

MEMO# 5512

January 24, 1994

DISTRIBUTION POLICY FOR ICIEF MATERIALS

January 24, 1994 TO: ICI EDUCATION FOUNDATION BOARD NO. 1-94 RE: DISTRIBUTION POLICY FOR ICIEF MATERIALS _____ As indicated in the previous memo (No. 12-93, December 23, 1993), interest in the Foundation's program is growing beyond its intended constituency, secondary-school teachers. At present, distribution of the introductory secondary-school video and supplementary materials is restricted to those teachers in pilot cities who participate in training workshops and who agree to evaluate the pilot program. Teacher training and feedback are critical components of the program. Both secondary-school teachers and senior contacts at ICI member organizations who were interviewed as part of ICIEF's research emphasized the importance of teacher training to ensure that materials are used effectively. Feedback is essential for tracking the program's acceptance. To help assure that Foundation materials are used only in an educational context, none has been cleared through NASD for sales purposes. Moreover, many teachers have indicated distaste for information presented in connection with what they perceive to be a sales pitch to the extent that such information is not presented again. Many ICI member companies are active in local school systems in a number of ways—for example, as school board members, as sponsors of different programs and activities, and as guest lecturers in the classroom. Several member organizations have inquired about using ICIEF materials. It is clear from discussions with interested individuals that, absent guidelines, in some instances Foundation materials would be incorporated into product-specific presentations both inside and outside the classroom, possibly jeopardizing the Foundation's credibility. In other instances, materials would be turned over to local schools, undercutting both the pilot approach—which limits distribution to selected cities—as well as the Foundation's teacher training and feedback objectives. On the other hand, if we limit distribution to teacher trainees only, we lose the good will of ICI members who would use the materials for their intended purpose, and fail to capitalize on opportunities to build support. In addition, a few securities professionals from nonmember firms have inquired about using ICIEF materials. Unrestricted distribution clearly conflicts with the pilot approach and would almost certainly result in inappropriate use of the materials, inadequate teacher training, and inability to track how, where, and with what success the program is being used. Without this information, program evaluation is questionable, and updates and revisions are more difficult to implement. In preparation for our meeting in Nevis, attached is a recommended distribution policy which bars any use by nonmembers (excluding teachers) and attempts to encourage ICI member use of ICIEF materials for their intended purpose, while providing for teacher training and feedback. ***This memo was composed and mailed on January 18, 1994. Due to system problems and power shortages, it could not be registered to the system until January 24, 1994.

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