

Study Shows Industry Stresses Continuing Education

By JANICE MILLER
Collegian Staff Writer

Continuing education is necessary for all professional groups, and managers and supervisors in business and industry are well aware of this need. These were the findings of a recent study conducted by Samuel S. Dubin, Everett Alderman and H. LeRoy Marlow of the Department of Planning Studies, Continuing Education, at the University.

Continuing Education has undertaken the study in order to meet the University's responsibility to the citizens of the Commonwealth in determining educational needs and in providing education for managerial personnel.

Some of the conditions which show a need for this study are: a significant increase in managerial positions; the rapid growth of managerial knowledge; the greater emphasis on competence, resourcefulness, leadership and motivation; the recognition of changes which will affect a company's long-range planning; and, because of expanding computer operations and data processing, the requirement of judicious application to decision making.

Dubin said that once the needs of continuing education are known, the necessary courses can be made available.

Questionnaires

In order to discover exactly what these educational needs are, questionnaires were sent to three levels of management: top managers (senior executives who direct an entire enterprise as a whole or who head major divisions); middle managers (personnel assigned to

executive duties in the area between senior executives and supervisors); and first-line supervisors (personnel who perform activities at the beginning level of the management organization.)

Responses were received from 3,620 managers and supervisors in Pennsylvania business and industry.

Although the educational level of these managers and supervisors was high, all three levels of management said they desire courses particularly in the areas of communications and management development.

Top management wanted further instruction in these two areas, plus more information on long-range planning and forecasting. Top management also emphasized the educational needs of those they supervise, especially in the area of communications.

Most Wanted Course

Management Development and Working Efficiently led the list in course choices of the middle managers. For those supervised by middle management, the most wanted course was Working Efficiently with Individuals.

For first-line supervisors, the leading choice was a course in the Fundamentals of the Supervisor's Job.

Responses were also given to questions on background information from two levels of management. A comparison was made on middle managers and first-line supervisors. Thirty-seven per cent of the middle managers and 43 per cent of the supervisors were 40 years of age or younger. These managers, therefore, have about 25 years of productive employment ahead of them, and can be regarded as

likely candidates for educational programs to keep them up to date.

"Being up to date" is an imposing necessity at this time when, as Dubin said, "Change is so rapid that information tends to quickly become obsolete."

A majority of middle managers reported that they would be willing to enroll in college credit or non-credit courses if they were available locally. The interest in non-credit courses was higher than in credit courses.

Discussion

Discussion with company personnel was reported as the most frequent source of information for keeping up to date with new developments by both groups. Middle management reported workshops or seminars on managerial topics as being the most frequent type of education used in the past four years, while first-line supervisors reported using company in-service training most often.

Over 60 per cent of both groups reported that their company had an educational assistance plan, and about half said that their company encouraged them to take part in educational activities. However, over half of both groups expressed the opinion that their immediate superiors were non-committal towards further education.

The study, which took over a year to complete, presents quantitatively the significant educational needs as perceived by these three levels of management. It clearly demonstrates that managers and supervisors of business and industry are becoming increasingly aware of the need for continuing education.



RALPH H. WHERRY

Shafer Names Wherry To Committee

Ralph H. Wherry, William Elliott professor of life insurance at the University, was named this week by Gov. Raymond P. Shafer to a committee to review all laws, regulations and Insurance Department procedures regarding licensing and supervision of agents, brokers and adjusters.

The committee was named as a step to produce new legislation and regulations that will "guarantee every insurance purchaser a fair deal, adequate coverage, and sensible premiums."

Chairman of the group is Roland B. Whitridge Jr., past president of the National Association of Insurance Brokers, King of Prussia.

JAZZ CLUB MEMBERS!!!

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You're A Winner

Vocal, Instrumental Student Recitals Scheduled for Next Week

Special Student recitals are scheduled for 4 p.m. Tuesday, Nov. 28 and 3:55 p.m. Thursday, Nov. 30 at the University. They will feature the vocal

and instrumental talents of University students in music and music education.

Both programs will be held in the Recital Hall of the Music Building.

THE GREAT TURKEY CHASE

Friday, Nov. 24

1 p.m. On the HUB LAWN

Win two dinners at The Tavern

Sponsored by the HUB Special Events Committee

Travel Group Aims for Quality Tours

More than 200,000 American students will travel overseas this summer it was reported at the second annual meeting of the Student Travel Association this past weekend in New York City.

Founded primarily for the purposes of developing and maintaining high quality in student travel, the Association brought together 60 representatives of college and university student travel advisors, commercial tour operators and air lines representatives.

The Association also seeks to establish student travel information centers at major universities and to promote travel as an integral part of the educational experience.

Although the "grand tour" is still very popular it is being replaced by "custom designed and special interest" programs for students. Several hundred American students also participate in voluntary service projects and obtain minimum in-

come summer jobs abroad.

Once a student had decided to travel abroad, he or she is confronted with all kinds of travel schemes from the first class, deluxe tour to just "hitchhiking around." Even though many students are able to "make it on their own," both the university representatives and the commercial tour operators are concerned about the increasing number of students who try and fail on self-planned tours.

Criteria for selecting the best possible program for the least possible cost have been established by both public and private agencies, and most commercial operators are subject to commercial and governmental regulations insuring a good experience for the student.

According to a spokesman for the group, many hastily developed or marginally financed programs have resulted in per-

sonal or financial disasters and have created problems for the student travel industry.

Information concerning student flights and tours and a limited number of jobs abroad is available through local travel agencies.

Information concerning voluntary service projects and the jobs abroad, both International

Student Information Service and the American Student Information Service is available through the Rev. Mr. Alan Cleeton, director of the Wesley Foundation who attended the Student Travel Association and has been elected to the Executive Committee of the Association in the position of Treasurer.

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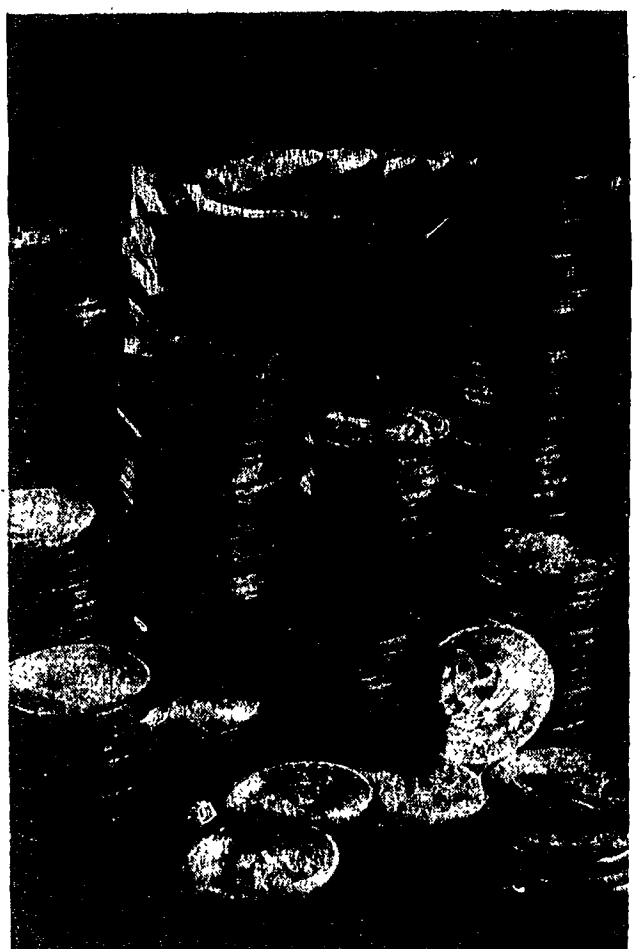
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of
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thank
DR. MELTON
for spending an evening with us.

Jazz Club Session-Workshop

HUB Ballroom — Sunday, Nov. 26
2:00 p.m.
Musicians and Listeners of all abilities welcome

A Message: to Business, Commerce and Liberal Arts Graduates...

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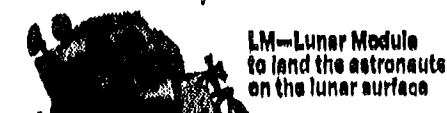
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