

NEW DIMENSION ADDED

During the past two years a new "dimension" in the activities of the regional office has attained ever-increasing momentum and importance. Numerous requests come directly to the regional representative in the regional office, through the central office in Washington, or via the regional director's office to appear before lay and professional groups and speak on a variety of subjects directly or peripherally related to education; to participate in panel discussions; to be interviewed on television and radio; to participate in organizing conferences, workshops, and so on.

Groups making such requests include: Conference of Illinois Colleges and Universities, Midwestern Conference of Deans, Indiana College and University Business Offices, Ohio Association of Collegiate Registrars and Admissions Officers, Wisconsin Association of Admission Counselors, Michigan Modern Language Teachers Association, Cleveland Commission on Higher Education, National Association of Foreign Student Advisors, Tri-State County School Boards Association, Citizens Education Council of Fort Wayne, College Entrance Examination Board, School Administrators Conference (University of Chicago), and numerous parent-teachers associations throughout the five states.

PR FUNCTION IMPORTANT

This final area of activity is not to be minimized. Eminent leaders in the field of education have stressed the ever-growing importance of getting "education news" to the public, particularly those at the grass-roots levels.

U.S. Commissioner of Education Francis Keppel, in an address delivered at the annual Harvard Summer School Conference on Educational Administration on July 18, 1963, stressed the great need for communicating to each and every citizen. He said, "... we might well ask ourselves what we are doing—or failing to do—to promote the cause of education 'back home' where, in the last analysis, interest in education is put to the test. Have we failed to communicate because we have not been talking to the right people? How successful have we been in informing the men and women whose votes determine public policy and whose children's future depends upon what we are able to do in the schools?"

Carroll Hanson, director of the department of publications and information of the Seattle, Wash., public schools, emphasized the rebuilding of school-community relations in an address delivered at the 10th annual seminar of the National School Public Relations Association in Aurora, Ill. "... The remarkable advances in educational quality since World War 2 have not been adequately communicated to the general public..." was one of the reasons he gave for the public's "rapidly changing to a 'hold-the-line' attitude against any tax for any purpose."

In a recent publication emanating from the Carnegie Study of the Federal Government, the penetrating question was presented, "Will representatives of the institutions of higher education find ways to sit down with informed and concerned representatives from government to evolve wise policies, and then—even more importantly—to get them understood in Congress, and in the country at large?"

David D. Henry, president of the University of Illinois and a member of the board of directors of the American Council on Education, proposed two theses in his remarks entitled "A Program of Action for Higher Education," presented at the last meeting of the council: "... first, higher education must increase the effectiveness of its liaison with the federal government; and, second, legislative purposes must be interpreted across the land, as well as in Washington."

In an article, *Is Education News?* by Barbara Carter and Gloria Dapper, appearing in the March 17, 1962, issue of the *Saturday Review*, criticism was leveled at the newspapers for not informing the public adequately about education. Major problems, issues, and new developments in depth are neglected in favor of school board meetings, bond issue squabbles, and such routine stories as teacher appointments.

Here is where the regional office can perform yeoman service by virtue of its close, professional, and personal relations and contacts with those at the local and state levels and particularly with the lay citizenry at the grass-roots level.

The regional office, then, through its regional representatives, working in co-operative manner with numerous lay and professional groups, provides the best service possible to all levels of education by disseminating information; provid-