

DOCUMENT RESUME

ED 043 120

24

EA 003 065

TITLE Introduction Plans (Marketing Plans). Analysis of Literature and Selected Bibliography. Analysis and Bibliography Series, No. 11.

INSTITUTION Oregon Univ., Eugene. ERIC Clearinghouse on Educational Administration.

SPONS AGENCY Department of Health, Education, and Welfare, Washington, D.C. National Center for Educational Research and Development.

BUREAU NO BR-8-0353

PUB DATE Sep 70

CONTRACT OEC-0-8-080353-3514

NOTE 19p.

EDRS PRICE MF-\$0.25 HC-\$1.05

DESCRIPTORS Adoption (Ideas), *Bibliographies, *Change Agents, Educational Innovation, *Innovation, *Literature Reviews, Regional Laboratories

ABSTRACT

This review analyzes literature on educational innovation dissemination and adoption. Emphasis is placed on (1) factors influencing successful adoption of innovations and (2) the role of school personnel and regional education laboratories as change agents. A 77-item bibliography of relevant literature is included. (RA)

ED0 43120

Introduction Plans (Marketing Plans)

EA 003 065

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE
PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS
STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION
POSITION OR POLICY.

ERIC Clearinghouse on Educational Administration

ED0 43120

INTRODUCTION PLANS (MARKETING PLANS)

**Analysis of Literature
and
Selected Bibliography**

**ERIC Clearinghouse on Educational Administration
University of Oregon
Eugene, Oregon 97403**

September 1970

**Analysis and Bibliography Series, No. 11
Clearinghouse Accession Number: EA 003 065**

ERIC and ERIC/CEA

The Educational Resources Information Center (ERIC) is a national information system operated by the United States Office of Education. ERIC serves the educational community by disseminating educational research results and other resource information that can be used in developing more effective educational programs.

The ERIC Clearinghouse on Educational Administration, one of twenty such units in the system, was established at the University of Oregon in 1966. The Clearinghouse and its nineteen companion units process research reports and journal articles for announcement in ERIC's index and abstract bulletins.

Research reports are announced in Research in Education (RIE), available in many libraries and by subscription for \$21 a year from the United States Government Printing Office, Washington, D. C. 20402. Most of the documents listed in RIE can be purchased through the ERIC Document Reproduction Service, operated by the National Cash Register Company.

Journal articles are announced in Current Index to Journals in Education. CIJE is also available in many libraries and can be ordered for \$34 a year from CCM Information Corporation, 909 Third Avenue, New York, New York 10022. Annual and semiannual cumulations can be ordered separately.

Besides processing documents and journal articles, the Clearinghouse has another major function--information analysis and synthesis. The Clearinghouse prepares bibliographies, literature reviews, state-of-the-knowledge papers, and other interpretive research studies on topics in its educational area.

The Clearinghouse operates under contract with the Office of Education of the United States Department of Health, Education, and Welfare. This publication was prepared pursuant to that contract. Contractors undertaking such projects under government sponsorship are encouraged to express freely their judgment in professional and technical matters. Points of view or opinions do not, therefore, necessarily represent official Office of Education position or policy.

FOREWORD

In mid-June 1970 the Clearinghouse received an urgent request from Central ERIC in the U. S. Office of Education to prepare selected bibliographies and brief analyses of literature on eleven critical topics related to school organization and administration.

The bibliographies and analyses were required by USOE's National Center for Educational Research and Development (formerly the Bureau of Research) in planning its new program of directed research and development. School organization and administration is one of four areas of education chosen by the center to receive concentrated research and development assistance. The others are reading, early childhood, and vocational education.

Through a joint effort the Clearinghouse staff completed the bibliographies and analyses for shipment to USOE by July 2, the deadline date.

The analysis and bibliography combined here focus on (1) evidence of means of disseminating new instructional programs, and (2) evidence of how to foster local adoption of new instructional programs.

The literature cited in the bibliography and analyzed in the paper was drawn from a search of the two ERIC index catalogs, Research in Education and Current Index to Journals in Education, and from the following non-ERIC sources: Books in Print, Cumulative Book Index, Education Index, Public Affairs Information Service, Sociological Abstracts, Social Sciences and Humanities Index, and Book Review Digest. Although the urgency of the request precluded a full and comprehensive search and analysis of the literature, the reviews and bibliographies are intended to assess accurately some of the current developments and emerging trends on the topic.

Many of the documents cited in the bibliography can be ordered from the ERIC Document Reproduction Service. Instructions for ordering these documents are given at the end of the bibliography.

Philip K. Piele
Director

Analysis of Literature on

INTRODUCTION PLANS (MARKETING PLANS)

Increasing numbers of case studies, technical guides, and theory-oriented reports are appearing that bear upon the successful dissemination of new instructional programs and the fostering of their local adoption. This review of recent literature distinguishes these reports and articles in four categories: (1) case studies of educational innovation dissemination, (2) theory-oriented studies that draw upon particular instances of educational innovation to determine the factors influencing their successful adoption and dissemination, (3) studies that focus on particular school personnel as determinants of innovation adoption, and (4) reports that define the national network of regional educational laboratories as agents of adoption and diffusion.

Case Studies of Educational Innovation Dissemination

Reports of ten studies describe specific innovative instructional programs and outline procedures for their successful adoption at the local level.

Feldhusen and Szabo (1969) regard CAI, or the computer-assisted instruction movement, as the major educational development of the late 1960s and early 1970s. Their extensive review of the literature amounts to a substantive discussion of the problems involved in the successful adoption of CAI. Information sources on CAI are described; the theoretical bases for CAI and programmed instruction, its closely related antecedent, are discussed; and a bibliography of sixty-one items on the development and adoption of the growing range of CAI programs is included.

Fox and Lippitt (1967) reported on a project involving a state teachers organization and teacher teams in local school systems to demonstrate new teaching practices. The study indicated the need for a vastly improved flow of information to teachers about available resources, for positive interpersonal relations among teaching colleagues, and for inservice education activities to develop a climate supportive of innovation.

Geis (1968) outlined a program for the training of Instructional Systems Consultants as change agents to guide continuing, systematic innovations in the field of foreign language instruction.

Green (1966) described a two-year project sponsored by the Colorado State Department of Education to increase the use of new audiovisual instructional media by Colorado schools. Dissemination procedures included are multimedia demonstration, workshops, team visitations, a twelve-week course in media utilization, and a followup consultation service. Results of the project, differentiated by types of dissemination procedures, included an increase in the number of audiovisual directors, a liberalization of equipment purchasing policies, an increase in clerical assistance, and a favorable change in teacher opinions.

Mayhew (1967) discussed some of the new techniques and practices for generating change in colleges and universities, including use of television and other audiovisual media, flexible class scheduling, new grading methods, interdisciplinary courses, independent study, and cooperative work programs. Adoption of innovations will be expedited especially by faculty workshops and strong administrative support.

Peluso (1968) described the successful adoption by twenty-five schools in the Chicago area (23 high schools and two colleges) of Operation COMPU/TEL, a time-sharing computer network designed to give practical experience in learning computer skills at relatively low cost. Lectures, demonstrations, and teacher workshops were used to inform both students and faculty of the importance of learning data processing and the possibility of computer-oriented learning, especially

at the secondary level.

The Texas Small Schools Project (1969) sought to improve education through talented-youth seminars, health career days, multiple classes, supervised correspondence courses, nongraded elementary classes, flexible scheduling, team teaching, and student science demonstrators. The report includes a discussion of implementation activities.

Assessing the man-machine interface in the Palo Alto, California, Unified School District, Tondow (1967) explicated the systems approach and the use of computer-based information services as increasingly important to the successful adoption of educational innovations.

Valencia (1969) reported on sixteen selected educational and community programs for Spanish-speaking people in the South and Southwest, with an assessment of each program and recommendations for dissemination and implementation of the project model. Innovative programs include bilingual education, a video-oral English instructional approach, and an adult training center.

The Wayne County Intermediate School District (1968) reported on a curriculum development project designed to identify, develop, and test objectives and strategies to change educational programs in a suburban junior high school and an innercity senior high school, seeking to identify, create, and implement useful and satisfying experiences for delinquent as well as nondelinquent students.

Theory Oriented Studies

In the area of theory and practice, a number of writers have drawn upon particular instances of innovation and adoption to define and illustrate critical aspects of the diffusion-adoption process in the field of education.

Carter (1966) compared diffusion efforts in education with those in other fields, especially the military. Studies have demonstrated that (1) the transition from research to development to use is not a straight-forward process, (2)

interpersonal communication among successful innovator-adoptors is inclined to be informal and largely on a person-to-person basis, (3) strong leadership is essential, (4) funding is loosely controlled, and (5) the organizational environment is adaptive rather than authoritarian. Carter described instances of successful and unsuccessful procedures for adoption and related the essentials of the traveling seminar project, more fully reported by Richland (1965).

Gross and others (1968) reported on an extensive seven-month field study to determine the theoretical bases for the implementation of a major innovation in an elementary school, a new role for teachers who were to serve as catalysts for pupil learning. The study determined that the implementation of an innovation may be a function of six basic conditions: (1) the degree to which members of an organization have a clear understanding of an innovation, (2) the extent to which they are capable of behaving in accordance with new role expectations required by the innovation, (3) their willingness to make the necessary effort, (4) the degree to which the required materials and equipment are available, (5) the degree to which organizational arrangements are compatible with the innovation, and (6) the degree to which management carries out its responsibilities in the implementation phase of an innovation.

Moore and Mizuba (1969) briefly reviewed a number of successful and unsuccessful innovation diffusion efforts in fields other than education. They sought to demonstrate to the educational practitioner as a diffusing agent the importance of (1) establishing an acceptable image of the innovation's source, (2) effectively communicating the innovation's objectives and functions, and (3) incorporating the nature of the receiver into the diffusion process.

One of the most comprehensive efforts to determine effective ways to accomplish the widespread adoption of educational innovations is described by Richland (1965). A nationwide study was conducted by the System Development Corporation, under a

contract awarded by the U.S. Office of Education, to evaluate the traveling seminar technique as an effective dissemination activity. During the period of May 11-15, 1964, visits were made by four groups, each comprised of thirty educational administrators and a tour leader, to school sites with outstanding innovations, located in four regions of the United States--southern, eastern, midwestern, and western. Immediately following the site visits the four groups of educators met for a second week at the SDC facility at Santa Monica, California, where they were joined for a review of the traveling seminars by consultants, SDC specialists, and key innovators from the schools visited.

Study results reported by Richland include: (1) The traveling seminar and followup conference procedure clearly facilitate the effective dissemination of educational innovations, (2) measurable attributes of school districts relate to their innovative behavior, and (3) the local superintendent's attitude toward innovation is a significant variable in the introduction of innovations in school districts. The report describes the development of the project and includes a statistical analysis of data derived by questionnaires, interviews, and observations. Among the many innovations observed were team teaching, continuous progress plan, ungraded high school, language laboratories, closed circuit educational television, flexible scheduling, educational media center, and programmed instruction.

Rogers (1968a) discussed the problems of successfully adopting innovations in the large modern university. He outlined five strategies for change to speed up the diffusion process, the primary objective being a self-renewing university.

School Personnel as Determinants of Innovation Adoption

As educational innovations have been introduced into particular schools and school districts, studies have been conducted to determine the degree to which various members of the educational community influence the successful adoption of these innovations. Of primary importance are the characteristics and behaviors

of school superintendents and teachers, with school board members and the community at large occupying a secondary role.

Carlson (1965), Keil (1969), and Kohl (1969) stressed the role of the superintendent and the administrative structure in the successful adoption of an educational innovation. Edgerton (1969), McCarthy (1969), and Nussel and Johnson (1969) focused on the importance of the teacher's role and the need to identify the innovative teacher as well as to develop both peer and administrator support for the implementation of new approaches to improve the classroom learning environment. Christie and Scribner (1969) identified characteristics and behaviors of superintendents, teachers, and board members that are positively related to the successful adoption of educational innovations.

Regional Educational Laboratories as Agents of Diffusion

The winter 1970 issue of the Journal of Research and Development in Education is devoted to a review of the principles and practices of the fifteen federally funded regional educational laboratories. Three articles particularly relate to the diffusion of educational innovations. Becker described the diffusion strategies of seven regional laboratories, defining the primary criteria and factors concerned with the diffusion of Individually Prescribed Instruction in mathematics at the elementary school level. Schmidlein referred to twelve programs being developed by the laboratories as "programs to assist educational institutions to adopt and effectively utilize improved practices," appending a list of the laboratories with their addresses and specific developmental programs. Schutz identified major components in the development of a new instructional practice, stressing the primary responsibilities and interrelationships of significant persons in the total development process.

Selected Bibliography on
INTRODUCTION PLANS (MARKETING PLANS)

- Baker, Newton H. Planning for Educational Innovation in a Rural State. Final Report. Montpelier, Vermont: Montpelier Board of School Commissioners, 1968. ED 018 325: \$2.50 paper, \$0.25 microfiche.
- Bandy, George R. "Strategies for Change in Rural Communities." Paper presented at National Working Conference on Solving Educational Problems in Sparsely Populated Areas, Denver, March 17-19, 1969. ED 029 726: \$1.30 paper, \$0.25 microfiche.
- Baugrud, Kim. "Pathways to Public Favor in Adult Education." Adult Leadership, 18, 6 (December 1969), 201-202.
- Becker, James W. "Incorporating the Products of Educational Development into Practice." Journal of Research and Development in Education, 3, 2 (Winter 1970), 81-103.
- Bertrand, Alvin L., and Von Brock, Robert C., eds. Models for Educational Change. Monograph 2. Austin, Texas: Southwest Educational Development Corporation, 1968. ED 025 361: not available from EDRS. Available from Southwest Educational Development Laboratory, Suite 550, Commodore Perry Hotel, Austin, Texas 78701.
- Bhola, Harbans Singh. The Configurational Theory of Innovation Diffusion. Columbus: School of Education, Ohio State University, 1965. ED 011 147: \$2.45 paper, \$0.25 microfiche.
- Booth, Alan. Factors Which Influence Participation in Adult Education Conferences and Programs by Members of Professional Associations. Lincoln: University of Nebraska, 1966. ED 010 411; \$4.50 paper, \$0.50 microfiche.
- Brown, Walter C. "New Ways of Teaching Industrial Arts." Industrial Arts and Vocational Education, 58, 10 (December 1969), 20-21.
- Carlson, Richard O. Adoption of Educational Innovations. Eugene: University of Oregon, 1965. ED 011 571: not available from EDRS. Available from Center for the Advanced Study of Educational Administration, University of Oregon, Eugene, Oregon 97403.

- Carter, Lauror F. "From Research to Development to Use." Paper presented at a symposium sponsored by the American Educational Research Association and Phi Delta Kappa, Chicago, February 20-21, 1966. ED 026 741: \$1.60 paper, \$0.25 microfiche.
- Cernius, Vytas, and Sherburne, Mary Lela. The Innovation Team: A Model for Change in Inner City Schools? Newton, Massachusetts: Education Development Center, August 1968. ED 029 811: \$2.70 paper, \$0.25 microfiche.
- Christie, Samuel G., and Scribner, Jay D. "A Social System Analysis of Innovation in Sixteen School Districts." Paper presented at the annual meeting of the American Educational Research Association, Los Angeles, February 1969. ED 029 369: \$1.00 paper, \$0.25 microfiche.
- Dreyfus, Lee S. Closing the Gap--Research and Practice. Madison: University of Wisconsin, 1966. ED 011 949: \$0.90 paper, \$0.25 microfiche.
- Dumas, Neil S., ed. Research Utilization and Dissemination. Proceedings of a Regional Conference. Gainesville: Regional Rehabilitation Research Institute, University of Florida, 1968. ED 024 992: \$6.30 paper, \$0.50 microfiche.
- Eberle, Robert F. "Personnel Management for Change and Innovation in Education." Journal of Creative Behavior, 3, 4 (February 1969), 277-283.
- Edgarton, Wilbert D. "Utilization of Instructional Materials: Practical Application to Disadvantaged Education." Educational Screen and Audiovisual Guide, 48, 10 (October 1969), 10-11.
- Eibler, Herbert J. "Characteristics for Innovation." Clearing House, 43, 9 (May 1969), 523-526.
- Eidell, Terry L., and Kitchel, Joanné M., eds. Knowledge Production and Utilization in Educational Administration. Eugene: Center for the Advanced Study of Educational Administration, University of Oregon, 1968. ED 024 112: \$4.75 paper, \$0.50 microfiche.
- Feldhusen, John F., and Szabo, Michael. "A Review of Developments in Computer Assisted Instruction." Educational Technology, 9, 4 (April 1969), 32-39.
- Fox, Robert A., and Lippitt, Ronald. The Innovation and Sharing of Teaching Practices--II: Procedures for Stimulating Adoption and Adaptation of Selected Teaching Practices. Final Report. Ann Arbor: Center for Research on Utilization of Scientific Knowledge, University of Michigan, September 1967. ED 030 297: \$13.65 paper, \$1.25 microfiche.

- Gallaher, Art, Jr. "Directed Change in Formal Organizations--The School System." In Change Processes in the Public Schools. Eugene: Center for the Advanced Study of Educational Administration, University of Oregon, 1965. ED 013 484: \$1.25 paper, \$0.25 microfiche.
- Geis, George L. "Developing a Strategy for Innovation." Paper presented at Symposium on the Associated Staff Training Program for the American Educational Research Association, Chicago, February 10, 1968. ED 024 295: \$0.75 paper, \$0.25 microfiche.
- Goldin, George J., and others. The Utilization of Rehabilitation Research; Concepts, Principles, and Research. Monograph No. 6. Boston: Northeastern University, February 1969. ED 031 023; \$2.70 paper, \$0.25 microfiche.
- Green, Leroy A. Educational Technology Dissemination Project: A Project in Selected Methods of Disseminating Information Regarding Educational Media by State Departments of Education. Denver: Colorado State Department of Education, 1966. ED 021 481: \$6.45 paper, \$0.50 microfiche.
- Gross, Neal, and others. An Attempt to Implement a Major Educational Innovation: A Sociological Inquiry. Cambridge, Massachusetts: Center for Research and Development in Educational Differences, Harvard University, 1968. ED 032 649: \$19.60 paper, \$1.50 microfiche.
- Guba, Egon G. "The Basis for Educational Improvement." Paper presented at the Kettering Foundation-U.S. Office of Education National Seminar on Innovation, Honolulu, Hawaii, July 1967. ED 027 600: \$2.15 paper, \$0.25 microfiche.
- Guba, Egon G. "Development, Diffusion, and Evaluation." Paper prepared for UCEA Career Development Seminar (17th), Portland, Oregon, October 22-25, 1967. ED 015 534: \$2.25 paper, \$0.25 microfiche.
- Guba, Egon G. "Diffusion of Innovations." Educational Leadership, 25, 4 (January 1968), 292-295.
- Havelock, Ronald G. "Dissemination and Translation Roles in Education and Other Fields, A Comparative Analysis." Paper presented at the UCEA Career Development Seminar, Portland, Oregon, October 22-25, 1967. ED 015 535: \$3.40 paper, \$0.50 microfiche.
- Hemphill, John K. "Educational Development." Urban Review, 4, 2 (October 1969), 23-27.

Hitchcock, Arthur A. Guidance and the Utilization of New Educational Media; the Report of a National Conference, Madison, Wisconsin, March 11-14, 1962. Washington, D. C.: American Personnel and Guidance Association, 1967. ED 016 379: \$14.15 paper, \$1.25 microfiche.

Hoehn, Lilburn P. The Regional Educational Laboratories as Change Agents. Detroit, Michigan: Michigan-Ohio Regional Educational Laboratory, Inc., 1967. ED 035 096: not available from EDRS. Available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Michigan 48106, Order No. 68-7902, MF \$3.00, Xerography \$9.00.

Hopkins, John E. "Educational R, D, and D: Manpower Projections and a Proposal." Phi Delta Kappan, 50, 10 (June 1969), 584-586.

Houska, Robert. "Innovation: Fact or Fancy?" School Counselor, 16, 5 (May 1969), 343-347.

Huser, Mary K. "A Follow-up on the North Central Association Study of High School Innovations." Illinois School Research, 6, 1 (November 1969), 7-11.

James, H. Thomas, and others. The Schools and the Challenge of Innovation. New York: Research and Policy Committee, Committee for Economic Development, January 1969. ED 030 300: not available from EDRS. Available from Committee for Economic Development, 477 Madison Avenue, New York, New York 10022, \$4.00.

Jernigan, William W. "One Who DAIRed--A Dial Access System." Wilson Librarian Bulletin, 6 (February 1970), 653-657.

Keil, Ellsworth C. "A Structure for Innovation in Education." Educational Technology, 9, 10 (October 1969), 35-40.

Kohl, John W. "Adoption, Adoption Stages and Perceptions of the Characteristics of Innovations." California Journal of Educational Research, 20, 3 (May 1969), 120-131.

Kurland, Norman D., and Miller, Richard I., comps. Selected and Annotated Bibliography on the Processes of Change. 1966. ED 023 025: \$2.45 paper, \$0.25 microfiche.

Lippitt, Ronald, and others. "A Comparative Analysis of the Research Utilization Process." Excerpts from a symposium at the annual meeting of the American Educational Research Association, Chicago, February 18, 1966. ED 012 503: \$1.40 paper, \$0.25 microfiche.

- Lusty, Stuart, Jr. "Educational Technology." Peabody Journal of Education, 47, 1 (July 1969), 53-56.
- Maffett, Ronald D. "It Can Be Done." Journal of Industrial Arts Education, 29, 1 (September-October 1969), 10-12.
- Marcum, R. Laverne. Organizational Climate and the Adoption of Educational Innovation. Logan: Utah State University, 1968. ED 023 158; \$5.70 paper, \$0.50 microfiche.
- Martin, Margaret R. "The Researcher's Role in the Diffusion of an Innovation: A Comparative Study." Paper presented at the National Seminar for Adult Education Research, Toronto, February 9-11, 1969. ED 025 733; \$0.75 paper, \$0.25 microfiche.
- Mayhew, Lewis B. Innovation in Collegiate Instruction: Strategies for Change. Atlanta, Georgia: Southern Regional Education Board, 1967. ED 022 415; \$2.75 paper, \$0.25 microfiche.
- McCarthy, Patricia. "Vision and Practice: St. Mary Center for Learning." NASSP Bulletin, 53, 341 (December 1969), 99-112.
- McClelland, William A. "The Process of Effecting Change." Address presented to the Division of Military Psychology of the American Psychological Association, San Francisco, September 1968. ED 025 038; \$1.50 paper, \$0.25 microfiche.
- Miles, Matthew B., ed. Innovation in Education. New York: Teachers College, Columbia University, 1964.
- Miller, Peggy Lynne. Change Agent Strategies: A Study of the Michigan-Ohio Regional Educational Laboratory. Detroit, Michigan: Michigan-Ohio Regional Educational Laboratory, Inc., 1968. ED 035 104; not available from EDRS. Available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Michigan 48106, Order No. 68-17,112, MF \$3.00, HC \$8.40.
- Monasmith, James. "A Formula for Planned Change." American Vocational Journal, 44, 7 (October 1969), 24-25.
- Moore, Samuel, and Mizuba, Kiyoto. "Innovation Diffusion: A Study in Credibility." Educational Forum, 33, 2 (January 1969), 181-185.
- Morisseau, James J. "Educational Facilities Laboratory: Catalyst for Innovation." Educational Screen and Audiovisual Guide, 48, 10, (October 1969), 16, 27.

- "The New Teaching Tools--What You Must Have, Why You Must Have It." Grade Teacher, 86, 9 (May-June 1969), 84-85.
- Nussel, Edward J., and Johnson, Mildred. "Who Obstructs Innovation? A Study of Teacher Perception of Possible Obstacles to Innovation." Journal of Secondary Education, 44, 1 (January 1969), 3-11.
- Ohannessian, Sirarpi. "TESOL Today--A View from the Center." TESOL Quarterly, 3, 2 (June 1969), 133-141.
- The Ontario Institute for Studies in Education. Planning and Implementing Change in Ontario Schools. A Report of the Committee on the Implementation of Change in the Classroom. Toronto: OISE, n.d. ED 019 737: \$2.25 paper, \$0.25 microfiche.
- Peluso, Anthony P. "An Answer for a Dime." American Education, 4, 5 (May 1968), 28-29.
- Pyle, Thomas A. "The New Thrust in Education." Audiovisual Instruction, 14, 10 (December 1969), 58-59.
- Richland, Malcolm. Final Report: Traveling Seminar and Conference for the Implementation of Educational Innovations. Santa Monica, California: System Development Corporation, October 1965.
- Rogers, Everett M. Bibliography on the Diffusion of Innovations. Diffusion of Innovations Research Report No. 4. East Lansing: Department of Communication, Michigan State University, 1966.
- Rogers, Everett M. "Communication of Innovations in a Complex Institution." Educational Record, 49 (Winter 1968), 67-77.
- Rogers, Everett M. Diffusion of Innovations. New York: Free Press of Glencoe, 1962.
- Rogers, Everett M. Supplement to Bibliography on the Diffusion of Innovations. Diffusion of Innovations Research Report No. 6a. East Lansing: Department of Communication, Michigan State University, September 1968. ED 030 056: \$2.15 paper, \$0.25 microfiche.
- Rogers, Everett M., and Svenning, Lynne. "Change in Small Schools." Paper presented at National Working Conference on Solving Educational Problems in Sparsely Populated Areas, Denver, March 17-19, 1969. ED 029 749: \$1.80 paper, \$0.25 microfiche.

Schmidlein, Frank A. "The Programs of the Fifteen Regional Laboratories." Journal of Research and Development in Education, 3, 2 (Winter 1970), 18-38.

Schutz, Richard S. "The Nature of Educational Development." Journal of Research and Development in Education, 3, 2 (Winter 1970), 39-64.

Sealey, Leonard. "Innovation and Experimentation in the Elementary School." Independent School Bulletin, 29, 1 (October 1969), 51-54.

Stuart, Michael, and Dudley, Charles. "Innovation and Change in Education." In Bibliography on Organization and Innovation. Eugene: Center for the Advanced Study of Educational Administration, University of Oregon, 1967, 67-95. Entire document, 97 pages, ED 019 722: \$4.95 paper, \$0.50 microfiche.

Suydam, Marilyn N., and Riedesel, C. Alan. Interpretive Study of Research and Development in Elementary School Mathematics. Volume 3: Developmental Projects. University Park: Pennsylvania State University, June 1969. ED 030 018: \$11.70 paper, \$1.00 microfiche.

Texas Small Schools Project, 1965. Austin: Texas Education Agency, 1969. ED 033 807: \$1.50 paper, \$0.25 microfiche.

Tondow, M. "Systems Analysis and Innovation." Journal of Secondary Education, 42 (October 1967), 261-266.

Valencia, Atilano A. Identification and Assessment of Ongoing Educational and Community Programs for Spanish Speaking People: A Report Submitted to the Southwest Council of La Raza, Phoenix, Arizona. Albuquerque, New Mexico: Southwestern Cooperative Educational Laboratory, March 1969. ED 028 013: \$5.90 paper, \$0.50 microfiche.

Voegel, Richard B. "Innovating? Involve the Student!" Clearing House, 43, 9 (May 1969), 543-546.

Wayne County Intermediate School District. Strategies for Educational Change. Final Report. Detroit: WCISD, 1968. ED 024 977: not available from EDRS. Available from Wayne County Intermediate School District, Detroit, Michigan 48226.

Winthrop, H. "Recent Innovations in Methodology in the Teaching of the Behavioral and Social Sciences." Teachers College Journal, 37 (March 1966), 203-207.

Yeager, John L. "Rationale and Plan for Monitoring the Field Testing of an Instructional Innovation: Individually Prescribed Instruction." Paper presented at the annual meeting of the American Educational Research Association, Los Angeles, February 8, 1969. ED 028 516: \$0.55 paper, \$0.25 microfiche.

HOW TO LOCATE AND ORDER ERIC DOCUMENTS

Many of the documents listed in this bibliography were processed by the ERIC system and have been announced in Research in Education (RIE), the monthly ERIC index and abstract catalog. Each ERIC document is indicated by an "ED" number enclosed in parentheses at the end of the citation. The "ED" number is the document's index number and can be used to locate the particular issue of RIE in which the document's abstract appears.

Most ERIC documents can be ordered from the ERIC Document Reproduction Service. If a document is available from EDRS, its order number and prices are included in the parentheses. To order documents from EDRS, indicate:

- the ED numbers of the desired documents (titles need not be furnished)
- the type of reproduction desired--hard copy (HC) or microfiche (MF)
- the number of copies being ordered

Payment must include a special handling charge of 50 cents on all orders, and must accompany orders totaling less than \$5.00. Also add applicable sales tax or submit tax exemption certificate when ordering from any State having a sales tax. Foreign orders, with the exceptions of Canada and Mexico, must include a 25% service charge, calculated to the nearest cent. Orders from Canada and Mexico must include a 15% service charge only if they exceed \$50.00.

Address requests to:

ERIC Document Reproduction Service
The National Cash Register Company
4936 Fairmont Avenue
Bethesda, Maryland 20014