

Communicating Ideas

THE translation of big ideas into practice is a formidable undertaking. Someone or some group has to formulate the big ideas; they usually must be communicated to others, since few originators of ideas are in a position to effect action on a broad front; and finally someone or some group must act in accordance with the ideas being promulgated. ASCD as a collection of people with common goals and purposes seeks to accomplish all three of these missions. The publications of the organization are designed primarily to carry out the second of these aspects of an action program—the communication of ideas.

Purposes of ASCD Publications

The publications program of ASCD is a significant part of the total program of the organization. It commands the efforts of a continually large number of our members; a considerable portion of the time and activities of the Washington staff is devoted to publications; and a large share of the budget, both anticipated revenues and estimated expenses, is allocated to the publications of the organization. The success of ASCD as a professional organization is highly dependent on the character and quality of the publications produced.

The purposes served by ASCD publications are:

1. To disseminate to members of the profession and interested citizens

- a. Ideas, plans, proposals, and recommendations for the improvement of education in its many aspects

- b. Reports of good practices, promising developments, and soundly conceived experimentation in education

- c. The results of research, analyses of research studies, summaries of research and suggested implications of this research for education

- d. Knowledge about education, including its developments, trends, problems, issues, accomplishments, and shortcomings.

- e. Information about new publications, new teaching resources, and new materials for use by members of the profession in planning and guiding educational developments and instruction.

2. To provide a vehicle whereby educators and interested citizens can communicate ideas, points of view, proposals, appraisals, and criticisms of education and its practices; and the policies and principles guiding its development.

3. To inform members about the work and activities of the Association.

Originators, Formulators, and Dreamers

Before the Association can seek to achieve these purposes through its pub-

lications someone or some agency must, of course, formulate ideas, proposals, and plans, organize knowledge, conduct research, and the like. This responsibility devolves principally on the members of the Association, and in this regard, we are fortunate for among its membership are enrolled some of the most imaginative, resourceful, and creative individuals in education today. The success of the publications program of ASCD depends to a considerable extent on the willingness of such persons to prepare materials for publication that state their views, dreams, conclusions, and appraisals, and describe their undertakings.

ASCD avidly seeks contributions for publication from every member and from the profession and citizens generally on subjects listed in the statement of purpose to be served. Its various types of publications are all open to persons who have something worthwhile to report or

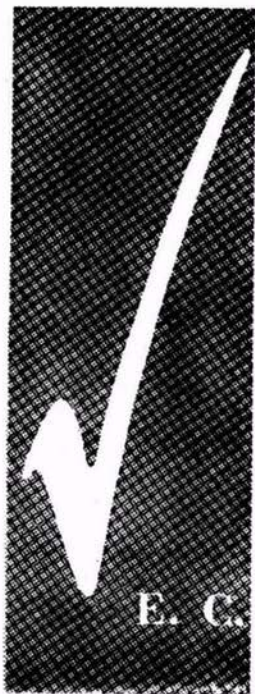
to say to the profession on such subjects.

On behalf of the Publications Committee, I invite anyone who has something worthwhile to say on any of our areas of concern to contribute to any of our publications. Send manuscripts to the Associate Secretary for publications, Dr. Robert R. Leeper. ASCD must continue to be an organization of leaders in education; we hope you will help us keep the organization virile.

Disseminators of Knowledge

In addition to the works of the creators and the dreamers, we need contributions from those who can uniquely organize knowledge, synthesize research, draw implications from experimentation, and report practice. Again, ASCD depends on its members for contributions of this type.

Persons who have the ability to bring together knowledge from many sources



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and to organize it into excellent exposition are invited and urged to write for ASCD publications. Teachers, administrators, and specialists who can describe experiments, analyze trends, summarize practice, and forecast developments are needed as contributors to all types of ASCD publications. A good reporter, an insightful essayist, an interesting narrator rates high among members most sought as authors for our publications.

The Opinion-Makers

ASCD publications are open to the persuaders, but not the hidden ones, and to the opinion-makers. The great statesmen in education—Dewey, Kilpatrick, Strayer, Judd, Briggs, and similar stalwarts—were persuasive men, men who stood for something, and they sold their points of view in the market place of educational ideas. The magazine is an espe-

cially appropriate place for such statements of opinions and presentations of ideas. Booklets, also, on occasion seek to persuade. Our new series of working papers and the mimeographed copies of addresses at the annual convention provide a good means for expounding a point of view. The supporters of sound educational policy and practices need to be as argumentative for our point of view and as fluent in defending it as are the critics of our educational practices.

The Appraiser and the Evaluator

A fourth type of contributor needed for our publications is the person who can and is willing to appraise and evaluate developments in education and in social, political, and economic life in general in this country and in the world at large. We all need to have the keen analyst dissect

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proposals, plans, experiments, and points of view and point out the things that square with a valid conception of the educative process and those that will be detrimental to good education. Such a person is especially needed in education today, for all of us are being urged to do this or that or to adopt some innovation or to modify some practice. The persuaders need to be tempered with the sage, and ASCD must see that both have their say.

ASCD Publications

The publications of our organization are of the following types:

Educational Leadership

This monthly magazine is the pride and joy of the members. It provides an instrumentality for achieving all of the purposes listed previously, although some

of them are also served by other publications. It is largely through the pages of the magazine that the members communicate with each other and with the profession and interested citizens generally. It is the hope of the Publications Committee that anyone who has anything important and insightful to say to his or her co-workers will contribute to the magazine.

The Publications Committee recommends to the Executive Committee, which must authorize publications, general themes for each issue of *Educational Leadership*. Persons who are presumed to have something important to contribute to the theme are invited to prepare articles, but manuscripts are solicited from anyone who has something new and fresh to say on the subject. In addition, the magazine now devotes a portion of each issue to other articles that deserve



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to be published, even though they may not develop the theme directly.

ASCD'ers may ensure the continued vitality and freshness of the magazine by (a) submitting ideas for themes and articles to the editor, (b) by contributing articles, and (c) by recommending persons who may be invited to contribute.

Booklets

The Association publishes from four to six booklets annually. These are extended treatments of topics, problems, or issues of great interest to the members. The Publications Committee recommends subjects for booklets to the Executive Committee, which commissions preparation of booklets.

Some of the Commissions of the Association prepare a booklet, but individuals may be asked to accept this responsibility. Again, the Publications Committee is very anxious to receive suggestions from ASCD'ers for subjects that should be treated in a booklet and for persons who could make a significant contribution to such a publication.

Yearbook

The yearbook, published annually by the Association, constitutes a major contribution to the thought and literature of curriculum planning. The merit of a yearbook depends on (a) the significance of the subject treated and (b) the perspicacity of the committee that prepares it. The Publications Committee selects a subject for a yearbook and submits a general statement of the nature of the treatment to be made of the subject to the Executive Committee, which commissions the yearbook, and selects a committee of members to prepare it. The yearbook committee has the responsi-

bility of preparing a detailed outline of the contents of the book and of the approaches to be used. This is submitted to the Publications Committee and the Executive Committee for evaluation and recommendations. Upon approval of the outline the yearbook committee accepts responsibility for its preparation. Tentative drafts of the chapters are submitted to the Executive Committee and the chairman of the Publications Committee. Comments of these persons are used by the authors in revising the manuscript. The editor for the Association prepares the manuscript for publication.

Miscellaneous

The News Exchange is devoted to the business of the Association. It carries announcements, gives information about the annual convention, and publishes news about members and the activities of the organization. From time to time the Association mimeographs working papers, which are less formal publications, and which deal with topics on which the Association thinks a statement should be made or on which it has some worthwhile information.

ASCD has no status leaders, only status officials designated to carry out certain duties. Each member is a leader insofar as he himself has ideas and carries these into action. We hope you will use your publications to help you carry your dreams, your plans, your beliefs, your research, and your proposals for better education into action.

—GALEN SAYLOR, *Chairman, Department of Secondary Education, University of Nebraska, Lincoln; and Chairman, ASCD Publications Committee.*

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