- E. A small group should help the Executive Secretary to draft the proposal.

IV. Minority Group Project

The program for the Youth Training-Incentives Conference on February 4 was outlined. It was stated that the follow-up project of a workshop by APGA should be pursued right after the February 4 Conference. Contacts have already been made with some foundations and it is believed that there might be a good opportunity to obtain assistance for a major project on developing information and professional aids for counselors on working with minority group youth.

V. Industrial Project

It was reported that the Educational Director of the National Association of Manufacturers has suggested that we should hold a one day dutch treat conference of representatives of approximately fifteen industrial concerns to discuss relations of school and college counselors to industrial demands for talent. It would be hoped that this would provide an instrument to appraise industrial concerns of our financial needs in carrying out the APGA role of professional leadership. The opinion was expressed that we should plan to hold this meeting.

VI. Building Campaign

Plans for the life subscriber and-building fund campaign were discussed. It was pointed out that the amendments to the By-Laws authorizing increased dues and life subscribers could be acted upon at the Monday Assembly. Several Divisions, however, will not have had an opportunity to discuss it by that time. Therefore, it was suggested that Dr. Hulslander be asked if the 1:30 and 3:00 sessions on the program could be switched to permit discussion of the question by the Divisions before action by the Assembly. If this can not be done, then the Assembly would be asked not to pass the legislation until Wednesday. The life subscriber campaign could still be started right after the Assembly in terms of provisional pledges. The members of the Council wish to be very careful to assure that everyone has an opportunity to discuss the question fully and not to feel rushed about acting upon it. The Assembly members will be apprised in advance of the action to be taken if they act favorably on the amendments.

The meeting was adjourned at 5:00 p.m.

Arthur A. Hitchcock
Executive Secretary