

1972

## Foundation Hall Tour Information

The American College

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FOUNDATION HALL

TOUR INFORMATION

Directional Order of Tour

Start on ground floor, through classroom area to control room. Next, proceed to back elevator to the TV studio (basement). Take back (service) elevator to the 4th floor, stairway to 3rd floor, back elevator or stairway to 2nd floor, main elevator to first floor.

In the event of questions which you cannot answer in the areas indicated below, refer to the following staff members for explanations:

Art Department - Howard Hocter  
Audio Production - Mike Bove  
TV Control - Matt Steers  
Library - Lisa Ogletree

Tour Comments

It is important that certain factual information about The American College and about Foundation Hall be "memorized" while other information might be considered "background" in nature and helpful to you in conducting tours. The script which follows attempts to underscore that information which is considered necessary. While no one is expected to memorize the script or to follow it verbatim, it is provided as a guide to you in familiarizing yourself with the building and with our operations.

Should you find deficiencies as you become familiar with it, please do not hesitate to come to the Communications Office with your suggestions.

GROUND FLOOR, INTERIOR COURT

Welcome to MDRT Foundation Hall -- named for the Million Dollar Round Table Foundation which pledged \$1.5 million to this building. The Foundation is the philanthropic arm of MDRT, an association of leading life insurance producers. The Building cost \$3.5 million, plus \$1 million for furnishings. It was designed by Mitchell & Giurgola, who also designed Huebner Hall and Myrick Pavillion. In 1974 Foundation Hall was recognized by the American Institute of Architects as one of eight of the most distinguished buildings of recent design throughout the world to receive an AIA Honor Award.

The American College was started in 1927 by Dr. Solomon S. Huebner, a University of Pennsylvania Wharton School professor who together with a number of leaders of the National Association of Life Underwriters believed that both the insuring public and people in the insurance business would be better served by people who had greater formal education in insurance. He introduced the CLU (Chartered Life Underwriter) diploma and designation and started this institution to offer it. Today the CLU is still the backbone of The American College, but its offerings have been expanded to include a Graduate degree, the Master of Science in Financial Services which was awarded for the first time this fall and Advanced Career Studies in pension planning, estate planning, financial counseling and other courses.

The American College is very different from most colleges and universities. Our students do not live and work on campus but are located all over the nation. At present some 60,000 men and women, all full time employees in the fields of insurance, accounting, banking, financial counseling, etc., are studying American College courses either in organized classes or independently, preparing for the examinations which terminate just about all courses. The courses they are taking, the study materials they use, the examinations they take are all prepared by American College faculty here in Bryn Mawr and distributed to students everywhere. Our examinations are administered at over 300 examination centers across the nation and back here for grading.

Foundation Hall is the educational center of the College. The technical facilities which we will now see are part of the Zimmerman Adult Learning Laboratory, named in honor of Charles S. Zimmerman, Honorary Chairman of our Board of Trustees. Mr. Zimmerman's portrait hangs on the wall in front of you.

CLASSROOMS (Move to G-13. If it is occupied, take group into projection room and look into G-13)

There are two classrooms on this level, G-16 for small groups and G-13, the largest in the building. G-13 is equipped with microphones, TV cameras, facilities for showing slides, films, etc. The room divides into two smaller, equally equipped classrooms by pulling a room partition.

This year 17 different classes have been offered on campus with some 350 students participating from the Delaware Valley area. These CLU and Graduate classes are offered on an "experimental" or "pilot" courses. Although the terms are frequently used interchangeably, usually "pilot" courses are brand-new courses which are still being perfected and are being "tried out" here before being offered nationally. "Experimental" courses are frequently regular courses in which some new approach or new teaching technique is being used.

All classes in G-13 are tape recorded and then made available in cassette form so that students who miss or wish to review a class can go to the library and listen to the tape. We are also equipped to videotape classes upon request (you can see the cameras) and when we have special meetings and seminars on campus, they're usually held here and videotaped.

PROJECTION ROOM - Films, slides, and tapes are played from here to either classroom.

#### CONTROL ROOM

The center of our closed circuit television system. Monitors are viewing classes and meetings in G-13 are located here and the cameras are operated from here. Audio pickup of classroom activities both in G-13 and other seminar and classrooms in this building is also provided. This room also controls our TV studio which we will visit when we go downstairs.

How do we use all this television capability? We videotape for use in teacher training and for evaluating teaching techniques. Our faculty uses videotaping for self evaluation of their techniques. We videotape educational seminars and other special meetings on campus. We are also able to mix slides, film and video tape for 16 MM film or video cassette productions.

### MULTI-PURPOSE ROOM

This room is so constructed that it is completely independent of the building and has special insulators. It is used for high quality-low noise audio recording for it is completely sound-proof. It is used for still photography and for group recording.

### BASEMENT (use service elevator)

This level houses the television production studio designed primarily for TV but also used for film productions, video tape recording and still photography. At present, the studio is not in use, but throughout the year it is frequently utilized in preparing the College's various sight and sound presentations which are available as learning and teaching aids.

The films we produce are used primarily to reinforce concepts covered in various courses. They are available to teachers and study groups either on a rental or purchase basis.

Behind the large doors is a prop and set construction studio which is also used for storage purposes and general maintenance needs. On this floor are also located dressing-rehearsal rooms and a rehearsal room (sofas designed by Eero Saarinen) and a center of all mechanical equipment in the building.

### FOURTH FLOOR (Use service elevator)

The office of the President of The American College, Dr. Davis W. Gregg, is on this floor as are the deans of the three schools of instruction (point out each as you pass). Mrs. Helen Schmidt, Secretary of the College and Executive Assistant to Dr. Gregg is also located here.

### EDITORIAL SERVICES

Responsible for editing all course and study materials drafted by faculty members. Over 20 courses are offered, and all assignments and study materials originate at the College. Materials must be reviewed and updated annually and ready for distribution to students when new semesters begin. Editorial Services is responsible for the accuracy, the style, the quality of all materials, and works very closely with Production Department to see that deadlines are met.

### DR. GREGG'S RECEPTION ROOM

Note the old rocking chair and lap board which were used throughout his career by Dr. Huebner, Founder of the College. He used it from the time he was a young professor at Penn until his death at the age of 84 in 1964.

### ROOM 426

The largest conference/seminar room in the building, equipped with TV monitor, facilities for slide and film projection, blackboards and special sound equipment for recording. (Note particularly lovely view of campus)

## FURNISHINGS

Secretarial work stations and executive desks in private offices designed by Robert Stevens for Knoll Associates and constructed of white oak and chrome. In Room 426 the chrome and leather chairs were designed by Mies van der Rohe, and the teak table is also from Knoll. The chrome, wood, and cane chairs which are located throughout the building are a very famous design by Marcel Breuer first executed in 1928, and the black leather and steel chairs used in the private offices are also a design of Mies van der Rohe.

## THIRD FLOOR (use stairs to third floor)

Layout is virtually identical to 4th floor. Enter floor at Examination Department.

## EXAMINATION DEPARTMENT

Virtually all courses terminate with a written examination, and these, too, are offered nationally at some 300 examination centers. The preparation and grading of all examinations is the responsibility of this department. Examination Department staff work with faculty members responsible for courses in developing the exams. The support staff types, proof reads, and prepares exams for printing and then has charge of making sure they're shipped to exam centers and then received back here for grading. All exams are subject to a very involved grading procedure. Anyone wishing to know more can talk with a faculty member.

## RESEARCH AND EVALUATION

Works closely with Examination Department evaluating the results of examinations, studying exam results to determine reasons for successes and failures, conducting research into adult learning problems. Currently, research is underway aimed at reducing student drop-out rate.

## CONFERENCE ROOM 326

Similar to 426 but smaller. Similar equipment, furnishings, etc.

## STUDENT AND FACULTY SERVICES

Headed by Gordon K. Rose, Vice President. This very busy division is responsible for promoting College courses and recruiting new students. All inquiries about courses, matriculation, etc. are directed to Student and Faculty Services. All promotional materials are distributed from this area, and other responsibilities include recruiting and training teachers, working closely with CLU chapters and working with CLU associations in various insurance companies to promote courses and recruit students.

## DEVELOPMENT AND COMMUNICATIONS

This department is responsible for two functions: fund raising and public relations.

*McLahan*

Development - Major activity is the GOLDEN ANNIVERSARY FUND, a three year, \$20 million fund raising campaign coincides with the 50th anniversary of the College this year. More than 6,000 individuals have made gifts to the College and are members of the Golden Key Society.

Communications - responsible for preparing all catalogues, brochures, news releases and other published materials of the College.

#### SECOND FLOOR (use service elevator or rear stairway)

This floor houses the Learning Systems and Testing Division and includes Instructional Design and Technical Operations. It is the control center for the Zimmerman Learning Laboratory facilities downstairs and might be thought of as the audio, video, editing and graphics center of the College. You'll see some rather technical facilities here which I will briefly describe, but if you have additional questions please let me know and I will ask someone more knowledgeable to talk with you.

#### AUDIO PRODUCTION

This room provides us with a complete audio production facility including a custom built 8 channel recording and mixing console used to produce tapes, cassettes and film soundtracks. With this facility we are able to provide cassette copies of all experimental and pilot classes taught here at the College for student and faculty review. We also record and mix sound tracks for films and slide presentations. Seminars and lecturers in G-13 are recorded here and duplicated on tape for distribution. The room includes a sound studio used for narrating films, video productions, etc. If a sound track includes more than one narrator, we use the multipurpose room you saw downstairs. Some interesting new techniques have been developed here such as speed listening which enables the listener to absorb and retain information at a faster rate than his normal listening rate.

#### FILM EDITING AND ANIMATION ROOM

This is where our technicians edit and put together the films we produce. The equipment includes the Moviola film editing table to synchronize audio and visuals. The process compresses speech without getting the "donald-duck" sound.

Lately, most activity has concentrated on the new film The Money X-Change, which is about the history of foreign exchange and will be used with CLU course in Economics.

Adjoining the film editing room is an animation facility for frame-to-frame photography. Our Art Department produces the graphics and with this equipment we can put together an animated production. The Money X-Change film is entirely animated. It's a very time consuming operation requiring supreme patience for 10 seconds of animation may require 3 to 6 hours to shoot.

## GRAPHICS AREA

Includes artists' work areas and the darkroom for photography. Darkroom equipped to process both black and white and color photography. Art Staff - two fulltime artists plus Director, Howard Hocter. They design most brochures, and various publications, do graphics for animation and other film and video productions, design signs and an array of other activities involving art and design. For example, the display area in Huebner Hall was designed by the art department.

Storyboard - used in developing animated sequences for films and as a tool for developing scenes for films, slide presentations, video productions. On the board you'll see posted an artist's rendering of how a certain scene or segment of film will look along with the narration so that everyone involved in the production will have knowledge of how a subject will be treated.

## Proceed to reception area

The other wing on the second floor houses the offices of division faculty and staff and support personnel as well as the office of the Vice President of Learning Systems and Testing, Dr. Harold F. Rahmlow and ~~Dr. Denis T. Raihall, Vice-President of Student Affairs.~~

FIRST FLOOR (Use elevator. If interested in furnishings, describe reception area and then proceed first to study lounge and then to library.)

The seating in the reception area was designed by Alvar Aalton, a Finnish architect and is constructed of natural birch frames with leather webbing. The Reception desk was designed by the architects, Mitchell & Giurgola, and constructed of teak by Max Braun.

## HOME STUDY LOUNGE

The red lounge seating is the Ciprea design of Italian designer, Tobia Scarpa. The seating is solid polyurethane, sculptured rather than fitted over a frame as most furniture is. The individual pieces can be moved to form flexible groupings. The cube tables were designed by the architects as were the study tables. The study chairs are a design of Mies van der Rohe and were executed in the 1920s. There are two television receivers in this area for playing of video tapes.

## LIBRARY

The College's Library is an outstanding example of a multi-media library with a collection of 10,000 books, 600 journals, microfiche, audio-cassettes, films and video cassettes. Users of the library find equipment to utilize all media except 16 mm film right here. The Library is used primarily by our faculty and students who take courses here for research, but it is available to the public as well. The collection is primarily devoted to insurance and financial sciences. Reference Desk - designed by the architects, executed in teak by Max Braun. Houses ready-reference materials and a built-in card catalogue.

Study Carrels - They are called "wet" carrels because they are equipped electronically. In these study carrels library patrons may use audiocassette

players, with headphones for private study. They may also use a cassette on which the speed can be increased for speedlistening. One study carrell is equipped with a videocassette player as well so that the patron can review some of the video productions we have produced as learning aids.

Another type of equipment available to patrons is the Microfich viewer which is similar to microfilm. One 4x6 microfiche card holds up to 60 pages of material, and copies can be made with the large viewer. Portable viewers are also available and can be taken to one's office for use. Right now the College is in the process of making microfich copies of a great deal of its achival material. Incidentally, microfich is much more economical than microfilm.

Computer Terminal - The terminal is tied into the University City Science Center and is used primarily in searching bibliographic data bases. With the phone hookup here the user can communicate with computer facilities across the country. Study Tables - designed by the architects and constructed of Ash. Brass study lamps also designed by the architects. The study and lounge chairs are designs of Alvar Aalton, whose designs are in the reception area.

END OF TOUR

Escort guests back to reception area and, if needed, point out rest rooms and telephones.