

#### RECOMMENDATIONS FROM ADMINISTRATIVE SUPPORT/ PUBLICITY

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##### A. Suggestions for consideration by the individual events community in general and to individual events program directors/coaches in particular.

1. Directors should develop specific behavioral objectives for their programs.

Objectives should include both the cognitive and affective realms of the learning experience.

2. Directors should establish program objectives consistent with the mission and goals of their academic institutions.
3. Directors should seek to include individual events in the academic curriculum. In addition to classes in individual events, faculty should develop programs of independent study to help students prepare to participate in the individual events program.
4. Directors and coaches should promote the use of faculty in other disciplines to assist students with the content aspects of their presentations.
5. Directors and coaches should make every effort to assure high standards of scholarship are met by each student in preparation of each presentation.
6. Directors should involve their students in presentations before a variety of audiences. Performances in front of academic, scholastic, and community audiences should be encouraged.
7. The forensics community should promote individual events programs for elementary school children.
8. Forensics educators should educate administrators about the time and effort involved in directing an individual events program.
9. University support for individual events activities is best directed through a department of communication as part of the normal academic program. Directors should offer the services of individual events contestants for classroom demonstrations, write annual reports and periodic updates of team activities, and engage in recruiting of students at local high schools.
10. Financial support of individual events activities is best directed through normal academic programming processes. Directors should seek to obtain administrative rather than student financing, diversity the rationale for budgetary support, and consider employing an athletic analogy in budget justifications.
11. Individual events programs should seek university support based on both the competitive and academic aspects of the activity.

##### B. Suggestions for consideration by educational institutions.

1. Educational institutions should encourage faculty to develop programs of independent study for individual events program participants by providing time and resources for such development and providing resources for the use of such materials.
2. Institutions should provide necessary resources to enable individual events programs to fulfill the service dimension of the program.
3. Institutions should strengthen their commitment to offering training in forensic management at the undergraduate level.

C. Suggestions for consideration by professional associations with interest in individual events.

1. Professional associations in forensics should expand their promotional activities. Such activities should include commendation letters, publicity kits, lobbying efforts with accreditation agencies, program start-up kits, assistance when programs are threatened and disseminating information on the status of the activity.
2. The Council of Forensic Organizations should consider sponsoring an annual swapshop at the Speech Communication Association National Convention at which individual events coaches could share ideas about such subjects as publicizing their programs, recruiting students, and dealing with administrators.
3. Professional associations in forensics at the collegiate level should explore the feasibility of funding a professional resource position at the Speech Communication Association National office. This position would be devoted to promotional and lobbying activities on behalf of forensic organizations.
4. The Council of Forensic Organizations should sponsor the development of a publicity package for directors of forensics.
5. National organizations should recognize, encourage, and reward individual events programs that encourage public performance by individual events students.
6. Professional associations should seek methods by which to increase the involvement of individual events directors in the critique of public speeches and political debates.
7. The Council of Forensic Organizations should explore means to promote the public recognition of individual events.
8. Collegiate forensic associations should look to the work done by the National Forensic League and the National Federation of State High School Associations for possible models of providing services to members, publicizing activities, and establishing a lobbying force.
9. Professional associations should facilitate networking by identifying individual program directors who have had particular success in such endeavors as publicity, budget development, and building administrative support. These individuals could serve as consultants to coaches confronting particular administrative support difficulties.
10. Professional associations should gather data on tenure, promotion and merit, and make such data available to the forensics community.
11. Professional associations should consider establishing levels of national competition to enhance the overall image of the activity.

D. Suggestions for consideration by researchers.

1. Researchers should pursue data assessing administrative support for individual events programs.
2. Researchers should develop an information base involving such concerns as budget, program size, activity level, relative demands of instruction time, tenure practice, program expectations, etc.

Submitted by Jack Kay

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