AUDIO-VISUAL ADMINISTRATION

BARNARD, DAVID P. *A Study of the Audio-Visual Administrative and Supervisory Functions in Selected Schools of Vocational and Adult Education in Wisconsin.* Doctor's thesis. Bloomington, Indiana: School of Education, Indiana University, 456 p. (Type-written)

Purpose: To determine the status of audio-visual administrative and supervisory functions in selected schools of vocational and adult education in Wisconsin and to make recommendations for the improvement or establishment of these functions.

Procedure: On the basis of a study of the literature in the fields of audio-visual administration and vocational education, the author developed interview guides for audio-visual coordinators and for instructors in vocational and adult educational school programs. Using these guides, the author interviewed coordinators and instructors in 15 randomly selected vocational and adult schools in Wisconsin. Each school's data was presented individually in case study form, and a comparative analysis of the data was also made.

Results: (a) There was almost no administration or supervision of audio-visual functions for evening school programs. (b) Audio-visual coordinators did not have sufficient time to devote to their work. (c) No organized procedures existed for previewing, evaluating, and selecting materials. (d) There were no materials purchase policies and no long-range planning for the purchase of equipment and materials. (e) Audio-visual inservice training was casual and relatively unplanned. (f) Audio-visual budgets were not based upon planned needs of frequency-of-use and amortization. (g) There was no administrative or supervisory plan for production of audio-visual materials. (h) In this area, there was virtually no audio-visual leadership at the state level.

Recommendations: On the basis of the data, the author suggests that the Wisconsin Vocational and Adult Schools should "(a) recognize that audio-visual services require the administration and supervision of trained personnel, (b) develop operational plans for audio-visual administration and supervision, (c) encourage consultation of instructors with the coordinators, (d) formulate rental and/or purchase policies, (e) modernize the State Board Film Library, (f) encourage all instructors to operate equipment, (g) provide audio-visual services to night school staffs, (h) develop record systems, (i) examine their physical facilities in terms of the audio-visual center concept, (j) encourage coordinators to upgrade utilization practices, (k) organize and operate systematic inservice training programs, (l) make available audio-visual resource materials, (m) recommend that a state board staff member be appointed to provide audio-visual leadership, (n) employ well-prepared, dynamic audio-visual coordinators, and (o) encourage local production of audio-visual materials."—*John Moldstad*