

HANDBOOK FOR TEACHERS' CONFERENCE PLANNING COMMITTEES
IN ALASKA

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PREFACE

Teacher Conferences in Alaska are held each year in two areas, Southeastern and Western Alaska. The Western Area holds its meetings in either Anchorage or Fairbanks, and Southeastern usually selects Juneau or Ketchikan.

The planning of these conferences is accomplished by committees formed for this purpose. Each one must find its own way. It is the belief of the writer that a handbook will help a Planning Committee do a better job of planning and organizing a conference. Therefore such a handbook has been prepared. It is suggested, however, that it be revised periodically.

Purposes of This Handbook are to:

1. Suggest procedures to follow in planning a conference.
2. List committees and their responsibilities.
3. Explain a method of evaluation that provokes wide participation and can provide valuable assessment of the total program.
4. Outline the information to be transmitted to the planning group of the next conference.

Historical Background. The first Teachers' Institute in Alaska was held in 1922. These meetings gave the teachers a chance to get together and hear outstanding educators speak. The meetings were held each year and were financed through the school budget. However, in 1927 the Territorial House Committee on Ways and Means eliminated the item from the

school budget thus ending the institutes.¹ The last meeting was held in 1926.

The first teachers' conference was hosted by the Anchorage Education Association on January 30, 1953 in Anchorage with approximately three hundred educators from neighboring schools in attendance. Dr. Charles L. Anderson, Chief of the Section of Mental Health, Alaska Department of Health, was the main speaker at the one-day affair. The program consisted of his main address, sectional meetings, and a luncheon. The sectional meetings were designed to give help to teachers in various subject areas.

The second conference convened in Anchorage on January 29, 1954. "Invitations were sent to seven dependent school districts and thirty-three Territorial schools. Over five hundred teachers and administrators from twenty-four schools attended including Fairbanks, Kodiak, and places closer to Anchorage".² (Sic)

The Anchorage School Board granted the release of two school days for the 1955 conference. The theme was "Enriching the Classroom". Six hundred educators met in Anchorage on February 3 and 4.

The 1956 meeting was held in Fairbanks on March 22 and 23 with four hundred thirty teachers and administrators in attendance.

¹Alaska School Bulletin, "Teachers' Institutes Discontinued", IX, May, 1927, p. 1.

²The Alaska Teacher, "Teachers Confer in Anchorage", Vol. I, March 1, 1954, p. 8

The next year the conference returned to Anchorage on March 21 and 22. For the first time the Southeast Alaska Teachers' Conference was initiated on April 4 and 5, 1957.

In 1958 regional conferences were held in Anchorage on March 20 and 21 and in Ketchikan on March 31. Teachers from Fort Yukon and Adak attended the Anchorage conference with eight hundred forty-three educators registered for the meeting. Ketchikan attendance was two hundred thirty.

On March 19 and 20, 1959, Fairbanks was the host for the Western Alaska Conference. Instead of having just one speaker give the key address and conduct sectionals, two prominent personalities were invited to participate, Dr. Arthur E. Bestor, Professor of History from the University of Illinois and Harold J. McNally, Professor of Education, Teacher's College, Columbia University.³

Current Practices. A procedure has been set up by the Delegate Assembly of the Alaska Education Association to hold a Western Alaska Teachers' Conference two consecutive years in Anchorage with the third meeting held in Fairbanks. This assembly has discussed the possibility of holding meetings each year in both cities, but no official action has been taken. Although attendance at these conferences now numbers approximately one thousand, only about fifty per cent of the teachers from Anchorage or from Fairbanks attend the conference when it is held in the other city. This fact alone might warrant the holding of conferences simultaneously

³Information was extracted from "A Historical Study of the Alaska Education Association", A Special Topic Presented to the Faculty of the Graduate School, University of Alaska, by Hollis Preston Harrison, April, 1962.

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in both cities. Another advantage might be to have top speakers participate in both conferences. The large transportation expense could then be divided between the two cities.

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PLANNING A TEACHERS' CONFERENCE IN ALASKA

INITIAL PROCEDURES

SELECTION OF A CHAIRMAN OR CO-CHAIRMEN

The initial step of the appointment of the chairman for the teachers' conference will have to be taken by the president or the executive committee of the local National Education Association affiliate organization that will be acting as host. It is suggested that the chairman for the ensuing year be appointed before the conference for the current year takes place. He would then be alerted to observe and begin planning early. Worth-while contacts could be made at the conference and he could objectively observe the proceedings as an aid in planning for the next one.

Responsibilities of the Chairman.

1. Call the organizational meeting and see that future meetings are scheduled.
2. Appoint a temporary secretary at the first meeting to serve until a permanent one is selected.
3. Make an agenda before each meeting.
4. See to it that the meeting time, location, and date are clear to everyone concerned. Contact the secretary before each meeting to make certain that notification of the coming meeting has been accomplished.
5. See that a budget for the conference is prepared during the first few meetings of the Planning Committee.

6. Prepare the following letters:

- a. To the local superintendent requesting clearance of the conference dates.
- b. To the Commissioner of Education informing him of the dates.
- c. To the Executive Secretary of the Alaska Education Association confirming the dates.
- d. To the local superintendent of schools requesting the use of specific school facilities to be used in hosting the conference. Although approval by the local school board is customary, legal technicalities will be avoided by following this procedure.

7. Strive to have the speakers engaged by the end of May.

Request each speaker to send a vita when you notify him that he has been selected to participate in the conference.

8. Present to the Planning Committee for their action all pertinent correspondence.

9. In reference to committees:

- a. Be sure that by November all chairmen have been appointed.
- b. See that each has a list of his duties soon after he has been appointed.
- c. Be sure that matters pertaining to a committee are directed to it for information or action. Use an

automatic copier to make a duplicate to use later as a follow-up of matters requiring action. Have the committee chairman prepare the answer and forward to you for typing. In this manner you will know the matter has been completed.

- d. As chairman of the Planning Committee make yourself available during school hours, after school, and in the evening.
 - e. Keep in close contact with the chairmen and be ready to help if they need your assistance or advice.
 - f. Keep the Planning Committee members advised of the progress of all committees.
- 10. Take the initiative to invite persons who have new ideas that may be useful or unique in the planning of a conference to attend Planning Committee meetings early in the fall.
 - 11. In November write a letter to the president of the Western Alaska High School Association inviting the Honor Chorus and Honor Band to present a concert during the conference.
 - 12. Have the Planning Committee determine the proper place on the program for the report of the president and the executive secretary of the Alaska Education Association.
 - 13. Secure the services of a staff member who is familiar with the buildings to be used for the conference. Have him call together the chairmen of the commercial displays, student

displays, registration, coffee, style show, and any other persons requiring space at the conference. He should go over the areas, make the assignments, and record them on a diagram. He should assign rooms for the sectional meetings and help schedule main meetings.

ORGANIZATIONAL MEETINGS IN THE SPRING

Once the chairman accepts appointment he should call together all persons interested in working on the Planning Committee for the conference.

First Meeting

A temporary secretary should be appointed with a permanent one chosen as soon as possible. His duties are listed below:

1. Record the minutes of all meetings and forward a copy to the chairman within a few days after each meeting.
2. Keep a current list of Planning Committee members and names of the chairman of each committee with the school location of each member.
3. One week before meetings are held prepare and distribute to all persons concerned written notification of each meeting. Telephone the day of the meeting as a reminder.
4. Carry out usual assignments of a secretary.

Planning Committee Representation. At the first meeting the representation should be decided as to the total number desired on the committee and the units to be represented. It is suggested that each school in the area have one person on the committee with that person chosen by his own

school. By having a member from each school in the area on the committee, communication between the total staff membership and the Planning Committee should be better. A maximum number of twenty is suggested.

Selection of Theme. The theme should be selected early in order to relate the conference with it. Suggestions should be taken at this first meeting with a request that all concerned submit possible themes by the next meeting. Main speakers and some of the sectional leaders should be selected with the theme in mind. There will be some sectional meetings that will be desirable yet not relate directly to the theme.

Consideration of Speakers for Main Meetings. Members should be asked for names and qualifications of prospective speakers for the main sessions. Each representative should also ask the professional associates in his building for suggestions of inspirational speakers. Any building or unit not represented should be contacted by the secretary and a request made for suggestions from that group.

Booking agents such as the Leigh Bureau of Lectures and Entertainments, Russ Building, San Francisco 4, California could be contacted. They list top speakers whose fees begin at \$500 per day, plus transportation.

Frequency of Meetings. The meeting place, time, and schedule of future meetings should be decided. Meeting every two weeks until school is out in May usually is necessary. The main speakers should be engaged before adjournment.

Conference Dates. The dates of the conference are usually set a year in advance by the Delegate Assembly of the Alaska Education Association. The president of the local affiliate should be able to supply this

information.

As stated in the duties of the chairman, several letters need to be written concerning these dates.

Second Meeting

Representatives from all teacher groups in the area should be in attendance. The secretary should secure the name and school address of each representative and the name of the group he represents.

Final Selection of the Theme. Suggestions for the theme should be listed where all can see. If possible at this meeting, the final choice should be made.

Selection of Speakers for the Main Meetings. Suggestions for main speakers should again be considered. Persons aware of the qualifications of a speaker should present them to the group. If several persons are familiar with the abilities of a particular speaker, a better choice can be made. It is probable that at several meetings prospective speakers will be discussed before a final list is chosen, but careful consideration is necessary. A list of about eight persons should be selected as soon as possible. A suggested letter is included in the Appendix. It is worded in such a manner that definite commitment is not made until after receipt of information from the potential speaker regarding his availability. This letter was used as the initial contact with prospective speakers for the 1965 Conference.

Budget. Early consideration must be given to this matter. Final choice of speakers will necessarily be limited by the money available.

Funds for a conference are derived from the registration fees paid at the conference. There have been no monies transferred from one year to the next for conference purposes unless the sponsoring organization has set up such an arrangement in its own area. The local affiliate of the National Education Association usually underwrites the affair by making available working funds. The money in a sense is borrowed to be repaid from the registration fees collected at the conference. In the event that the expenses exceed the fees collected, the sponsoring association should make up the difference. Any excess money could be designed for future conferences in that area or placed in the account of the local association's general fund.

To give some idea of the expenses involved a sample budget is presented below. The amounts shown closely reflect the budget of the 1965 State Teachers' Conference held in Fairbanks on March 18 and 19 where 997 persons paid a three-dollar registration fee. An attendance of about 1,000 seems to be a reasonable number to expect.

Sample Budget

Speakers	\$ 1,500
Transportation--Key Club and bus	450
Programs	250
Breakfast and coffees	180
Postage	150
Miscellaneous	130
Professional secretary	100
Programs for band and chorus concert	90
Film rentals	50
Flowers for stage, corsages	50
Registration materials	<u>50</u>
	\$ 3,000

Entertainment activities are self-sustaining. Some information that might help follows:

Style Show. Three hundred ladies attended at the 1965 conference. The fee was \$2.50 with \$2.00 spent for the meal and fifty cents spent for decorations and favors at each plate.

Dinner Dance. Two hundred twenty persons attended at a fee of \$5.00 each, with \$3.75 spent for the meal, eighty cents per person for the dance music, and forty-five cents for decorations.

Hootenanny. Many persons enjoyed this get-together where a fee of fifty cents was charged to defray the small expense of a guitar player and simple refreshments.

Funds for the engagement of sectional leaders have not been included in this sample budget. Additional money would have to be secured in some other manner than from the collection of registration fees unless the committee desired to raise this fee. The sponsoring organization may desire to make funds available to secure sectional leaders who require a fee or transportation. If it were possible to attract more than 1,000 attendees, additional funds would become available in that manner. A decision was made by the Planning Committee for the 1965 conference to not allow any funds for sectional meetings but to secure qualified persons living in Alaska, connected with book companies or equipment suppliers, or staff members of national associations who can be engaged with no fee required.

The Planning Committee should draw up a budget considering all aspects, but forming the budget must be done early. The selection of main speakers hinges upon how much money will be allocated for this purpose.

Professional Secretary. The need of a professional secretary to be hired on a part-time basis should be seriously considered. An amount of \$100 has been included in the sample budget although such expenditure was not made at the 1965 Conference. Secretarial help was provided by the office of the superintendent. However, there were times help was needed when it was not available. Teachers involved with the sponsorship of a conference spend endless hours doing chores that could be better accomplished by a person trained in that area. Many letters need to be typed; information has to be dispersed among the local teachers and to teachers in outlying areas; invitations must be extended to the many persons interested in education; the program must be typed; and many miscellaneous tasks must be performed. Deadlines could be met with greater ease and satisfaction with a person committed to doing conference tasks.

Third Meeting

New Ideas or Approaches. Persons in the area who have attended national meetings should be asked to attend this meeting to present new ideas or approaches that might be utilized for the conference being planned. Ideas such as having "Consultant Centers" where individuals or small groups can discuss with an expert problems encountered, the relation of sectional meetings to the topics discussed in the main meetings, or the arrangement of having one speaker give a rebuttal to the talk of another speaker on the same platform are examples of worth-while ideas to include in the coming meeting.

Committee Chairmen to be Appointed in the Spring. Some of the committee chairmen who should be chosen at this meeting might include: commercial displays, sectional meetings, and any other committees the Planning Committee believes need this much advance planning.

Fourth Meeting

Final Selection of Main Speakers. Responses to the exploratory letters to prospective keynote speakers should be read and considered. Action should be taken to engage those selected. In case a first choice speaker has not responded and it is considered desirable to delay the final choice for a short while, the committee may wish to rank the speakers in the order of preference and set limits for the fee to be paid. Some designated person could be made responsible to carry out the engagement of the speaker during the summer.

It is highly desirable to have the theme chosen, the major speakers engaged, and the key committee chairmen appointed before the Planning Committee disbands for the summer.

COMMITTEE RESPONSIBILITIES

Suggested below are the duties of committees that functioned at the 1965 Conference. Others may be added or changes may be made in the responsibilities as the current Planning Committee finds necessary.

Coffee

1. Provide for a "Continental Breakfast" the first morning of the conference if one is included in the plans. The hours of 7:30 A.M. until one-half hour before the first meeting begins are

suggested.

2. Provide coffee, cookies, doughnuts, or rolls each day in the middle of the morning and afternoon. Parent-teacher associations usually donate some of these refreshments. Have four stations near the routes to the various rooms but place them far enough apart to avoid congestion.
3. Punch or soft drinks are well received and could be added in the afternoon.
4. Purchase of supplies from a wholesaler is advisable.
5. Request help from the Parent-teacher groups for the breakfast and the coffee breaks.

Community Cooperation

1. Act as liaison for the Planning Committee in contacts with the community.
2. Enlist the help of the chamber of commerce in offering the local merchants the opportunity to supply various brochures and courtesy items.
3. Be sure that the dates of the conference are included on the Events Calendar of the Chamber of Commerce.

Dinner-Dance

1. Secure from the Planning Committee the estimated attendance at the conference. Expect about twenty per cent of this number to attend the dinner-dance.
2. Make arrangements for the facilities to be used.
3. Arrange for dance music and any other entertainment.

4. Set the price and arrange pre-ticket sales.
5. Sell tickets the day of the event until 1:30 P.M. Allow for a few extra guests.
6. If there is to be a program with introductions and speeches request direction from the Planning Committee.

Educational and Commercial Displays

1. Arrange with book companies and other suppliers for displays.
When you correspond with the various companies, ask if they have a consultant who might conduct a sectional meeting in his area of specialty. Pass any positive responses to the sectional committee for its action.
2. Provide for receiving and storing shipments of books and display materials.
3. Assist company representatives set up their displays.
4. Arrange for student help to be present at the displays when the company representatives must leave for short periods of time.

Entertainment and Music

1. Arrange for music before meetings, preferably "live".
2. Obtain the use of an organ or piano.
3. Consider the time allowance in case of a large group performance before or during the conference program.
4. Coordinate the Alaska State Honor Band and Chorus concert usually held Friday evening of the conference.

5. Arrange for the programs. Contact the sponsoring directors for the necessary information.

Evaluation

1. Suggest to the Planning Committee how the conference is to be evaluated.
2. Review the "Spectro-Fan" card method of evaluation employed at the 1965 conference held in Fairbanks.
3. Prepare questions to present to the conferees. Their answers should help guide the next conference planning committee.
4. Be responsible for setting up procedures to distribute and collect the questionnaires or Spectro-Fan cards.
5. Summarize the results and write a report.

Hosts

1. Correspond with guests and arrange for reservations for plane and hotel, if necessary.
2. Meet guests upon their arrival.
3. Extend invitations to the dinner-dance or special activities, secure complimentary tickets, and provide transportation.
4. Provide transportation to and from meetings.
5. Keep schedules of the speakers.
6. Provide for flowers and other courtesies.
7. Be responsible for introductions to other guests, sight-seeing, and entertainment of guests.

Housing

1. Prepare a list of available commercial housing in the area including addresses and rates. Coordinate your efforts with the teacher representatives for on-base housing and include in this list information regarding use of these accommodations. Submit this list to the publicity chairman for inclusion in the Newsletter which is mailed to teachers outside the host city in time for each person to make his own reservation.
2. Prepare a list of persons offering housing in their own homes and act as the intermediary.
3. Have someone from your committee at the information booth the first morning of the conference to assist teachers secure housing.

Information Booth

1. Have a place set up in the central foyer with the large sign, "Information" prominently displayed.
2. Have in attendance two adults who are closely associated with the total conference. Planning Committee members are recommended.
3. High school student help should also be available to answer questions about how to locate various areas in the building. They can also perform as messengers or act as guides.

Invitations

1. Send planned programs, letters of invitation, housing information and pre-registration material to all schools in

Western Alaska.

2. Send special invitations to all school superintendents, presidents of universities, president of the Alaska Education Association, Commissioner of Education, local school board members, members of the Department of Education, chairman of the borough, state and local P.T.A. presidents, and any other persons interested in education.
3. Coordinate the mailing date with the Planning Committee chairman.
4. Arrange for clerical personnel to do the typing, duplicating, and mailing through the chairman and Planning Committee. It would be of help to have a person assigned to this work by the central administrative office or a secretary hired by the Planning Committee.
5. Order gummed label address sheets from the Alaska Education Association.

Organized Tours and Recreation

1. Explore the possibilities of arranging tours to points of interest in the local area. Set up a plan to determine where conferees may wish to go and then make all of the necessary arrangements.
2. Arrange additional recreational activities as interest may require.
3. Be sure the printed program includes those events being planned.

Program

1. Collect program material from the various committees: sectionals, transportation, educational displays, student displays, style show, dinner-dance, and others and arrange the printed program. Contact the chairman of the Planning Committee to obtain the outline of the main program.
2. Arrange to have the final program proofread by several qualified persons before it goes to the printers. Have the same people approve the final copy from the printer.
3. Work with the invitation and registration committees to correlate programs, name tags, and the invitations in one unifying design.
4. Set up a target date of six weeks before the conference dates for all materials that are to be placed in the program to be submitted to you. Even though some of the material is not in final form it will be helpful to begin arrangement early. By setting a date greater effort usually is expended by the persons involved and the final date can be met.
5. Be sure to settle on the design and determine the number of pages of the program in order to get a price bid before a printer is designated to do the job. Have the printer quote the extra cost for any additional pages added after the original bid is made.
6. Get the final draft to the printer seven to ten days before the conference. Have the programs delivered to the conference site the afternoon before the conference begins.

7. Deliver a supply of programs to the central administrative office of the school district.

Publicity

1. Prepare publicity for the Alaska Teacher. Forward the material for the December issue by November 1.
2. Be responsible for all newspaper, radio, and television publicity.
3. Notify agencies of "on the spot" opportunities for news.
4. Begin major publicity in early January.
5. Explore the possibilities for advertising space in newspapers in sister cities to attract more of the persons interested in education.
6. Consider the possibilities of presenting a television show with members of the local committees participating.
7. Prepare a news bulletin for mailing to prospective attendees.

Registration

1. Set up pre-registration for the local area and for out-of-town. It is questionable whether pre-registration for out-of-town guests speeds the process, but if it is attempted, send out instructions three weeks before the conference is held.
2. Use separate notebooks to register teachers from each area. The notebook can be given to the superintendent desiring the information.
3. Purchase name tags and have them ready in time for those pre-registering. Secure the design of the conference from the chairman of the Program Committee.

4. Have the program, name tag, and floor plan of the conference site ready to hand each registrant when he arrives. A complimentary packet may be supplied persons from out-of-town. Have the program separate from the packet to insure that only one program is received by each person.
5. Arrange for sufficient help to prevent long waits at the registration tables. Be ready to register by 7:30 A.M. the morning of the conference.
6. Arrange for coat racks in the hallway, a checkroom, and a locked room for incoming teachers to store their baggage.

Sectional Meetings

1. Survey the local teachers for areas of interest. Charge the various departments with the responsibility of choosing topics and arranging for speakers to conduct these sectionals.
2. Plan sufficient meetings to include space for most of the people in attendance, for example, 1,000 attendees would require approximately twenty meetings if each one attracted fifty participants. Some will be visiting the displays or just "visiting".
3. Plan a variety of meetings each time sectionals are held. Expect conflicts of interest as they seem unavoidable.
4. Attempt to estimate the expected attendance at each meeting. Record these numbers on a rough draft of the program for transmittal to the person assigning rooms.

5. Suggest which meetings have the greatest appeal in order that they can be placed in the auditorium or other large areas.
6. Submit a proposed program of sectionals to all of the members of the local professional staff and ask them to indicate their choice at each time a sectional meeting is offered. Use this as a cross section of preference to make the estimates of actual attendance at the conference.
7. Make the final draft of topics. Prepare an accurate description of each, including material to be discussed, name of the speaker and the chairman of the meeting. Submit this draft to the program chairman one week to ten days before the conference dates.
8. Ask for volunteers as chairman for each of the sectionals, but select rather carefully.
9. Call the chairmen of the sectional meetings together for instruction of duties, suggestions about making last minute changes, and instructions in evaluation techniques, if sectional meetings are to be evaluated. Include some training in the technique of making introductions and closing of a meeting.
10. Review the use of "Consultant Centers" and arrange for "experts" if the centers are to be used. Centers at the 1965 conference receiving much attention were audio-visual, gifted child, teacher retirement, and social security. Scheduling would be best at some time other than while main meetings or sectional meetings are being held. They should be located in a central area.

11. Prepare a list of equipment indicating the room in which it is required. Submit the list to the committee on properties a week in advance or earlier if there is need of a special item.
12. Make it known that materials are not to be removed from one room to accommodate a meeting elsewhere unless the move is coordinated with the properties committee.

Signs

1. Begin receiving requests for signs about two months in advance.
Set a deadline.
2. See that the signs are prepared.
3. Place signs in the conference buildings showing the room numbers in each area, registration location, and other important places.
An outside sign showing where to find the registration tables will help direct the traffic.
4. Have materials to make additional signs available at the conference.

Special Breakfasts and Luncheons

1. Collect requests for placing on the printed program the time and place of meetings scheduled by special groups.
2. Keep the Publicity Committee informed as to these meetings.
3. Be sure the information is submitted to the Program Chairman in time for inclusion in the program.

Staging and Properties

1. Arrange for the use of the auditorium and usherettes.
2. Procure all equipment requested by the several committees and

see that it is delivered to the proper location. Be responsible for making the arrangements for borrowing equipment from the various schools in the area and for its return.

Student Displays

1. Plan areas of concentration and the volume desired.
2. Request administrators, supervisors, teachers of art, music, and science in all participating schools to help collect materials.
3. Request that one person from each school be responsible for the collection of the materials and that they keep in close contact with the Chairman of Student Displays.
4. Plan the display areas, preferably in a gymnasium, and decide what hours the displays will be open. Submit this information to the Program Chairman for inclusion in the printed program.
5. Provide display easels and other appropriate equipment.
6. If student help is utilized to erect the displays, you will probably want to ask them to help remove the displays after the conference.

Student Help

1. Receive requests for student help.
2. Contact the administrators of the various schools with the suggestion that the student councils be involved in supplying help.
3. Work with the counselors for the assignment of students.
4. Provide lists indicating to whom each student is assigned.

5. Be sure the students are instructed to report to the person to whom they are assigned and that they are not to depart until released by that person.
6. Explore the need for guides around the various areas and assign students.
7. Have students available for last minute chores on the morning of the conference.
8. Someone from the committee should be located in a central location during the periods students are being utilized.

Style Show

1. Send invitations to clothing stores before the Christmas season.
2. Make arrangements for food service several weeks in advance.
3. Choose committees to arrange decorations for the ramp, tables and the room in which the show is to be held. Fresh flowers should be ordered six weeks in advance.
4. Arrange for men to move the tables and chairs.
5. Be sure the committees realize that they are to remove everything soon after the show is over.
6. Choose the models six weeks in advance.
7. Arrange for two male escorts to help the models on the stairs.
8. Select a commentator and a pianist early.
9. Reserve a piano and public address system.
10. Invite the women speakers on the Conference program, shop owners, models, and escorts as guests.

11. Appoint someone to sell tickets and supply them with change.
Everyone pays admission except guests.
12. Have someone take tickets at the door.
13. Have someone on duty in the room at all times. Have someone watch the dressing room to prevent unauthorized entries.
14. See to it that a parking space near the closest entrance is roped off with an attendant available to open and close the area. In the past, signs have not reserved the area.
15. Be sure dressing rooms are reserved for the morning of the show.
16. The dressing rooms should include full length mirrors, hair spray, pins, scissors, make-up, hair pins, Kleenex, hose, and deodorant.
17. Arrange for small items such as pocket mirrors or perfume to be purchased and placed as a gift beside each place-setting.
18. Prepare a list of what each model will be wearing three days in advance of the show. Arrange the order of presentation and supply the pianist with this information in order that she can prepare her music. This list should also include the name of the model, the numbers presented by a store using its own models and doing its own commenting.
19. Thank-you notes should be sent to the participating stores and to the models and escorts.

Transportation

1. Arrange for courtesy cars from the Key Club, faculty, P.T.A., or car dealers. Be sure the car and driver are adequately insured. Check the legal aspects beforehand regarding liability involved in case of an accident.
2. Have large signs for display in the car windows indicating that they are official cars.
3. Reserve parking space in front of the discharge area. Have large signs reserving this space.
4. Explore the advisability of providing commercial bus transportation for shuttle runs from the airport, railroad, and the downtown area. If buses are used, include a representative from the bus company when transportation matters are discussed.
5. A "car rally" for pickup at the airport is well received by the incoming conferees. Teachers from the bases have car tags and should identify themselves with arm bands.
6. Arrange transportation to dinner-dance, hootenanny, or other conference-sponsored entertainment.
7. Arrange transportation for scheduled tours.
8. Set up telephone communication at a central point in the building for persons requesting the use of courtesy transportation.
9. Have a bus schedule available for those persons needing transportation.

General Information for all Chairmen

1. Contact previous chairmen of your committee when possible to obtain additional suggestions.
2. Report the progress of your committee by attending Planning Committee meetings or by sending written reports.
3. To coordinate the activities of each committee with the Planning Committee, each chairman should send a rough-draft of any correspondence being prepared to the chairman of the Planning Committee. He will have the letter typed and sent out over his signature. Incoming mail will be distributed to the committee responsible.
4. Before financial commitments are made, clearance must be obtained from the Planning Committee.
5. Requests for student help should be submitted in writing to that committee.
6. Signs should be requested at least one month in advance.
7. Submit a written request for furniture and equipment to the Staging and Properties Committee.
8. Send a request for floor space at the Conference to the Planning Committee one month in advance. One person will be designated to assign space.
9. Forward all materials to be included in the Conference program to the Chairman of the Program Committee six weeks before the Conference. Acknowledgment of persons or firms should be included.
10. After the Conference is over, prepare a written report of the work of your committee. Include observations of this Conference and make

recommendations to improve the next one.

11. Send to the Planning Committee a list of names and address of persons who are to be sent thank-you letters for help rendered your committee. If you wish a special letter sent to any of those persons, prepare the rough-draft and forward it with the list.

MEETINGS RECONVENED IN THE FALL

September Meeting

Near the end of September the meetings should begin again. Past action should be reviewed, Planning Committee membership checked to see that all units are represented, meeting time and place set, and the balance of committee chairmen appointed.

Selection of Committee Members. Each chairman should be allowed freedom to choose his own committee members; however, the list of persons who attended the first organizational meeting should be made available to each chairman. Many of these people will have been utilized as chairmen of committees, but those unassigned should not be overlooked. To assure successful functioning of committees it is good practice to select persons who indicate a willingness to serve.

Publicity in the "Alaska Teacher". The Publicity Chairman should be reminded that information for the December issue of the Alaska Education Association journal, the Alaska Teacher, should be gathered and forwarded by early November to the executive secretary in Juneau.

October Meeting

Tentative Outline of the Conference Program. The outline of the conference program should now be considered. It is suggested that one or two of the Planning Committee members meet with the Sectional Committee to arrange the outline which should be duplicated for presentation to the Planning Committee at the November meeting. If there is a co-chairman, it would be well for him to arrange such a meeting and work with this group.

November Meeting

Invitation to Honor Band and Honor Chorus. A written invitation should be extended to the chairman of the Western Alaska High School Association for the Honor Chorus and Honor Band to present an evening concert during the conference. This is a traditional program and the A.E.A. Constitution has a clause in it relating to this procedure. The band room and chorus room must be reserved for the use of these two groups for the two conference days. The auditorium needs to be reserved for an afternoon rehearsal and evening performance. The withdrawal of these two large rooms presents some scheduling problems for large conference meetings, but by using the auditorium when it is available the problem can be alleviated.

Consideration of the Program Outline. The group that arranged the outline of the conference program should present its work. Any suggestions for improvement should be made by the Planning Committee and these same persons requested to make revisions as necessary until the program is ready to present to the program committee.

December Meeting

Bi-Monthly Meetings. An announcement should be made that beginning in January the Planning Committee will be meeting every two weeks instead of once a month.

Meeting Attendance of Chairmen. The chairman of the sectional meetings should attend all Planning Committee meetings to request advice, opinions, or directions. Chairmen of all committees should be requested in advance to attend the December meeting at which time they should report progress to date.

Planning of Sectional Meetings. The Sectional Committee by the end of January should have most of the meetings arranged. A guideline that should be observed: plan sufficient sectional meetings at each time sectionals are to be held in order to accommodate the entire attendance, for example, with an attendance of 1,000 the number of sectional meetings should be twenty if each room assigned will hold 50 people without crowding. One basic problem that arises at most conferences is that some sectional meetings are more popular than others and therefore require room enough to house those wishing to attend. One solution is to survey the local teachers before room assignments are made. This can be accomplished by circulating a tentative list of meetings with a request that each person indicate his choice. By using these responses as a cross-section of interest, room assignments can be made accordingly.

Another method used at the 1965 Conference was to schedule one of the major speakers in the auditorium when it was available. When other meetings were filled to capacity, the doors were closed and a sign was

placed outside the door directing other attendees to the auditorium. Some dissatisfaction will arise; however, the problems involved in moving a sectional to another room may be many if numerous aids and materials are utilized in the presentation.

Moving a meeting to a larger room requires coordination with the office. A large room in each area of the building being used can be reserved for such moves, but someone in the office must be responsible for coordinating the procedures.

January Meeting

Program Deadline. An announcement that all materials to be included in the program should be submitted to the Program Chairman six weeks in advance of the conference should be widely circulated to all concerned with the conference. This allows about one week to arrange the tentative program and to duplicate copies to be mailed to interested persons, including the speakers and sectional leaders. At the latest, the final draft of the printed program must be completed one week to ten days before the conference. This final draft will be approximately the same as the one duplicated and mailed to prospective attendees.

Communication Important. It is very desirable to have the chairman of the Planning Committee quickly available by telephone during school hours, after school, or in the evening. Committee chairmen should be encouraged to come to the Planning Committee meetings as often as possible for their own information or to ask for direction.

Additional Meetings

The Planning Committee should continue to meet until the week of the conference. Last minute decisions may be necessary. Members should make themselves available at the conference to help answer questions and to notify the chairman if they see some problem that could be solved in time to make the program unfold more smoothly.

DEADLINES

The following deadlines are those found to be important.

1. Appointment of the chairman of the Planning Committee made one year in advance, preferably before the conference for the present year is held.
2. Organizational meeting of the Planning Committee held about two months before school is out in the spring.
3. Budget for the conference planned within the first few meetings of the Planning Committee.
4. Major speakers engaged by the end of May.
5. Some committee chairmen appointed by the end of May.
6. All committee chairmen appointed by the end of September.
7. Materials for the Conference Program collected six weeks before the conference.
8. Format of the conference outlined in October and finalized by the program deadline noted above.
9. Invitation to Honor Band and Chorus issued in November.
10. News submitted to Alaska Teacher by November 1.

11. Invitations and Conference News with a tentative outline of the program mailed by February.
12. Thank-you letters distributed within two weeks after the conference.
13. All reports completed by one month after the conference. Chairmen who have not turned in a report should be requested to do so.
14. Information should be transmitted to the subsequent Planning Committee within one month after the conference is over.

POST CONFERENCE

Reports. After the work of each committee is completed each chairman should write up a report for the file. Included should be the procedures followed by his committee and recommendations for a future conference. These reports will be the source of the information to be transmitted to the Conference Planning Committee for the next year.

Thank-You Letters. Committee chairmen should compose any special letters thanking participants and forward them to the chairman of the Planning Committee if a general thank-you letter would not suffice.

Names and addresses of those persons to whom letters are to be sent should be submitted to the general chairman within a week to ten days after the conference is over.

FINAL PLANNING COMMITTEE MEETINGS

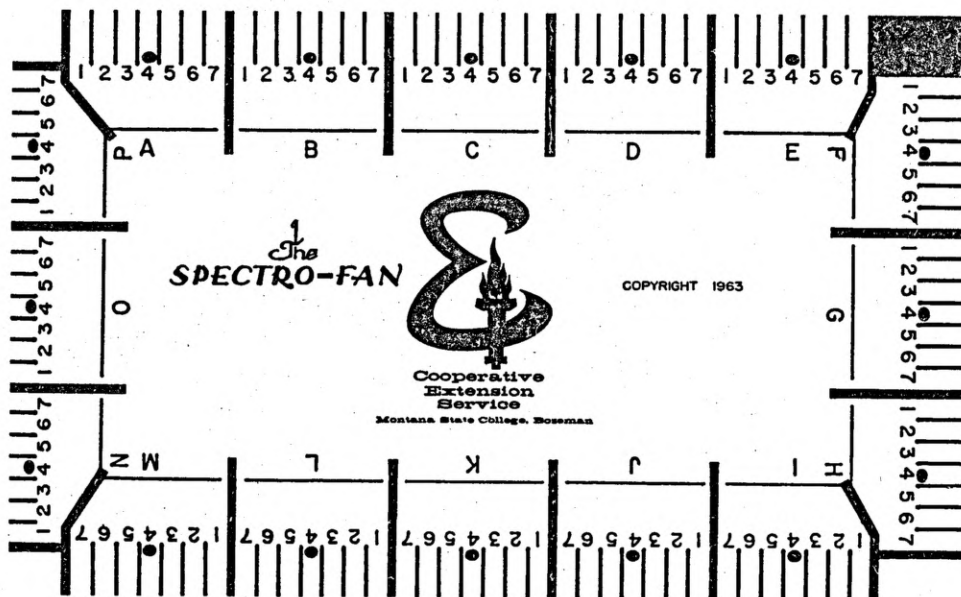
The committee should meet to discuss the conference and to make recommendations to be included in the report to a future Planning Committee.

It would be worth-while for members of the committee to compose pertinent questions for their own evaluation of the conference. The use of Spectro-Fan cards allows individual reaction which in many cases is more useful than a group reaction. In the next section, Method of Evaluation, detailed information in the use of this device is discussed.

METHOD OF EVALUATION

Responsibilities of the Evaluation Committee are briefly outlined in the section, Responsibilities of Committees, page 13. However, explanation of the Spectro-Fan card system that was used in evaluating the conference in Fairbanks in 1965 will supply information that may prove helpful in deciding whether or not to use this method.

The Planning Committee members were briefed on the use of the Spectro-Fan card which is shown below.



This 3 x 5 card is so marked that sixteen questions A through P can be answered. A person can indicate a "No" response by blocking in the "1" space or a "Yes" by filling in the "7" space. By filling in one of the numbers in between, the respondent can indicate how he feels about each question asked. Only one space is to be marked for each question.

The Committee approved the use of this method and one person was delegated to form a committee to design questions and plan the procedure.

Evaluation of General Meetings

Questions were designed in such a manner that the answers would help give direction in planning a future conference. Listed below are the eight questions presented to the conferees after the main talks were completed the morning of the second day of the 1965 conference.

- A. This different approach to a teachers' conference was interesting and should be repeated.¹
- B. The educational theme, The Future--Vision Unlimited, was sufficiently carried throughout the main speeches, some of the sectionals, and consultant centers.
- C. The wide range of sectionals is adequate and provides a full schedule of meetings.
- D. In the student display areas, we endeavored to present quality rather than quantity. To what degree did we succeed?

¹Oral explanation was given that the attempted different approach was to have sectional meetings related to the theme, the main speakers were given the opportunity to give a rebuttal to the other's remarks on the same program, consultant centers were available for an individual to discuss his own problem with an expert, and the use of different entertainment to introduce the main program each day.

- E. The consultant centers were of value in that they allowed an opportunity for me to seek advice on problems of individual interest.
- F. I would like to see more conference planned social activities in the future.
- G. I feel that the inspiration and intellectual stimulation received at this conference will contribute to the effectiveness of my work.
- H. The location of the commercial displays made them readily accessible for my examination.

Each person as he came into the auditorium was handed a Spectro-Fan card. After the talks were completed a card was projected upon a large screen on the stage and instructions given in its use. The questions were then projected upon the screen one at a time and the persons in the audience were asked to mark the cards. Seventy-five per cent of the persons attending the general session turned in a completed card. The tabulation of the markings follows:

Question	1	2	3	4	5	6	7	Cards Re- turned	Totals of 1,2,3	5,6,7
A	15	3	16	41	56	60	152	357	34	268
B	20	13	22	61	62	65	96		55	223
C	28	18	20	38	39	53	136		66	228
D	16	5	13	54	47	55	102		34	204
E	15	6	14	40	40	62	103		35	205
F	72	19	22	15	23	26	74		113	123
G	14	10	11	36	52	65	123		35	240
H	15	6	14	29	20	48	163		35	231
Total	195	80	132	314	339	434	949		407	1,722

It would appear that the teachers:

- A. approved of the "different approach" or were ready for a change from the routine type conference,
- B. felt that the theme was well carried throughout the conference,
- C. agreed that a full schedule of meetings could be chosen from the program,
- D. responded that the student displays were chosen for quality rather than just quantity,
- E. appreciated the consultant center idea,
- F. were about evenly split in opinions on more planned social activities,
- G. seemed to feel that the inspiration and the intellectual stimulation received at the conference would contribute to the effectiveness of their work,
- H. thought the commercial displays location was well chosen.

It is possible to design questions that can be correlated. For instance, the question, "What grade level do you teach?" could be asked. Instructions would be given to fill in space number 1 if you teach kindergarten, grade 1, 2 or 3; space number 3 if you teach grade 4, 5, or 6; space number 5 if you teach grade 7, 8, or 9; space number 7 if you teach grade 9, 10, 11, 12, or above.

Different designations could be used if more divisions were desired such as including administrators, supervisors, teachers of special subjects, or university instructors.

After the cards are collected the ones that have number 1 marked would be sorted into one stack, those marked number 3 into another, and so on. One stack at a time would then be spread apart either by holding them in the hand or by laying them out on a table. The cards should be spread just enough to see the edges of the cards. The markings of question C, "The wide range of sectional is adequate and provides a full schedule of meetings", would indicate how the group under consideration answered this question. If a preponderance of marks was towards the positive, number 7, it would indicate satisfaction with sectional meetings offered at this conference. Each stack would be considered in this same manner and a judgment made. Information from this evaluation should be transmitted to the committee doing the planning of sectional meetings for the next conference.

Sectional Meetings

Sectional meetings were evaluated at the end of each session.

Topical phrases were used to speed the process. The instructions were:

Please evaluate this sectional by rating it on the Spectro-Fan card on the six aspects listed below. The letters of the topical phrases correspond with the letters on the card. Indicate your opinion by filling in a space numbered from 1 to 7 using a sliding scale from negative to positive.

- A. Subject--appropriate
- B. Subject repeated at next conference desirable
- C. Time allotment--suitable
- D. Scheduled well--no conflict
- E. Presentation--lively and interesting
- F. Professionally stimulating

A pack of Spectro-Fan cards, each card wrapped individually with an instruction sheet containing the topical phrases, was prepared for each

chairman. The number of cards in each stack was in accordance with the seating capacity of the room to which that sectional was assigned. Each stack of cards was labeled with a 3 x 5 information card which gave the date, time, sectional title, speaker, chairman, and room number of that particular sectional meeting. Space was provided for the chairman to write the number in attendance and whether or not people were turned away.

To aid the speed of distribution and separation of the cards, a different colored card was used for each sectional period. For example, in all sectionals held at 2:15 P.M. on Thursday, March 18, white cards were used; at 10:15 A.M. on Friday, March 19, blue cards; and the next time yellow cards.

During the week prior to the conference, each chairman was sent a short letter of instructions pertaining to his duties. Accompanying the letter were a Spectro-Fan card and an instruction sheet with which he could become familiar. The chairman was responsible for picking up his cards at the "Evaluation" booth which was located in the main lobby of the auditorium. He was to distribute, collect and return the cards to the booth. Used or marked cards were to be in one stack with the completed 3 x 5 information card placed on top. Unused cards were to be stacked separately and returned with the marked ones. In case a chairman failed to pick up his packet, it was delivered to him.

A total of sixty sectional meetings were evaluated. About half the attendees returned completed cards. Considering the score of "4" as neither negative nor positive, negative responses totaled 794, and positive answers totaled 5,371. It would appear that the sectional meetings were

well received based upon the answers to the six topical phrase evaluations.

Planning Committee Evaluation

The conference Planning Committee reviewed the tabulations of both the general meetings and the sectionals. They made up the following statements to determine how their members felt about these specific statements:

- A. Evaluation of sectional meetings should be made.
- B. If sectional meetings are evaluated, topics regarding the speaker should be included such as "Presentation--lively and interesting", or "Professionally stimulating".
- C. General meetings should be evaluated.
- D. The consultant center idea should be repeated at a future conference.
- E. The idea of one speaker reacting to the other should be attempted again.
- F. All displays should be placed in the gym.
- G. The "Spectro-Fan" system of evaluation should be repeated at the next conference.

Again not considering number 4, the tabulation was as follows:

Question	Negative Responses	Positive Responses
	1,2,3	5,6,7
A	7	9
B	6	11
C	7	10
D	0	16
E	8	9
F	2	14
G	8	7
Total	38	76

The committee was in favor of evaluating sectional meetings, using the same terminology if sectional meetings were evaluated, of evaluating the general meetings, of repeating the consultant idea at a future conference, of attempting to have one speaker react to the other, of having all displays placed in the gym, and about evenly divided as to whether the "Spectro-Fan" system of evaluation should be repeated at the next conference.

The Evaluation Committee was unable to recommend that an evaluation be conducted next year at the conference in the same manner it was done in 1965. Some alternate suggestions were:

- A. revert to the essay or sentence completion type evaluation,
- B. gather information such as number in attendance and number turned away,
- C. have a complaint and/or compliment booth,
- D. assign key people to evaluate each meeting,
- E. request several persons to listen for comments of attendees,
- F. observe general behavior and attitude of those in attendance.

INFORMATION TO BE TRANSMITTED TO SUBSEQUENT PLANNING COMMITTEES

It is recommended that the following information be transmitted each year to the president of the local teachers' association hosting the next conference:

- A. Financial statement which includes entertainment expenses.
- B. Attendance figures indicating the number attending from each school system.
- C. The results of the evaluation of the conference.

CONCLUSIONS

As stated in the Preface the purposes of this Handbook were to:

1. Suggest procedures from beginning to end in planning a conference.
2. List committees with their responsibilities.
3. Explain a method of evaluation that provokes wide participation and can provide valuable assessment of the total program.
4. Suggest information to be transmitted to the planning committee for the next conference.

Information contained in this Handbook should be beneficial to the committee charged with the responsibility of organizing and presenting an educational conference for teachers. In order to make this information available to those persons in Alaska who may be involved with conferences, a copy of this Handbook will be distributed to:

North Star Borough Education Association, Fairbanks, Alaska
Greater Anchorage Education Association, Anchorage, Alaska
Executive Secretary, Alaska Education Association, Juneau, Alaska
Commissioner of Education, State of Alaska, Juneau, Alaska
Superintendent of Schools, North Star Borough, Fairbanks, Alaska
Superintendent of Schools, Greater Anchorage Area Borough, Anchorage
Division of Education, University of Alaska, College, Alaska
Greater Juneau-Douglas Borough Education Association, Juneau, Alaska
Gateway Borough Education Association, Ketchikan, Alaska

APPENDIX

Sample Letter to Prospective Speakers

Western Alaska Teachers' Conference Planning Committee

P. O. Box 0000
Fairbanks, Alaska, 99701

April 2, 1964

Dr. Elizabeth Drews
Professor of Education
Michigan State University
East Lansing, Michigan

Dear Dr. Drews:

The North Star Borough Education Association is sponsoring the Western Alaska Teachers' Conference to be held in Fairbanks on March 18 and 19, 1965. Schools throughout northern and western Alaska will be represented at these sessions. The attendance will be approximately one thousand educators.

The Planning Committee would like to inquire if you would be interested in participating in this conference as a speaker? Our plans are to have a major talk given to the general assembly of teachers each day and one or two talks to smaller groups on subjects of your own choosing or discussion of your major talk. The theme of the conference is "The Future--Vision Unlimited".

Although your schedule may be crowded, we hope you will find it possible to visit Alaska. Fairbanks is less than a four hour non-stop flight from Seattle.

If you could accept our invitation, we should like to know under what conditions you will come. We shall be able to pay transportation charges and hotel expenses.

Your early reply by air mail will be appreciated as we wish to arrange for our major speakers immediately.

Yours truly,

John Doe, Chairman
Planning Committee