



# The Southern California STATISTICIAN

❖ Meeting Memo and Newsletter ❖

Vol 11 No 5

Southern California Chapter American Statistical Assn

May, 1975

## SPECIALLY-FUNDED EDUCATION PROGRAMS TO BE SUBJECT FOR MAY 29 MEETING

### DR. J. WARD KEESLING

Our featured speaker for the May 29 Chapter meeting will be Dr. J. Ward Keesling of UCLA, who will discuss, "Evaluation of Specially-Funded Education Programs."

The following is an abstract of Dr. Keesling's presentation:

Specially funded educational programs such as Title I or Early Childhood Education are implemented with great expectations of benefit. Evaluations of these programs often create disappointment in their effects. There is a growing concern that the traditional emphasis on experimental design models borrowed from psychology may be misleading in the evaluation context and that some re-conceptualizing is in order. These reconceptualizations are taking shape now and they entail some intriguing statistical problems. Dr. Keesling's presentation will focus on the political context of evaluation, the traditional designs for evaluation and their flaws and indicate some of the newer approaches which are emerging.

Dr. Keesling received a BA degree in psychology from Stanford in 1963. Doctoral training in educational evaluation and statistical analysis was taken at the University of Chicago. Dr. Keesling joined the faculty at UCLA in 1969 where he teaches research methods and statistics courses to doctoral candidates in education.

In 1970 Dr. Keesling was a Professor-Discussion Leader at the Seminar on Learning and the Educational Process held in Pont-a-Mousson, France under the auspices of UNESCO. Since 1971 he has served as a consultant to several local corporations with interests in educational research and evaluation. He has

(Continued on Page 2)

### MEETING    ANNOUNCEMENT

WHEN:            THURSDAY, MAY 29, 1975

6:00 P.M. - Cocktails

7:00 P.M. - Dinner

8:00 P.M. - Program

WHERE:           RODGER YOUNG CENTER  
936 West Washington Blvd.  
Los Angeles, California

DINNER:          Caesar Salad, Ala Maison  
SWISS STEAK, Ala Innsbruck  
Sherbet, Salsa Dulce

PRICE:            \$ 6.50

Please telephone your reservation or otherwise notify one of the following by mid-afternoon, Tuesday, May 27th:

L.A. Area:        Dusty Riedinger  
Capital Research & Mgmt. Co.  
611 West Sixth Street  
Los Angeles, CA 90017  
(213) 624-2780 Ext. 379

Orange County:   Lydia Kinzer  
Office of the Assessor  
County of Orange  
Santa Ana, CA 92701  
(714) 834-3209

We've added addresses to this notice for your meeting reservation because of the Memorial Day Holiday on Monday, May 26. For this meeting, you may want to send a post card to make your reservation and minimize the risk of failing to make the Tuesday afternoon deadline.



May, 1975.

Dr. J. Ward Keesling (Cont'd.)

also served as a consultant to the Los Angeles Unified School District and to the National Institute of Education.

Current work includes: 1) Development of computer data bases for use in evaluation of school programs within a school district. 2) Developing statistical models to handle problems of aggregating data from one level in a system (e.g. pupils) to the next higher level (e.g. schools). 3) Developing statistical models to permit proper adjustment for multiple fallible covariables in the analysis of covariance. All of these concerns are very much tied to the problems of evaluating school programs.

#### ELECTION COMMITTEE REPORTS AT ANNUAL MEETING

The Election Committee consisting of Steve Webb (Chairman), Wally Blischke and Mike Michelson, made the following nominations at the Annual Meeting on April 24:

#### PRESIDENT ELECT:

Nancy Minter  
Community Analysis Bureau  
City of Los Angeles

#### VICE PRESIDENT, PROFESSIONAL AFFAIRS:

Dr. Alan Reed  
Veterans Administration

#### VICE PRESIDENT, ACADEMIC AFFAIRS:

Dr. William Barksdale  
McDonnell-Douglas Automation

#### SECRETARY:

Reynaldo R. Navarre  
Auto Club of Southern California

#### TREASURER:

Dr. James Frane  
U.C.L.A.

Ballots have been sent to all paid up members and should be returned before 12:00 noon May 23, 1975.

#### DO YOU HAVE ANY FRIENDS . . .

or associates who might wish to accompany you to this month's meeting at the Rodger Young. Share this copy of the Newsletter with others and ask if they might want to attend this interesting program. Our meetings are not limited to the membership, and the topics this year are of pretty general interest. If you don't invite them, who will?

\* \* \* \* \*

#### COMING EVENTS

June 26 - Final Meeting of Chapter Year at the home of Dr. Alvin Levin in North Hollywood. Panelists will be: Alvin Levin, Ernest Scheuer, Dennis Aaron, and Bud Goode.

July and August - SUMMER VACATION  
No regular chapter meetings

- - - - -

#### DATA BASE ACCESS CLASS SCHEDULED FOR MAY 29

On May 29 at 2:00 p.m., there will be a class which will give a description of the contents and methods of access to the U.C.C. Data Base (University Computing Center, part of U.S.C.)

The class will be presented by Millicent Cox at the U.C.C. Classroom, 1020 W. Jefferson Street. The data base includes the Census, L.A. County Assessor, IRS, Voter Registration Records and other miscellaneous files.

There is no charge for the class, and the only cost for accessing the data base is for computing time.

For further information, contact the University Computing Center at USC.



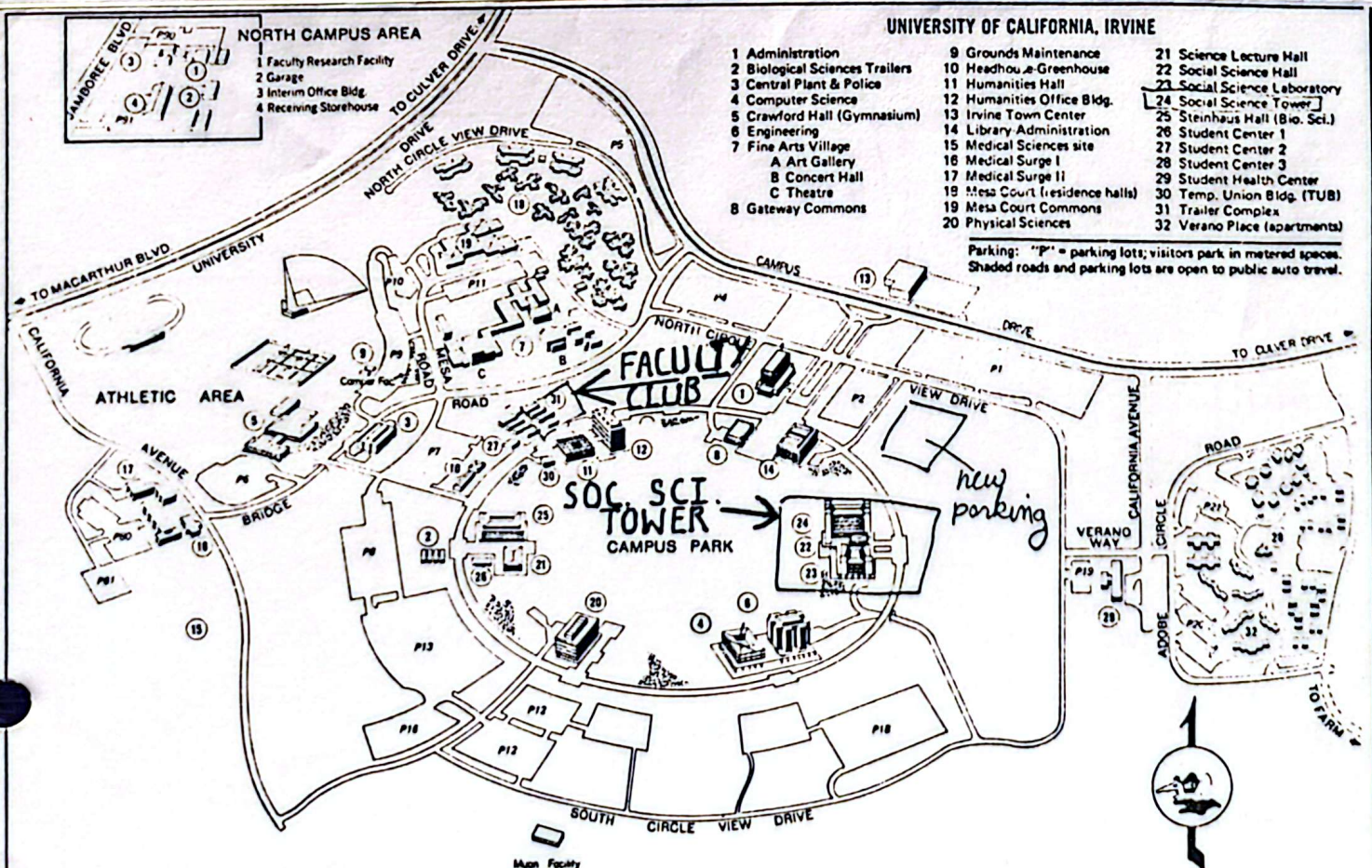
# MEETING AT UC - IRVINE ON JUNE 4th OF SPECIAL INTEREST TO STUDENTS...

The Southern California Chapter of ASA, with assistance from Lorraine O'Donnell of UCI's Career Planning and Placement Center and DR. Robert Newcombe of the Social Science Dept., will hold a special meeting on the UC Campus at Irvine on Wednesday, June 4th, 1975. The meeting will allow students from UC Irvine and other Southern California Campuses to share an hour or so with members of the Chapter, during which time questions on the careers, professional association membership, and perhaps just things in general will be answered by ASA representatives from many vocations.

The meeting will start with a dinner at the Faculty Club at 6:45 P.M. The program will be held in the Social Science Tower. The opening remarks and introductions will be in Room 220, and the attendees will then go to Room 120 for small group discussions. The small groups will center on vocational fields and will have one or more ASA members with each group. Present plans call for ten such groups, with career fields as follows:

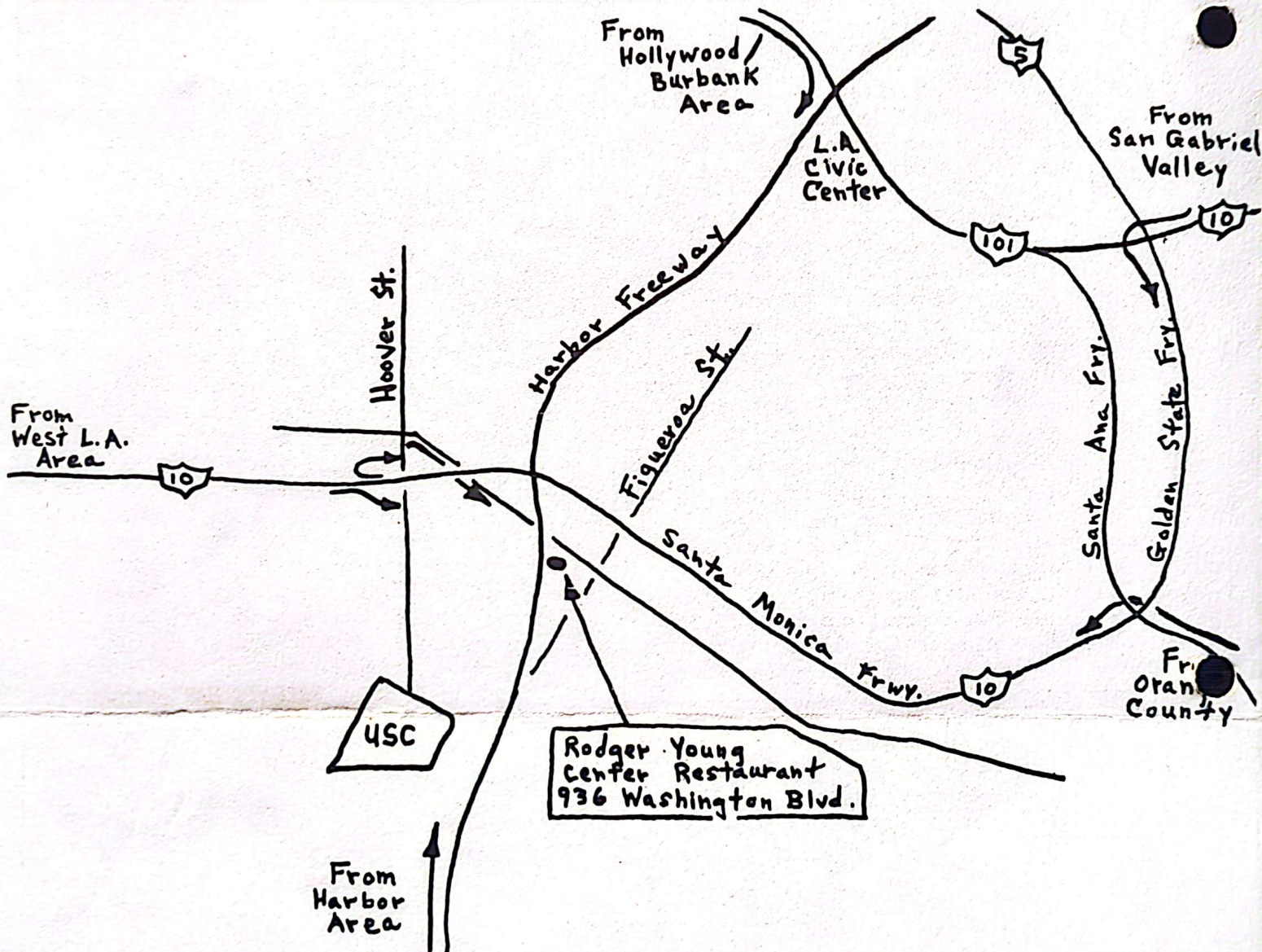
1. Aerospace
2. Bio-Science
3. Business and Finance
4. Computers and Automation
5. Ecology/ Environmental Control
6. Government Agencies
7. Health Care Services
8. Teaching of Statistics
9. Transportation/ Accident Investigation
10. Public Utilities

Special invitations are being extended to students at CSU-Long Beach, CSU-Fullerton, University of Southern California, West Coast University, Whittier College, Loma Linda University, and UC-Riverside. But if you are interested in this meeting and didn't hear from the chapter yet, please consider this column as your own special invitation. And, if you'd like to share in serving as an ASA representative at one of the small groups, we'd like to have you. No reservations are required if you plan to attend only the program portion of this meeting, but if you plan to attend the dinner please notify either of those noted on page one (Dusty or Lydia) or telephone Dr. Robert Newcombe at (714) 833-5366 or (714) 833-5440 by  





May, 1975



SOUTHERN CALIFORNIA CHAPTER

# American Statistical Association

626 NORTH GARFIELD AVENUE  
ALHAMBRA, CALIF. 91802

Non-Profit Org.  
U. S. POSTAGE  
**PAID**  
Permit No. 631  
Alhambra, Calif.

RETURN POSTAGE GUARANTEED

ADDRESS CORRECTION REQUESTED

THIRD CLASS

DATED MATERIAL