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The University of Iowa

IOWA CITY

EXTENSION AND SERVICE ACTIVITIES



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EXTENSION AND SERVICE ACTIVITIES

March, 1965

Division of Extension
and University Services

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EXTENSION AND SERVICE ACTIVITIES
THE UNIVERSITY OF IOWA

Introduction

As The University of Iowa has grown to its position of leadership among the universities of America, those responsible for its destiny have been conscious of the continuing need for excellence in teaching, research, and service.

Extension services and off-campus activities have been regarded as important functions of the University from the earliest years. These services have reflected, at least since 1890, the basic philosophy that the society which supports the university should be strengthened by the institution through well-trained graduates, new knowledge acquired through research, and useful services which extend learning and teaching opportunities and which interpret knowledge and research. By 1913 service and off-campus activities had grown to such an extent that it seemed wise to formalize them through an official agency and the Extension Division was created. The University's purpose then and since has been:

"To render a service to the Commonwealth and to the people by carrying to every part of the State the knowledge, the thought, the ideals, the spirit of the several departments and colleges of the University and by bringing the University generally in contact with the citizen."

The very name "University" suggests the breadth and scope of interests of such an institution. The University of Iowa is properly concerned with all that may be known of mankind and the universe with which mankind must contend. The very names of the colleges, departments, and other divisions of The University of Iowa -- Engineering, Law, Business, Human Medicine, Pharmacy, Dentistry, Education, Nursing, Liberal Arts (literature, arts, sciences), Child Welfare Research, Gerontology, Agricultural Law, Agricultural Medicine, Public Affairs, Urban Studies, Nuclear Research, Labor and Management -- are a catalogue of the

main interests of society. University personnel are probing man's past and attempting to predict his future. Their explorations range from archaeology to outer space--from birth to death--and are, indeed, a reflection of all that is useful and necessary to a free society.

On the campus this spectrum of knowledge is communicated directly to enrolled students. From the campus the University has built bridges of communication to impart and interpret information and knowledge for the betterment of the citizenry. The extent to which "the campus is the whole state" is dependent upon the resources available after a priority of top-quality is assured in teaching and research in the Iowa City classrooms and laboratories.

In all that it has done the University has sought to relate its extension and service activities to the resources of the institution for teaching and research and to the real needs of the people. Extension activities are not the work of a "university within a university." By and large, the same personnel and library and other resources are relied upon to serve enrolled students and the public alike. The staff for service and service-related research is only large enough in each service area to coordinate the resources of the institution without costly duplication and unnecessary expense. Service similarly is geared to meet genuine needs without make-work to meet imagined needs.

The vast resources of the institution are now made available to Iowans through radio and television, by mail, in conferences, short courses, and institute activities, through Extension and Saturday classes, by use of film and other audiovisual instructional materials, through publications and testing programs. Campus agencies and the Extension Division provide the vehicles through which thousands and thousands of Iowans are served regularly. As society has become more complex and the frontiers of knowledge more extensive, the University has sought to narrow the gap between man and the knowledge he needs

about himself, his society, and the universe in which he exists. Our citizens have thus properly come to expect continuing high quality educational services in ever-increasing quantity from their University in Iowa City. As the University has been conscious of these public needs and demands, the process has become increasingly self-reflexive--the people have become more aware of the growing importance of the institution as a good neighbor and friend that merits their support and confidence not only in appreciation for the high quality of services extended but in understanding the need for high quality teaching and research as well.

DIVISION OF EXTENSION AND UNIVERSITY SERVICES

When it was organized in 1913 the Extension Division announced programs in Public Administration and Municipal Information; Educational Service; Political, Economic and Social Welfare; and Correspondence Study. In the years since, new areas of service have been added and others abandoned. Since 1947 the Division has been headed by a Dean. The Division has the same status as that of the colleges.

The Division now is composed of the following agencies:

Audiovisual Center

This Center, which was established in 1914, provides services for the colleges and departments of the University^a as well as for the people of the state. Its work may be divided into five areas as follows:

1. Lending Library of Educational Films. The library contains 30,000 prints concerning 6,000 subjects. Last year there were 159,113 showings to an estimated audience of 50,000,000.

2. Motion Picture Production Section. Last year 134 films were produced in cooperation with the colleges and departments of medicine, dentistry, engineering, education, physical education and athletics, botany, music, and art. This agency produces an ever-increasing number of films for television. The films produced are used in the classroom and in the adult education programs of the various departments.

^aThe Center maintains a portable closed-circuit TV unit which is used extensively by several departments and colleges of the University. Motion pictures, as well as still pictures and micro-films, are produced for classroom use. Photographic Service also produces student identification pictures, pictures for the Hawkeye Yearbook, and technical medical films. "Tapes for Teaching" are also used extensively on the campus.

3. Photographic Service. Last year this section provided 240,000 photographic items. The service includes production of still pictures, microfilms, and teaching aids (Ozolid process) for the departments and colleges; these items are used also in short courses, conferences, institutes, and publications.

4. Graphic Section. In 1963-64 this agency handled 6,000 assignments in preparing signs, charts, graphs, maps, posters, layouts, technical illustrations, exhibit designs, models, etc. for use by the colleges and departments. These teaching tools help to facilitate presentations by the faculty and staff at professional meetings, in refresher and short course activities, television presentations, public lectures, and in publications as well as in classroom use.

5. Tapes for Teaching Service. Secondary schools throughout the state call upon this agency for tape recordings on a large number of educational subjects. Work is done in cooperation with WSUI, and the tapes are made available from a master file of recordings at a nominal cost. In the past year 3,400 recordings were made.

The Audiovisual Center, in cooperation with the College of Education, also maintains a completely equipped audiovisual laboratory for teaching, demonstration, and research.

Club Program Service

Clubs and study groups throughout Iowa may call upon the Extension Division for program outlines, packets of library materials, play scripts, and home study guides. Requests are received by the Division and answered directly or referred to the appropriate department for reply. Club program outlines covering a large variety of subjects are distributed at cost in bulletin form.

Continuing Education

The demand for short courses, conferences, and institutes has grown at a fantastic rate in recent years. These offerings are scheduled and arranged by the director of conferences in cooperation with the colleges and departments of the University.

The University's "publics," in a sense, are catalogued in the conference statistics compiled by the director (see next page for the 1963-64 report). Last year 16,931 persons came to the campus from throughout the state and nation for these offerings.

The director of conferences is the administrative officer charged with the operation of the Iowa Center for Continuing Education (established in 1952). The activities and program policies are determined by the director and a committee of faculty members representing the colleges and departments.

The program provides a kind of mirror of the University's interests and activities in enriching and making more productive the lives of adult Iowans and enhancing the work of secondary school educators.

Among the groups served are lawyers, doctors, dentists, pharmacists, nurses, teachers, engineers, businessmen, labor union members, child study groups, peace officers, social welfare workers, communications (radio, press, TV) personnel, youth counselors, public officials, and persons interested in the arts and sciences, community development, gerontology, hospital administration, mental health, public health, citizenship, world understanding, religion, state and local government, industrial development, family problems, and many, many others in similar related fields.

The thousands of persons who come to the campus are taught by members of the regular faculty and comprise an "adult student body" about one and a half times as large as the regularly enrolled degree candidates. In our fast-

1963-64 Conference Schedule

	<u>No.</u>	<u>Registrations</u>
Iowa Public Health		
Medical	29	2162
Dental	11	597
Nursing	16	753
Mental Health	3	391
Speech & Hearing	3	275
Social Welfare	2	125
Problems of the Aging	3	152
Hospital Administration	-	---
Vocational Rehabilitation	4	316
Public Service		
Law Enforcement	13	563
Community Development	1	65
Citizenship	2	102
World Understanding	1	75
Iowa State Agencies	7	416
Business and Industry	35	1922
Labor Education	12	734
Other Professional		
Law	5	783
Engineering	2	175
Pharmacy	3	347
Religion	-	---
Teaching and Administration	25	2962
Newspapers and Journalism	5	361
Radio and Television	-	---
Counseling and Advising	2	85
Youth Development	1	112
Fine Arts	2	165
High School Students	6	1491
Miscellaneous	<u>9</u>	<u>1902</u>
Total	201	16931

changing society formal education continues to be marked by graduation milestones, but the public demand to "keep pace" with what is new grows and grows. To the extent that its resources will allow the University has been very much involved in trying to meet the demand, but it is the opinion of most of those concerned in the programs that the demand will increase in geometric proportions in the years immediately ahead.

Bureau of Correspondence Study

Each year more than 7,000 persons take correspondence courses; more than 160 courses are offered. These courses are prepared and conducted by members of the University faculty and the work is equivalent to that taken by students on the campus. Students from every walk of life in almost every state and several foreign countries are enrolled for such work. Of course, most of the students are Iowans and some are U of I students who enroll during vacation periods. A government sponsored course is available to aliens seeking citizenship. Courses are provided also through cooperation with the U.S. Armed Forces Institute and the Veterans Administration.

In 1963-64 there were 7,913 students enrolled. Of this number 4,024 were enrolled for the first time, and the remainder had taken courses before and were re-enrolled.

Through this Bureau the University annually brings to thousands of citizens unparalleled opportunities to benefit from course offerings of college grade.

A joint catalog of the correspondence study offerings of the State College of Iowa and The University of Iowa is published. Last year the catalog was sent to student wives at all three Regents institutions.

Bureau of Educational Research and Service

This joint agency of the Extension Division and the College of Education:

1. Publishes and distributes standard tests.^a
2. Publishes educational materials related to testing.^a
3. Publishes education research studies.^b
4. Does surveys of instruction.^b
5. Provides consultation service on school problems.^b

During the past fiscal year nearly 1,050,000 copies of standard tests were distributed. Orders were received from every state and territory of the United States and from 21 foreign nations. While few specific testing programs are conducted by the Bureau, some schools administer certain tests and send them to the Bureau for analysis.

School Survey Research Program

In cooperative effort with the Iowa Center for Research in School Administration, the Bureau has worked out a program of financial assistance to underwrite a group of staff researchers with allocations for travel, printing, and other facilitating activities.

School district calls for service in the area of school building site analysis, personnel and curriculum reviews, and surveys in areas in need of consultant activity have reached a point beyond the normal ability of staff to supply.

It is hoped by providing financial and accounting assistance the Bureau may be able to make possible a much greater service to the school districts of Iowa.

^aPrimarily the responsibility of Extension personnel.

^bPrimarily the responsibility of College of Education personnel.

The Specialty Oriented Student Guidance Research and Publications Project

Dr. Kenneth B. Hoyt has been carrying on a program of research for the last several years with trade, technical, and business training schools in an effort to ascertain the guidance needs for a large majority of students who leave high school without any plan to continue their formal education.

School counselors have long been in need of informative materials to give assistance to the planning of training in trade and technical areas.

As a result of this extensive research program a set of booklets have been prepared from the research findings that can be used by counselors.

The Bureau of Educational Research and Service has assumed the responsibility for the publication and distribution of 35 such booklets with the prospect of more to be available in the future. These have been prepared in a guidance counseling set that will be available to high school guidance counselors.

The function of the Bureau in this project has been to make possible counselor awareness of these excellent materials and place them at their disposal through a research oriented distribution program.

It is anticipated the program will continue over a period of years with an increasing number of available publications to assist counselors in all parts of the nation. The current mailing list approximates 12,000 counselors with every indication that this will grow rapidly over the coming year.

Extension Classes

In 1956-57 a program of extension classes was inaugurated for off-campus presentation. Classes in nurses' training, social work, education, business administration, and engineering have been offered. During 1963-64 988 students were enrolled in 36 courses.

The Division also sponsors a program of lectures and films for professional organizations throughout the state. This is a cooperative venture of the Division and the professional colleges, and supplements clinics and refresher courses presented on the campus.

Radio Broadcasting

The Extension Division administers the operation of WSUI and KSUI. These stations bring to homes and classrooms in the listening area broadcasts from the classrooms of the University, programs of music, sports, news, community service, and special events. Regular university courses are offered for credit over WSUI. About 25 students are part-time employees of the stations and over 100 others are given training and experience in all facets of broadcasting.

Saturday Classes

Saturday classes for school administrators and teachers are provided through the Division. During 1963-64 859 students took advantage of courses in various fields. In this way they may continue their education while teaching full time.

Speakers Bureau

High school commencement speakers from the University faculty and staff are provided through a Speakers Bureau of the Division. The Division also receives requests for speakers from civic and service clubs and other organizations and refers such inquiries to the departments for speakers on the topics requested. There is a constant demand for speakers, and, because arrangements are often made directly with the speaker, there is no way to measure the number of engagements made.

Institute of Public Affairs

In creating the Institute of Public Affairs, the State Board of Regents assigned this unit the task of bringing the University's research and service facilities to bear on the practical problems of government faced by public officials in the state. The Institute was to function as liaison between the University and public officials; it was to operate by gaining the cooperation of other departments of the University toward providing the information and services requested by public officials.

Much of the Institute's activity during the past fifteen years has followed that pattern. The Institute has enjoyed excellent cooperative relations with other departments of the University, and with many individuals and groups of public officials. In addition, cooperative arrangements have been worked out with other agencies of the state government, with other educational institutions, and with various voluntary citizens' organizations. The Institute has served as coordinator or clearing house for many research projects and training programs. Members of the Institute staff have assisted other agencies and organizations in research and educational activities.

Much of the research conducted by the Institute staff, as well as pertinent research done by other members of the University faculty, has appeared in books and pamphlets published by the Institute. Requests for information have been answered through research memoranda and correspondence. The Institute has sponsored many short courses, conferences, and meetings, and members of the staff have participated in similar educational programs sponsored by other departments of the University, organizations of officials, and other groups.

Through all these methods the Institute has tried to fulfill its basic function - serving Iowa government by making the facilities and services of the University available to public officials and to citizens interested in public affairs.

Cooperation with State Officials

The Institute has cooperated with many departments and agencies of the state government on research projects, publications, and conferences. Joint publications include "A Guide to Iowa Laws Concerning Children and Youth" (1954) with the Iowa Commission on Children and Youth; "Mental Health Facilities in Iowa" (1952) with the Iowa Mental Health Authority, the Board in Control of State Institutions, and the State Department of Social Welfare; "A Guide to Child Caring and Placing Agencies in Iowa" (1955) with the State Department of Social Welfare and the Iowa Association of Children's Agencies and Institutions; "Juvenile Delinquency: Iowa's Problems and Resources" (1956) with a number of state departments and organizations; "Collection and Disposal of Refuse" (1951) with the State Department of Health and the League of Iowa Municipalities; "Iowa Fire Laws" (1956) with Firemanship Training, Engineering Extension, Iowa State University, the State Fire Marshal, and the League of Iowa Municipalities; and "Legal Aspects of Doing Business in Iowa," (1959, 1962, revision in process) with the U of I College of Law and the Iowa Development Commission.

Other Institute publications of interest primarily to state officials include "The 1950 Census - Its Effects on Government in Iowa" and "State Control and Administration of Atomic Radiation" (1957).

The Institute has compiled a codification of the precedents and decisions of the State Board of Regents since its beginning in 1909. This codification is brought up to date annually as an aid to current board members and executives of the institutions under the board's control.

Before the legislative sessions of 1951, 1953, and 1955 the Institute was asked to prepare several research reports; these requests came from members of the legislature. In 1955 the legislature created its own Legislative Research

Bureau, and legislative requests for research now are directed to that agency. The Institute works closely with the Legislative Research Bureau and assists in specific research projects when requested.

Members of the staff have served on various state-wide committees, such as the technical advisory committee on the study of needs of higher education, the Governor's Commission on Economic and Social Trends and the Governor's Commission on State and Local Government. They also have assisted study committees in research capacities.

Cooperation with County Officials

Publications in the area of county government include "A Handbook for County Supervisors" (1950 and 1960) and surveys of county salaries in 1954, 1956, 1960, and 1963. In 1954 the Institute staff also prepared a report on terms of elective county officials in the several states.

Cooperation with Municipal Officials

Nearly all publications in the municipal field are joint publications with the League of Iowa Municipalities; the League shares in the printing and distribution costs. Close cooperative relations exist between the League and the Institute, and with other organizations of local officials.

A major research effort has been expended in the preparation of "Iowa Model Ordinances." Work on this project began in 1950, and is still in process. The first series of model ordinances was published in 1953, and additions and revisions are distributed from time to time. The work now consists of more than four hundred pages and forty chapters; nearly forty research assistants have assisted in preparing these guides for local attorneys, in cooperation with the U of I College of Law and the League of Iowa Municipalities. The model ordinances have served as the basis for a number of new municipal codes in the state of Iowa.

Other publications in the municipal field include the following:

- A Handbook for Councilmen (1950)
- Your Job as Councilman (1954, 1958)
- Refuse Collection and Disposal (1951)
- A Manual of Accounting and Financial Procedures (1954; in process of revision)
- A Handbook for Iowa Mayors (1951, 1957)
- Municipal Salaries in Iowa (1951, 1953, 1955, 1957, and annually since 1959)
- Reference Manual for Iowa City and Town Clerks (1952)
- The Clerk's Manual (1958)
- License and Permit Fees in Iowa Cities (1952)
- A Guide to Annexation and Subdivision Control (1960)
- Home Rule for Iowa? (1962)

In addition to research of a general nature, the Institute has conducted administrative surveys of Davenport (1960), Iowa Falls (1961), Sioux City (1963), Washington (1963), Grinnell (1964), and Des Moines (1964).

A study of the region around Sioux City - The Siouxland - was a major project in 1963. Results of the research have been published in a description of the units of government in the region and the administrative survey of Sioux City. Additional reports are in process covering intergovernmental relations and public safety services.

Cooperation with Peace Officers

The University's first short course for peace officers was held on the campus in 1937. This short course, now under the direction of the Bureau of Police Science, has been held every summer since then. During the past fifteen years three additional annual training schools for law enforcement officers have been started: the Police Recruit School, the Police Traffic School, and the Police Command School.

Other services of the Bureau of Police Science include participation in local and regional training schools; making police administration studies and parking and traffic surveys; demonstrating latest police equipment and methods; assisting in investigations through conducting polygraphic (lie detector) tests; and conducting entrance and promotional examinations for police personnel.

Publications in the police science field include "The Police and the Public" (1950), "Protection Against Burglary" (1953), and "Recommended Forms for Indictments and True Informations" (1961).

The Citizen's Role in Public Affairs

Members of the Institute staff have encouraged citizens to participate more actively in affairs of government and politics. They have participated in citizenship training programs conducted by schools and by such organizations as the 4-H clubs, the American Legion and Auxiliary, and the League of Women Voters. They have assisted in workshops and other programs conducted by both political parties.

To aid schools and citizen groups in these efforts, the Institute has published "Voting in Iowa," an explanation of the state's election laws and political party procedures, and a "teacher's guide" for use with that book. More than 25,000 copies of this book have been distributed; the book has been used in more than 300 Iowa high schools. A sequel to "Voting in Iowa" - "A Citizen's Guide to Iowa Municipal Government and Elections," also has been published by the Institute. A new pamphlet describing the Iowa court system will be available for distribution in 1965.

In 1950 the Institute published "Partisan Politics on the Campus," a study of policies regarding the appearance of political figures on the campuses of publicly supported institutions of higher learning.

Other public affairs publications include "Facts and Opinions About the Shaff Plan" (1963), "A Half-Century of Local Governmental Finances: The Case of Iowa - 1910-1960" (1963), "Trends and Variations in Local Finances: The Case of Iowa Counties" (1964), "The U.S. Balance of Payments Problem" (1964), a brief discussion of the constitutional amendment submitted at the November 1964 elections, and "The Effects of the Use of Voting Machines in Total Votes Cast - Iowa - 1920-1960."

Community Development

Civic leaders in an increasing number of Iowa communities have become concerned with coordinating their efforts to improve their communities. To aid these community leaders, the Institute has initiated a three point program: (1) information services; (2) survey studies; and (3) consultant services.

In the area of information services the Institute has published "A Handbook for Improving Iowa's Communities" (1957), "A Survey of Community Councils in Iowa" (1960), and "A Survey of Cultural and Recreational Services in Iowa" (1961). Directories on the "Cultural and Recreational Resources in Iowa" and "Services for the Aging and Aged in Iowa" are nearing completion. Copies of these directories will be available soon. All the above publications were developed in cooperation with the Iowa Council for Community Improvement.

Community surveys are used as a means to coordinate community development improvement. A Survey in Garner, Iowa, obtained the views of high school graduates about what should be done to improve their community. Staff members of the Institute have participated in community attitude studies for Dunlap, Missouri Valley, West Liberty, Indianola, Bedford, Oakland, and Dyersville. A survey of Tipton is in process. Most of these studies are under the cosponsorship of the Institute of Public Affairs, the Iowa Development Commission, and Northern Natural Gas Company.

Consultant services completes the three point program for community development. For example, the Institute, in cooperation with Department of Physical Education for Men, has provided consultant services on park site development in Kalona, Iowa. Staff members also have acted as judges in the Planned Progress Award Program sponsored by the Union Electric Company in southeastern Iowa.

Staff involvement in regional, state, and national conferences relating to all phases of community development has resulted in evaluation and redefinition of the entire program. The Institute envisions its role in community development as an expanding one.

Other Activities of the Division

The Extension Division also provides services to the people of Iowa through:

1. High School and community Projects. These include cooperative programs with colleges and departments in such programs as high school music clinics and festivals; the Iowa High School Forensic League contests; the Iowa High School Drama Festival; the Iowa High School Exhibition in Art; the Drama Festival for Community Groups; the Consultative Service for High School Teachers of Journalism; and Recreation Consulting.
2. University Exhibits.
3. Bulletin Publications. These are distributed throughout the state and comprise catalogues and/or announcements of Division programs and activities.
4. The Iowa Lakeside Laboratory. This biological field station at Lake Okoboji is owned and operated by The University of Iowa. The three state institutions of higher learning under the Board of Regents cooperate in the educational program of the laboratory. Policy is determined by a joint committee and general administration of the laboratory is a responsibility of the Extension Division.
5. Macbride Field Campus. The University has a leasehold from the U.S. Army Corps of Engineers on more than 600 acres of land in the Coralville Reservoir area. Development plans for the area call for its eventual use in the educational programs of many departments of the University. The primary function planned for the area is training leaders in recreation, outdoor education, nature study, and special education for handicapped, mentally retarded, and emotionally disturbed children.

6. Iowa Center for Education in Politics. This organization, formerly the Iowa Citizenship Clearing House, is a cooperative effort of the political parties and the colleges and universities of the state to promote more active, and better informed, citizen participation in politics. For the past ten years its activities have been directed to students in Iowa's colleges and universities, to make them aware of the opportunities for participation in politics and to prepare them for an active role in politics after graduation. The Center now hopes to broaden its program to include work with high school students and teachers, and with groups of adults. The Center is supported entirely by grants from foundations, groups, and individuals. The Division of Extension and University Services serves as its headquarters.

ADULT EDUCATION ADVISORY SERVICE

This service of the College of Education is available to public school officials and other groups. Consultation is available concerning organization, techniques, subject matter, and other aspects of continuing education. Close cooperative arrangements are maintained with the State Department of Public Instruction.

AGRICULTURAL LAW CENTER

The Agricultural Law Center is maintained at the College of Law through the cooperative efforts of The University of Iowa, Iowa State University, and the United States Department of Agriculture. The purpose of the Center is to bring together in cooperative research projects the knowledge and techniques of personnel trained in law and agricultural economics. The Center also serves as a clearinghouse for ideas and information for attorneys and others who render professional advice to farmers.

Through the Center, basic research is undertaken by law faculty members into legal problems which are of general concern to the farm community. Other research activities are carried out by promising students in the College of Law and graduate students in agricultural economics at Iowa State University, under the direction of the Center staff. The research product of the Center is disseminated through law reviews, through scientific and professional journals, and by direct publication.

INSTITUTE OF AGRICULTURAL MEDICINE

This Institute is under the jurisdiction of the Department of Preventive Medicine and Environmental Health. It collaborates with the College of Veterinary Medicine and the Extension Service at Iowa State University and many departments of The University of Iowa College of Medicine. The Institute seeks to determine the number, extent, and importance of health problems of agricultural workers. Problems are investigated with a view to the adequacy of prevention and treatment and the need for research. Examples of problems investigated include diseases of animals transmitted to man, farm accidents, farm sanitation facilities, and pulmonary diseases due to contacts with plants and chemicals.

Although this agency is primarily devoted to research work it is frequently called upon to provide public services.

Physicians call upon the agency for information concerning diseases under study and for which routine facilities are not available in University Hospitals or the State Hygienic Laboratories. The staff has provided information in response to inquiries from farmers, industrial firms, and the State Department of Health.

The Institute serves as host for the Iowa Rural Health Conference (in alternate years with Iowa State University) and participates in other short courses and conferences concerning related medical, agricultural, veterinary, toxicological, and safety matters.

The agency provides important (although largely incidental) services in addition to its research work, and anticipates a continuing demand for its service work.

BUREAU OF BUSINESS AND ECONOMIC RESEARCH

The purpose of the Bureau of Business and Economic Research is to undertake economic and business research in the interest of the people of Iowa and to render service to Iowa citizens, institutions, and industries. Its principal objectives are:

1. To conduct research in the areas of economics and business which will be of value to business and government generally, with special reference to problems of importance in Iowa.

2. To compile economic and business information with particular reference to Iowa, and to make this information generally available.

3. To assist in and facilitate research in these areas by the other faculty members of the College of Business Administration, by faculty in other parts of the University, and by others.

4. To publish the results of research investigations and to aid faculty members through the medium of its publications to publish results of their research.

The basic areas in which Bureau research is concentrated are the following:

1. Regional and urban analysis
2. State or regional conditions, development and resources
3. Industry operations and business practices
4. Analysis of current economic conditions
5. Government economic policies
6. Business and economic education

The emphasis of research ranges from empirical investigations to theoretical analysis.

In furtherance of these objectives the Bureau publishes monthly the Iowa Business Digest and, at intervals, issues research studies and monographs. The Bureau also undertakes a variety of service projects in such areas as economic education, community development, trading area surveys, and community economic base studies.

The Bureau has been active in a number of areas to encourage the more effective application of scientific information, particularly in sharpening the perception of, and possible solutions for, important problems confronting business, labor, and community management in the state. The following list of selected programs over the past two years illustrates this dimension of Bureau activity.

1. Workshops on community development in three Iowa communities over the past year (in cooperation with the Institute of Public Affairs)
2. Iowa Manpower Development Institute (financed by Office of Manpower, Automation and Training)
3. Conference on Economic Development of Northeast Iowa (in cooperation with the Interinstitutional Committee on Economic Development of Northeast Iowa)
4. Economic Education Forum (Fort Dodge, Iowa)
5. Extension courses in economics for public school teachers and administrators in Cedar Rapids and Davenport, with total enrollment of 95.

The University of Iowa has established a national reputation as one of the pioneers in recent efforts to stimulate and improve widespread economic literacy. One phase of the program is to define, conduct, and participate in research projects in the area of economic education. Another phase of the program involves the development, publication and distribution of experimental instructional materials. Still another function of the

program is to serve as a focal point for individuals and organized groups concerned with improving economic literacy; to stimulate and encourage active, professional work in economic education; to encourage research and experimentation, and to assist in the reporting of such work.

In cooperation with the Iowa Council on Economic Education, the Bureau conducts workshops for businessmen and teachers of business and economics. Generally, these three-week workshops have carried three hours of University credit and have been presented in Iowa City and other large cities in Iowa. Less formal conferences and forums also have been conducted at off-campus sites in every section of the state.

Several short courses have been offered, e.g., a course for hardware dealers, an income tax school, and an installment lending school.

The Bureau, since 1948, has conducted trade-area surveys in 20 Iowa communities. A survey of Jefferson, Iowa is now in process. These surveys are done on a cost-sharing basis and are paid for largely by the communities involved.

Although the Bureau does not maintain a formal referral service in the sense of a specific list of agencies and individual consultants, it does invite questions involving the gathering and interpretation of economic and business statistics. Within the limits of its facilities and schedule of operations, it does supply whatever consulting services it can.

The Bureau staff also cooperates with personnel at Iowa State University in the Iowa College-Community Research Center program of studies of selected Iowa problems.

The problems of Iowa as a state with a fast-changing economy create ever-growing research and service demands upon the Bureau.

CHILD DEVELOPMENT CLINIC

The Child Development Clinic is an out-patient facility and is a division of the Department of Pediatrics in the University Hospitals. It is supported by University funds and funds from the Division of Maternal and Child Health, Iowa State Department of Health.

The Clinic has a three-fold program of service, education, and research. The primary role of the Child Development Clinic is as a diagnostic clinic for developmental problems in children. Once the diagnosis is made, the child is referred back to his personal physician and the resources of the local community with appropriate recommendations.

The services of the Clinic are constantly being evaluated to make them more effective in meeting the needs in the field of a child's growth and development. Educational opportunities are provided for students in various disciplines to learn more about this group of children and their problems.

The Clinic will provide a comprehensive study on any child under 17 years who has:

- (1) problems suggestive of mental retardation; or
- (2) problems associated with poor school performance; or
- (3) psychological problems associated with mental conditions.

During the year 1964, a total of 463 cases were under care (240 new patients and 223 return patients). In addition to these, the Clinic staff provided 93 psychotherapy sessions, 208 psychology consultation appointments, and 50 screening sessions - a total of 814 visits.

BUREAU OF DENTAL HYGIENE

The Bureau of Dental Hygiene was organized in 1927 to further the program of dental health education which was started in 1922 through a federal grant under the Shepard-Towner Act. Previous to 1927, the funds were disbursed through the Division of Maternity and Infant Hygiene, under the Extension Division of the State University of Iowa. While there have been periodic administrative changes since its establishment, the Bureau has had the cooperation of the Extension Division, the College of Dentistry, the College of Medicine, the College of Education and, since 1938, the active support of the Iowa State Department of Health. The program now is conducted jointly by The University of Iowa and the State Department of Health. The activities of the Bureau are carried on with the sanction of the Dental Health Council, Iowa Dental Association, of which the Director is secretary. Financial support is given to the Bureau by the Women's Auxiliary, Iowa Dental Association, with the approval of the Dental Health Council. The objective of the Bureau is to improve the dental health of school children, public and parochial, with eventual benefit to the entire citizenry of the state. Since 1951, increased emphasis has been placed on dental care of pre-school children.

The program is promoted through the Iowa Plan for Dental Health Education. It is based on the principles of education, prevention, and correction.

The State Department of Health provides the salary for the personnel, travel expenses, and a budget for office supplies. The University of Iowa provides office space and equipment and allows the use of other University facilities. The University furnishes printed educational materials on a self-supporting basis.

On the following pages are summaries of certain services rendered.

Approximately 450,000 dental cards and 3,500 classroom record forms are ordered annually. In the past two years, about 55 per cent of the dental cards distributed have been returned (it is estimated an additional 13 per cent are used but not returned for a total of 68 per cent). During 1963-64, 384 public schools (84 per cent), and 173 parochial schools (42 per cent) participated in the program. The present dental health program and staff fieldwork will be continued.

1. Field Services Rendered by Nurse Consultant

1963-64

Conferences with public health nurses, rural, school, visiting nurses, nurse supervisors, and dental hygienists	231
Conferences with dentists	120
Conferences with school superintendents	30
Conferences with others	172
Talks given	12
Meetings attended	25
Assistance to the State Director at D.M.F. Surveys	5 towns
Developed and participated in filming a television film on Dental Public Health for use with University Nursing Students by the College of Nursing.	

2. Summary of Reports of County Public Health and School Nurses, County and Town Superintendents of Schools

Comparison Study

	<u>1941-42</u>	<u>1962-63</u>	<u>1963-64</u>
Number of County Public Health Nurses Reporting	33	65	62
Number of School Nurses Reporting	30	219	265
Number of Town Superintendents & Principals Reporting		94	62

	<u>1941-42</u>	<u>1962-63</u>	<u>1963-64</u>
Number of County Superintendents Reporting*		9	9
Number of Schools & School Districts Reporting		418	384
Number of Parochial Schools Reporting		186	173
Number of Pupils Participating in the Iowa Dental Plan	68,858	381,841**	366,766**
Number of Dental Cards Returned	22,920	210,097**	200,270**
Percentage Return of Dental Cards	31.8%	55%**	55%**

Educational Activities in
Schools in Relation to the Dental Program
And Promoted by the Nurses

Individuals

	<u>1941-42</u>	<u>1962-63</u>	<u>1963-64</u>
Conferences with Dentists		1,338	967
Conferences with Superintendents	160	763	645
Conferences with Teachers		6,211	6,199
Conferences with Parents		7,796	11,281
Conferences with Students		42,738	55,187
Conferences with Others		250	537

Groups***

	<u>1941-42</u>	<u>1962-63</u>	<u>1963-64</u>
Showing of Slides & Strip Films	98	491	144
Showing of Movie Films	30	733	331
Dental Health Talks	112	3,908	2,124
Total Attendance at Films, Slides, and Talks	240	157,402	77,694

*Reports from those county superintendents who had no county public health nursing service. The county public health nurses reported for those districts and parochial schools where no school nurses were employed.

**All schools reporting included in totals. Previous to 1962-63, only those schools with a 25% return or above were included in totals.

***Reports on Group Activities not complete--numbers much larger. These are estimates.

3. Program Growth--1941-42--1963-64

<u>Year</u>	<u>Number of Pupils Represented</u>	<u>Number of Cards Returned</u>	<u>Percentage Returned</u>
1941-42	68,858	22,920	31.8
1946-47	116,704	59,659	51.1
1948-49	142,464	74,123	52.0
1949-50	161,464	85,958	53.2
1950-51	161,160	86,289	53.5
1951-52	192,957	106,048	55.0
1952-53	176,497	98,162	55.6
1953-54	209,179	115,141	55.0
1954-55	202,535	113,572	56.0
1955-56	240,666	140,464	58.0
1956-57	256,714	148,633	58.0
1957-58	271,810	157,043	58.0
1958-59	295,417	172,335	58.3
1959-60	317,510	193,049	61.0
1960-61	296,963	177,912	60.0
1961-62	325,976	189,233	58.0
1962-63	381,841	210,061	55.0*
1963-64	366,776	200,270	55.0*

*All schools reporting included in totals. Previous to 1962-63, only those schools with a 25% return or above were included in totals.

IOWA EDUCATIONAL INFORMATION CENTER

Large Scale Collection of Educational Information

IEIC is setting up and maintaining a comprehensive system for the continuous systematic and routine collection of information about all phases of the educational program--about the pupil, teacher, supervisor, counselor, administrator, custodian, school board member, parent--about the school, its organization, curriculum, the library, administrative practices, programs of special services, physical plant, etc.

Development of a Centralized Educational Information File

Data thus collected, plus other data independently collected by the State Department of Public Instruction, are being transcribed to magnetic tape, merged, integrated, organized, and stored in a form for most convenient access to large scale computers. This file will be kept continually up to date. From this file, schools and educational agencies can draw the information needed to perform their many functions most intelligently. From it can be drawn, also, the information needed for a great variety of research purposes.

Services to Local School Districts

A major function of IEIC is to tabulate, analyze, summarize, and refine the data thus collected and stored, and to feed it back to the schools in various forms best suited to the fulfillment of their many educational purposes. Schools will be provided with condensed, cumulative records for individual students for use in guidance, and with staff and student directory services. They will also receive analyses of needs and characteristics of local school populations and of local school staffs, and many other types of information services.

Schools may subscribe for such services as scheduling, grade reporting, and attendance accounting. These subscription services are offered as UPDATE services. Fifty-five schools enrolled for UPDATE scheduling in the 1964-65 school year. Additional services being developed include census analysis, enrollment predictions, ability grouping, bus route scheduling, and financial accounting procedures.

Facilitation of Educational Research

Information collected and stored in the central file will be made readily available to research workers everywhere. Much work is needed in educational and psychological research to determine the antecedents, the earliest observable symptoms, and the basic causes of various types of human behavior not easily recognized and identified until relatively late in the life of the individual. The school "dropout," the juvenile delinquent, the under-achiever, the educationally and vocationally dis-oriented or non-oriented student, the leader, the specially talented individual, the creative individual, all evidence types of behavior that have their roots in the earlier experiences, environment, and inheritances of the individual. These should be recognized, precluded, or strengthened as early as possible. Heretofore, "longitudinal" research studies into these problems have necessarily been of the backward-looking type, in which the needed historical data about the individual have been collected only after he has clearly manifested the critical behavior.

Development of Educational Data Processing Techniques for Local School Districts

In recent years, technological advances in document scanners, data processing equipment, and computers have progressed at a much more rapid rate than the development of methods for applying this equipment to educational needs. Some school districts are already using data processing equipment for

routine clerical tasks, but the need exists for additional, more efficient and more sophisticated educational data processing methods. Many of the needed methods will be very costly to develop and test. IEIC is proceeding with this development.

Development of Centralized Educational Data Processing Techniques

Although a number of school districts are installing and using their own data processing equipment, there is still a need for regionalized data processing services for local districts. These agencies will furnish services to the school districts which have little or no equipment of their own, and will also furnish services to districts which need the facilities of larger or more powerful equipment than is available locally. These services must be so flexible that each will meet the varied needs of the individual school districts. IEIC is developing such methods and field testing them through actual services to schools.

Training Facilities and Dissemination of Information

Operations of the Information Center are based on a triad of improved research capabilities, refined information services to schools, and training programs in educational use of electronic equipment and systems. IEIC looks forward to planning and participating in pre-service and in-service preparation programs designed for school personnel using the information services, and to the dissemination of systems, procedures, and pioneering experiences for use elsewhere in the nation.

EDUCATIONAL PLACEMENT OFFICE

This office of the College of Education provides services for graduate of the University who are qualified for college, university, or public school teaching or administration. Each year from 7,000 to 10,000 persons make use of the credential service. Annually there are more than 1,600 new graduates and alumni whose files are available as they seek position changes. The agency responds annually to over 35,000 calls for personnel qualified for educational posts ranging from kindergarten teachers to college and university presidents. Superintendents, school boards, boards of trustees, and othersmaking responsible inquiries are provided confidential references and recommendations and nominations for positions.

COLLEGE OF ENGINEERING

Since 1954, the College of Engineering has purposely scheduled some of its regular graduate-level course offerings for evenings and/or Saturdays to accommodate interested groups of engineers employed by Iowa industries. Currently 125 off-campus students are enrolled in such courses, and a total of approximately 1,150 have been served on previous occasions.

Beginning in 1956, graduate courses in engineering subjects have been offered in Cedar Rapids and in the Davenport area. Total registrations to date have been approximately 1,119, with 127 currently enrolled.

As part of the experimental study of continuing education problems being conducted under a grant from the Carnegie Corporation of New York, a non-credit mathematics review course for employed engineers out of school approximately five years or more is being conducted in Cedar Rapids with 54 initial registrants. This is to be followed immediately by the first unit of a four-unit non-credit certificate program in modern analytical methods of engineering.

Ten training sessions for sewage and water works operators are conducted in one region of the state twice yearly. These sessions lead to certification, and approximately 500 persons have completed this public service program.

Special on-campus seminars conducted recently included two on the design implications of a new code on reinforced concrete construction. Approximately 50 engineers from Iowa industries and consulting firms were in attendance.

Meetings of some of the regional chapters of national, professional and technical engineering societies are held on campus from time to time. On the average, five are held per year involving a total of approximately 300 off-campus participants.

For more than 20 years, a short course on Quality Control has been conducted on campus, either by the Department of Mathematics and the Department of Industrial Engineering jointly or by one of these alone. The total registration in these courses exceeds 1,500.

Post-High School Technical Training

The successful application of technology to the economic growth of Iowa depends in a significant way on the quality of its total technical educational program at all levels - vocational and technical as well as professional. The College of Engineering is now actively exploring possibilities for cooperation between The University of Iowa and those public school systems, community colleges, and junior colleges within the State desiring to expand the scope of their own local programs to meet changing manpower needs. A one-day conference attended by representatives of eleven of the thirteen post-high school technical programs now offered in Iowa was held recently on The University of Iowa Campus. It has already been made clear that the University, while not intending to establish duplicating programs itself, can serve a useful liaison function involving both Iowa industry and these post-high school technical education programs.

Iowa Institute of Hydraulic Research

Since 1931 this Institute has been a department of the College of Engineering. The agency coordinates the staff and laboratory facilities for investigations and applied research in the fields of fluid mechanics, hydrology, naval hydro-dynamics, instrumentation, and hydraulic engineering. individuals (e.g., farmers with problems connected with streams flowing through their land), governmental bureaus, municipalities, and industries may receive consultation and research services from the Institute upon request.

INSTITUTE OF GERONTOLOGY

This Institute was established in 1951 to conduct and coordinate research, service, and training related to adult life with particular emphasis on problems of the aging. Joint disciplinary research efforts are encouraged by the Institute. The agency serves as a center for the collection and dissemination of information. A monthly bulletin, "Adding Life to Years," is published and distributed in Iowa and nationally.

Among the areas of interest of the Institute are demographic and institutional trends, chronic diseases, physical fitness, psychological aspects of aging, institutional and nursing care, as well as political, economic, and social welfare problems.

The staff is called upon frequently to provide consultation services to church groups planning programs for the aging.¹ Consulting services are provided also to community groups planning the construction of nursing and retirement homes² and also to groups and organizations offering services to the aged.³ Service is also rendered in the planning and teaching of adult

¹Consulting services have been provided the following denominations: Presbyterian, Methodist, Congregational, Christian (Disciples), Baptist, Roman Catholic, Episcopal, Lutheran, Jewish, and the Iowa Council of Churches.

²Examples include Mayflower Home, Grinnell; Masonic Sanitarium, Bettendorf; and homes in West Branch, Glenwood, Decorah, and many other cities.

³Communities served include Waverly, Boone, Eldora, Osage, Reinbeck, Mason City, Washington, Monona, Anamosa, Davenport, Manchester, Mt. Pleasant, Lone Tree, Des Moines, and many others.

education courses both on and off the campus.⁴ Each year a two-day statewide Conference on Gerontology is held in alternate years in Des Moines and on the University Campus. The staff also has conducted Religious Leadership conferences and participated in the Hospital Social Welfare and Chronic Diseases conferences. Various state, national, and Iowa community organizations have called for help in developing plans for research and survey projects.⁵

Adult education divisions of public school systems in many parts of the state are requesting special courses for middle-aged and older adults in their communities. There is a growing demand for assistance in community planning by churches, nursing and retirement homes, and civic groups interested in community-wide service programs for the aging.

Other extension services now performed include: (1) regular conferences dealing with specialized problems pertaining to the older population and those who administer to their needs; (2) consultation services offered to agencies and organizations concerned with programs for older people on the federal, state, and local levels; (3) diagnostic services for communities throughout the state to assist in gathering factual information concerning the needs of the older population, on which action programs can be based; (4) specialists selected on a University-wide basis to lecture on various aspects of

⁴For example: Workshop on Counseling the Older Disabled Worker; Social Gerontology Workshop for Home Economists; Nursing Home Institute (in cooperation with Iowa Nursing Home Association); adult education courses in cooperation with public schools in Davenport, Solon, Sigourney, Oskaloosa, Waterloo, Osage, Charles City, Newton, Anamosa, and Iowa City; Senior Citizens Institute (statewide, Ames, 1959); lectures at Notre Dame, Iowa Wesleyan, Wartburg Seminary, Colorado Academy of General Practice meeting, University of Connecticut, Open Forum on Aging at Des Moines, and V. A. Rehabilitation Conference at Knoxville. Out-of-state: National Workshop for Writers and Editors, Wisconsin; Annual Workshop for Homemaking Teachers, N. D.

⁵Agencies and projects include: Department of Public Instruction (vocational rehabilitation of severely disabled older persons); Iowa Commission for Senior Citizens (Iowa Survey of Life After Sixty); National Academy of Sciences (Disaster and the Aging); community surveys--Ottumwa and Osage.

gerontology, as requested by community groups and other organizations throughout the state and nation; (5) a regular course for nursing and custodial home administrators, usually 2 days a week over a 5-week period in the spring of the year; and (6) our regular course, Basic Aspects of Gerontology, is offered on Saturday mornings throughout the year (2 semester hours graduate credit).

It is the practice of the Institute of Gerontology to publish proceedings of many of its conferences and teaching programs. These are available in pamphlet form and may be obtained by writing to the Institute. These include: The Middle Years: A Time of Change and Preparation; Age, Disability, and Rehabilitation; A Comprehensive Analysis of Health and Welfare Services for Older Persons in One Community; Counseling the Older Disabled Worker; The Iowa Survey of Life After Sixty: A Report to the Counties; Social Science Aspects of Clothing for Older Women--An Annotated Bibliography; Senior Citizens in the Church and Community; and Youth Looks at Aging (a unit of study on aging at the secondary school level). Currently in the planning stage are: Nursing and Retirement Home Administration; The Older Person in the Family; The Mental Health of the Older Adult; and Proceedings of the Workshop on Social Gerontology for Home Economists.

HIGH SCHOOL RELATIONS SERVICES

The responsibility of maintaining high school relations falls to the Office of the Director of Admissions and Registrar. This function includes participation in College Days, Career Days, high school and junior college visitations, University of Iowa Night programs (co-sponsored by the Dads Association and the Alumni Association), the annual Junior College Conference, and communications with high schools and junior colleges in the state.

The Registrar's Office also advises and informs students through a number of publications issued annually covering all facets of University life and even such things as opportunities in various fields of study following graduation.

UNIVERSITY HOSPITAL SCHOOL

The University Hospital School serves citizens throughout the state of Iowa through care for handicapped children on an inpatient and outpatient basis. In 1963-64, 381 outpatients made 547 visits to the facility for dental, medical-social, nutritional, occupational therapy, psychological, speech therapy, and physical education services (see Table 1, following, for summary). In the same period 399 pieces of special equipment were loaned to 153 individuals in 85 Iowa communities (from the Iowa City Shrine Club Equipment Loan Pool--supported by the club and other donors). Equipment for home use is available without charge to any physically handicapped outpatient child in Iowa. There is no way to measure the voluminous correspondence between the staff and physicians, nurses, social workers, dentists, therapists, educational personnel, parents, and others concerning children who have had care on an inpatient or outpatient basis. Therapists, social workers, and teachers may spend time as in-service trainees at the School.

Children from 93 of the 99 counties have received inpatient care. In 1963-64, 128 children were inpatients; the average stay was 5.3 months (see Table 2, following, for 1948-64 summary).

The on-campus activities are expected to increase gradually. The need for expanded off-campus services is also expected to increase. The director now serves as medical consultant to the Polk County Society for Crippled Children's Treatment Center in Des Moines two days each month, for one day each month at the Cerebral Palsy Treatment Center in Cedar Rapids, and four times a year to the Lee R. Martin Therapy Center, Council Bluffs.

An increasing need has become apparent for certain staff members, particularly the supervisor of speech and hearing services and the medical-social worker, to assume some off-campus assignments, as availability may permit, to help interpret to appropriate local people the situation of certain children.

TABLE 1

(a) Outpatient visits to the Hospital-School by year, 1/1/55 - 6/30/64

<u>Year</u>	<u>Outpatient Visits</u>	<u>Unduplicated Outpatients</u>
1955	350	276
1956 (to 6/30/56)	158	151
1956-57*	293	250
1957-58*	280	228
1958-59*	322	249
1959-60*	291	237
1960-61*	315	263
1961-62*	299	244
1962-63*	345	276
1963-64*	547	381

(b) Outpatient contacts in various departments in the Hospital-School at the time of outpatient visits. (7/1/58 - 6/30/64)

	<u>1958-59*</u>	<u>1959-60*</u>	<u>1960-61*</u>	<u>1961-62*</u>	<u>1962-63*</u>	<u>1963-64*</u>
Nursing						8
Dental	10	5			1	3
Education		1		1	1	
Medical#						103
Medical Social	163	152	173	129	138	257
Nutrition	1	3	1	1		2
Occupational Therapy	126	118	137	127	147	206
Physical Therapy	189	160	207	174	201	310
Psychology	180	161	162	131	215	265
Speech Therapy	196	161	199	189	220	242
Physical Education				8	10	21
Special Counseling			5	9	7	3
Hearing Evaluations	—	—	—	—	—	61
Totals by year	865	761	885	769	940	1481

*Based on year from July 1 through June 30.

#Medical examinations are conducted in some other outclinic in the University Hospitals (primarily Pediatrics); these include only those evaluations accomplished at the Hospital School, including patients with reading disability who were examined as a special investigative project.

TABLE 2

Current county residence of all children who have been evaluated (1948-1964) by the Hospital School staff or admitted to the Hospital School program (both inpatient and day patient care). All of Iowa's 99 counties are represented.*

<u>County</u>	<u>Total Unduplicated Contacts</u>	<u>Applications for Admission</u>	<u>Admitted as Inpatients</u>	<u>Outpatient Contacts Only</u>
Adair	3	0	0	3
Adams	2	2	0	2
Allamakee	9	4	4	5
Appanoose	7	2	1	6
Audubon	5	3	2	3
Benton	22	5	4	18
Black Hawk	81	24	16	65
Boone	10	3	2	8
Bremer	17	11	7	10
Buchanan	16	3	3	13
Buena Vista	6	3	2	4
Butler	13	3	2	11
Calhoun	12	5	2	10
Carroll	18	12	5	13
Cass	7	4	4	3
Cedar	21	5	5	16
Cerro Gordo	30	11	6	24
Cherokee	10	5	4	6
Chickasaw	8	2	2	6
Clarke	2	2	1	1
Clay	3	2	1	2
Clayton	15	4	2	13
Clinton	43	13	10	33
Crawford	10	4	4	6
Dallas	21	13	6	15
Davis	6	3	2	4
Decatur	3	1	0	3
Delaware	15	4	3	12
Des Moines	38	11	9	29
Dickinson	5	5	4	1
Dubuque	58	20	18	40
Emmet	10	2	2	8
Fayette	13	7	6	7
Floyd	15	6	5	10
Franklin	2	1	1	1
Fremont	2	0	0	2
Greene	9	3	1	8
Grundy	5	2	2	3
Guthrie	7	4	3	4
Hamilton	8	1	0	8
Hancock	7	5	5	2
Hardin	23	7	2	21
Harrison	14	8	7	7
Henry	21	4	4	17

<u>County</u>	<u>Total Unduplicated Contacts</u>	<u>Applications for Admission</u>	<u>Admitted as Inpatients</u>	<u>Outpatient Contacts Only</u>
Howard	10	5	4	6
Humboldt	6	3	3	3
Ida	4	21	0	4
Iowa	21	5	4	17
Jackson	18	7	4	14
Jasper	22	6	5	17
Jefferson	14	4	2	12
Johnson	109	49	43	66
Jones	16	3	3	13
Keokuk	15	3	1	14
Kossuth	16	7	5	11
Lee	42	8	6	36
Linn	185	42	29	156
Louisa	7	3	1	6
Lucas	7	5	3	4
Lyon	5	1	1	4
Madison	7	3	1	6
Mahaska	26	9	5	21
Marion	9	3	2	7
Marshall	29	11	8	21
Mills	18	10	8	10
Mitchell	10	4	3	7
Monona	7	4	2	5
Monroe	9	3	1	8
Montgomery	8	3	1	7
Muscatine	23	6	4	19
O'Brien	16	7	5	11
Osceola	2	0	0	2
Page	16	6	4	12
Palo Alto	10	6	3	7
Plymouth	7	4	2	5
Pocahontas	3	3	1	2
Polk	130	52	34	96
Pottawattamie	33	9	5	28
Poweshiek	20	5	3	17
Ringgold	6	5	4	2
Sac	10	5	5	5
Scott	93	35	29	64
Shelby	7	2	2	5
Sioux	18	4	3	15
Story	35	12	9	26
Tama	26	12	9	17
Taylor	6	2	2	4
Union	4	1	1	3
Van Buren	11	6	2	9
Wapello	36	12	8	28
Warren	10	5	2	8
Washington	25	12	7	18
Wayne	3	3	2	1
Webster	20	8	5	15
Winnebago	5	4	3	2

<u>County</u>	<u>Total Unduplicated Contacts</u>	<u>Applications for Admission</u>	<u>Admitted as Inpatients</u>	<u>Outpatient Contacts Only</u>
Winneshiek	26	6	5	21
Woodbury	60	27	14	46
Worth	4	2	2	2
Wright	9	5	2	7
Out-of-State	163	47*	37*	126
County unknown	<u>6</u>	<u>0</u>	<u>0</u>	<u>6</u>
TOTAL	2115	754	528	1585
	99 of 99 counties	96 of 99 counties	93 of 99 counties	

*Patients were residents of Iowa at the time application was made for admission and at the time admission as inpatient occurred.

IOWA TESTING PROGRAMS

Iowa Basic Skills Testing Program

The Iowa Basic Skills Testing Program is a nonprofit, cooperative project conducted annually as a service to the schools of Iowa. The primary purpose of the program is to reveal how well each pupil has mastered the basic skills. This information will enable the teacher better to adapt instruction and guidance to the pupil's needs, interests, and abilities. In addition, the program provides the school administrator with an objective, dependable basis for evaluating the total educational offering of his school. In some instances, the test results may point the need for adjustments in the curriculum, or for shifts in emphasis among educational objectives.

Under the current plan, schools participating in this program do not merely buy test materials. They subscribe, on a per-pupil basis, to a continuing professional service. The following items constitute the standard service.

1. The loan of the test booklet and a separate answer sheet for each pupil, and provision of all necessary manuals of directions.
2. Highly accurate scoring of all answer sheets.
3. The computation of 15 grade-equivalent scores for each pupil: 11 test scores, three area scores (language, work-study, and arithmetic); and a composite score on the entire battery.
4. The computation of 15 percentile ranks for each pupil based on up-to-date norms for the state of Iowa.
5. A printed list report, in triplicate, for each grade in each building, giving each pupil's name, his grade-equivalent scores and the percentile ranks

of those scores, for all tests and totals. Also printed at the end of the list report are class averages of grade-equivalent scores.

6. Frequency distributions of grade-equivalent scores for each grade in each building, and for each grade in the system as a whole. Also, local building and system percentile norms.

7. A confidential report of the 15 average scores and corresponding percentile ranks made by each grade in each building and in the system as a whole. This report enables the school administrator to compare local results with those of other Iowa schools.

8. A pupil profile chart for each child, designed to serve as a permanent cumulative record of the pupil's test results over a seven-year period.

9. A take-home, self-interpreting profile for each pupil. This leaflet gives to the parents concrete evidence of attention to fundamentals.

10. Other special materials designed to assist administrators, supervisors, and teachers in the interpretation and use of the test results.

Fall Testing Program

The major purposes of this annual testing program are:

1. To provide high school teachers and counselors with dependable measures of the general educational growth and development of each pupil, in order that instruction and guidance may thereby be better adapted to individual pupil needs.

2. To provide the school administrator with a dependable basis for evaluating his school's educational offering in seven major areas.

A unique feature of this program is that it permits systematic assessment of the growth as well as the status of each pupil and class. The evaluation of growth--progress toward a number of important ultimate objectives of the entire instructional program--is made possible through the successive administration, year after year, of comparable forms of the same tests to all students.

Schools participating in this program do not merely buy test materials; they subscribe, on a per-pupil basis, to a continuing professional service. The following items are supplied to all schools.

1. Test booklets (loaned), separate answer sheets, and manuals of directions for administration.
2. Highly accurate scoring of all answer sheets.
3. Computation of:
 - (a) Standard scores on the nine tests and composite score on Tests 1-8 for each pupil.
 - (b) Percentile ranks of each pupil within the Iowa population in his grade.
 - (c) Average standard score on each test and average composite score of each grade.
 - (d) Percentile ranks of these grade averages on the basis of Iowa and national norms.
 - (e) Frequency distributions of scores and local percentile norms for each grade in each building.
4. A profile card for each pupil, showing his standard scores and also his percentile ranks (four copies).
5. A set of adhesive labels, showing pupil scores and ranks, that may be affixed to permanent school records.
6. A list report of the standard scores and percentile ranks of the pupils (four copies).
7. A confidential report of the school's averages and percentile ranks, and frequency distributions (four copies).
8. A special report of averages for subgroups of pupils identified by local authorities.

9. Helpful manuals concerning the interpretation and use of the test results; tables of norms; and a special self-interpreting profile sheet for each pupil entitled "Your Scores on the ITED--and What They Mean."

In addition to these standard services, participating schools may obtain at a nominal fee the services of a trained consultant in all phases of testing and guidance.

JOURNALISM SERVICES

The School of Journalism provides a number of services to the mass communications media in Iowa. Each month the Iowa Publisher provides all newspapers with news of research findings of the School and information concerning general trends. An Iowa Newspaper Desk Book is produced periodically, and bi-annually the Iowa High School Journalist provides a service similar to that of the Iowa Publisher for high school journalism personnel. Other special reports (e.g., Publishing the Anniversary Edition) are published from time to time. The School provides annual conferences for city editors and circulation managers; biennial conferences for weekly newspaper personnel and news photographers. The High School Press Publications Workshop is held each year (in 1964, 300 high school students participated). The School regularly plays host to and participates in the programs of several professional groups including Industrial Editors, Iowa Press Women, Associated Press Editors, Iowa Broadcasting Association, and others. Other services include the handling of requests annually from Iowa newspaper and other employers for journalism trained graduates in a variety of specialities including reporters, editors, advertising staff members, public relations personnel, etc. The Executive Secretary of the Iowa High School Press Association is a staff member, and members of the faculty provide a variety of research and consulting services for Iowa press, radio, and television companies.

Bureau of Media Service

This Bureau of the School provides research on special problems of audience, media economics, operations, cost studies, media-wide surveys, and judging and consultative services. Annually three surveys are made concerning prices of printing, wages and salaries, and income of newspapers in Iowa.

These and other special studies (e.g., a study of advertising rate structures of daily newspapers) are reported through the Iowa Publisher or in pamphlet form.

Newspaper Production Laboratory

Since 1948 this agency has trained approximately 424 apprentice printer operators for newspaper work in Iowa. About 375 of those trained were Iowans and, of these, 240 have remained in Iowa with 18 or 20 now owning Iowa papers. Laboratory personnel provide consultation service on newspaper plant design, with problems of recent years largely concerned with conversion to offset methods.

Consultation Service for High School Teachers of Journalism

In cooperation with the Extension Division, a member of the staff devotes full time to visits to Iowa high schools during the fall semester. He offers consultation, class lectures, and other services to teachers concerned with high school newspaper and yearbook production. Last year about 100 visits were made.

Mass Communications Research Bureau

The Mass Communications Research Bureau serves as the coordinating body for School of Journalism research activities. The Bureau sponsors and assists faculty research projects and initiates research which will help meet the needs of the communication industry in general.

The Bureau issues periodic progress reports detailing findings of specific projects, and issues a comprehensive annual report of research conducted throughout the year.

BUREAU OF LABOR AND MANAGEMENT

This Bureau in the College of Business Administration offers three principal services to Iowans: a labor education program, a management development program, and a research and publication program. The three programs are designed to complement and support each other. Thus, persons assigned to the labor education program are available to teach and conduct research in the management program, and those assigned to the management program are available to teach and conduct research in the labor program. Research personnel participate in both programs.

Management Development

The management development program offered to the management group of business, industry and government has focused upon the human and conceptual skills of the administrator. Programs are offered to middle management personnel in the form of on-campus three-day conferences. Registration in these programs is limited to insure all participants the opportunity to participate fully in the session. For the executives and administrators in Iowa, the Bureau offers one and two-week on-campus programs. These programs are staffed by the faculty of the College of Business Administration as well as successful business executives. The 1965 current executive program is the 25th annual program, one of the oldest programs of its kind in the United States. The two-week program for Employment Security Managers conducted by the Bureau every summer was pioneered at The University of Iowa and its format followed by other educational institutions.

Public Groups

The 1965 program entitled the "Social and Technological Changes of the Sixties" focused on this dual theme: the Civil Rights Act of 1964 with its

implications for both union and management, and automation and collective bargaining. In 1963 a conference on the "Problem Drinker in Industry" was held. The nine labor-management conferences held to date have been open to all interested in industrial relations.

Labor Education

Over the past fifteen years, the Bureau has gradually built up an excellent working relationship with organized labor. Generally speaking, unions in the United States have tended to be quite wary of cooperating too closely with colleges and universities. The Iowa Federation of Labor has adopted a resolution in convention encouraging its members to utilize the educational services of the Bureau of Labor and Management at The University of Iowa. In addition, The State Federation has cooperated and has sponsored at least five annual programs on the Iowa City campus.

Educational program services offered workers and their representatives (developed jointly by representatives of the Bureau and the sponsoring organizations) take the form of conferences, institutes and short courses for credit or non-credit. Speakers, conference leaders, and resource persons are furnished primarily by the Bureau and are augmented by the sponsoring group. Programs are offered both on and off the campus. Sponsors have included local unions, city central bodies, the state federation and the education departments of various international unions and the National AFL-CIO research and education groups. Last year nearly every labor organization represented in the state received direct services from the Bureau.

Research and Publication

Research activities lie at the heart of the Bureau's programs. New knowledge resulting from research projects is incorporated in educational

offerings, and the reference collection provides much of the instructional materials used in conferences and short courses.

In order to make the results of research available to as wide an audience as possible, the Bureau has initiated a research, information, conference, and reprint series of publications. Iowa companies, unions, governmental agencies, and educational institutions may request complimentary copies of publications as they are issued. Other requests are filled on payment of a nominal fee.

PLACEMENT SERVICES FOR SENIORS AND GRADUATE STUDENTS

The University of Iowa maintains placement services on the campus in order to bring the student and his prospective employer together. The Educational Placement Office serves those students seeking employment in education and related areas. The Business and Industrial Placement Office acts as a coordinator of placement services for all other areas.

The Business and Industrial Placement Office and the Engineering Placement Service annually assist approximately 900 organizations from an average of 40 states in contacting individuals from the Colleges of Engineering, Liberal Arts, Business Administration, and Law who are seeking positions in business, industry, and government. Four hundred of these organizations send representatives to the campus during the fall and spring semesters to handle 6,500 individual interviews which have been scheduled for them. Many additional contacts are made by mail for the students. Altogether, about 700 seniors and graduate students avail themselves of the placement services.

Of the requests coming to the Placement Services, 150 come from Iowa firms and about 50 of these organizations send personal representatives to the campus. Each year approximately one-fifth of the engineers and one-third of the students registered in the Business and Industrial Placement Office accept positions in Iowa.

READING CLINIC

The Reading Clinic is a teacher training service, and research unit within the College of Education. The clinic provides diagnostic and instructional service for school children having reading difficulties.

Last year 48 different children were taught for a minimum of one semester, and the staff also provided educational diagnosis and recommendations for 36 children referred by schools throughout Iowa. In the same period 56 student clinicians taught under supervision in the Clinic for at least one semester. Supervisory and diagnostic training was provided for 10 graduate students. During the summer some children are in a six-weeks' residence program, and a few children from outside Iowa City stay in foster homes during the school year.

Consultation services were provided for several school systems in planning remedial programs. Booklists and instructional procedure bulletins are available on request. These were sent to many schools throughout the United States.

IOWA CENTER FOR RESEARCH IN SCHOOL ADMINISTRATION

The Iowa Center for Research in School Administration was established in 1959. The organization was brought about by consensus of a large number of school administrators to the need for a Center where educational research might be conducted.

Membership in the Center is established by payment of annual dues. At this time 163 local school districts and 13 county school systems are members. There are 3 associate members.

The work of the Center is concerned with producing research reports, research digests, and special reports.

The purpose of these reports and digests is to bring to member schools some of the latest information and studies in the field of education. Another aspect of the research effort is to provide background information that will assist legislators in making decisions about education matters.

At the present time a major research project is getting underway. This study will be concerned with "The Role of the School District in Community Planning." It is anticipated that this study will be completed in a two-year period.

In cooperation with the Bureau of Educational Research and Service (Division of Extension and University Services) the Center conducts school surveys in such areas as: buildings, enrollments, curriculum, finance, board policies, and administrative organization.

As educational information becomes available through the Iowa Education Information Center, it is anticipated that the research and development efforts of the ICRSA will be greatly expanded.

SPEECH PATHOLOGY AND AUDIOLOGY SERVICES

The University of Iowa pioneered in serving the important needs of persons who are handicapped in their ability to communicate with their fellows through disorders of speech, language and hearing.

The University Speech and Hearing Clinic of the Department of Speech Pathology and Audiology provides remedial services for University students and for persons who either reside in Iowa City or within commuting distance so that they can keep regular appointments several times a week. Some persons arrange to live in Iowa City for a temporary period to be able to avail themselves of this service. The persons seen include stutterers, those with cleft palate speech, cerebral palsy speech, post-laryngectomy patients who must learn a substitute means of voice production known as esophageal voice, persons suffering from dysphasia, persons requiring speech reading training and auditory re-training because of a hearing loss, and persons with functional voice and articulation problems. A weekly diagnostic outpatient clinic sees persons by self-referral, as well as upon referral from physicians, school authorities, and health agencies throughout the State. An intensive six-week Summer Residential Program provides services for approximately 50 selected children each summer.

The student practicum program provides services for the Iowa Community School District, the parochial schools of Iowa City and for the special education program of Johnson County.

Through cooperative relationships between the Department of Speech Pathology and Audiology and a number of other University or University affiliated agencies speech pathology and audiology services are also provided

to an additional large number of persons. The agencies with which such cooperative relationships exist include: the University Hospitals, especially the Departments of Otolaryngology and Maxillofacial Surgery, Pediatrics, Neurology, Physical Medicine, and the Division of Neurosurgery; the University Hospital School; the State Services for Crippled Children; and the Iowa City Veteran's Administration Hospital.

Diagnostic and rehabilitation services are provided to persons of all ages and with all types of disorders of speech, hearing and language. In the year which ended August 31, 1964, the combined service programs, as previously described, provided diagnostic services for more than 7,500 different persons, not counting new University students who were screened. In the same period remedial services were provided for over 600 different persons.

IOWA URBAN COMMUNITY RESEARCH CENTER

This agency was established in 1958 within the Department of Sociology and Anthropology. On request, the Center provides advice on community research. Files are maintained concerning Iowa communities as a basis for the design of research studies. One or two surveys in selected Iowa communities are also conducted each year. Reports of these studies are available to the public either in the form of reprints of professional publications or as special research reports of the Center. Although primarily devoted to research and teaching functions, studies done by the Center will have a valuable service impact. Current studies concern the aspirations of Iowa high school students for further education, the attitudes of Iowans toward various kinds of social and political movements, the location of residential neighborhoods in larger cities, and various aspects of individual participation in modern urban communities.

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