

AMERICAN ASSOCIATION OF COLLEGIATE REGISTRARS

71 general and gives some recommendations for making that project more effective.

"Length of the Freshman Week Program in Co-Educational Institutions," J. R. Gerberich, *Educational Administration and Supervision*, Vol. XXII, No. 1 (January 1936).

The author with co-operation from F. L. Kerr, University of Arkansas, secured information from one hundred sixty-eight institutions concerning the length of their Freshman week programs. The programs ranged from six to one and one half days with a model number of days of three. The report indicates that schools are contracting the number of days as 17.8%, had lengthened the period 44.1%, had contracted the period and 38.2% had made no change. There seems to be a tendency to postpone some of the events of the week until later in the Freshman year. There is also evidence that some activities have been eliminated entirely and others have been transferred to orientation or lecture courses continuing through the first semester or year of college attendance.

"College Recruiting! Salesmanship or Guidance?" R. E. Blackwell, *School Review*, Vol. XLIV, No. 6 (June 1936).

The author considers college recruiting as one of the most significant problems in the educational field today. He attributes its existence to the belief that there are more colleges in most states than are necessary, the depression, the actual operation of selective admission in a few schools, excessive endowments for scholarships in a few institutions and the increased emphasis on extra-curricular activities, particularly athletics, in American colleges.

After enlarging on these causes, the author dwells on the indirect and direct methods of solicitations. He discusses the work of the field representative and objects to the salesmanship methods employed by the field men of some institutions. The writer summarizes his opinion on recruiting as follows: 1. Prospective students should be supplied with complete and accurate information which will enable him to decide intelligently which institution best meets his needs; 2. In every institution some member of the staff adequately prepared should be delegated to help students in solving their college problems; 3. Adequate financial aid should be provided for needy students who need assistance and who are willing to earn it. Such help should be given with full public knowledge; 4. Recruiting should be a co-operative matter among the institutions of a specific territory; b. The recruiting program should be planned in co-operation with secondary schools and in harmony with their guidance needs; 6. Recruiting should be under one person directly responsible to the president; 7. The office should be compensated by a salary not by a commission.

The writer suggests that an objective study of the problems should be undertaken by some organization such as The American Council on Education, The American College Publicity Association, The Association of American Colleges, or through one of the great educational foundations.