

1954

The development of audio-visual education at the University of Massachusetts.

Arthur Olson
University of Massachusetts Amherst

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THE DEVELOPMENT OF AUDIO-VISUAL EDUCATION
AT THE UNIVERSITY OF MASSACHUSETTS

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THE DEVELOPMENT OF AUDIO-VISUAL EDUCATION
AT THE UNIVERSITY OF MASSACHUSETTS

by
Arthur Olson

A problem submitted in partial fulfilment
of the requirements for the Master of
Science Degree

University of Massachusetts

1954

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CHAPTER I
INTRODUCTION

CHAPTER I
INTRODUCTION

Education is never static - it is always in a constant state of development or regression depending upon the times and situation. The purpose of this problem is to paint a picture of the history of Audio-Visual Education at the University of Massachusetts in order that the stages in its development may be seen more clearly and evaluated.

The history of the Audio-Visual Center at the University of Massachusetts shows clearly the struggle of those members of the University who believed strongly enough in the value of visual education to develop their philosophy into a reality. In order to bring this newer concept of education into the University, however, a great obstacle had to be overcome.

The American University System as an institution traces its origin to the European system and a centuries-old scholarly tradition in which the university was a seat of study, research, and learning. The assembled faculty was judged almost entirely by its knowledge and its intellectual sophistication. The students were typically highly motivated and intelligent young men thirsting to sit "at the feet of the masters".

The first obstacle to be overcome by the Committee was the feeling of some members of the University Staff that audio-visual aids had no place in the curriculum of higher learning and could result in no appreciable values.

It is this tradition that is the legacy of the American colleges in 1954, and the problem that the Audio-Visual Center

of the Department of Education had to overcome in order to develop harmonious relationship and understanding between these two conflicting philosophies of education.

But this was not the only problem that had to be solved. Several questions must have plagued the members of the first Audio-Visual Committee. What should be the functions of an Audio-Visual Center? How was it to be financed? How was it to be organized? These and many other problems were the hindrances to an effective program.

The struggle to solve these questions, the growth and development which resulted from their solution and the hopes for the future of the center are discussed in order that the past goals and aims may be evaluated while the future hopes are in the process of being evolved.

CHAPTER II
IN THE BEGINNING

CHAPTER II

IN THE BEGINNING

In 1935, the late President Hugh F. Baker appointed Mr. Rollin H. Barrett chairman of a new committee called the Visual Education Committee whose purpose it was to investigate the problem of visual instruction in the College. In June 1937 the Committee; Albert W. Purvis, Lawrence E. Briggs, William H. Ross and Rollin H. Barrett made certain recommendations as to the minimum purchase of equipment and recommended that the control of that equipment should remain in the hands of the committee for the year 1937-1938 in order that they might discover some of the problems involved and the best method of meeting these problems. This procedure was followed and a report of the results of the experimental year and recommendations for the future were based upon these results.

The first yearly report compiled by the Committee made several recommendations.

#1. That 2 graduate assistants be appointed and delegated to the Committee - one to do the projection work on the campus and make repairs, the other to be a bibliographer.

#2. That the control of the visual equipment remain in the hands of the present committee or one equally representative of all divisions of the college.

"The committee inherited a silent 16mm projector which was purchased in 1933. Previous to this time, I had made several motion pictures, first with a hand-cranked Eastman 16mm camera and later with a spring operated Ansco Camera. The

Bell and Howell camera which I am still using was purchased in 1937. For several years under the supervision of the committee I did all the motion picture projecting, the taking of motion pictures, and using the 2 x 2 slide projectors. In other words, it was less than a one-man department for I had full time teaching load in Farm Management."¹

#3. That the purchasing of new visual equipment by departments should be done only after consultation with the Committee.

#4. That all dating arrangements for the use of extra departmental visual equipment should be made through the Chairman of the Committee.

#5. That the Committee endeavor to catalogue the films and equipment which are (1) available on the campus or (2) available elsewhere for loan, rent or purchase.

#6. That the Committee arrange a demonstration program of visual equipment now on campus at a Faculty meeting.

#7. That the committee supervise a periodic inspection of all major items of visual equipment on the campus and take the necessary steps to preserve it.

#8. That the Committee at the beginning of each college year contact each department regarding film needs and purchase the necessary films for all of them in one large order.

#9. That a new Bell and Howell silent projector be purchased - approximate cost -- \$250.

(1) Barrett, Rollin H., "Audio-Visual Center: Past, Present, Future", Report, December 9, 1953.

#10. That a course in Visual Education be offered as an elective course in the junior and senior year.

During the infancy of the Committee each member contributed his time and effort in gathering necessary information. Mr. Purvis made reports of the visual facilities of Boston University and Harvard. Mr. Briggs attended a course at Springfield in Visual Aids in Education in order to gain the minimum essentials. Mr. Ross collected information and arranged for demonstration of the types of aids being considered for purchase.

The Years Between -- For the next several years most of the effort of the committee was spent in gathering information and obtaining equipment. By 1942 the committee had grown to eight. Four new members had been appointed; M. O. Lanphear, C. V. MacCoy, H. L. Varley and J. H. Vondell.

A survey of this year will help to explain how visual education had grown during the years from 1935 to 1942 and indicated the future needs.

"Report of the Visual
Education Committee for 1942

Use of Equipment

The following equipment is under direct supervision of the Committee: Two Silent Motion Picture Projectors; One 2 x 2 Slide Projector; One Sound Motion Picture Projector; One Public Address System; One Relectroscope; One Stereopticon; Three Motion Picture Screens and One Filmstrip Projector. During 1942 this equipment took care of 539 showings, divided as follows:

Silent Motion Picture Projector	110 times
2 x 2 Slide Projector	91 times
Sound Motion Picture Projector	131 times
Public Address System	116 times
Reflectoscope	31 times
Stereopticon	48 times
Filmstrip Projector	6 times
Screens, in addition to going with the equipment	6 times

Taking the total of 539 showings and dividing on a monthly basis, it would be possible to get a more definite idea as to when the demand for this equipment comes.

<u>Month</u>	<u>Number of Showings</u>
January	56
February	65
March	93
April	91
May	36
June	13
July	29
August	5
September	6
October	47
November	39
December	59

Motion Picture Film

During the year Professor Barrett took 11,400 feet of motion picture film, divided as follows: football, 5000 feet; John Glavin, State Director Vocational Education, 1500 feet; College Scenes, 1500 feet; Dr. Beaumont, Soil Conservation Film, 1400 feet; Professor Klein, Poultry Films, 500 feet; Farm Security, 1000 feet; Miscellaneous (which includes Wild Life, Home Economics, etc.) 500 feet.

Reports During the Year

Attached to this annual report are two sub-reports which were made during the year. One of these reports had to do with the matter of various equipment problems on the campus and the other recommended that the blackout rooms

in the various buildings be made permanent for motion picture and stereopticon projection. The committee felt that this would be an economical way of handling both of these projects. This recommendation was received very favorably at the time but to-date very little, if anything, has been done about it. The Committee felt that this was very important and we are already beginning to feel the real need of it in the use of projection equipment in our program with the Aviation Cadet School.

Respectfully submitted,

R.H. Barrett, Chairman
L.E. Briggs
M.O. Lanphear
C.V. MacCoy
A.W. Purvis
H.L. Varley
J.H. Vondell²

March 17, 1943

The Changing Years -- It was not until 1944 that any abrupt change was noticeable in the thinking of the Committee. It was Mr. Purvis who first recommended on October 17, 1944 that (1) the College appoint a full-time man to work in Visual Education; (2) this man be associated with the Department of Education; (3) he would be responsible for the on-campus and off-campus development of Visual Education; (4) he would be allocated a budget to carry out his work; (5) he would offer courses in Visual Education.

He also suggested that something should be done to share the educational services of the college with the public schools in the vicinity.

(2) "Report of the Visual Education Committee for 1942",
March 17, 1943.

The Committee met to consider the recommendations of Mr. Purvis. "After a considerable review of the motion it was moved, seconded, and passed that the motion be tabled until such time as the Chairman has collected information from other colleges on their work in this field and until he can submit a complete program of what a man in such a position would offer the College in terms of services and courses.³

The Visual Aids Committee changed some of its members and added others in 1945. The Committee included L.E. Briggs, Chairman, T. Spreston, Jr., J. Vondell, R. Barrett, S.C. Goding, and A.W. Purvis. This year also saw the renewal of the recommendation made by Mr. Purvis for a Visual Aids Director, but it remained merely an idea until 1946 when the committee sent its formal recommendation to President Baker. On May 2, 1946 the Committee took its first step in integrating the University's Program with that of outside agencies. Mr. Purvis received a formal invitation for the College to head up the depository of the Valley Wheel High Schools. The Committee discussed the project quite thoroughly and felt that they should undertake this project and the college should underwrite it to the extent that it would be handled efficiently and satisfactorily. They felt that it would be of mutual benefit to both groups.⁴

(3) "Minutes of the Meeting of the Visual Aids Committee", October 20, 1944, Appendix #1.

(4) "Visual Education Committee Meeting," March 28, 1946, Appendix #2.

By 1946, with the first influx of veterans into the college the need for a full-time director of Visual Aids became imperative.⁵ According to Mr. Barrett, "It has now reached the stage where with my other duties it is going to be practically impossible for me to do very much along the line of visual education."⁶ Visual Education at the College had reached the crossroads. But the Committee was due for a disappointment, for the recommendation for an Assistant Professor in Visual Education, a junior clerk and a budget of \$1500 was not put into the supplementary budget passed by the State Legislature.

On Wednesday, April 16, 1947 the Visual Aids Committee unanimously voted that, ". . . this committee recommends that Professor R. H. Barrett, in view of his full-time teaching load be released from all technical matters pertaining to visual aids and that a technical man be appointed full time to run the projector, make repairs, and send out and receive film and like duties."⁷

The recommendation was sent to President Baker who decided that it would be best to continue with the then present arrangement rather than change and not be able to carry through.

(5) Letter sent to President Hugh P. Baker, Appendix #3.

(6) Letter sent to President Hugh P. Baker, June 27, 1946, Appendix #4.

(7) Minutes of Meeting of the Visual Aids Committee, April 16, 1947, Appendix #5.

In the Spring of 1948, Dr. Purvis brought to the attention of the Committee once again the question of a full time Audio-Visual Aids man and the question of a film library to help the public schools of Western Massachusetts.^{8,9}

It was not until the Summer of 1949, however, that a full time Audio-Visual Aids man was appointed by the college. Mr. Raymond Wyman was given the position of Assistant Professor in Education with the understanding that he would teach Audio-Visual Aids and take charge of the machinery.

Ten years had elapsed from the time that the Committee first recommended that courses be offered in this field and that a trained man be appointed to teach such a course.¹⁰

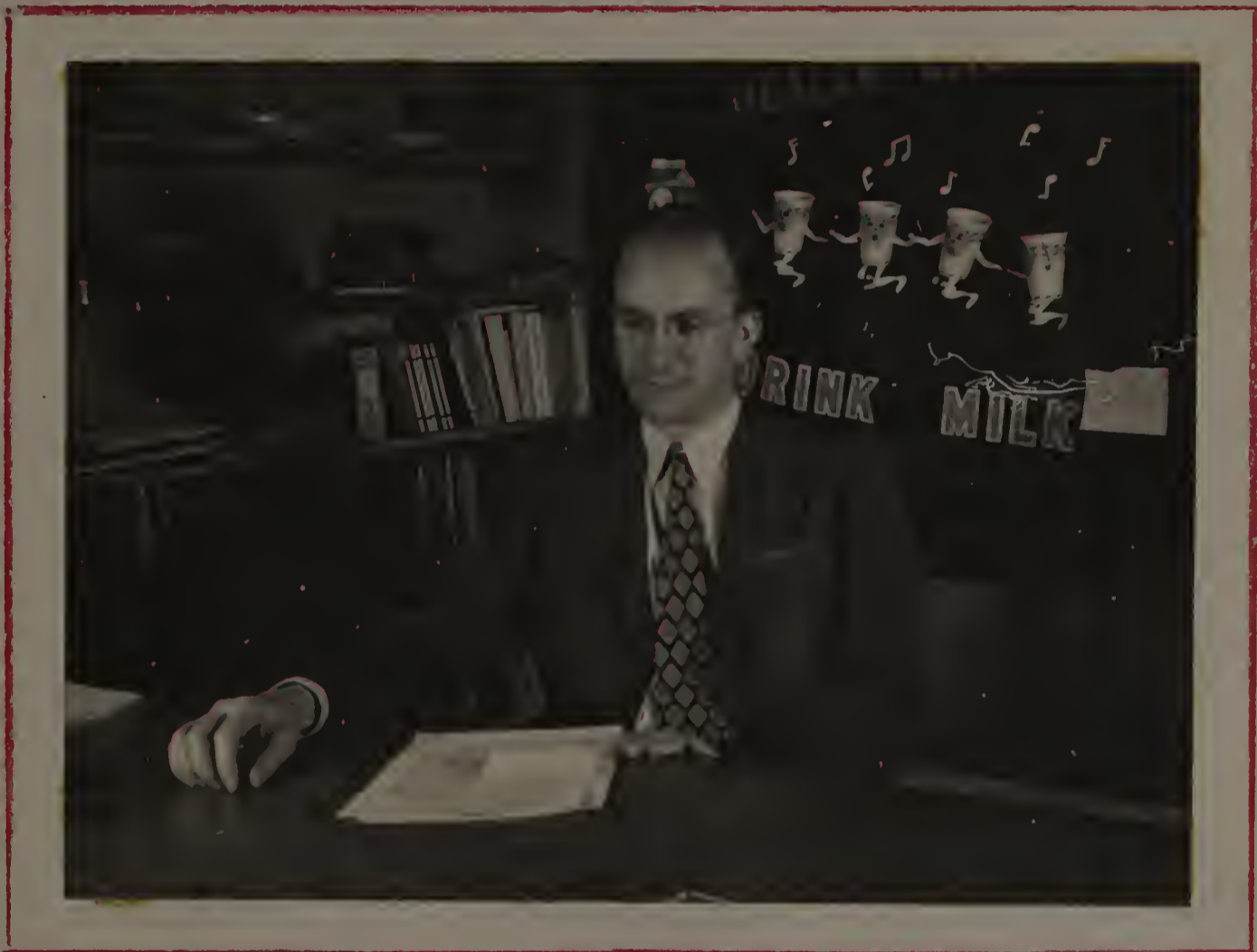
The opening of College in September 1949 found a course offered in Audio-Visual Aids, for graduate students and in February 1950 one for undergraduates. All the equipment that had been under the care of Mr. Barrett was transferred to Liberal Arts Annex, a temporary war assets building, and placed in room number thirty-two under the care of Mr. Wyman.

Recommended Reorganization -- Because of the rapid development of Visual Education at the University of Massachusetts, a member of the committee, Dr. Purvis, deemed it necessary

(8) "Minutes of Visual Aids Committee Meeting," March 23, 1948, Appendix #6.

(9) Letter from A. W. Purvis to the Visual Aids Committee, Appendix #7.

(10) "Broadening The Program In The Future to Conform With Trends: A Course In Visual Education," Appendix #8.



Mr. Raymond Wyman - Director of the
Audio-Visual Center

Illustration #1

to revive the Organization of the Committee and restate its aims. The following recommendations were made by Dr. Purvis on April 11, 1949 and were accepted shortly after:

"Recommendation One -- That the Committee on Visual Education be retained at present (Professor Barrett, Chairman) except as changes may be necessary in the future to make it more comprehensive. That this committee should:

- (1) Be responsible to the President of the University.
- (2) Act as an advisory board in directing the general policy of the Visual Education Program at the University.
- (3) Have general control over all funds and equipment in Visual Education for the teaching staff at the University.
- (4) Act with the Department of Education in jointly appointing a staff member to execute the wishes of the committee in developing Visual Education service at the University.
- (5) Have as one member of the Head of Department of Education. The staff member in charge of carrying out the program should attend the meetings of the Committee as a non-voting member.
- (6) From time to time take whatever steps may be necessary to change the organization of the Visual Education program so as to make it more efficient.

Recommendation Two -- That every effort be made to obtain the services of a staff member to carry out the program of the Committee and Department of Education. That this staff member should:

- (1) For approximately half time be responsible to the Committee on Visual Education as an executive in carrying out its program.
- (2) For approximately half time (6 class hours per semester) be responsible to the Department of Education in the teaching of courses in the Audio-Visual Education Field.
- (3) Appoint such technical assistants and clerks for the carrying on of his work as the administration, trustees and legislature may approve.
- (4) Arrange for a central depository of all visual equipment, films, etc., not in use or on loan.
- (5) Arrange for periodic checks on all visual equipment, films, etc., and repair of such where necessary.

- (6) Train a corps of students who will be available at all times to set up the necessary visual education machines for various schools, departments, and teaching staff members.
- (7) Work with the neighboring schools in any feasible way in order to aid them in developing their visual programs. Note, that any major program of this sort should have the approval of the Committee on Visual Education and the Department of Education.

Recommendation Three -- That any funds that may be made available for the Visual Education program be controlled by the committee on Visual Education and that all purchases of such material for the teaching faculty of the University should be approved by said Committee. In particular it should be provided that:

- (1) All requisitions for visual education material or equipment should be signed by the Chairman of the Committee on Visual Education and the Head of the Department of Education and sent directly to the Treasurer's Office.
- (2) All proposed purchases for Visual Education material or equipment exceeding one hundred dollars should be first approved by the majority of the Committee of Visual Education. Purchases between twenty dollars and one hundred dollars may be approved as in #1 above provided that such purchases be reported at the next regular meeting of the Committee and that the purchases agree with the general policy of the Committee. Purchases of less than twenty dollars may be approved as in #1 above.^{#11}

The Exodus -- The rapid expansion of the university as a whole and its demand for more audio-visual aids in teaching placed the Committee in the awkward position of not having enough equipment to go around. The headquarters in Liberal Arts Annex for distributing equipment was deemed very poor. Transporting heavy equipment through four doors and up stairs

(11) "Memorandum from R. H. Barrett to the Visual Education Committee," April 11, 1949, Appendix #9.

was decried. It was thought that space in the basement of South College might become available and that it would make a good location for equipment, storage, preview room, dark-room, and workshop.

On April 7, 1950, Mr. Wyman received a request to study the available space in South College and send a summary of recommendations to Mr. Cadigan of the Registrar's Office who was Chairman of the Space Committee.¹² The study was made and the recommendations summarized.¹³

On October 20, 1952 a formal approval of the space in South College was sent to the Department of Education¹⁴ and in February 1953 the Audio-Visual Center moved from Liberal Arts Annex to South College.

Restatement of Aims -- In 1950 the Committee restated their function as follows:

"It is the function of the Audio-Visual Committee to:

- (1) Maintain a central depot of audio-visual equipment to serve the staff in its many educational pursuits.
- (2) Maintain a central library of audio-visual materials (films, slides, records, etc.) of an educational nature.
- (3) Educate the staff in the wide and good use of audio-visual media.
- (4) Help in the preparation of new materials to improve instruction.

(12) Memorandum to Raymond Wyman from the Registrar's Office, April 7, 1950, Appendix #10.

(13) Letter from the Audio-Visual Committee to the Registrar's Office, April 17, 1950, Appendix #11.

(14) Memorandum to Raymond Wyman from the Registrar's Office, October 20, 1952, Appendix #12.

FLOOR PLAN OF THE AUDIO-VISUAL CENTER 1954

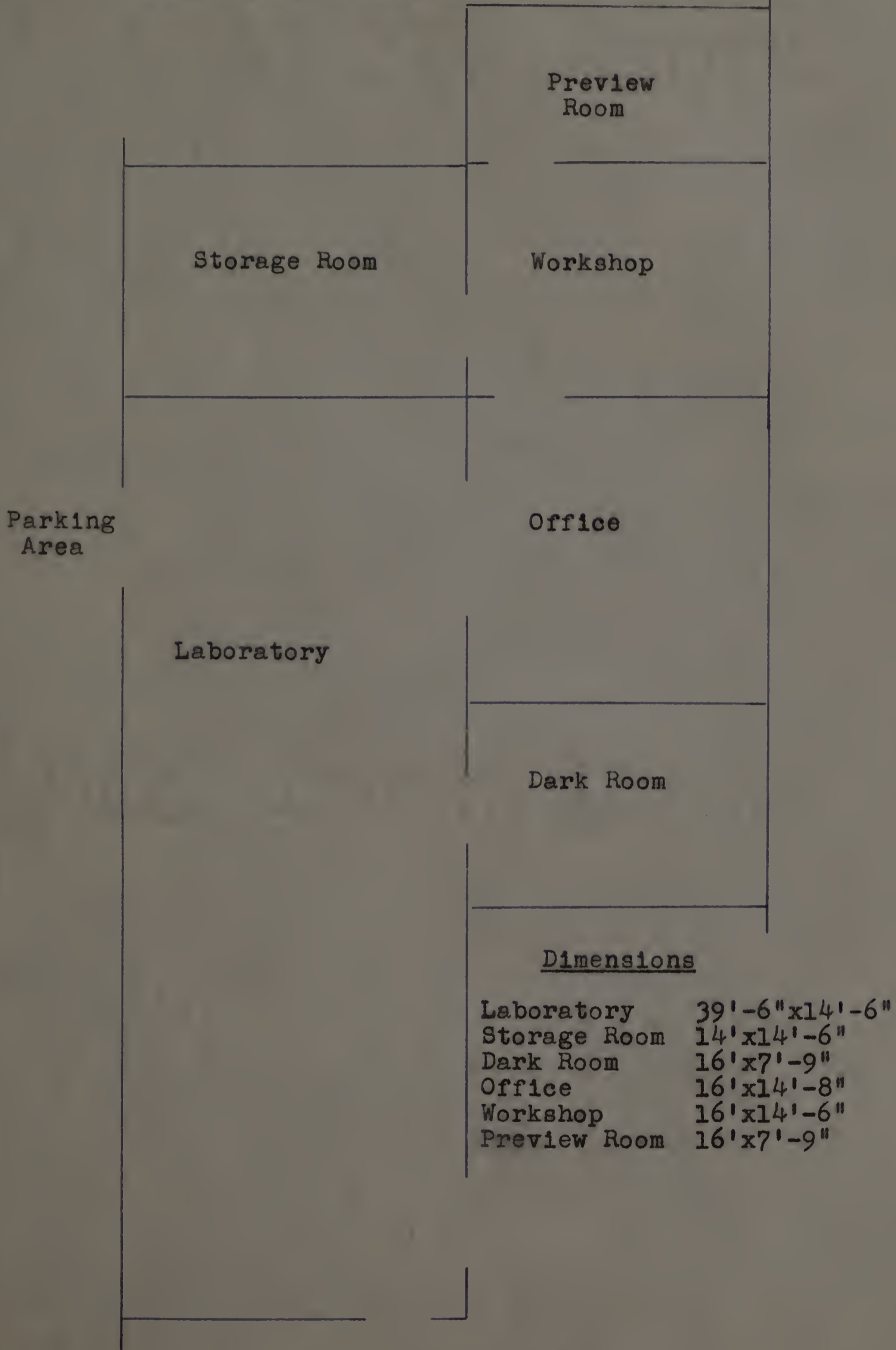


Illustration #2

- (5) Advise individuals and groups in the Commonwealth who have audio-visual problems.
- (6) Promote the establishment of FM and TV facilities for education.

The Audio-Visual Committee limits its interest to educational materials, however, it defines education in a broad manner."

The Radio Station -- The need for a radio station on the campus to serve the students and faculty was becoming apparent during these years of rapid growth. So on April 17, 1951 after much discussion the Committee recommended the establishment of a University FM Radio Station.¹⁵

On November 13, 1951 the arrival of a new ten-watt FM transmitter was discussed and it was decided that a Radio-TV Committee¹⁶ would be established to handle the problems in these two areas.

The duties that Mr. Wyman performed during this time required more and more of his time, consequently he was unable to give his undivided attention to any one. It was decided early in 1952 that a technical assistant must be found to relieve Mr. Wyman of some of his duties in the repairing and requisitioning of equipment. Mr. Donald Curtis applied for the position and was appointed technical assistant in the Audio-Visual Center.

Film Library -- As the center grew it became apparent that a film library was needed to supply the college and surrounding communities. The Extension Service Film Library

(15) "Audio-Visual Committee Proposal for a University FM Radio Station, Appendix #13.

(16) In the Fall of 1953 the Radio-TV Committee was abolished and its work taken over by the Audio-Visual Center Committee.

made the following proposal:

"Transfer of Extension Visual Aid Library

- (1) It is suggested that the Extension Service Visual Aid Library be combined with the University Visual Aid Center as of July 1, 1952.
- (2) On and after July 1, 1952 the Audio-Visual Center can use our facilities in South College, but when the Extension Service moves it will be necessary to take all steel cabinets. The other equipment such as shipping cases, slide boxes, reels, etc., will remain with the library.
- (3) The Extension Service will assign a Junior Clerk to the Center Library as its contribution to maintaining the library in lieu of service rendered to the groups mentioned below.
- (4) The transfer is conditioned upon agreement that any item in the Visual Aid Center Library be made available without charge, except for transportation, to all Extension personnel in the State, to vocational agricultural teachers, and to all State institutions.
- (5) At the request of the Extension Service Office of Information, the Visual Aid Center will arrange to put on reserve, up to a period of four months, any item needed in support of a definite Extension program.
- (6) The Extension Service will continue with its present system of previews of items desired by the Extension staff. Those items decided on in the field of agriculture and homemaking will either be bought by the Extension Service or recommend to the Director of the Center to borrow for a specified time.
- (7) To help relieve the Center financially, the Extension Service, under Earle S. Carpenter's signature, agrees to send out Visual Aid Catalogs and such other material as may apply to the above-mentioned groups under his franking privilege.
- (8) The University Visual Aid Center agrees to submit reports to the Extension Service Office of Information on the use made of certain items in the library as they apply to the above groups.

Date: Feb. 6, 1951

e-2/6/52

/s/ H. Sidney Vaughan
Chairman,
Office of Information
Steering Committee¹⁷

(17) Directive issued from the Chairman of the Office of Information Steering Committee, Sidney Vaughan, Feb. 6, '51.

The proposal was accepted and sent to President Van Meter for his approval.¹⁸ President Van Meter gave his approval and on July 1, 1953 all of the films in both libraries were consolidated in a film library in South College.

Change In Organization -- Problems in administration and finance were bound to grow as the Audio-Visual Center grew. It was felt by the Committee¹⁹ that these complications were due to administrative regulations which made it necessary for all budgets to go through the Department of Education and the School of Liberal Arts. The requested appropriations made by the Committee was often large and since they were included in the budget of the Liberal Arts they placed an increased burden upon the finances of that School.

After much discussion the general sentiment seemed to be that the Audio-Visual Center should remain close to the Department of Education in its purpose and philosophy, but directly under the Provost in its administration since it functioned not for the Liberal Arts alone but for the University as a whole.

A meeting of the Audio-Visual Committee was held on April 23, 1953 at which time it was unanimously voted to recommend to the President that, "(1) the University of Massa-

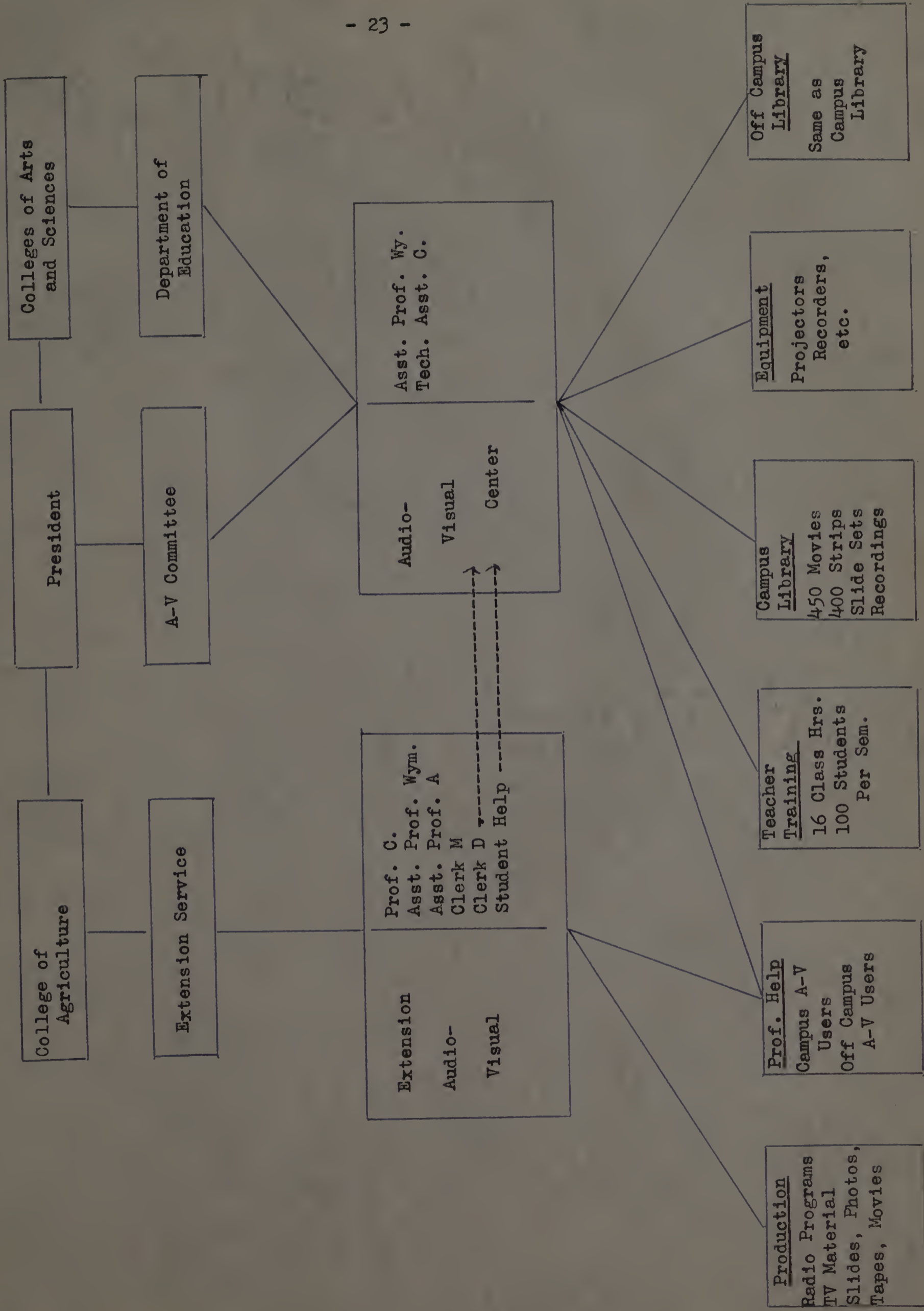
(18) Minutes of Audio-Visual Education Meeting Submitted by Raymond Wyman, February 19, 1952, Appendix #14.

(19) History of Committee Members, Appendix #15.

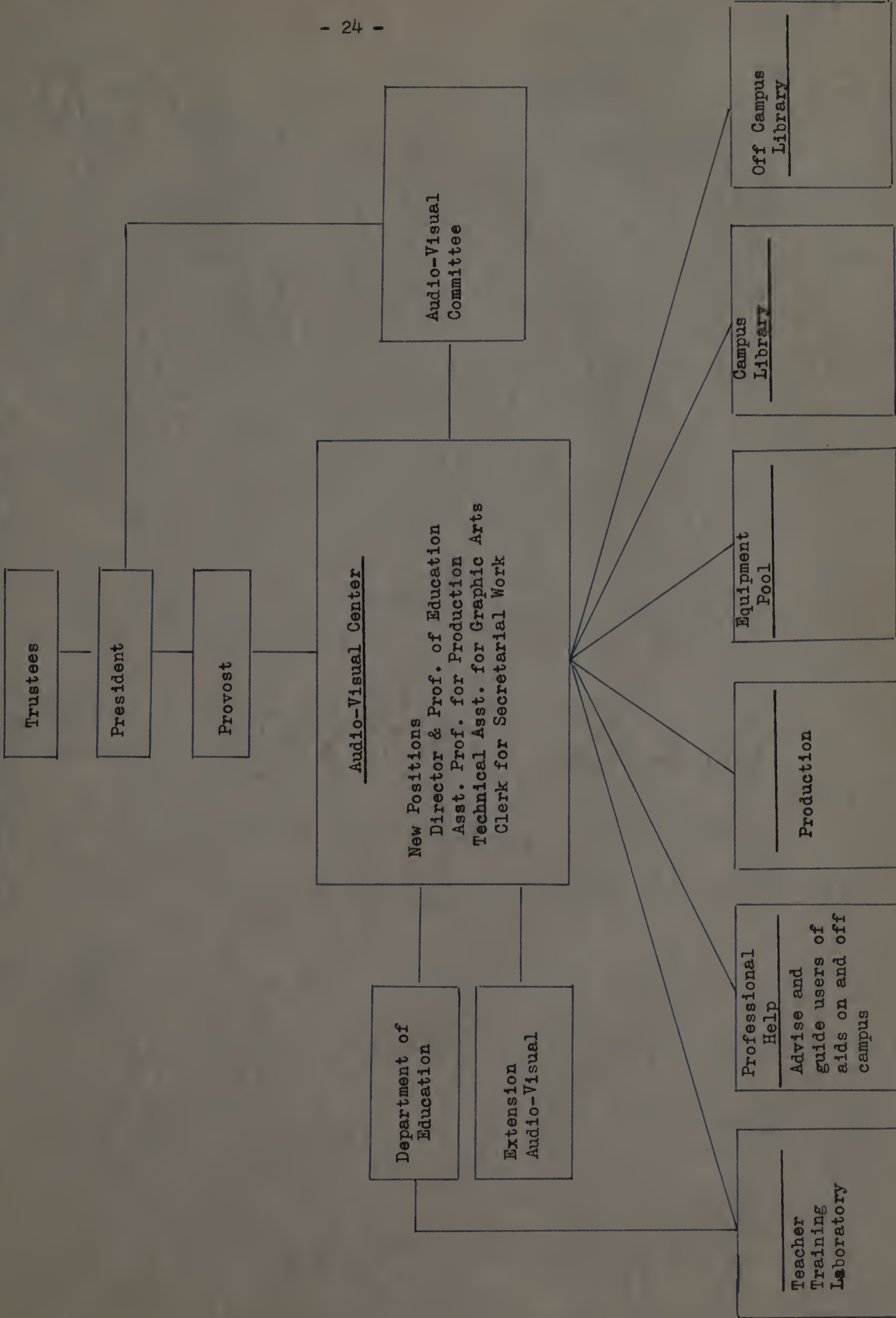
chusetts Audio-Visual Center be removed from the Department of Education and School of Liberal Arts and be established as a separate entity reporting directly to the Provost, (2) Mr. Wyman be named director of the proposed Audio-Visual Center, and (3) the Audio-Visual Committee appointed by the President be continued in an advisory capacity to the director of the proposed Audio-Visual Center."²⁰

(20) Minutes of Audio-Visual Committee Meeting, April 23, 1953, Appendix #16.

PRESENT STATUS OF THE AUDIO-VISUAL CENTER (1954)



PROPOSED ORGANIZATION OF THE AUDIO-VISUAL CENTER



CHAPTER III

AUDIO-VISUAL AIDS COURSES

CHAPTER III

AUDIO-VISUAL AIDS COURSES

The Training Problem -- The problem of training people in audio-visual aids has become increasingly complex.

"How can audio-visual materials and equipment be used most effectively by the great majority of teachers except through effective undergraduate training, or lacking that, through effective in-service training and adequate supervision? Facilities for in-service training and adequate supervision are lacking in many situations. Therefore, it is my premise that unless teachers have at least some contact with audio-visual materials in their preservice training, the majority will never develop the skills and understandings that are necessary attributes of the effective teacher of today."¹

M. L. Story, Head, Department of Education, Winthrop College, South Carolina has stated that one of the requirements for teachers should be " . . . a knowledge of the most common sources and types of materials, films, filmstrips, slides, recordings, transcriptions, and flat pictures available in the pertinent teaching field. Finally, there should be a clear acquaintance with the most acceptable working principles for effective utilization of audio-visual aids in a wide variety of learning situations."²

Instruction Begins -- The first course for undergraduates was given in February 1950 and was limited to juniors and seniors. This course was listed as Education 66 and consisted of lectures and a two-hour laboratory. Construction,

(1) _____, "Teachers Teach As They Are Taught," Nations Schools, p. 90-94.

(2) Story, M. L., "Give Practice-Teachers Audio-Visual Practice," Educational Screen, Vol. 32, Sept., 1953, No. 7.

evaluation, and use of the various types of audio-visual material such as graphs, pictures, films, filmstrips, field trips, mockups, posters, bulletin boards, etc., were all considered and discussed in the lecture section. In the laboratory, however, the main emphasis was placed on the use and operation of the various materials and equipment. The students were required to make materials and present them as they would to a class.

Fundamentally the course for the undergraduates has not changed to a great extent over the years. The lecture section still presents the aids and how they may be used, while the laboratory is concerned with the operation of the machines. Appendix #17 is a listing of the laboratory projects which are required,³ and Appendix #18⁴ is an example of the type of information required that the students know about the machines.

Mr. Wyman created a manual which is at present in use for the laboratory.

A graduate lecture course (Education 166) in Audio-Visual Aids was started in the Fall of 1949, and is still being taught at the present time. Also in the Fall of 1949 a graduate course in the operation of machines was given (Education 167).⁵

(3) See Appendix #17

(4) See Appendix #18.

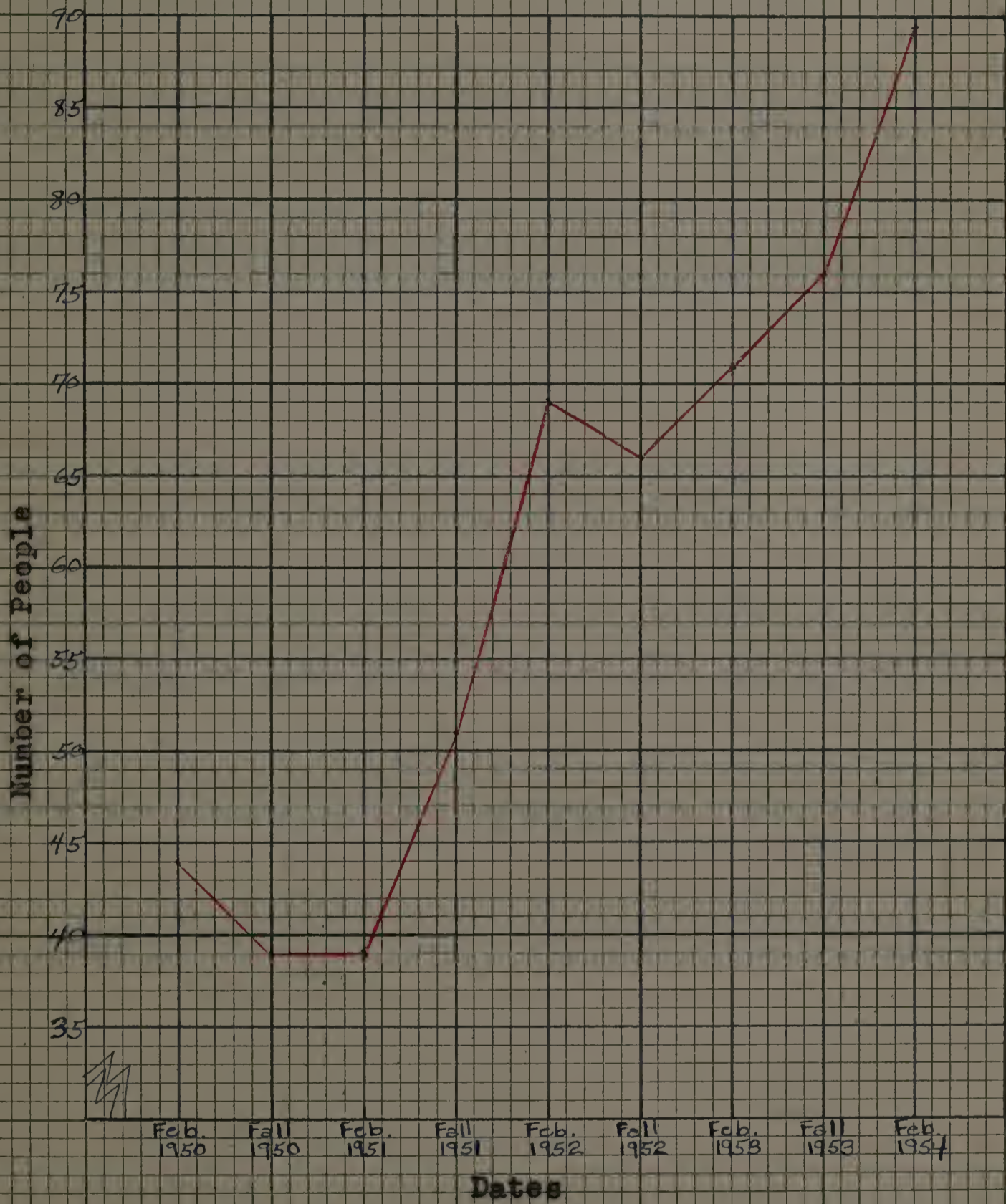
(5) Changed in the Fall of 1951 to Education 267.

Enrollment -- It is interesting to note that the undergraduate course has steadily increased in its enrollment up to the present time while the graduate courses seem to have reached their peak in 1951-1952 and are beginning to taper off.

The reason for the steady increase in undergraduate courses can probably be attributed to (1) increased enrollment of students in the Department of Education and (2) the desire of superintendents that their teachers be acquainted with audio-visual aids.

The decrease in the enrollment in graduate courses may be caused by (1) those teachers who live within a twenty-five mile radius of the University and who were interested in audio-visual aids have already taken it; (2) new teachers in the systems have probably had some training in this area; and (3) the general lack of audio-visual directors in the systems in this area has not helped to stimulate interest in those teachers who might benefit from such instruction.

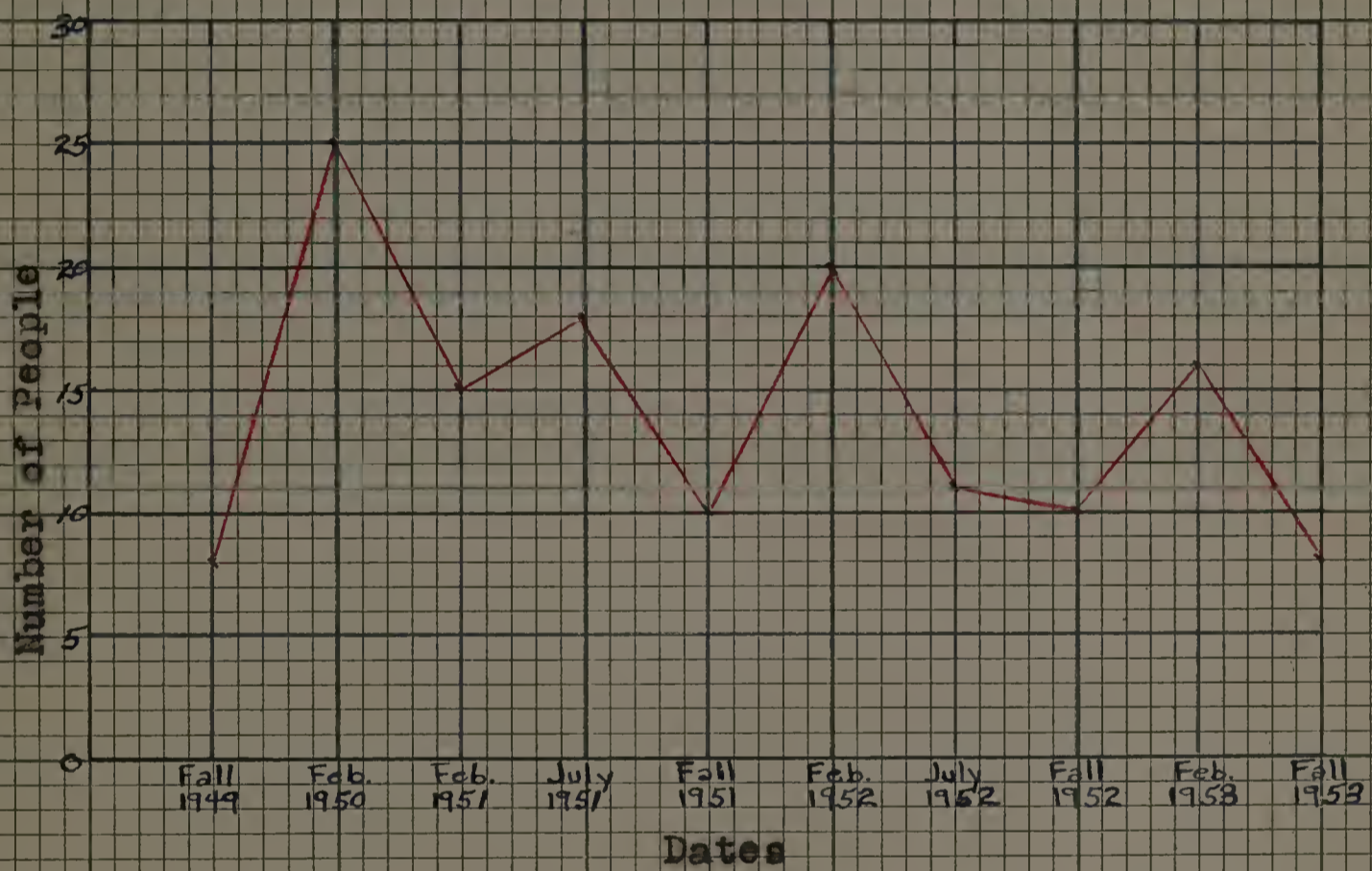
That there are still on the average of about ten people in each graduate course indicates, however, that there is still an interest in the value of audio-visual aids in the instructional program.



Graph #1
Enrollment in Education 66



Graph #2
Enrollment in Education 166



Graph #3
Enrollment in Education 267

CHAPTER IV

THE AUDIO-VISUAL AIDS LIBRARY

CHAPTER IV

AUDIO-VISUAL AIDS LIBRARY

The library at the Audio-Visual Aids Center at the present time consists of approximately five-hundred 16mm films, three-hundred and eighty filmstrips, and ninety sets of 2 by 2 slides. Most of these aids have been purchased by the University, but many were obtained by other means.

Valley Wheel Library - The beginning of the Audio-Visual Film Library started with the acceptance of the University to head up the film depository of the Valley Wheel High Schools in 1946. It was felt that the acceptance would help in the cooperative spirit with the high schools and would be a great help to the Department of Education. The idea for such a library started in Ludlow around 1935 and consisted of a number of schools who joined the library by purchasing a film which was rotated among the members of the library.

Extension Library - The Extension Library was developed for the purpose of helping the county agent in his work and developing agricultural improvement and home economics. In July of 1953 the Extension Library was incorporated with the University Library in order to have a centralized film depository. Most of the films from Extension Service were agricultural and home economics and because of their large number the University Library is still predominantly agricultural and home economics in nature although a change is taking place.

"The University of Massachusetts and various film sponsoring organizations have brought together in a central library some audio-visual aids for general distribution in Massachusetts. This includes the Extension Library, Massachusetts Film Cooperative and other films from many sources. The University distributes all films without charges, but the user must pay transportation both ways, provide projection equipment and must participate in the Educational Film Cooperative in order to use the films marked restricted.

Aids are available to any organization interested in Education in Massachusetts that will assume responsibility for them and pay for transportation. Stamps for postage may be deposited in advance or the material will be sent to the school collect.

Cooperative Film Library - Films designated restricted in the film catalogue are available to groups that participate in the Massachusetts Film Cooperative (and State Institutions). This group includes:

Adams	North Adams
Agawam	Orange
Amherst	Pembroke
Ashfield	Pittsfield
Athol	Shelburne Falls
Belchertown	South Deerfield
Conway	South Hadley
Dalton	Southwick
Easthampton	Springfield
East Longmeadow	Tewksbury
Erving School Union	Ware
Granby	Westfield - Public &
Granville Village School	Parochial
Hadley	West Springfield
Hatfield	Whately
Holyoke	Williamsburg
Huntington School Union	Williamstown
Lenox	Worthington
Ludlow	
Montague	

The purpose of this cooperative is to make films easily available to regular users of instructional films at the lowest possible cost. To become eligible a group must purchase an acceptable new

film and deposit it in the library. Also a loss-damage insurance of two-dollars (\$2) per unit per year must be paid to the Treasurer of the Cooperative. New films submitted may be re-submitted for four additional years making four years in all. During the five years, the film remains the property of the purchaser.

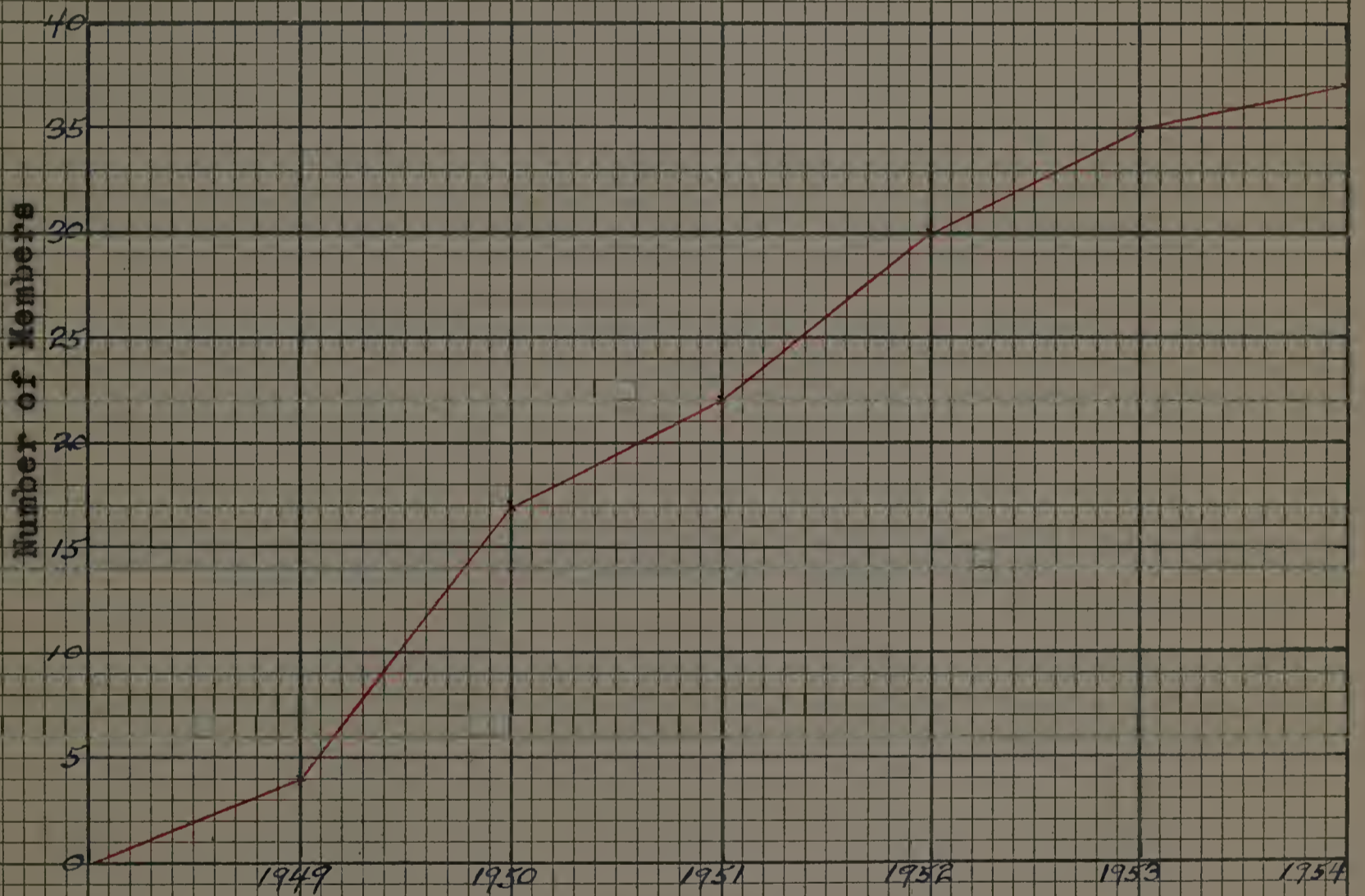
The purchase of one unit film entitles the organization to borrow fifteen (15) film units for one week during the year. A one unit film is ordinarily a fifty-dollar (\$50) film by a standard producer. Any number of units may be submitted in order to borrow additional restricted films."¹

It is interesting to note the growth of the Cooperative since its beginning in 1949. Graph #4 gives a clear picture of this development and an indication of future growth.

The University Library - Many other colleges and universities in the United States also have educational film libraries which are operated in a manner similar to the one at the University of Massachusetts except they charge a rental fee. The size of most of these libraries can be estimated to a great extent by glancing at the number of films contained in each center. Chart #3 is an approximate estimate of the number of films found in those institutions which are members of the Association of Land-Grant Colleges and Universities.

It was the practice of the Audio-Visual Center to purchase every year some of those films which were recommended

(1) Audio-Visual Aids Catalogue, University of Massachusetts, Amherst, Massachusetts.



Graph #4

Size of the Cooperative Film Library

by the heads of the various departments. This method of purchasing films proved unsatisfactory because many of the people who would use films in the classroom were never consulted as to their choice. In March of 1954 a form² was sent to every member of the teaching staff asking him to evaluate a film which he could use profitably in his teaching and return the form to the Center.

Although the University holds the rank of twenty-eighth in a survey of forty-eight institutions it must be remembered that the Audio-Visual Center has been in operation only a very short length of time.

(2) Appendix #18.

COMPARISON OF LAND GRANT COLLEGES FILM LIBRARIES

<u>College or University</u>	<u>Approx. No. of films</u>	<u>Relative Position to other colleges</u>
Alabama Pol. Inst.	185	37
Univ. of Alaska	45	48
Univ. of Arizona	1,000	18
Univ. of Arkansas		
Univ. of California	3,000	4
Colorado State	180	39
Univ. of Conn.	1,200	16
Univ. of Delaware		
Univ. of Florida	925	24
Univ. of Georgia	2,000	10
Univ. of Hawaii	125	40
Univ. of Illinois	6,000	1
Purdue Univ.	700	25
Iowa State	3,000	4
Kansas State	2,000	10
Univ. of Kentucky	70	47
Louisiana State	195	36
Univ. of Maine	600	26
Univ. of Maryland	300	30
Univ. of Mass.	500	28
Mass. Inst. of Tech.		
Michigan State	2,000	10
Univ. of Minnesota	4,000	2
Mississippi State	1,000	18
Univ. of Missouri	3,000	4
Montana State	100	43
Univ. of Nebraska	4,000	2
Univ. of Nevada	185	32
Univ. of N. H.	1,150	17
Rutgers Univ.		
New Mexico A & M	200	31
Cornell Univ.	350	29
North Carolina State	1,000	18
North Dakota Agric.	125	40
Ohio State	75	46
Oklahoma A & M	1,300	15
Oregon State	2,300	9
Penn. State	1,600	14
Univ. of Puerto Rico	200	31
Rhode Island State	90	44
Clemson Agric. College	200	31
South Dakota State	550	27
Univ. of Tennessee	3,000	4
Texas A & M	200	31
Utah State Agric.	500	28
Univ. of Vermont	1,000	18
Virginia Pol. Inst.	125	40
Washington State	1,800	13
W. Virginia Univ.	950	22
Univ. of Wisconsin	2,800	8
Univ. of Wyoming	1,000	18(3)

(3) Directory of 2660 16mm Film Libraries, Bulletin 1953, No. 7, U.S. Dept. of Health, Education & Welfare.

The Record Library -- The Audio-Visual Center of the University accepted a call in the Fall of 1953 to maintain and distribute the collection of over 500 records possessed by the Record Club and the University collectively.

By February 1954, the records had been filed and catalogued. The Audio-Visual Committee decided upon the regulations which would govern the distribution.

"In order to borrow records from the Center, a person must have a good record player and contribute acceptable long play or "45" recordings to be collected. For each \$1.00 worth of records contributed, the individual may borrow ten 78 or 45 albums or single LP's for one week each. This amounts to an indirect charge of ten cents per album or LP per week. All selections must be acceptable to the Audio-Visual Center and accompanied by a sales slip. When a borrower's units are used up, he may submit a new selection. The recordings may not be loaned to others, and the borrower is responsible for other than ordinary wear."⁴

(4) Recordings Catalogue, University of Massachusetts Audio-Visual Center Music Library, 1954.



Film Library at the
Audio-Visual Center

Illustration #3

CHAPTER V
EQUIPMENT

CHAPTER V

EQUIPMENT

Without equipment many of the audio-visual aids which we use would be of little value because there would be no means by which to project or use the material. The equipment used in an audio-visual program could be likened to a hammer and the material to be projected to a nail. Other equipment might be used to drive the nail, but none is as satisfactory as the hammer.

The 16mm and the slide and filmstrip projectors are the most widely used pieces of equipment on campus. Chart #4 shows these two along with the screens on which they are projected. It is not surprising that these two types of equipment aroused the most frequently considering that with few exceptions films have three characteristics: (1) they cover basic subjects, (2) they emphasize both the what and the why of the subject and (3) they are narrative, rather than expository.¹ To do all this in a period of from ten to twenty minutes makes them very worthwhile.

In many school and colleges the filmstrip is gaining in importance because: (1) the relative low cost of silent film strip projectors and filmstrips have made them attractive to a low budget, (2) there is a tendency to consider filmstrips as a cheap substitute for glass slides. This second reason is also emphasized by Chart #4. The 3 x 4 slide projectors

(1) Hoban, C., Movies That Teach, Dryden Press, New York, 1946.

have remained the same in number, four, for four years, while the number of filmstrip projectors has constantly increased to the present number of eleven.

The first great impetus in growth was the result of the closing of the University Campus at Fort Devens and the transfer of equipment to the Audio-Visual Center. The remainder of the equipment was purchased through college funds or donated.

It would be impossible to develop an Audio-Visual program without equipment and the equipment that was necessary. The equipment in the Audio-Visual Center is in constant circulation throughout the various departments on campus. The equipment being, delivered by a campus truck or personal pick-up. During 1952-1953 there were 5,603 screenings of audio-visual materials reported with a total attendance of 281,367 when the number of showing in 1952-53 is compared with the number in 1942 (539) it is possible to vision the rapid growth which has taken place in the years between these two sets of figures. Hardly a day goes by without the Center's having to refuse someone the use of a machine. The demand has increased far beyond the supply on hand and only increased appropriation for material will relieve the strain.

GROWTH OF AUDIO-VISUAL EQUIPMENT

	<u>YEAR</u>					
	<u>1948</u>	<u>1949</u>	<u>1950</u>	<u>1951</u>	<u>1952</u>	<u>1953</u>
Public Address System			1	3	7	6
3 x 4 Projector		2	4	4	4	4
Opaque				1	1	2
Slide & Film-strip Projector	1	2	6	9	11	11
Sound Projector	1	3	7	9	11	11
Silent Projector	1	1	4	4	4	3
Record Player				4	7	6
Tape Recorder				1	2	6
Wire Recorder		1	1	3	2	3
Radio				1	2	2
Screens		3	9	16	11	15
Overhead Projector	1	2	1	1	2	2
Total †	4	14	33	56	64	73

† The totals listed are cumulative totals and do not take into consideration those machines and equipment which are retired.

Chart #4



Equipment Rack at the Audio-Visual Center

Illustration #4

CHAPTER VI

THE FUTURE

CHAPTER VI

THE FUTURE

It is hoped that in the near future the Audio-Visual Center will be well rounded in the three phases or services which are necessary in order to have an effective program. These services include material service, production services, and a program of education, training and research.

At present the University of Massachusetts has a materials service which includes a booking and scheduling service as well as a shipping and inspection service. The one great lack in this area is an effective selection and programming service. It cannot be said, however, that there has been no progress along this line because this year the Committee has sent a form to everyone on the teaching staff asking him for his choice of possible purchaseable films. But a more effective integrated program with the faculty to help them in their presentation will only come with time.

The Center is almost entirely lacking in the production services which cover three areas: still photography, graphic arts, and motion pictures. Still photography is the only area that is partially developed and this only to a small degree. Plans have been formulated to develop the graphic arts and motion picture services in the near future.

Since its conception, one of the primary aims of the Audio-Visual Center has been the training of future teachers and teachers in-service the types and uses of various aids.

Research, however, has been almost totally neglected. This is not the result of apathy on the part of the Center, but rather it is the result of inadequate equipment and personnel with which to carry on a research program. As the Center grows and develops new equipment and in increased quantities will make research feasible and desirable.

Only time and increased growth can cure all these signs of infancy, but under progressive leadership and an adequate budget the Audio-Visual Center at the University of Massachusetts seems destined to become the leader among the state universities in the northeastern part of the United States.

CHAPTER VII

SUMMARY

CHAPTER VII

SUMMARY

In order to study the history of the Audio-Visual Aids Center at the University of Massachusetts, material had to be obtained from various members of the Audio-Visual Committee on campus and had to be analyzed so as to give a clear picture of the growth of the Center.

As the years passed the Committee found itself facing many difficulties. Equipment was scarce and appropriations were even scarcer. The members of the Committee found themselves assigned more work with less time in which to do it. The hardest blow came in 1946 with the great influx of veterans and the increased demands upon all members of the University. During the summer of 1949 the University received permission to appoint an assistant professor to teach an Audio-Visual Aids course and take charge of the machinery.

Starting with the summer of 1949 a new rate of growth was apparent in Audio-Visual Aids on the campus. More equipment was purchased; the appropriations for equipment and material were measurably increased; a technical assistant was appointed to the Audio-Visual Aids Center; in 1952 a teaching-fellow was appointed to help with the laboratory work and a junior clerk was appointed to do secretarial work and booking films. A cooperative film library was established and incorporated with the extension service film library and the Center moved from its crowded conditions in Liberal Arts Annex to new offices and laboratory in the basement of South College.

The first and most obvious conclusion to be reached is that audio-visual aids on the campus at the University of Massachusetts has increased to a point perhaps undreamed of by the first members of the Audio-Visual Aids Committee. This growth is emphasized by the need of the center to find a larger area in which to expand (temporarily provided for by the quarters in South College). The charts on the courses offered by the Center as well as those on equipment and the film library all show that the trend is upward. It should be reasonable to conclude from these trends that if conditions continue as they have over the last few years, continuous growth should result.

From the increased enrollment in Audio-Visual Aids classes, both on the graduate and undergraduate level, it can be concluded that teachers, administrators and other groups are becoming increasingly aware of the value of such aids.

APPENDICES

APPENDIX #1

MINUTES OF THE MEETING OF THE VISUAL AIDS COMMITTEE

October 20, 1944 at 10:00 A.M. Stockbridge Hall

PRESENT: Messers. Barrett, Lanphear, Sproston, Varley

The committee met to consider the recommendations of Mr. Purvis that we submit to the President a motion to have the College appoint a full time man to work in Visual Education, that he be responsible for the on-campus and off-campus development of Visual Education, that he be allocated a budget sufficient to adequately carry out his work (estimate \$1,000) and that he offer courses in Visual Education when needed and that he periodically hold meetings on campus to discuss problems in his field with school teachers and administrators.

The Chairman read a memorandum from Mr. Briggs, who was absent, highly endorsing the motion.

General discussion began with Mr. Lanphear's pointing out the needs for other teaching men on campus and the College's general need for more visual aids equipment. After a considerable review of the motion it was moved, seconded, and PASSED that the motion be tabled until such time as the Chairman has collected information from other colleges on their work in this field and until he can submit a complete program of what a man in such a position would offer the College in terms of services and courses.

The Chairman urged the consideration of recommending the College purchase a new sound projector to replace the present deteriorating seven-year old one. Although this machine gets constant heavy use, on the average of 8 to 10 times a week, it was the consensus that this recommendation be tabled, too.

The meeting was adjourned at 11:00.

Respectfully submitted,

H. L. Varley
Secretary, pro tempore

APPENDIX #2

VISUAL EDUCATION COMMITTEE MEETING - MARCH 28, 1946

PRESENT: Barrett, Goding, Purvis, Vondell.

Prof. Barrett reported on the pending purchase of the new sound projector.

Dr. Purvis stated that he had received a formal invitation for the College to head up the film depository of the Valley Wheel High School. The acceptance would materially help in the cooperative spirit with the high schools, and would be of great help in his Education Department. The committee felt that the offer should be accepted, and the operation carried on by the new Visual Aids man recommended in the budget of the Committee.

Dr. Goding reported on a radio and visual aid conference held recently in Boston. He was amazed with the extensive program set up and operating at Connecticut University.

Voted and passed that the Visual Education committee visit the Connecticut University department in the near future.

APPENDIX #3

Also sent to members
of the Vis. Ed. Committee

Ag. Ec. and Farm Mgt.

May 10, 1946

President Hugh P. Baker

This will confirm our conference with you Thursday afternoon, May 9, 1946, regarding the Visual Education program here at the college.

As we understood it, you will recommend that the following be included in the supplementary budget effective July 1, 1946.

An Assistant Professor of Visual Education

A Junior Clerk

A budget for the first year of \$1500. This amount to be used for the purchase of metal racks for the storage of film, materials for maintenance and repair and minor pieces of equipment necessary to establish and maintain an adequate department.

The members of the Committee feel that Visual Education here at the College needs developing in order to maintain an up to date educational program.

Rollin H. Barrett
Chairman
Visual Education Committee

RHB:d

APPENDIX #4

MASSACHUSETTS STATE COLLEGE

Memorandum

Dept: Ag. Ec. and Farm Mgt. Date: June 27, 1946
To: President Hugh P. Baker
Subject: Visual Education Committee

I was very much surprised and disappointed to learn that the recommendation for an Assistant Professor in Visual Education, a junior clerk and a budget of \$1500 was not put into the supplementary budget recently passed by the legislature. You will remember that you assured the members of the Visual Education Committee that you would recommend this to the supplementary budget.

I am a bit disturbed because I do not know what will happen to our Visual Education program here at the college. Over a period of years I have been very much interested in this teaching aid and now it looks as if much of what has been done is going to be lost. This committee during the past ten or twelve years has done all the ground work for a sound program. It has now reached the stage where with my other duties it is going to be practically impossible for me to do very much along the line of visual education. We are at the cross roads. The demand by many departments here on the campus is high and yet under the present setup, nothing can be done about it.

I have spent much time studying and thinking about a visual education program here at the State College and it seems to me that our teaching from now on is going to be sadly lacking unless new methods are adopted. I am convinced that our whole teaching program is going to suffer accordingly. As I have said before, someone is needed to give full time to it. Many of the departments are planning to use more visual methods this coming year and there will be no one to guide them and help them in outlining an efficient program. With our anticipated increase in enrollment, there is no question but what we need more visual education than heretofore. At the time this committee met with you, it was pointed out that it was very important to get someone to head up this project.

It is too bad that this recommendation did not get in the Supplementary Budget.

Rollin H. Barrett
Chairman
Visual Education Committee

RHB:d

APPENDIX #5

MINUTES OF MEETING OF
THE VISUAL AIDS COMMITTEE
Wednesday, April 16, 1947
1:00 P.M.

Present: RH. Barrett, Chairman; L.E. Briggs, S. Goding,
M.O. Lanphear, A.W. Purvis, J. Vondell

The first item of business was to try to include in the supplementary budget a request for:

- | | | |
|---------------------------------|-------------------|-------------|
| 1. Another 16mm sound projector | -- Estimated Cost | \$600 |
| 2. Beaded Screens | -- Estimated Cost | <u>150.</u> |
| | Total | \$750. |

These items were considered vital to keep our visual aid program at a minimum standard.

MOVED by M. Lanphear and SECONDED by J. Vondell

Unanimously VOTED that this Committee recommend that Professor R.H. Barrett, in view of his full-time teaching load, be released from all technical matters pertaining to visual aids and that a technical man be appointed full time to run the projector, make repairs, and send out and receive film and like duties.

Professor Barrett was asked to take this matter up in person with Secretary Burke and President Baker.

Mr. Goding then voiced the opinion of the Committee in stating this move should not overlook the larger vision of the Committee as submitted last year and we should at this time reaffirm our previous position and request that it be placed in the next budget.

The next item taken up was relative to a public address system since our present one cannot be used any more. It is our belief that the different college agencies and functions over a period of a year will equal the cost of a new one. The Chairman was requested to get these figures together and present them, in person, to James Burke, secretary of the college. As a result of this discussion it was MOVED by L. Briggs and SECONDED by J. Vondell, that this Committee recommend the immediate purchase of two portable public address systems (one large and one small) at an approximate cost of \$600. The final discussion brought to the front the fact that to follow out the sound program we submitted last year, we should see that it is submitted in the annual College budget. The Chairman was empowered to take the proper steps to follow up this recommendation.

Meeting adjourned 1:50 p.m.

Respectfully submitted,

Lawrence E. Briggs, Secretary

APPENDIX #6

VISUAL AIDS COMMITTEE
Tuesday, March 23, 1948

4 P.M.

PRESENT: Chairman - Rollin H. Barrett, Lawrence E. Briggs,
Albert W. Purvis, Arnold D. Rhodes, John H. Vondell

The first item of business was a report by the chairman relative to the use of Visual Aids during the past year. We have one sound projector and it is difficult to promote further use of Visual Aids on campus due to the limited amount of facilities we have. We find that the schedule of students does not fit in with the needs of Visual Aids on campus. In other words the committee has not promoted more visual aids because we do not have the equipment and staff to do this.

The chairman then called on Mr. Purvis. He expressed the thought that our request for funds and additional equipment, etc., had not been anchored anywhere and now it was planned to put this into the budget under the Department of Visual Education. This has been cleared tentatively through the President's Office. Mr. Purvis suggested we get a Visual Education man whose job would be to teach courses in Visual Education work on the campus and to help secondary and private schools in their Visual Education programs. This would also include the rental and buying of film for various Departments. After much discussion, it was felt that if we have nothing to start with, relatively speaking, the budget will have to be high. It was recommended that \$12,000 would be listed for equipment and supplies, \$500 for labor and \$300 for travel. This \$12,800 would be in addition to an assistant professor of Visual Education and a technical assistant under the assistant professor.

To further itemize, it is suggested that the equipment include the following:

4 16mm sound projectors	\$2500.00
4 Opaque projectors @ \$150	500.00
6 x 10 screens	1000.00
Reflectoroscopes	500.00
Film strip projectors	300.00
6 2 x 2 projectors	600.00
Lights, springs, replacements, etc.	500.00
Loud speakers (2) - 1 large and 1 small	1500.00
Turn table and recording machine	500.00

The meeting adjourned at 5 P.M.

Respectfully submitted,

Lawrence E. Briggs

APPENDIX #7

- COPY -

- COPY -

The Visual Education Committee
% Professor Barrett

Gentlemen:

Three years ago this committee in a report to President Baker advocated very strongly the desirability of this college cooperating with the schools of western Massachusetts in providing film services for the pupils. This service includes the organization of film libraries in various school subjects, the storage of films in the College, the service and repair of films, and film filing and shipment. Since there has been no administrative action on this matter I feel strongly that its importance calls for review by this committee and further recommendations if the committee so desires.

It appears to me that the value of such a service to the surrounding communities is evident. In interviews with Principals at various times the question has frequently been asked, "Why is the State College not helping us out?" True, despite the lack of aid from us many schools have gone ahead on their own and organized film libraries -- no longer are we entirely "one the ground floor" -- but from comments I have heard, I gather that the time is still ripe for the College to do its share in this educational service. Granted that we could be of service to the schools, I wonder if the value of the program to the College is as well understood. If we enter on such a program, on every film in the library, would appear some such words as "distributed by Massachusetts State College". Thousands of high school students would see those words time and time again during their school careers -- what better publicity could any college desire? Then too, there is the very important matter of teacher placement. The better we are known, the more contacts we have with Principals and Superintendents, the more we show a disposition to be of service, the more likely they are to call us for teacher replacements.

In addition to the above, I would call your attention to the increased development and use of visual aids on the campus -- a development that is increasing greatly even under our present inadequate facilities. Our chairman tells me that it is rapidly getting beyond the amount of time at his disposal.

In the light of all of the above, it appears to me the committee should open up the whole question again, and to give a starting point for the discussion I will suggest a procedure. I move that we recommend to the President:

1. That the College appoint a full time man to work in Visual Education.
2. That this man be associated with the Department of Education.
3. That he be responsible for the on-campus and off-campus development of Visual Education.
4. That he be allocated a budget sufficient to adequately carry out his work (estimate \$1,000).
5. That he offer courses in Visual Education when needed and that he periodically holds meetings on campus to discuss problems in his field with school teachers and administrators.

Albert W. Purvis

APPENDIX #8

III BROADENING THE PROGRAM IN THE FUTURE TO CONFORM WITH
TRENDS -- A COURSE IN VISUAL EDUCATION

The need for preparation of teachers in the utilization of visual aids is commonly recognized in administrative programs and has been voiced in public addresses and published articles for at least fifteen years. In 1937 eighty institutions, principally state universities and teachers' colleges gave instruction in Visual Education. In Pennsylvania and New Jersey such instruction is mandatory for teachers and the trend seems definitely in this direction in other states. This trend was pointed out by C. F. Hoban at the N.E.A. Convention in 1931 when he said "We must appeal to the teacher-training institutions to include a course in visual instruction in the professional preparation of teachers. Because of the contribution such a course makes to meaningful instruction, because such a course fits more instructional and learning situations than many of the courses now required, it ranks in my judgement next to educational psychology. We should dedicate our efforts in the years that lie ahead toward making a credit course in visual and other sensory aids a requirement for a teacher's license in every state in the union." In view of this widespread and increasing interest in the educational use of visual materials and the expression of this interest in the education use of visual materials and the expression of this interest as notably illustrated by the purchasing of visual equipment in the public schools in this vicinity it becomes important for Massachusetts State College to consider what the nature of its response to this demand is to be. The Committee feel that the response of college should be along two main lines (1) providing training for teachers in the efficient utilization of visual aids and (2) cooperating with the schools of western Massachusetts in their attempt to enrich their curricula by means of visual instruction. Specifically the Committee recommend the following:

Recommendation 10. That a course in Visual Education be offered as an elective course in the junior and senior years. The development of visual education is hindered by enthusiastic but unintelligent use of visual aids by teachers are unfamiliar with the proper use of such equipment. The best results will be attained through the intelligent use of visual aids in the classroom and through the intelligent selection of proper type of material. The course, therefore, should deal with four main problems. One of these is the fundamental reason and technique for using visual instruction in classroom teaching. This topic would necessarily include a consideration of "visual pedagogy" and the psychological principles upon which it depends. The second problem is that of the source

of supply and concerns the care and use of materials and apparatus. A third problem is that of supplying ample opportunity for using the materials and for practicing the techniques. The fourth problem should be that of enriching the curriculum of the schools by means of supplementary visual aids.

The Committee recommend that such a course be offered in the college during the spring semester of 1939 as an experiment to discover the needs of the students and the best method of conducting such a course. An evaluation of the course when completed should indicate any further steps which might be necessary in the future visual program of the college. The Committee agree to undertake the conducting of the course during the experimental period, the several members handling those phases of the course for which their training naturally fits them.

A CONFERENCE IN VISUAL EDUCATION

The Committee feel that the college should consider the advisability of active cooperation with the schools in their attempt to obtain visual aid material. The Committee suggest that the college can best do this by serving as a clearing house for information concerning available materials and by aiding the schools in building up sound and silent film libraries. The collection and dissemination of information concerning visual materials could be handled by the committee if the request for graduate student aid, mentioned elsewhere in this report, should be granted. It is to be noted that this would be an extension of a like project of supplying information to the several departments of the college regarding available materials in their respective fields. The Committee feel this to be a very essential phase of their work but have been unable to perform the task because of lack of assistance in the routine work necessary. The question of film libraries has been handled in several ways in different colleges and universities. These methods take two main directions. In one, the college takes the initiative in discovering a group of schools, each of whom will purchase one film per year in special subject field; the college also purchases one film per year in that subject and serves as a clearing house, distributing the films to the respective schools upon a previously determined schedule and being responsible for the storage and care of the films at other times. This is essentially the method by Boston University in the eastern part of the state. Another method involves the purchasing of a film library by the college and renting the films to the surrounding schools. This would entail a rather large initial outlay but could be made self-supporting over a period of two or three years. The suggestion is made that any such service could

best be performed by the College Book Store or some semi-independent organization of a like nature under the general supervision of the Committee.

Recommendation 11. The Committee feel that the best approach to this problem is that the college call a Conference on Visual Instruction during the Spring semester and invite superintendents, principals, supervisors, teachers and others interested to attend. Speakers should be chosen to discuss the several phases of the field of visual education and an attempt should be made to discover how cooperation can best be brought about therein between the college and the community which it serves.

APPENDIX #9

UNIVERSITY OF MASSACHUSETTS

M E M O R A N D U M

FROM: Ag. Ec. and Farm Mgt.

DATE: April 11, 1949

TO: Members of the Visual Education Committee

Here are some suggestions by Professor Purvis on the organization of our Visual Education program. Please look it over and be prepared to discuss it at the next meeting of the Committee. If possible, I am planning to get the members together some time Wednesday, April 13. You will receive a call regarding the meeting. I hope that you can be present.

/s/ Rollin H. Barrett
Chairman
Visual Education Committee

Suggested Organization in Visual Education

Because of the possibility of considerable development in the Visual Education field in the University of Massachusetts in the near future the Visual Education Committee has been giving careful attention to the matter of future organization of the work so as best to meet the needs of the whole campus. In its considerations the Committee has sought to follow these general principles:

1. The values of the Visual Education program should be made available in equal measure to each and every school department, and resident teaching staff member of the University.
2. The policy making part of the program should be in the hands of a representative group of the resident faculty reporting directly to the president.
3. All funds and equipment in Visual Education should be controlled by this general committee and disposed of as it may decide.
4. The work of detailed planning and carrying out the work of the Committee should be placed in the hands of one staff member particularly trained for this work and with a teaching load sufficiently small that he may have time to perform this work efficiently. The classes taught by this man should be those directly concerned with the training of Directors of Visual Education.

To meet the above general principles the Committee strongly advised the following:

Recommendation One. That the Committee on Visual Education be retained as at present (Professor Barrett, Chairman) except as changes may be necessary in the future to make it more comprehensive. That this Committee should:

- (1) be responsible to the President of the University.
- (2) act as an advisory board in directing the general policy of the Visual Education program at the University.
- (3) have general control over all funds and equipment in Visual Education for the teaching staff at the University.
- (4) act with the Department of Education in jointly appointing a staff member to execute the wishes of the Committee in developing Visual Education services at the University.
- (5) have as one member the Head of Department of Education. The staff member in charge of carrying out the program should attend the meetings of the Committee as a non-voting member.
- (6) from time to time take whatever steps may be necessary to change the organization of the Visual Education program so as to make it more efficient.

Recommendation Two. That every effort be made to obtain the services of a staff member to carry out the program of the Committee on Visual Education and the Department of Education. That this staff member should:

- (1) for approximately half time be responsible to the Committee on Visual Education as an executive in carrying out their program.
- (2) for approximately half time (6 class hours per semester) be responsible to the Department of Education in the teaching of courses in the Audio-Visual Education field.
- (3) appoint such technical assistants and clerks for the carrying on of the work as the administration, trustees and legislature may approve.
- (4) Arrange for central depository of all Visual equipment, films, etc. not in use or on loan.
- (5) arrange for periodic check on all Visual equipment, films, etc. and repair of such where necessary.
- (6) train a corps of students who will be available at all times to set up the necessary Visual Education machines for various schools, departments, and teaching staff members.
- (7) work with the neighboring schools in any way feasible to aid them in developing their visual programs. Note, that any major program of this sort should have the approval of the Committee on Visual Education and Department of Education.

Recommendation Three. That any funds that may be made available for the Visual Education program be controlled by the Committee on Visual Education and that all purchases of such material for the teaching faculty of the University should be approved by said Committee. In particular it should be provided that:

(1) all requisitions for Visual Education material or equipment should be signed by the Chairman of the Committee on Visual Education and the Head of the Department of Education and sent directly to the Treasurer's Office.

(2) all proposed purchases for Visual Education material or equipment exceeding one hundred dollars should first be approved by the majority of the Committee of Visual Education. Purchases between twenty dollars and one hundred dollars may be approved as in #1 above provided that such purchases be reported at the next regular meeting of the Committee and that the purchases agree with the general policy of the Committee. Purchases of less than twenty dollars may be approved as in #1 above.

APPENDIX #11

Education -- Audio Visual Committee

April 17, 1950

Registrar's Office

The University Audio-Visual Committee has repeatedly discussed the need for a complete Audio-Visual Center in a convenient location. Part of the basement of South College seems to be the best choice at this time.

The present location is in a small office on the second floor of Liberal Arts Annex. This is a most inconvenient location from which to borrow or return the many pieces of equipment handled each day. The space is so cramped that we are unable to do our job properly, furthermore the type of construction in this building does not lend itself to the recording and reproduction of sound and pictures.

The proposed location in the basement of South College including Extension Workroom 2 and adjacent storage rooms would serve our purposes rather well. The location is central and most convenient for the pickup and return of equipment. It is at ground level and autos and trucks can get right to the door.

The large room 14 x 40 would make a convenient laboratory classroom for training courses in use of Audio-Visual materials. The Education Department is currently offering both graduate and undergraduate courses in this field and they are filled to capacity. In addition other groups are continually taking short courses in use of equipment. The location is near the Education Department.

There are five storage rooms attached to the large room and they would all be very useful.

One room would become a photographic darkroom for the production of visual materials. There is a demand particularly for slides and filmstrips to be used in our classrooms. Some are already being produced in other places, but most of them are not being made at all, and a class loses for want of suitable illustration.

Another room would be small preview room for an individual or small group to find out what was in a film or transcription before using it in class or recommending it for purchase. No material should be used without preview, but it is now difficult to do it.

Another room would be an office for scheduling and use of materials. A good deal of desk work must be done to keep such a center operating smoothly.

Another room would be a recording and sound studio. We need a place on Campus where sound can be recorded with good fidelity. It should be possible for every student in language to hear exactly how he sounds. A special room is necessary. Duplication of recordings and radio recording would also be done here.

The last room would be used for storage and repair of equipment. Equipment going from one classroom to another must be checked for proper operation. At regular intervals it must be oiled, cleaned and adjusted. Occasionally it must be completely overhauled.

Somewhere in this space a growing film library would be housed and films serviced and checked in and out as they are used.

On the whole the space seems adequate and desirable and this committee recommends that it be made available for an Audio-Visual Center.

Rollin H. Barrett,
Chairman
Audio-Visual Committee

APPENDIX #12

MEMORANDUM

Registrar's Office
University of Massachusetts

TO: Department of Education DATE: October 20, 1952
SUBJECT: Space Assignments

The President has approved the following assignments of space for your requirements.

All rooms in the basement of the west wing of South College, with the exception of the steam transformer and the bendix room.

These assignments are to take effect when the Extension Service moves to Munson Hall early in November. Mr. Randolph has consented to act as coordinator for these moves, and in order to avoid confusion all concerned are requested to communicate with him and to follow his instructions.

Remarks:

It is our understanding that these accommodations will take care of both audio-visual aids and recreation education. The storage room No. 1 is to be shared by the production marketing administration and recreation education. A decision on the bendix room -- the possibilities of using part of it for toilet facilities -- must be delayed pending further consultation with the maintenance department.

/s/

Donald W. Cadigan
Registrar Assistant

APPENDIX #13

Proposed University F.M. Radio Station

Purposes

1. Outlet for Educational Programs -- in school listening and home listening.
2. Outlet for Extension Service to Farm and Home Groups
3. Public Enlightenment
 - a. Forums
 - b. Politics
 - c. Student discussions of current issues
 - d. Faculty discussions of current issues
4. Broadcast of Athletic Events
5. Outlet for University News
6. Training for Students in Production, Speaking and Radio Engineering.
7. Entertainment for General Audiences.

Facilities

1. F.M. Transmitter (Power and location determined by funds)
2. Antenna and Tower
3. Studios
4. Console, Microphones, Turntables, Recorders
5. Record and Transcription Libraries
6. Wire Services, Teletype and Telephone

Personnel

1. Faculty Committee Representing Extension -- Education -- Athletics -- News -- Engineering -- Administration
2. Faculty Station Manager
3. Part Time Student Help
4. Part Time Faculty Help

Note:

This station could well be a unit in a state educational network in co-operation with the State Department of Education and Boston University which already covers Eastern Massachusetts with a 20,000 watt station.

APPENDIX #14

AUDIO-VISUAL EDUCATION MEETING

February 19, 1952

A meeting of the A-V Committee was held on February 19, 1952 at 11:00 A.M. in Room 216. Barrett, Curtis, Briggs, Rivers, Wannlund, Carpenter, Merriam and Wyman were present.

Don Curtis, the new technical assistant in the A-V Center was introduced to the group.

The Extension Service Film Library proposal (copy attached) was read and discussed. It was moved by Briggs and seconded by Miss Merriam that we accept the proposal and send it on to President Van Meter for his approval. The committee felt that there were no remaining obstacles to a large central University film library.

It is expected that film library activities will be concentrated in South College basement starting July 1, 1952. The new darkroom, sound recording studio, etc. will have to await the removal of the mailing room. In the meantime detailed plans for the new center will be given Mr. Brehm.

Barrett, Carpenter and Wyman will prepare a design for a new film leader to be used after July 1.

Wyman suggested that a new record player, two miniature slide projectors and an enlarger be purchased. It was so moved.

The meeting adjourned at 12 noon.

Respectfully submitted,

/s/

Raymond Wyman

APPENDIX #15

AUDIO-VISUAL COMMITTEE

R. H. Barrett, Chairman

E. Carpenter

V. Davis

R. Ganley

R. Hopkins, Jr.

J. Mather

A. Niedeck

K. Peters

R. Rivers

W. H. Ross

W. Smith

R. Wyman

A. Zaitz

W. Rex

A. Freeman

APPENDIX #16

Meeting of U. of M. Audio-Visual Committee

A meeting of the Audio-Visual Committee was held on April 23, 1953 in Room 216 at 11:00 A.M. Chairman Barrett presided. Briggs, Rhodes, Rivers, Goding, Vondell and Wyman were present.

Mr. Barrett outlined the long history of Audio-Visual Education on this campus and the present complications of an administrative and financial nature due to the position the Audio-Visual Center in the Department of Education in the School of Liberal Arts. General sentiment seemed to be that the Audio-Visual Center should remain close to the Department of Education in its philosophy but directly under the Provost in its administration. Mr. Wyman displayed charts indicating present and proposed organizations of the Audio-Visual Center. Copies are attached.

After considerable discussion it was unanimously voted to recommend to the President that, (1) the U. of M. Audio-Visual Center be removed from the Department of Education and School of Liberal Arts and be established as a separate entity reporting directly to the Provost, (2) Mr. Wyman be named director of the proposed A-V Center, and (3) an Audio-Visual Committee appointed by the President be continued in an advisory capacity to the director of the proposed Audio-Visual Center.

Another meeting was scheduled for April 28 at 11:00 A.M. to work out personnel details for the proposed center in order that more services can be rendered including production of slides, filmstrips, recordings and television motion pictures in the near future. The question of including a recordings library in the Center will also be discussed.

/s/ Raymond Wyman
Secretary

/s/ Rollin H. Barrett
Chairman

APPENDIX #17

AUDIO-VISUAL LABORATORY EXERCISES

1. Describe and diagram the basic optical system used in all projectors.
2. Operate a standard lantern slide projector.
3. Prepare sample handmade lantern slides.
4. Operate an overhead lantern slide projector.
5. Operate two tripod screens.
6. Operate a 2" x 2" slide projector.
7. Operate a filmstrip (slide-film, strip-film) projector.
8. Operate a combination 2" x 2" - stripfilm projector.
9. Operate an Opaque projector.
10. Operate a micro-projector.
11. Operate a sound-film slide machine.
12. Operate a 16mm silent motion picture projector.
13. Operate three 16mm sound motion picture projectors.
14. Operate a public address system.
15. Identify and play the four types of disc recordings. (standard, transcription, long play, "45")
16. Operate a disc recorder.
17. Operate a wire recorder.
18. Operate a tape recorder.
19. Clean, oil and check one audio-visual machine.
20. Splice film by hand and three different machines.
21. Rewind, clean and inspect a reel of film.
22. Operate a television receiver.
23. Show the relationship between slide size, screen size, projection distance and lens focal length.

24. Show the relationship between the aperture, focal length and f number of a lens. Explain the meaning and importance of each parameter.
25. Explain the projection lamp code system and list some common examples.
26. Make a safe and dependable extension cord.
27. Solder two wires together.
28. Adjust a pair of binoculars for your use.

APPENDIX #18

Experiment XIII

Name _____

Date _____

SOUND MOTION PICTURE PROJECTOR

1. Make and model of machine. _____
2. List price \$_____. Dealer _____
3. Power requirements: Vdts _____ Amps _____
Watts_____. AC?_____. DC?_____.
4. Projection lamp code_____.
5. Location of framing device_____.
6. Location of reverse switch_____.
7. Location of hand knob for test_____.
8. Location of silent-sound switch, if any_____.
9. Location of exciter lamp_____.
10. Projection lens: focal length_____ aperture_____
f number_____.
11. At what distance will this machine just fill a 52 x 70
screen._____. (table)_____
(computation)_____.
12. Weight of complete projector including speaker_____lbs.
13. Is the machine in one or two cases?_____.
14. How large an audience will this projector be suitable for?
_____.
15. Where is the fuse located?_____.
- What size?_____.

16. What "extras" or "spares" should be carried with this machine? _____.
17. Make a rough sketch on the reverse of this sheet showing how this machine is threaded. Label the parts.
18. Make a rough sketch on the reverse of this sheet to show how film is rewound. Label items changed during rewind.

APPENDIX #19

AUDIO-VISUAL CENTER
UNIVERSITY OF MASSACHUSETTS

EVALUATION FORM FOR VISUÆL AIDS

The Audio-Visual Center is looking for films and filmstrips to add to its library for campus use and general distribution. You can help in selecting the most suitable subjects by filling out this form after you have previewed or used an aid that should be considered for purchase.

Title: _____ Evaluated by _____
Producer: _____ Department: _____
Type: Motion Picture ___ Filmstrip ___ Position: _____
Color _____ Black and White _____ Date Previewed _____
Approximate length _____ Cost _____ Date Used in Class _____
_____.

- _____

1. This aid appears best suited for: (e.g. Sociology, Geography, etc.) _____
2. This aid appears best suited for: Primary _____
Elementary _____ Jr. H. _____ Sr.H. _____ Trade _____
College _____ Adult _____.

3. Contribution of aid to this subject and grade: Significant _____ Acceptable _____ Poor _____.
4. Factual material presented: Authoritative _____
Acceptable _____ Inaccurate _____.
5. Effectiveness of the sound or titles: Good _____ Average
_____ Poor _____.
6. Helpfulness of the teaching guide: Good _____ Average _____
Poor _____.
7. Attention holding ability of the aid: High _____
Average _____ Low _____.
8. Would another aid be more effective for the purpose?
Yes _____ No _____.
9. Overall rating of the aid, i.e., how well it appears to
aid a significant class or life experience: Excellent
_____ Average _____ Poor _____.

PROBLEM APPROVED BY:

Raymond Wyman

Helen F. C. Leary
(Problem Committee)

DATE: May 24, 1954

