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SUMMARY  
of the  
IOWA COMMUNITY SERVICES CONFERENCE

Des Moines, Iowa

January 26, 1967

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## FOREWORD

A new program for attacking and coping with community problems of the state has been provided by Title I of the Higher Education Act of 1965.

Iowa Community Services, the Title I program in Iowa, is a new cooperative Federal-state effort to bring the community service and continuing education programs of the colleges and universities of the state to bear on helping Iowa communities solve their local problems. The program is directed toward action-oriented activities. Through this augmentation of institutional efforts, new extension, community service and continuing education programs in the state are capable of being mounted by Iowa's higher education institutions.

On January 26, 1967 130 community leaders, legislators, municipal officials and interested citizens participated in a conference at the Hotel Fort Des Moines, upon the invitation of the State Advisory Council for Title I programs, to consider the needs of the state which might be met by such programs.

As a result of the excellent discussions which occurred in each of the six study groups, the State Advisory Council is now ready to invite Iowa's educational institutions to present continuing education proposals to attack these and other problems. These continuing education programs will form the state plan of Iowa Community Services for 1967-68.

Enclosed for your study is a report of the conference, along with a digest of the Iowa Community Services programs which are currently underway.

Governor Harold E. Hughes presented the keynote speech of the conference. A copy of his remarks is also enclosed.

Any additional comments on problems or suggestions for programs that you would care to make would be most welcome.

This conference was a memorable experience for the State Advisory Council and members of the Iowa Community Services staff. Those representatives of the public who were able to attend the conference contributed much to the betterment of the program for Iowa. To all of them we are most grateful.

Robert F. Ray  
Administrator  
Iowa Community Services

C 107 East Hall  
The University of Iowa  
Iowa City  
February 10, 1967

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REMARKS BY GOVERNOR HAROLD E. HUGHES  
IOWA COMMUNITY SERVICES CONFERENCE  
DES MOINES -- JANUARY 26, 1967

It is a privilege for me to be here with you this morning to keynote this distinguished citizen's conference on community problems.

To me, it is a unique and challenging idea that has brought you together today and I am happy to be in on the ground floor of it.

You can appreciate why I am sensitive about which floor I am on these days. While the Legislature is in session, I sit on the first floor of the State House while all of the debate and excitement goes on in the legislative halls above. I believe it was Rocky Graziano who used to say that somebody upstairs was looking out for him. To be entirely honest about it, I am not always so sure the people upstairs are looking out for me in all respects ... so I am a little more comfortable when I am on the same level.

I won't impose too greatly on your time. I tried to tranquilize the General Assembly with three very long messages -- the State of the State, the Inaugural and the Budget message -- in the space of 10 days or so, and it didn't work. So I am off of long speeches for the time being.

Ever since I have been in public affairs, I have been keenly interested in the matter of finding ways in which our great institutions of higher learning could more directly serve the communities and local governments of Iowa without sacrificing their academic integrity and intellectual freedom.

I think we have come a long way in this direction with our extension services and continuing education programs, but I am also convinced that we haven't scratched the surface of our potential.

How do we best use the resources of our universities to energize the social, economic, intellectual and cultural activities of our citizens at the grass roots level, many of whom have never seen the inside of a university classroom?

It seems to me that the Title I programs offer us a very special opportunity to meet this need.

Obviously we need to strike a happy medium between academic theory and down-to-earth utility . . . between the Dresden China and the pots and pans.

We want to bring the standards of excellence which we prize in our universities to bear upon the practical problems of local communities.

It seems to me that in the Title I programs, we have the opportunity to do this -- to make a significant breakthrough that we have long sought, if we don't fumble the ball.

Quite frankly, I think that the academic people and the advisory committee have done an outstanding job of setting the stage for this effort in Iowa.

Now we need to hear from the other party in this promising partnership -- the community leaders.

This, as I understand it, is the purpose of this meeting today.

The great resources of our state and private institutions of higher learning are ready and eager to serve the needs of local communities, both rural and urban. Title I of the Higher Education Act supplies an imaginative and practical intergovernmental format for accomplishing this end.

Now it is up to us on both state and local levels to define our needs, to say how our society can be enriched and strengthened by the immense higher educational resources of our state.

Specifically, as I understand it, the purpose of this meeting is to ask you state and community leaders to advise the Advisory Council as to what kinds of programs should be included in the State Plan for 1967-1968 under Title I of the Higher Education Act of 1965.

Let me give you the history of what has happened with regard to the Title I programs thus far in Iowa and the box score of where we stand on this 26th day of January, 1967.

When the act was passed by the Congress, I designated the Board of Regents as the agency to administer it. The Regents assigned responsibility to the State Extension Council which consists of representatives of the Extension Divisions of the University of Iowa, Iowa State University and State College of Iowa.

The University of Iowa was named by the State Agency, that is, the Board of Regents, to handle the administrative and fiscal responsibilities of the Title I programs, with Dean Robert Ray, of the University of Iowa, as administrator. The State Agency also appointed an Advisory Council with representatives of the private colleges, junior colleges, labor, industry, women's groups, agriculture, health, local government and the general public.

I extend my congratulations to the Advisory Council and the State Extension Council for the competence and rapidity with which they developed a state plan. It is regarded as a model by the Department of Health, Education and Welfare.

Among the states and territories, Iowa's was the fourth plan to be approved and the second to be funded in the first year (1965-66).

For 1966-67, Iowa's was the first plan to be approved and funded.

The special genius of the federal legislation (Title I of the Higher Education Act of 1965) is the great freedom allowed the states in determining their programs and carrying them out. As Dean Ray has put it, the Title I programs have served as a "great catalyst among our extension resources" both public and private.

For 1965-66 and 1966-67, the State Plan gives a priority to proposals designed to attack community problems in five basic areas: Government and Community Affairs; Community Health Services; Community Education Services; Community Economic Development Services; and Community Social, Cultural and Recreation Services.

All of Iowa's colleges and universities were invited to submit proposals for continuing education programs in these areas. In these first two years, 45 projects submitted by Drake University, Iowa State University, State College of Iowa and University of Iowa have been approved.

Among these are included the following types of programs; To train local officials in new techniques of administration; to attack alcoholism as a community problem; to combat water pollution; to develop community theaters; to provide guidelines for those involved in building schools; to stage conferences for development of community parks and recreation facilities; to strengthen urban planning; to set up training institutes and clinics for administrators of facilities for the elderly; to establish a consumer education center;

to inform mayors on public policy questions; to create a continuing education program for pharmacists who serve community hospitals; and to provide Iowa business leaders with a management development program.

This is simply, of course, a rough cross section of the programs that are now under way.

In the matter of funding, each state is allocated \$100,000 per year plus an additional sum based on population. Iowa's share for each year has been about \$168,000 or a total of \$336,000 for the first two years. Federal funds pay 75 per cent of the costs of the programs. These must be matched by 25 per cent from non-federal sources. This formula will change to a 50-50 basis for 1967-68 and thereafter. The Regents have requested funds for the state institutions from the current General Assembly to match the non-federal share in the coming biennium.

The Title I programs, as I understand them, are not long-range, continuing programs. They are ad hoc, breakthrough programs to stimulate activity in new sectors, to awaken our creative imaginations in our various communities. Quite frankly, I think it is a tremendous idea.

I want to state again my personal appreciation to the Board of Regents, the Extension Council and the Title I Advisory Council on the splendid work done thus far.

But from here on in, it is our responsibility as state and community leaders to determine whether these programs will result in an academic cul de sac or in dynamic community activation.



Can you think of a more exciting opportunity we have had to put the resources of our institutions of higher learning to work to enrich our communities and local governments?

I hope this will be a good day of discussion. I hope you will speak your minds freely. I hope it will all result in a closer relationship between general government and the public with the colleges and universities. This could mean a lot to the future of Iowa.

# # #

## AREA I - GOVERNMENT AND COMMUNITY SERVICES\*

The 1966-67 State Plan invited Iowa colleges and universities to submit proposals in this area as follows:

"Credit or noncredit courses, in-service training programs, conferences, institutes, and workshops designed to improve the skills, knowledge, understanding, and competence of local government officials and employees such as city managers, mayors, police officers, firemen, planning and zoning officials, urban renewal officials, housing and building code inspectors, water and sewer plant operators, parks and recreation personnel and others."

The government and community services discussion group did not discuss the 1966-67 state plan in detail but there did not appear to be any indication that the existing plan should be lessened in scope. The group then identified certain problem areas which it thought might have further attention. These were:

1. There is a decided lack of citizen involvement, understanding, and interest in government. Ways of increasing this involvement, understanding, and interest should be developed.
2. Textual materials available for instruction in the schools generally are out-dated. There appears to be a great need for up-dating and stimulating teachers in the governmental area so that the subject can be made exciting and interesting.
3. Because of the apparent failure of the schools to interest young people in government, this apathy carries over to adulthood.

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\* For additional material on this area, see Appendix A

4. There was some concern that educational efforts are directed too much to the community leaders and that perhaps mass educational efforts should be developed. On the other hand, the need for leadership training programs also was stressed.

5. There is need for a coordinated approach to training. The various educational institutions offer a wide variety of training programs but there is little coordination. The governmental units are somewhat hampered in taking advantage of these programs since in many cases they are given only a very short notice of their availability. Also, certain geographic areas of the state are not well covered.

6. Specific program suggestions included the following: (a) development of a systems analysis team; (b) conferences on how to evaluate government operations; (c) conferences on how to establish public policy; and (d) conferences on program management.

In the opinion of the State Advisory Council and the State Agency staff, several possible continuing education programs are suggested by the above discussion results.

1. Enhancing public understanding of government and public affairs, particularly in the policy-making process.

2. Development of self-study tools through systems analysis and the development of self-evaluation techniques.

3. Leadership conferences.

## AREA II - COMMUNITY HEALTH SERVICES \*

The 1966-67 State Plan invited Iowa colleges and universities to submit proposals in this area as follows:

Consultation and conferences with local health personnel and other community leadership in attempts to work out coordinated programs to deal with such community health problems as water and air pollution, alcoholism, immunization programs, communicable disease control, sanitation and environmental health; post graduate training programs and conferences with such health personnel as doctors, dentists, nurses, pharmacists, hospital administrators, and others to improve and update their skills in dealing with community health problems; training of teachers of licensed practical nurses; assistance in prevention and treatment work in mental health; training programs for public health nurses and others to prepare them to deal more effectively with the problems of the aged and persons in low-income circumstances.

It was agreed that this aspect of the State Plan should not be lessened in scope. The group discussants then proceeded to identify problems which, in the opinion of those present should have attention:

1. The group felt that Iowa's chief need in this area was for personnel, especially in the smaller communities. The needs included physicians and nurses, and paramedical, public health and mental health personnel. It was recognized that continuing education programs cannot be expected to produce such personnel, but could conceivably provide programs for best utilization of existing resources.

2. Paramedical areas are changing rapidly and there is a need for programs to update information in the hands of high school counselors so that students may be well informed concerning career opportunities.

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\* For additional material on this area, see Appendix B.

3. Paramedical training by the armed forces results in numbers of trained persons returning to civilian life. There is a need to retain the services of these individuals. Colleges and universities were urged to consider arrangements to allow these persons advanced standing in educational programs.

4. There is a need for trained technicians beneath level of Sanitary Engineer and the suggestion was made that programs be undertaken to train Sanitary Technicians.

5. There is need for refresher courses and other continuing education programs for nurses to upgrade their knowledge and skills.

6. There is a need for short concentrated training courses for qualified, experienced nurses who in turn could provide training of other nurses (and others) in the community. The group hoped such short concentrated courses would be of college level and carry college credit from schools of nursing.

7. The group felt there was a need for closer relations among institutions to the end that continuing education course credit for degrees might be more readily transferable.

8. Audiovisual materials should be developed to upgrade professional information. It was suggested that there is a great need for development of single concept films concerning new techniques for physicians, nurses, dentists, public health personnel and others in health fields.

9. Audiovisual materials are needed for upgrading professional information in the health field. It was suggested that a disease and accident prevention program should be undertaken. To safeguard community health

it was suggested there be prepared programmed instruction materials for viewing by (or distribution to) patients in (or through) physicians', dentists' and public health officers' offices.

10. There is a great need to provide an ever larger number of useful, interesting programs for the aged in order to maintain their good health. Such programs might concern personal health (diet, etc.) as well as vocational, cultural, etc.

11. In order to fully utilize health resources of the state, it was suggested that training programs are needed for competent retired health personnel so that their part-time services might be utilized in community health education programs, nursing homes, etc.

12. In the area of preventive medicine there is need for imaginative programs in health education in the schools, for the family, for the health professions, and in industry.

13. There is need for some agency such as a voluntary community health council to establish communication among community health agencies so that programs and services are more clearly understood among personnel of the agencies and the public generally. Business and industrial leaders, for example, need to know more about available services for employees. High school students need to know more about career possibilities in para-medical fields and perhaps a community health council could work with high school counselors.

14. As Iowa becomes more of an urban state the problem of air pollution is emerging as a genuine concern. Municipal leaders need training programs

concerning control techniques. It was suggested that engineering students should be able to specialize in this area.

15. Water pollution remains a problem, but it is felt that current attacks on the problem are making progress.

16. Iowa communities are faced with serious problems in the disposal of solid wastes (garbage).

17. There is need for a trained teacher in each school who could serve as a "health coordinator" to assist with health education. The group felt a health education curriculum for prospective teachers should be developed.

The State Advisory Council and the State Agency staff have determined that the 1967-68 State plan should give emphasis to programs in the following areas:

1. Conferences and short courses to update the training of health professionals, paramedical personnel and technicians. The preparation of audiovisual materials for use in such training programs also should be considered.

2. There is need for imaginative programs in health education in the schools, for adults, for the health professions and for business and industry. Programmed instructional materials offer new possibilities in patient care.

3. Training programs are needed in water and air pollution control.

4. There is a need for intensive training courses for qualified, experienced nurses who in turn could provide training for other nurses and others in the community.

5. There is a great need to provide a larger number of useful, interesting programs for aged persons. These programs should involve health

education, occupational, recreational, cultural and social activities. One suggestion is in the area of training programs for volunteer workers.



### AREA III - COMMUNITY EDUCATION SERVICES \*

The 1966-67 State Plan invited Iowa colleges and universities to submit proposals in the area as follows:

Consultation, conferences, and technical assistance for local school personnel and other community leadership in school facilities planning, curriculum development, and improvement in teaching methods; conferences with school administration; development of improved and expanded services for physically, mentally, and emotionally handicapped students; development of special remedial programs for students who are educationally and culturally deprived.

The discussion group agreed that this aspect of the plan should not be lessened in scope. The group further identified problems which, in the opinion of those present should have attention:

1. There appears to be a general lack of understanding on the part of community leaders and lay citizens as to the educational activity in their communities. This suggests an orientation of Iowa community leaders on the breadth and scope of the educational program in their communities and the state. It is important that a dialogue develop between lay community leaders and educators also, on the role of a college in the community and the economic and cultural advantages which accrue to that community. This is particularly true for smaller communities which contain an institution of higher education.

2. With the advent of the new area schools, some type of in-service education is needed in terms of their role in the post-high school education program, and to avoid a duplication of training and facilities for specialized programs.

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\* For additional material on this area, see Appendix C

3. Likewise, a program is needed to upgrade public understanding of the role, activity, and availability of extension programs of the Regent's institutions.

4. Educational needs of the state should be identified as they may exist on a regional basis and appropriate programs designed to meet these requirements.

5. An educational television program is needed for the schools of the state. The private colleges are interested in participating in the program and should be included in the planning and developmental phases.

6. An investigation was suggested of the copyright laws as they relate to the amount and type of instructional material which may be placed on tape for teaching purposes, and the necessary sanctions which may be involved in such a program.

7. A vast potential exists in the adult basic educational field, and particularly in stimulating the college trained adult whose interest in continuing education has lapsed.

8. Substantial opportunities and needs exist in the field of counseling. Counseling should be broadened to include youngsters, the post-high school age group, and adults. Counseling for the college oriented student is being handled quite well at the present time, but there are many other areas and applications that need attention, i. e. the college-bound student who should consider, for his own best interest, a different avenue to a meaningful occupation.

9. Programs which create a dialogue between/among high schools, area schools and continuing education institutions as to the opportunities and

resources in the technical skills, the arts, etc., which are available in the community and on a regional basis are needed.

10. The possibility exists for augmenting area school facilities through the utilization of existing community specialists, i. e. body repairmen, welders, etc., by providing methods courses, and educational aids to support their technical skills.

In the opinion of the State Advisory Council and the State Agency staff, several possible continuing education programs are suggested by the above report of discussions in this area:

1. A program for key community leaders and educators to provide information on current developments in education in the state and the socio-economic impact of the college community relationship.

2. A conference for area school administrators on the role of the area school in the post-high school educational program and the coordination of training activities.

3. A pilot study of the application and uses of educational television at the secondary and college level in the state.

4. A conference for elementary, secondary and adult counselors to acquaint them with current developments in the field and upgrade their knowledge of opportunities in new and expanding areas.

#### AREA IV - COMMUNITY ECONOMIC DEVELOPMENT SERVICES \*

The 1966-67 State Plan invited Iowa colleges and universities to submit proposals in this area as follows:

Train and assist local community leaders in conducting retail trade area surveys, economic base studies, and manpower studies, and manpower studies; consultation and conferences to improve the effectiveness of community development; training programs and conferences for administrative and supervisory personnel and labor leaders in business, commerce, and industry; and develop courses and training programs related to the economic growth and development of Iowa communities.

The discussion group agreed that this aspect of the plan should not be lessened in scope. The group then identified problems which, in the opinion of those present, should have attention.

These were as follows:

1. Communities that are concerned about their economic development need accurate, up-to-date information about the numbers and kinds of skills available in their labor pools. A better yardstick is needed with which to define and measure the size and characteristics of the labor force. Some sort of continuing inventory of available skills, both of persons currently employed and those who might be brought into the labor force, would be very useful.

2. There exists a continuing need to upgrade current jobs and to upgrade the skills of persons now in the labor force. Creating more job is not enough; we need better jobs and persons who have the skills and training necessary to fill them. Several instances were cited of critical manpower shortages in various skilled and semi-skilled occupations.

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\* For additional material on this area, see Appendix D

3. We need to make young people aware of job opportunities that do exist in the state, and the skills and training needed to take advantage of these opportunities. Several local programs were cited in which business and industry have organized to inform high school students of the career opportunities available locally. Could such programs be widened to regional or even statewide programs?

Another suggestion was for the development of programs to inform high school counselors of job opportunities and the skills needed to fill them.

4. There is a need for innovation in the approaches to labor-management relations, particularly for developing new concepts in negotiating contracts. This need was illustrated by examples where negotiated contracts highly acceptable to union leaders had been rejected by union members. Perhaps it would be useful to regard the negotiating process in terms of decision making; possibly certain concepts of the decision making process resulting from research in the social sciences might be useful.

5. Larger communities can afford to hire professionals to direct their efforts to acquire new business and industry. Smaller communities need this expert help, too, but cannot afford to hire full time professionals. Regional cooperation and coordination is one way of making expertise available.

The regional workshops and statewide conferences sponsored by the Iowa Development Commission are useful in meeting this need. In addition, perhaps it would be possible to develop longer-term, intensive training programs for local community leaders, such as week-long seminars for

non-professionals. Game theory, simulation and role playing were suggested as potentially useful training techniques.

In addition to programs designed to attract new industry, local community leaders must be made aware of the need to foster community conditions and services that will enable the industry they already have to grow and prosper.

6. Several Iowa communities are experiencing serious problems with their local public transportation systems. Governmental subsidization is one possible answer. Innovation and experimentation is needed to develop patterns of financial support and types of service that will alleviate these problems.

7. Need for methods of developing, designing and financing industrial parks was suggested. It was pointed out that adequate industrial zoning, based on comprehensive planning, was an adequate alternative to the development of industrial parks.

In the opinion of the State Advisory Council and the State Agency staff, seven possible continuing education programs are suggested by the above discussion results:

1. Training community leadership (Chamber of Commerce executives, union leadership, etc.) for measuring the size and characteristics of the labor force.

2. Conferences for high school counselors on identification of local employment needs and opportunities.

3. Additional programs to explain new concepts in labor negotiations (both for labor and management).

4. A program for leadership in small communities to attract and keep industry.
5. Programs related to public transportation problems.
6. A program to educate community leaders concerning the development of Industrial Parks in Iowa.
7. Seminars for people working in Economic Development (for laymen).

GROUP V - COMMUNITY CULTURAL AND RECREATION SERVICES \*

The 1966-67 State Plan invited Iowa colleges and universities to submit proposals in this area as follows:

Programs to make art exhibits and musical and dramatic performances more widely available throughout the State; assistance to local community groups in developing art galleries, community theatres, and musical organizations; consultation and conferences to assist in planning for and the development of community recreation facilities and programs.

The discussion group agreed that this aspect of the plan should not be lessened in scope. The group further indentified or gave focus to problems which, in the opinion of those present, should have attention:

1. There was general agreement that Iowa communities generally need assistance in development of fine arts programs including broad continuing education programs for the public as well as more training for community leadership.
2. There is a need for the development of a community fine arts development plan - a kind of model - that could be adapted by communities of various sizes in accordance with available resources and needs.
3. In larger communities with arts programs underway there is a need for a systems analysis to help in the evaluation of these programs, and to help in their future development in a better coordinated fashion. .
4. While Iowa has many fine programs of training and education in the arts, there are limited employment opportunities for trained (non-teaching) art personnel.

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\*For additional material on this area, see Appendix E



5. There is need for a compilation of the available art resources in the state.

6. Programs are needed to stimulate an appreciation of art by the public. Such programs should entail methods to provide greater opportunities for large numbers of people to be involved in art activities.

7. There is need for a better orientation and understanding by community and government leaders on the needs of art education in the schools and of continuing (adult) art education.

8. There is need for better cooperation among arts programs, e. g. art exhibits arranged in conjunction with community theater performances.

9. There is a need for more extensive use of public school facilities for cultural and recreational programs during evenings, weekends and vacation periods.

10. Tourism in Iowa should be promoted with vigor. Tourism education programs are needed for personnel serving the public and these should clearly encompass promotion of Iowa's cultural resources as well as recreation programs and resources.

11. There is a need for educational programs and consultation designed to help communities in the development of park and recreation programs.

12. There is a need in Iowa for interested smaller communities to develop programs on an inter-community or area basis.

In the opinion of the State Advisory Council and the State Agency staff several possible continuing education programs are suggested by the above report of discussions in this area:

1. Preparation of a model community fine arts development plan and application of the plan on a pilot (or wider) basis.
2. A conference (or series of conferences) for community leaders to prepare them to apply a systems analysis to community arts programs. (Perhaps this approach might involve graduate students as consultants)
3. A program for community leaders, education and government leaders on the needs of Art Education in the schools and of the needs of continuing (adult) Art Education.
4. A tourism education program for government and community leaders to educate them to train personnel serving the public.
5. Continuing programs to train community leaders for better development of park and recreation programs.
6. Preparation of a model inter-community or area fine arts development plan and application of the plan on a pilot (or wider) basis.

Reports from the discussion group indicated general approval of programs already launched in this area, e. g. the community theatre, regional workshops program, etc. Subject to review, some of these programs, it was felt, should be continued.

## GROUP VI - COMMUNITY SOCIAL SERVICES\*

The 1966-67 State Plan invited Iowa colleges and universities to submit proposals in the area as follows:

Consultations and conferences for community social agencies and other community leaders, including representatives of Community Action Agencies; activities and services to help communities solve such problems as housing and services for aged, juvenile delinquency, and minority groups.

The discussion group agreed that this aspect of the plan should not be lessened in scope. The group further identified problems which in the opinion of those present should have attention:

1. Concern was expressed as to whether the current programs in Title I of the Higher Education Act were planned for local or state-wide participation. This suggests that consideration be given to a geographical distribution, when possible, for many short courses and conferences.

2. The Advisory Committee should plan for the continuation of certain projects to serve on-going needs; i. e., leadership training. A single offering of a course in a single location does not produce much impact.

3. The group was concerned about the plans of the State Extension Council and State Advisory Committee for evaluation of various programs.

4. In the social welfare area, there is great need for the coordination of the on-going programs on a problem basis on the state, county and community levels. Serious consideration should be given to the resources of Higher Education to tackle this problem.

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\* For additional material on this area, see Appendix F

5. The social welfare area has a great need for training of volunteers. Welfare agencies face many needs and there are many resources among the aging or retired groups who could assist in meeting these needs. A possible program is one of identification of opportunities and needs, as the basis for the development of more effective work and action.

6. There was general agreement that we have a "potential" human relations problem in many of our cities. The problem as identified is largely one of individual and group communication, brought on by the disadvantages that reside in a group. For example, inadequate housing, inadequate education, etc. The group was encouraged to consider offering a course on human relations, human behavior, or listening techniques, and to offer such courses as pilot projects to disadvantaged groups. Similar courses might be offered for group functionaires, who have the task and opportunity for leadership, but lack the capacity to communicate and to understand human behavior, and thus cannot reflect their own group's needs adequately.

7. The discussion of the problems of aging emphasized the need for more work in the area of preparing people for retirement and to approach the problems of aging with less emotion and more of a focusing on the facts. A specific suggestion was made for training of some type that would prepare people for retirement and provide opportunities for a useful experience. The volunteer training idea on the social welfare area was suggested as a useful approach among the aging population group.

The question was posed as to where one could obtain planning information for health facilities. There was general agreement that there was a need for bringing together the available resources and information on planning facilities for the aged

In the opinion of the State Advisory Council and the State Agency staff, a number of possible continuing education programs are suggested by the discussions in this area:

1. The development through conferences of a pilot project, a model, or other approaches of a program to perfect the technique of coordinating the far-flung and multi-level activities of the welfare field, particularly between school, public health and welfare personnel.
2. The development of programs to train instructors of volunteer welfare workers.
3. A pilot program in the identification of human relations problems at the community and regional level and the development of techniques of group communication and expression.
4. Training or orientation programs to assist people in preparing for retirement.

APPENDIX A

IOWA COMMUNITY SERVICES CONFERENCE

DES MOINES - JANUARY 26, 1967

DISCUSSION GROUP NO. 1

Area - GOVERNMENT AND COMMUNITY AFFAIRS

Chairman - Mr. Park Rinard

Recorder - Dr. Dean Zenor

The State Advisory Council, in developing its State plan for participation in the grant program authorized by Title I of the Higher Education Act of 1965, determined that priority should be given to community service programs in this area as one of the basic areas of community problems.

The State plan identified a number of aspects of problems in this area as examples:

Credit or noncredit courses, in-service training programs, conferences, institutes, and workshops designed to improve the skills, knowledge, understanding, and competence of local government officials and employees such as city managers, mayors, police officers, firemen, planning and zoning officials, urban renewal officials, housing and building code inspectors, water and sewer plant operators, parks and recreation personnel, and others.

Eligible educational institutions were subsequently invited to submit proposals for programs, activities, and services which would be designed to assist in solving certain aspects of these community problems.

During the 1965-66, 1966-67 operation of the program, the following institutional proposals have been approved:

DRAKE UNIVERSITY

Workshops in the Techniques of Municipal Administration

Workshop sessions held once a week for twelve consecutive weeks at Drake University open to city managers, department heads and assistants in municipal administration in central Iowa communities, to provide experience in the decision-making process; understanding and practice in the use of mass media and public relations; learning experiences relating to administrative organization and management, work planning, and priority determination; and development of administrative leadership in government.

#### Law Enforcement Seminar

Seminar sessions held once a week for twelve consecutive weeks at Drake University, open to law enforcement officials in Des Moines and central Iowa, would provide knowledge and understanding of crime detection and prevention; improve skills in obtaining and analyzing evidence and conducting investigations; provide participants with the opportunity to study and explore the delicate balance that exists between the protection of the public and the rights of the individual; emphasize the responsibility of maintaining law and order; provide an understanding of the principles and practices of law enforcement.

#### IOWA STATE UNIVERSITY

##### Urban Planning - Administration of Plans; Urban Design; Aesthetic Responsibility

Regional conferences will be held in four regions and on a monthly basis for nine months of the year for community planning administrators and representative citizens, to enable them to gain technical advice and training to help obtain maximum benefits from master plans; to assist in the recognition of existing community aesthetic quality and intrinsic value, and how poor environmental conditions evolve; the need for the collaborative effort of all "decision makers" for any meaningful improvement in the urban and suburban environment; and procedures which can lead to improved aesthetic quality.

##### Basic Principles of Managing for Municipal Administrative Personnel

Program is designed to upgrade and update the managerial staff and supervisors of municipalities, in knowledge and skills required of the professional manager of today. Program is presented in eight two-hour sessions through lecture, discussion and case study methods in one of the larger communities in the state.

##### Human Relations of Management for Municipal Administrative Personnel

Program designed to present the findings of the latest research in human behavior and motivation to the participating manager. These findings can be used as a tool in predicting the reactions of people with whom he works in the management situation. Emphasis placed upon establishing a motivational atmosphere in the work situation. Program is presented in six two-hour sessions through lecture, discussion and case study methods in one of the larger communities in the state.

##### Job Instruction Training for Municipal Administrative Personnel

Program is designed to acquaint participants with the proper techniques of job instruction. Such techniques, based upon learning theory from psychology, can make the time spent in training new or transfer employees much more efficient. Program is presented in six two-hour sessions through lecture, discussion and case study methods in one of the larger communities in the state.

Informational Program for Local and County Government Officials on State and Federal Aid Programs, Laws-Regulations, and Current Trends and Techniques in Administration

Program will enable local government officials to become more knowledgeable as to types and magnitude of intergovernmental programs and opportunities. Program will provide informational data and analytical tools for determining applicability of programs and procedures; suggest means of applying and administering intergovernmental programs; and furnish information relative to procedures and programs to increase scope, efficiency, and effectiveness of their public services. Program is available through two six-week workshops: intergovernmental relations and county government.

A Training Program for the Identification and Articulation by Local Officials of their Problems and Needs

This program will develop and refine a process for the training of local government officials in the self-identification of common problems. Through participation and interaction in a series of regional conferences, local government officials will be trained to articulate and clarify the nature and scope of their common problems.

STATE COLLEGE OF IOWA

Conference and Training program on Park Management and Development

This conference will bring together professional park personnel and park board members with emphasis on coordinating land use planning to meet anticipated recreational demands. Session topics will include: factors in determining long-range needs; preparation of development plans on regional basis; plan implementation. A four month in-service training course will follow the conference.

THE UNIVERSITY OF IOWA

Community and Governmental Training Programs:

Urban Transportation Planning Institute - June 14-16, 1966

This three-day institute was held for professional planners and city, state and federal officials concerned with urban transportation and traffic matters. Instruction was provided on the techniques and skills for collecting, analyzing and using information needed in developing sound transportation plans and programs.

Short Course on Communication Skills for City Clerks - (completed)

This three-day short course was held on-campus with instruction being given to key city officials (city clerks, city treasurers and finance officers) on skills needed in communicating on-the-job with the mayor and council, with citizens, and with city department heads.

Conference on Training Needs in Iowa Public Service - (completed)

This conference brought together key governmental officials and higher education officials to obtain a clearer picture of training needs in public employment in Iowa, and the priorities that should be given to fulfill these needs.



Community Action Workshops - (5 workshops - 3 additional planned)

These regional workshops for professional workers in the areas of health, recreation, education, social welfare, gerontology, and community leaders have been developed to help these professionals to obtain a better understanding of the comprehensive nature of community problems and how to mobilize community resources to combat these problems. Professionals would use the information and insights from the workshops in working with community leaders to develop effective community improvement programs.

Community Improvement Workshop - (completed)

This will be a series of one-day regional workshops in Iowa, one workshop each year for five or six years. Issue-oriented problems in community improvement will be considered to encourage, motivate and assist community leaders by providing a broad perspective of community improvement.

Urban Policy Conference - (completed)

The purpose of the urban policy conference was to provide a forum for high-level discussions of important issues of urban government today. Top-flight academicians who are experts in urban policy matters were invited to present papers at the conference.

Conference on County (Rural-Local) Government in Iowa - December 1966

This was a one-day conference, held on the campus, to bring together university and key county officials. It was an exploratory conference to discuss ways in which the higher educational facilities may be brought to bear on county governments' needs and problems.

Mayor's Seminar on Public Policy Questions - December 1966, June 1967

These seminars will be held twice a year on a continuing basis. They will be one-day meetings, each delving deeply into one public policy area of municipal and metropolitan government in Iowa. The purpose of these meetings will be to provide information which will give key officials a broader prospective and deeper insight into public policy questions which cities face today. The meetings will be primarily for mayors, city managers, and top community leaders of large cities.

Municipal-School-Relations Conference - January 20-21, 1967

This will a two-day conference to explore the common ground for improved communication and cooperation between city officials and school officials. Participants will be top policy makers in school district and city governments, Presidents of School Boards, School Superintendents, Mayors, and City Managers.

Orientation Conference: New County Officials - January 26-27, 1967:  
February 2-3, 1967

Two-day conferences will be held, one at the university and one in the western part of the state, to orient newly-elected county officials to the responsibilities of their jobs and to a better understanding of the changing role of county government.

Institute on Governmental Data Processing - February 1967

The purpose of this institute will be to acquaint top level city and county officials with developments for local government in this

important field. Basic information will be provided about data processing, current applications for cities and counties, matters to consider in purchasing equipment, in staffing, etc.

Seminar on Building Codes Administration - February 22-24, 1967

This will be a three-day seminar for persons in city government who are in charge of administering housing, plumbing, electrical, and other building codes. It will deal with the administrative and public relations aspects, rather than the technical aspects, of the positions held by these people.

Mayor's Workshop: Building More Effective Municipal Communications - March 29-31, 1967

This will be a three-day on-campus workshop for mayors to demonstrate better ways of achieving good communications and understanding in city government. Basic concepts will be explained by experts in their fields, and techniques for managing communications with individuals and small groups will be presented and demonstrated using many communication aids.

Conference of Community Renewal Officials

This will be the annual conference for the State Association of Community Renewal Officials in Iowa. Community renewal, in its many aspects, is becoming an increasingly important part of city government operation, and this conference is to lend encouragement to the work of this group.

Workshops on the Preparation of Workable Programs-Series of Workshops)

These workshops for city, town officials and community leaders are designed to tell the story about "workable programs": the purpose for them, what they are, and what a community can do to prepare its workable program.

Conference on Council-Manager Government in Iowa - Spring 1967

This will be a two-day workshop bringing together primarily university personnel and key officials from city manager government cities in Iowa. Officials from other cities and interested citizens will also be welcome to attend. The conference will deal with a wide range of topics relating to the policy orientations and actual operations of city manager cities in Iowa.

Conference on the Small Iowa Community in an Urban State and Nation - July 28-30, 1967

This on-campus conference will be addressed to the sociological, political and economic implications of the effects of urbanization on smaller communities in Iowa. Mayors, councilmen, city managers, chamber of commerce officials, and other community leaders of smaller communities will be invited to attend.

Short Course on Supervisory Practices (Pilot Course for Counties)

Plans are being made to hold this pilot course in an urban county. A series of two-hour sessions will be held one day a week for fifteen weeks. The purpose of the course will be to provide instruction on effective supervisory practices, and to provide a means for the participants to discuss ideas, problems, and practices relating to their jobs as supervisors in counties.

#### Short Course on Supervisory Practices (2 cities)

Early in 1966, a pilot course on effective supervisory practices was held for 15 department heads of the City of Cedar Rapids. The purpose of this program was to facilitate on-the-job training for key municipal officials in the larger cities of Iowa. Assistance will be provided in setting up and teaching this kind of a course for other Iowa cities.

#### Correspondence Study Course on Management Practices for Smaller Cities (Beginning September 1966)

This is a noncredit correspondence course, and is a part of a curriculum in professional development in municipal affairs. Staff of the Institute of Public Affairs serve as instructors. Participants are required to come to the campus for one or two day sessions several times during the course.

#### Correspondence Study Course on Municipal Public Works Administration (Beginning September 1966)

This course provides an educational opportunity for city public works officials to study and develop on-the-job by adding to their knowledge, broadening their perspectives of their cities' entire public works operations, and by sharpening their management skills. This is a noncredit correspondence course, taught by the Institute of Public Affairs staff.

#### Development of an Integrated Series of Police Short Courses

The initial short course would be a recruit school, which is considered as a prerequisite to further training. Following recruit school, which is considered as a prerequisite to further training. Following recruit school, officers may take a series of basic courses. Upon completion of all the basic courses, officers would then be admitted to advanced courses, where specialization would be recommended but not required. Officers would take an examination upon the recommendation of their department chief, and be awarded an equivalency certificate for each course.

#### Workshops on Use of Critical Path Method for Program Planning and Management by Iowa Local Governments

A series of workshops are planned to familiarize top administrators in local governments in Iowa with the critical path method; what uses are being made of it by governments in other states, and how this technique can be effectively applied to programming of several kinds of local government activities.

APPENDIX B

IOWA COMMUNITY SERVICES CONFERENCE

DES MOINES - JANUARY 26, 1967

DISCUSSION GROUP NO. 2

Area - COMMUNITY HEALTH SERVICES

Chairman - Dr. James F. Speers  
Recorder - Dr. Daryl Pendergraft

The State Advisory Council, in developing its State plan for participation in the grant program authorized by Title I of the Higher Education Act of 1965, determined that priority should be given to community service programs in this area as one of the basic areas of community problems.

The State plan identified a number of aspects of problems in this area as examples:

Consultation and conferences with local health personnel and other community leadership in attempts to work out coordinated programs to deal with such community health problems as water and air pollution, alcoholism, immunization programs, communicable disease control, sanitation and environmental health; post-graduate training programs and conferences with such health personnel as doctors, dentists, nurses, pharmacists, hospital administrators, and others to improve and update their skills in dealing with community health problems; training of teachers of licensed practical nurses; assistance in prevention and treatment work in mental health; training programs for public health nurses and others to prepare them to deal more effectively with the problems of the aged and persons in low-income circumstances.

Eligible educational institutions were subsequently invited to submit proposals for programs, activities, and services which would be designed to assist in solving certain aspects of these community problems.

During the 1965-66, 1966-67 operation of the program, the following institutional proposals have been approved:

DRAKE UNIVERSITY

Community Health Conference

A two-day conference on the Drake campus where State and local health executives will discuss ways and means of upgrading their cooperative procedures, and to make full utilization of the resources available to them for a more effective solution to health problems.

#### Management Workshop for Hospital Administrators

A twelve-week workshop, meeting once a week on the Drake campus for top echelon hospital administrative personnel, to provide a workshop experience in hospital organization and line and staff relationships; administrative techniques and theories of management; communication systems; team-oriented administration and motivation; recent legislation and current problems in administrative functions.

#### Management Seminar for Nurses

The objectives of the program are to provide members of the nursing profession in Central Iowa, nursing service supervisors, registered and practical nurses, an opportunity to improve their knowledge and understanding of management functions as applied to the business activities of hospital enterprises.

#### Techniques of Supervision for Nurses

A ten-week workshop, meeting once a week on the Drake campus, for existing nursing staffs of hospitals and nursing homes to provide a review of the basic concepts of organization which aid in the analysis and solution of management problems; familiarization with the principles of responsibility assignment; the need for sound reasoning and use of logical methods in dealing with decision-making situations; to enhance understanding and use of the management device of delegation.

### IOWA STATE UNIVERSITY

#### Water Pollution Control and Sanitation

Program would include three major activities; conferences for government officials and community leaders; training programs for inspectors and officials responsible for the regulation and enforcement of the State Plumbing Code; training programs for plumbers, well drillers and septic tank installers. Program has as its objectives: improved facilities for collection and treatment of municipal and industrial wastes; improved disposal of garbage and rubbish from municipalities; universal adoption, application and enforcement of the State Plumbing Code; passage of enabling legislation to control water pollution and environmental sanitation.

### THE UNIVERSITY OF IOWA

#### Community Alcoholism Program

This project is designed to establish trained Community Alcoholism Consultants and Aides in local communities of the state with the objectives of: earlier detection and interruption of the drinking careers of a substantial portion of the problem drinking population of the state; reintegration of the problem drinker into the life of his community; education and motivation of community service professionals each to render his own particular service to the problem drinker; integration of Oakdale ("alcoholic") Treatment Unit and other institutions with local community services to improve post-hospital follow-up services; to expedite the problem drinker's course through the referral system.

Pharmacy Extension Service - Postgraduate Training Program and Conference with Physicians, Nurses, Pharmacists and Hospital and Nursing Home Administrators

The objective of the extension program is the implementation and upgrading of pharmaceutical services in health care facilities in the communities of Iowa through the education of community pharmacists and hospital administrators, and to provide better utilization of needed nurses in the institutions, through their release from the pharmaceutical service area to nursing positions.

An Advanced Training Institute and Clinics for Administrators of Facilities for the Elderly

Two-day on-campus intensive training institute for administrators of facilities for the elderly plus six regional clinics designed to meet a critical administrator training need in the growing number of Iowa communities with geriatric care facilities.

APPENDIX C

IOWA COMMUNITY SERVICES CONFERENCE

DES MOINES - JANUARY 26, 1967

DISCUSSION GROUP NO. 3

Area - COMMUNITY EDUCATION SERVICES

Chairman - Pres. E. D. Farwell  
Recorder - Dr. Raymond Schlicher

The State Advisory Council, in developing its State plan for participation in the grant program authorized by Title I of the Higher Education Act of 1965, determined that priority should be given to community service programs in this area as one of the basic areas of community problems.

The State plan identified a number of aspects of problems in this area as examples:

Consultation, conferences, and technical assistance for local school personnel and other community leadership in school facilities planning, curriculum development, and improvement in teaching methods; conferences with school administrators on problems of organization, finance, and administration; development of improved and expanded services for physically, mentally, and emotionally handicapped students; development of special remedial programs for students who are educationally and culturally deprived.

Eligible educational institutions were subsequently invited to submit proposals for programs, activities, and services which would be designed to assist in solving certain aspects of these community problems.

During the 1965-66, 1966-67 operation of the program, the following institutional proposals have been approved:

DRAKE UNIVERSITY

Workshop for Counselors and Guidance Workers on Occupational Opportunities in Iowa

Workshop program will provide improved knowledge of employment trends in the state; new and special techniques and skills in counseling youth entering employment markets; specific knowledge concerning need for employees in the various fields of work in Iowa.

## IOWA STATE UNIVERSITY

### School Building Planning Information Dissemination Program

Program would be directed to broadening the information base of persons charged with the responsibility for planning and representing the school district in building school facilities. A resource center would develop an extensive assortment of visual displays of the most promising school facilities as an aid to school officials attempting to plan or build new school buildings.

### The Structure of Knowledge and the Curriculum of the Community School District

Conference will focus the resources of Iowa public and private institutions of higher education and selected local communities upon the role of the disciplines in the elementary and secondary schools; to encourage a dialogue among scholars and community leaders concerning the structure of knowledge in the curriculum; to explore and initiate means by which local community school districts can strengthen their liaison with the Iowa community of scholars and researchers.

### Short Course for High School Home Economics Teachers and Public Health Nurses.

This short course is designed to provide these people with a better understanding of the relationship of nutrition to health, influencing environmental factors, bases for recommended dietary allowances, evaluation of nutritional claims for various kinds of food products and supplements, as an aid to the overall educational goal, of helping homemakers develop sound, workable plans for assuring good nutrition for their families.

## STATE COLLEGE OF IOWA

### Two One-Day Conferences for Parents of Mentally Retarded Children

The purpose of this program is to provide leaders of local community associations for retarded children, with an opportunity to obtain additional knowledge concerning promising child rearing practices. This information will assist the work of the associations with parents, in seeking to provide an optimum home environment for the retarded child; and to help parents in accepting realistic goals for the future of the child.

### A Non-Credit Workshop in State and Local Government for Senior High School Teachers of the Required American Government Course.

A one-semester course in American Government is required by Iowa state law. However, the 1965 General Assembly of the State stipulated that the course be given for two semesters, even though only one semester is required. Teachers are now attempting to develop content



and materials for a second semester course with an emphasis on state and local government. These workshop sessions are designed to supplement the text treatment with cases, research results and specific illustrations applying to Iowa.

Five One-Day Workshop Sessions for all Driver Education Teachers throughout the State on Motorcycle and Motor Bike Safety

The sudden increase in motorcycle registrations and the skyrocketing accident-injury rate has prompted the Commissioner of Public Safety to ask that a unit on motorcycle safety be included in all high school driver education courses in the schools of Iowa. These work shop sessions over the state will be designed to prepare such a unit.

A Workshop for School Transportation Supervisors in Iowa Schools

The program is designed to train school transportation administrators and supervisors in all areas of supervision of the school transportation program in an effort to reduce the number of school bus accidents in Iowa.

State Conference and Area Workshops for County Superintendents and Members of County Boards of Education

Sixteen districts have been created in the State to support area vocational schools and area community colleges, however, there has been no change in the existing 99 county Boards of Education. Many county superintendents and state and local educational leaders believe that a proposal should be made again to create larger intermediate units to provide educational leadership and services between the state and local school districts. A conference and eight area workshops will consider the development of a plan for the creation of intermediate school districts in the light of existing local, county and area districts.

## THE UNIVERSITY OF IOWA

### School Executives' Conference

This conference for school administrators will provide information on techniques of interpretation, and the utilization of data on Iowa schools and pupils which has been compiled by the Iowa Educational Information Center.

### Workshop on the Mott Community School Concept

Workshop sessions will consider the history, philosophy, function, organization, staff, public understanding and plant aspects of the Community School Concept, and the possibilities it offers for making the community a better place in which to live, work, and play.

APPENDIX D

IOWA COMMUNITY SERVICES CONFERENCE

DES MOINES - JANUARY 26, 1967

DISCUSSION GROUP NO. 4

Area - COMMUNITY ECONOMIC DEVELOPMENT SERVICES

Chairman - Mr. Francis Docken  
Recorder - Prof. Ralph Patterson

The State Advisory Council, in developing its State plan for participation in the grant program authorized by Title I of the Higher Education Act of 1965, determined that priority should be given to community service programs in this area as one of the basic areas of community problems.

The State plan identified a number of aspects of problems in this area as examples:

Train and assist local community leaders in conducting retail trade area surveys, economic base studies, and manpower studies; consultation and conferences to improve the effectiveness of community development; training programs and conferences for administrative and supervisory personnel and labor leaders in business, commerce and industry; and develop courses and training programs related to the economic growth and development of Iowa communities.

Eligible educational institutions were subsequently invited to submit proposals for programs, activities, and services which would be designed to assist in solving certain aspects of these community problems.

During the 1965-66, 1966-67 operation of the program, the following institutional proposals have been approved:

IOWA STATE UNIVERSITY

Developing an Informational Base for Effective Urban Planning

The program will be conducted in Cedar Rapids, Iowa as an experimental program on a pilot basis. An educational and informational program will be conducted for urban leaders, leaders in business, commerce, industry and local government on social and economic changes in the past, their causes, future expectations, and the impacts of these changes on urban government, facilities, economic activity, and cultural development.

#### Housing Extension Program - Extension Service

The housing industry is an industry for which no formal training or complete educational program is available. The objective of this program is to better inform and train home builders, community officials, architects, architectural faculty, and students regarding improved methods of accomplishing their respective tasks. The program will be presented through a series of four lectures by faculty specialists, in ten different locations throughout the state.

#### THE UNIVERSITY OF IOWA

#### Management Development Program for Iowa Business Leaders

This is an educational program designed for Iowa business leaders and is devoted to a study of Iowa community business problems. The program is developed around a problem solving and decision making theme through a two-week on-campus session and eighteen extension evening programs to be offered in Cedar Rapids and the Quad Cities.

#### Union Leadership Academy

In the changing nature of society's needs, labor is assuming a more significant role at the community level. This is the initial year of a four-year off-campus program. This four-year certificate program for community Central Labor bodies is designed to give these leaders a basic education and understanding of the concepts which are of concern and interest to the community at large.

APPENDIX E

IOWA COMMUNITY SERVICES CONFERENCE

DES MOINES - JANUARY 26, 1967

DISCUSSION GROUP NO. 5

Area - COMMUNITY CULTURAL AND RECREATION SERVICES

Chairman - Mrs. John W. Crabb  
Recorder - Dr. Clarence Thompson

The State Advisory Council, in developing its State plan for participation in the grant program authorized by Title I of the Higher Education Act of 1965, determined that priority should be given to community service programs in this area as one of the basic areas of community problems.

The State plan identified a number of aspects of problems in this area as examples:

Programs to make art exhibits and musical and dramatic performances more widely available throughout the State; assistance to local community groups in developing art galleries, community theatres, and musical organizations; consultation and conferences to assist in planning for and the development of community recreation facilities and programs.

Eligible educational institutions were subsequently invited to submit proposals for programs, activities, and services which would be designed to assist in solving certain aspects of these community problems.

During the 1965-66, 1966-67 operation of the program, the following institutional proposals have been approved:

IOWA STATE UNIVERSITY

Drama Workshops in the State of Iowa

Each year throughout the State of Iowa there are hundreds of dramatic productions staged by many groups with various levels of training in theatre and dramatic art. Many of the persons in these groups, such as Y.W.C.A., Campfire Girls, Boy Scouts, church organizations, 4-H clubs, have had very limited experience and urgently need more training and assistance with their productions. This program involves a pilot series of sixteen drama workshops to be held throughout the state, which will enable those participants who have the responsibility for presenting these programs to become more competent in dramatic production.

## THE UNIVERSITY OF IOWA

### Community Theatre Regional Workshops

The number of community theatres in Iowa has doubled in the last eight years. If the community theatres in Iowa are to become important cultural and educational institutions, a program needs to be developed to enable community theatre personnel to receive training, upgrading and continuing education in community theatre. This program proposes a series of one-day regional community theatre conferences at strategic locations in the state to provide such information and instruction.

### Projected Park and Recreation Conference - May 12-13, 1967

The tremendous growth in outdoor recreation development and the existing government funds for such development, indicate a need for additional education for existing practitioners in this field. New county conservation boards are also being developed and the officers of these boards need assistance in projecting plans and programs for areas and facilities. This program would give aid and direction to Iowa county conservation boards, municipal park and recreation departments, in the development of park and outdoor recreation areas.

### Therapeutic Recreation Workshop - March 10-11, 1967

This workshop will serve as a follow up to the Institute which was held during the 1965 National Recreation Congress on "Group Dynamics and its Application to Recreation with the Ill and Disabled." The workshop will present an area of definite educational weakness among recreation professionals, and particularly among community recreation leaders called upon to program for the ill and disabled. It will also upgrade the resource skills of recreation professionals in follow-up and continuing consultation guidance to community programs for the ill and disabled.

APPENDIX F

IOWA COMMUNITY SERVICES CONFERENCE

DES MOINES - JANUARY 26, 1967

DISCUSSION GROUP NO. 6

Area - COMMUNITY SOCIAL SERVICES

Chairman - Mrs. Katherine M. Zastrow

Recorder - Dr. Marvin A. Anderson

The State Advisory Council, in developing its State plan for participation in the grant program authorized by Title I of the Higher Education Act of 1965, determined that priority should be given to community service programs in this area as one of the basic areas of community problems.

The State plan identified a number of aspects of problems in this area as examples:

Consultations and conferences for community social agencies and other community leaders, including representatives of Community Action Agencies; activities and services to help communities solve such problems as housing and services for aged, juvenile delinquency, and minority groups.

Eligible educational institutions were subsequently invited to submit proposals for programs, activities, and services which would be designed to assist in solving certain aspects of these community problems.

During the 1965-66, 1966-67 operation of the program, the following institutional proposals have been approved:

DRAKE UNIVERSITY

Workshop for Neighborhood Leadership through Communication and Group Identification with Community Problems

This program is designed to promote effective community leadership. The program has as its objectives: to assist in developing potential community leadership by increasing communication skills; to provide knowledge and understanding of administrative control; to provide understanding and practice in public relations; to recognize and understand the function of group and community power structures; to associate and become cognizant of community services - local, state and federal; to provide knowledge and understanding of state and local government; and to provide communication with existing community leaders.

#### Short Course in Uniform Accounting for Voluntary Agencies

Medicare will have a great impact on the community services rendered by voluntary and social welfare agencies. It is anticipated that this impact will create an urgent need for persons involved in the administrative and fiscal policies of these agencies to update and upgrade their proficiency in reporting and internal control functions. This eight week short course will assist voluntary agency directors in adopting a uniform system of accounts, and the application of cost accumulation and cost accounting principals to their operations.

### IOWA STATE UNIVERSITY

#### Short Course for Social Welfare Workers on Care of Family in the Home

Iowa social welfare workers are particularly concerned about the care of the family in the home. The professional education of many social welfare workers has not included some of the specific subject matter that would help families improve the operation of their homes. Four regional conferences will be held by professional home economists under this program, for the approximately 500 social welfare workers in Iowa. These conferences will provide in-service training in the areas of family management, housing, food and nutrition, to aid social welfare workers in advising their clients.

#### State Coordination of Consumer Education

Decisions made by consumers influence the rate of growth of the economy, the process of government and the character of community life. Coordination of people, materials, research, programs and legislation could mean greater development of consumer competence with the same expenditure of resources. This center for consumer affairs will provide a coordinating agency among the various groups, agencies and organizations of the state which have an interest in consumer matters; provide an advisory service to local community groups, citizens' committees, and Chambers of Commerce in consumer affairs; and plan and conduct state consumer workshops.

#### Short Course for Social Welfare Workers on Growth and Development of Children

Child welfare is the major responsibility of 108 social welfare workers in the state of Iowa. Very few social welfare workers have had professional training in the specific area of child welfare. The four regional conferences of this program are designed to help the social welfare worker to have a better understanding of children's needs and problems, so that these workers can guide their clients and help them to become more productive members of society.

STATE COLLEGE OF IOWA

Changing Patterns of Child-Parent-Community Interaction:  
An Experimental Inquiry

As a result of a multiplicity of factors, a significant fraction of today's children are being reared in relatively disorganized homes which neither provide constructive stimulation nor predictable and definite limits. Consequently schools and other social agencies have been forced to take over a variety of what were, traditionally, family responsibilities. In attempting to provide these added services, schools and police have often confronted public apathy, misinformation and even direct and unprovoked hostility. A Waterloo study would be used as a pilot project for this program. Key community leaders would participate in a forum to discuss and evaluate contemporary interaction between a community and its youth. Through such a forum, possible fresh attacks on social problems might be considered and formulated where feasible.



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