REQUEST TO USE COLLEGE FACILITIES

(Santa Barbara Community College District) 721 Cliff Drive, Santa Barbara, CA 93109  Phone: 965-0561

Date of Request: December 19, 1978

Facility (Building, Room, etc.)  T-6 and T-7 and Campus Center

Date(s) Facility to be used (day/date)  Saturday and Sunday, March 21 and 22, 1978

Hours needed (from/to)  7AM-7PM  Event starts at 8AM

Purpose for which facility will be used  Seminar in women in work

SBCC equipment requested  Use of rooms T-6 and T-7  Estimated Attendance 60

SBCC services requested  Luncheon in the Campus Center as arranged with Mr. Dunn

Requirements to be met in addition to those printed on the reverse side of this form

Applicant under the direction of Mrs. Floyd to secure key to the two buildings, open and close and to see that facilities are re-set for use by the college faculty for Monday classes.

APPLICANT MUST SECURE BOARD APPROVAL FOR SUNDAY USE.

Name or Organization  She Institute - Non Profit  Phone (805) 773-1771
Address  PO Box 27, Pismo Beach, CA 93449
Authorized representative  Nell Langford

An admission fee, collection, or solicitation of funds (will) (will not) be made. Amount $4.00 69.2.  The net proceeds will be used for:

Applicant hereby agrees to hold the Santa Barbara Community College District, the Board of Trustees and all District officers, agents, and employees free and harmless from any loss, damage, liability, cost or expense that may arise or be caused in any way by such use or occupancy of school facilities.

We hereby certify that we shall be personally responsible, on behalf of our organization, for any damage or unnecessary abuse of school buildings, grounds, or equipment resulting from the occupancy of said premises by our organization. We agree to abide by and enforce the rules and regulations of the Santa Barbara Community College District governing the non-school use of buildings, grounds, and equipment as specified on the back of this form.

Date  Dec. 29, 1978  Signature  Nell Langford

SBCC Approval(s)

- Sports Pavilion Manager
- Civic Center Manager - Student Activities
- Theatre Manager
- Audio-Visual Manager
- Continuing Education
- Food Service Manager
- Security Manager
- Facilities Operations - Summer Session

Fee(s):
- Filing  $10
- Rental  2 rms x 2 days @ 370 = $740
- Utilities  Campus Center set up $25
- Equipment
- Labor  actual and necessary
- Other

Approved  Date  Business Manager

ENC. #9  Item 5.2p  1-25-79

BUSINESS OFFICE COPY
December 20, 1978

Dr. David Mertes, Superintendent/President
Santa Barbara Community College District
Board of Trustees
720 Cliff Drive
Santa Barbara, CA 93109

Dear Dr. Mertes:

Our organization would like permission from the Santa Barbara Community College District Board of Trustees to conduct a seminar on campus on a Sunday.

We have been working with Mr. Reynolds at the campus Community Services Office. He has confirmed availability of rooms T6 and T7 for Saturday, March 24. We need these rooms for Sunday, March 25, also.

Enclosed is my vita and information about our organization. The "brochure" will go to press as soon as possible, pending various confirmations. Your prompt action on this request is therefore greatly appreciated.

Our seminars are held on community college campuses in order to introduce women to and reacquaint women with community college resources. The community college is performing and increasingly will perform a major role in remedying the inequities which exist for working women. Working women can go to the community college to determine their talents and abilities, to increase their competence, and to widen their vocational options.

SHE Institute wants to support the community college in every way possible. For each weekend seminar we have budgeted a maximum of $300 for community college facilities and equipment or other campus resources.

San Diego City College has asked to co-sponsor the seminar being held on their campus. They have offered their facilities and some equipment to us at no cost, and we have offered to contribute an equivalent amount to the college to cover costs of the co-sponsorship.

If Santa Barbara Community College would like to co-sponsor the seminar there, please let us know as soon as possible.

Thank you very much for your consideration of this matter. I look forward to our joint success so that many more women can get what I and others have gotten at Santa Barbara Community College — a chance to develop our potential.

Best regards,

Dell Langford

Seminars Helping Everyone Institute • A California Non-Profit Corporation (805) 773-4771
December 11, 1978

Mr. Reynolds
Director of Community Services Facilities
Santa Barbara City College
721 Cliff Drive
Santa Barbara, CA

Dear Mr. Reynolds:

As we recently discussed on the telephone, our organization would like to rent campus facilities to conduct a seminar on Saturday, March 24, 1978, (7 am to 7 pm) and Sunday, March 25, 1978, (7 am to 7 pm). I understand we need to get board approval for Sunday use, so I am enclosing information about the organization and the seminar for the board to consider. Also enclosed is a reduced draft of a brochure which will go to press around the first of January pending various confirmations.

Our primary need is for a regular large (at least 60 capacity) classroom with regular movable arm-desk chairs for the weekend of March 25 and 26. Your prompt confirmation of availability, along with the estimated rental fee is greatly appreciated.

The following needs are secondary, as we can make alternate plans if necessary: We would like to rent videotape equipment and hire a member of your audiovisual staff to tape the participants prior to the seminar and play the tapes during the seminar. The District Supervisor, Mary Alice Floyd, will coordinate the taping session on a Saturday morning, or some other time convenient for your staff, a few weeks prior to the seminar. Since there will be approximately 100 participants and each will be taped for 1½ minutes, there will be 2½ hours of tape. The tapes will be played back in the afternoon of each seminar, 1 hour and 15 minutes on Saturday and 1 hour and 15 minutes on Sunday. I understand from Mr. Shandroff that you have three monitors, which would be adequate for our 50 participants to simultaneously view.

We would also like to make arrangements for luncheon on campus. As I discussed with Mr. Dunn, a total cost of up to $4.50 per lunch for baron of beef is an acceptable price.
I appreciate your consideration of these various requests. If you have any questions, please call me. I look forward to returning to the campus which, twelve years ago accepted me, a 26 year old 10th grade dropout, and gave me the opportunity to discover my talents and abilities. It was SBCC's teachers, and my counselor, Mr. Floyd, who encouraged me to develop my potential.

Warmest regards,

Nell Langford

Nell Langford

NL/df
1. The Institute.

SHE Institute is a California non-profit corporation. The Institute exists to provide education for men and women which will help remedy the inequalities which exist today for women who work.

Officers of the Institute

President: Dr. Nell Langford
Vice President/Treasurer: Effie McDermott
Secretary: G. D. McDermott

2. Previous Institute Activities.

A series of seminars and workshops for women who work were conducted by the Institute in 1978 in San Luis Obispo County. Co-sponsors included the San Luis Obispo Chamber of Commerce. In addition, the Institute provided special workshops for California Polytechnic State University, San Luis Obispo, and Vandenberg Air Force Base, California.

Evaluations by hundreds of women indicate that the education provided by the Institute has been well received. The Institute maintains an active feedback and evaluation system so that the short and long term effectiveness of the seminars can be determined.

3. Institute Contractees.

a. National Coordinator

Primary duties:

1. Recruit, train, and assist District Supervisors in all aspects of marketing, public relations and follow-up
2. Set up seminars (e.g. locations, facilities, and dates)

Compensation: 25% of the net incomes from seminars, plus expenses and 25% of the net income from follow-up sessions.
b. District Supervisor  
Primary duties:  
1. Recruit women to seminars  
2. Recruit women to follow-up sessions  
Compensation: 40% of the net income from seminars, plus expenses and 40% of the net income from follow-up sessions.

c. Seminar Leader  
Primary duties:  
1. Conduct seminar  
2. Conduct follow-up employer workshop  
Compensation: 25% of the net income from seminar, plus expenses

d. Counselors  
Primary duties:  
1. Counsel and instruct participants (approximately 2 hours)  
2. Facilitate seminar groups  
3. Provide information for employers  
Compensation: $50/day plus free tuition.

e. Guest Speakers  
Primary duties:  
1. Analyze and respond to participants' reported problems and needs  
2. Speak on a subject of concern to working women  
Compensation: $100/day (approximately 2 hours).

f. Promotion Coordinator  
Primary duties:  
1. Provide marketing assistance  
2. Provide public relations assistance  
Compensation: 5% of the net income from seminar.

g. Follow-Up Sessions Leader  
Primary Duties:  
1. Conduct follow-up sessions each month  
2. Provide the Institute with feedback  
Compensation: 25% of follow-up meeting net income.
4. Lines of Responsibility

Institute → NATIONAL COORDINATOR → Seminar Leaders → Follow-Up Meeting Leaders → District Supervisors → Guest Speakers → Counselors

5. Percentage Compensation from NET INCOME of Seminars

6. Seminar Income

<table>
<thead>
<tr>
<th>Seminar</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$49 \times 50 = $2,450</td>
</tr>
<tr>
<td>2</td>
<td>$89 \times 50 = $4,450</td>
</tr>
<tr>
<td></td>
<td>$6,900       Total Maximum Income</td>
</tr>
</tbody>
</table>
7. Seminar Expenses

Figures are estimates for a 2-day weekend seminar.

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilities</td>
<td>$125</td>
</tr>
<tr>
<td>Audio Visual</td>
<td>175</td>
</tr>
<tr>
<td>Coffee/ Snacks/ Service</td>
<td>75</td>
</tr>
<tr>
<td>Employer Continental Breakfast</td>
<td>50</td>
</tr>
<tr>
<td>Materials</td>
<td>100</td>
</tr>
<tr>
<td>Brochures</td>
<td>150</td>
</tr>
<tr>
<td>Guest Speakers</td>
<td>200</td>
</tr>
<tr>
<td>Counselors</td>
<td>500</td>
</tr>
<tr>
<td>District Supervisor Expenses</td>
<td>200</td>
</tr>
<tr>
<td>National Coordinator Expenses</td>
<td>150</td>
</tr>
<tr>
<td>Seminar Leader Expenses</td>
<td>150</td>
</tr>
<tr>
<td>Institute Expenses</td>
<td>125</td>
</tr>
</tbody>
</table>

$2,000

Note: $2,000 is the maximum expense for any two-day seminar. In any series of seminars, the expenses will be adjusted so that no individual two-day seminar will exceed the maximum. In cases where the series of seminars do not reach an average of $2,000 per seminar, the proceeds will go toward seminar scholarships for the next seminars in the series areas.

8. The Seminar

Title: "Women: The Great Potential,"
Seminar 1 (for non-managerial)
Seminar 2 (for managerial level employees)

Cost: Seminar 1: $49 lunch is not included
      Seminar 2: $89

The seminar fee is usually paid by the participant's employer, who may deduct the fee from Federal taxes as "employee training expense".

Location: Seminars are held on community college campuses in order to expose the women to training and educational facilities.

Hours: Each 1-day seminar lasts for 10 hours (8 a.m. - Noon; 1 p.m. - 7 p.m.).
Credit: One unit of professional credit through university extension is available for each 10-hour seminar.

Seminar Events: Seminar events include mini-lectures, group interaction, role playing, films, music/slide shows, repeated appraisal of self image, guest speakers, questionnaire completion and analysis, videotapes. Note: Videotaping of participants is done by appointment prior to the seminar, and tapes are played during the seminar.

9. Time Line Overview

1. Two months prior to seminar. District Supervisor completes hand distribution of brochures to employers.

2. One month prior to seminar. All fees received. District Supervisors paid (40% of net). Next seminar dates confirmed. Follow-up session date confirmed.

3. Three weeks to 1 week prior to seminar. District Supervisor coordinates videotaping of participants prior to seminar.

4. Friday night (6 p.m. - 9 p.m.) prior to next day seminar. Meeting with District Supervisor, Counselors, National Coordinator, and Program Leader.

5. Seminar.

6. Monday morning (7 a.m. - 9 a.m.) following weekend seminar. Employer workshop - Continental Breakfast.

10. Follow-Up Sessions

Participants will be encouraged to attend follow-up training sessions held each month for a nominal fee of $17 per session. The sessions are held in the evening on a week night. The compensation is the same as for regular seminars, except that the "seminar" leader is the "follow-up meeting" leader.

M.A., Education, Educational Psychology Program, University of California at Santa Barbara, 1971. Thesis: An investigation of possible age-correlated differences in cutaneous perception. Committee members: Dr. J.A.R. Wilson, Dr. Lila Braine and Dr. Arthur Sandusky

B.A., Psychology, minor in Sociology University of California at Santa Barbara, 1970

A.A., General Studies Santa Barbara City College, Santa Barbara, 1968

High School Equivalency and Secretarial Training Certificate Manpower Development & Training Act Program (MDTA) 1966 St. Louis, Missouri

Lecturer, California Polytechnic State University, San Luis Obispo, 6/76 to present. Reference: Dr. Carl Cummins, Dean, Human Development & Education

Instructor/Facilitator, SHE Institute, a non-profit organization for women, Pismo Beach, California Part time 7/77 to present Reference: Ms. Effie McDermott, Vice President

Instructor, Chapman College, V.A.F.B., California Part time 9/77 to present Reference: Mr. Dillon, Principal

Ward Assistant, Neuropsychiatric Ward, Nevada Mental Health Institute
Part time, 6/74 to 9/74
Reference: Judy Grier, Supervisor

Researcher, Western Interstate Commission on Higher Education, State of Nevada, Department of Human Resources, Rehabilitation Division, Bureau of Research
Topic of Study: alcohol and drug abuse
Part time, 2/74 to 7/74
Reference: John Griffin, Director of Research

Instructor, Department of Criminal Justice, University of Nevada at Reno
Part time, 8/73 to 2/74
Reference: Ken Bronstein, Department Head

Teaching Assistant, Department of Psychology, University of Nevada at Reno
Part time, 8/72 to 5/73
Reference: Dr. William Wallace, Department Head

Training Officer/Assistant Psychologist, Clark County Juvenile Court, Las Vegas, Nevada
1/72 to 7/72
Reference: Nancy Williams, Director of Counseling Services

School Psychologist, Clark County School District
Las Vegas, Nevada
9/71 to 1/72
Reference: Don Dickinson, Director of Psychological Services

Research Assistant, Department of Psychology
University of California at Santa Barbara
Topic of study: perceptual development in children (visual development)
Part time, 9/68 to 6/69
Reference: Dr. Lila Braine, Professor

Research Assistant, Department of Psychology
University of California at Santa Barbara
Topic of study: visual depth perception
Part time, 9/69 to 6/70
Reference: Dr. Walter Gogel, Professor

Teacher/Program Coordinator, Santa Barbara City College
Basic Education Division
Program: Basic Education and English as a Second Language
Part time, 9/67 to 9/68
Reference: Paul Ash, Director
Assistant Counselor, Neighborhood Youth Corps,  
Santa Barbara, California  
Part time, 9/66 to 9/67  
Reference: Janet Aiches, Counselor

Office Manager, Lindsay Water Conditioning  
Santa Maria/Santa Barbara, California  
1962 to 1965  
Reference: Ray Hemrich, Owner

Teller, Bank of America, Arroyo Grande, California  
1958 to 1961  
Reference: Florence Laporte, Manager

File Clerk, U. S. Time Corporation (Timex Corp.)  
Abilene, Texas  
1956 to 1958

Office Assistant, Langford Water Works  
Grand Prairie, Texas  
1950 to 1956

PROFESSIONAL ACTIVITIES

President, Education Section, American Association for the Advancement of Science, Pacific Division  
1978 to present

President, California Association for Neurologically Handicapped Children, San Luis Obispo County Chapter  
1978 to present

President, SHE Institute, a non-profit organization for women  
1978 to present

Program Coordinator, American Association for the Advancement of Science, Pacific Division, Education Section, Annual Conference 1978, Seattle Washington, Annual Conference 1979, Moscow Idaho

Chairperson/Program Coordinator, California State University and Colleges, Interdisciplinary Council of Clinical Personnel, Annual Conference 1979, Asilomar, California

MEMBERSHIPS/HONORARY

Scholars Program, University of California Santa Barbara

Kappa Delta Pi
MEMBERSHIPS/PROFESSIONAL

Western Psychological Association
Nevada Psychological Association
International Association for the Study of Pain
American Association for the Advancement of Science
Association for Women in Science
California Association for Neurologically Handicapped Children
Association for Children with Learning Disabilities
California State University and Colleges
  Interdisciplinary Council of Clinical Personnel

CERTIFICATES

Nevada School Psychologist
Nevada Secondary Teacher
California Community College Teacher

COURSES TAUGHT

Basic Education
General Psychology
Perception
Physiological Psychology
Behavior in Organizations (Business and Industrial)
Women in Management
Contemporary Education for Today's Woman
Women and Minorities in American Society
Motivation and Learning
Statistics
Experimental Psychology
Child Psychology
Behavior Disorders in Children
Diagnosing Learning Disabilities
Social Psychology
WORKSHOPS CONDUCTED

"WOMEN IN MANAGEMENT" - SHE Institute, 1978

"WOMEN IN MANAGEMENT" - California Polytechnic State University, "Women's Week" 1978

"WOMEN IN BUSINESS" - San Luis Obispo Chamber of Commerce, 1978

"THE WORKING WIFE" - Federal Women's Conference, 1978 Vandenberg Air Force Base, CA

COUNTRIES LIVED IN

Mexico

Germany

COUNTRIES VISITED

France, Switzerland, Canada

Japan, Hong Kong, Philippines

PAPERS/ PUBLICATIONS


Psychological factors and overweight (with N. Murphy and M. Slutsky). Presented to the California Psychological Association, Los Angeles, California, 1977


Effects of movement across the skin on the two-point threshold (with M.J. DiOrio and T.H. Harrington).

A confusion of direction explanation for the Langford-Hall phenomenon (with M.J. DiOrio and T.H. Harrington).

Cutaneous perception of a track produced by a moving point across the skin (with R.J. Hail and R.A. Monty).


BOOKS IN PROGRESS

Learning Disabilities: Proceedings of AAAS Conference,
(Ed. with A. Sandusky)
13 December 1978

Dr. Nell Langford
Department of Psychology
California Polytechnic State University
San Luis Obispo, CA 93401

Dear Dr. Langford

I would like to extend my sincere gratitude to you for your participation in our recent observance of the Federal Women's Program honoring the federally employed women of Vandenberg Air Force Base.

Your support of this successful function enabled a meaningful and rewarding experience for the over 200 women who attended your workshop.

I attribute the success of this event directly to the interest, commitment and personal involvement contributed so generously by you for this official function.

Sincerely

ROBERT L. RUCK, Colonel, USAF
Commander
Women: the great potential.

Seminar One
YOUR JOB: YOUR CAREER

WHO SHOULD ATTEND?
Secretaries, Office Workers, Bank Tellers, Food Service Workers, Manufacturing/Assembly Workers, Teachers, Nurses/Medical Assistants, and other Non-management Staff.

WHY SHOULD YOU ATTEND THIS SEMINAR?
You will discover:
- What your strengths are and how to use them.
- How to increase your problem-solving skills.
- Steps to becoming a more valuable employee.
- How to widen your options.
- How to turn goals into accomplishments.

You will learn:
- Goal setting.
- What your potential really is.
- How to get from a job habit to a career challenge.
- How to get things done.
- How to maximize the advantages of being a woman on the way up.

Seminar Two
FURTHERING YOUR CAREER

WHO SHOULD ATTEND?
General Managers, Assistant Managers, Directors, Supervisors.

WHY SHOULD YOU ATTEND THIS SEMINAR?
You will discover:
- Strategies and techniques to handle problems.
- How to be effective without being aggressive.
- How to gain and maintain respect.
- How to delegate responsibility.
- How to motivate employees.
- How to communicate more effectively.

You will learn:
- Decision Making.
- Practical skills to assist you in your particular management situation.
- Management styles.
- How to use criticism effectively.
- How to maximize the advantages of being a woman manager.

THE INSTITUTE
The She Institute is a California non-profit corporation whose purpose is to increase confidence and skills of working women. All seminars are held on local community college campuses. Professional education credit is available.

GUEST SPEAKERS
These are successful professionals with practical knowledge and skills who will answer specific questions from seminar participants about job needs.

COUNSELORS
Seminars are conducted by community college counselors who specialize in the concerns of women who want to get ahead.

SEMINAR DYNAMICS
Small groups, combined with mini-lectures, role-playing, and individual video taping of participants, make sharing, interaction, and identifying job improvement areas easy and exciting.

SEMINAR EVALUATIONS
Past evaluations have shown participants average between "very useful" and "extremely useful" with comments such as, "I feel like I just got out of jail." Common employer comments: "employee is more productive, more effective," and "has more appreciation of the bottom line."

SANTA BARBARA
Santa Barbara City College
Seminar 1: MARCH 24, 1979 (Sat) 8 a.m.-7 p.m.
Seminar 2: MARCH 25, 1979 (Sun) 8 a.m.-7 p.m.
District Supervisor: Mary Alice Floyd
(805) 687-5452

SAN DIEGO
San Diego City College
Seminar 1: APRIL 7, 1979 (Sat) 8 a.m.-7 p.m.
Seminar 2: APRIL 8, 1979 (Sun) 8 a.m.-7 p.m.
District Supervisor: Pam Quintero
(714) 444-8063

SAN JOSE
San Jose City College
Seminar 1: APRIL 21, 1979 (Sat) 8 a.m.-7 p.m.
Seminar 2: APRIL 22, 1979 (Sun) 8 a.m.-7 p.m.
District Supervisor: Guadalupe Gutierrez
(408) 287-3078

FRESNO
Fresno City College
Seminar 1: MAY 5, 1979 (Sat) 8 a.m.-7 p.m.
Seminar 2: MAY 6, 1979 (Sun) 8 a.m.-7 p.m.
District Supervisor: Pam Lowenthal
(209) 298-0591

SEMINAR LEADER
Dr. Neil Langford conducts seminars and workshops for women who work. Twenty years of experience in business and industry, an engaging and inspiring style, plus a PhD in psychology make Neil a spirited experience for women facing responsibility.
Are You Your Employer's Best Woman?
A MESSAGE TO EMPLOYERS

Thank you for your interest in providing equal opportunity to women...

We are happy to assist you by providing your women employees with special training to prepare them for further responsibility in your organization.

We invite you to a downtown continental breakfast Monday morning (7 am to 9 am) after the weekend's seminars.

Please meet with us and other employers to discuss strategies to make use of the increased motivation and awareness we create with your employees.

We feel we can best serve you and your employees by working together for a common goal.