Look Here First!

DIFFERENCES of opinion have been expressed over Bruce's article, "A Look at Program Planning," in the Winter, 1964 issue of the *Journal*. Some agree with him wholeheartedly and others disagree with equal enthusiasm. Perhaps at issue is not whether you agree or disagree but what evidence you have to support your point of view or as the basis for questioning Bruce's views. Does Bruce describe the situation regarding program planning as it exists? If so, is it a universal situation? Are the criticisms Bruce directs toward what is called "the program planning process" sufficiently founded to merit careful study?

In this issue, you will find VandeBerg taking quite a different point of view about program planning. Do the guidelines he suggests make sense (1) in terms of evidence avaliable and (2) in terms of systematically examined personal experiences? Whether you personally agree or not with VandeBerg, do the ideas he expresses help you examine your own concept of program planning? It is unlikely you could get VandeBerg or Bruce to say that they have "the last word" about program planning. But they both have studied the subject, systematically and scholarly, over a considerable period of time—from practical as well as academic points of view. Other people may have ideas that vary from either of these. Perhaps you are one such person. Have you attempted to demonstrate your understanding of program planning by writing your ideas down?

Heckel introduces a related idea. He suggests that a possible side outcome of planning is leadership development. Have you observed this happening? Have you considered this possibility in formulating your scheme for planning? Can you expect a planning group who has never worked together to perform at top efficiency on their first attempt?

As you work or contemplate working with urban people, have you considered them different from rural people? Do they live in circumstances that make their interests, receptiveness, or sources of information different? Emory Brown suggests that urban people *and their institutions* differ from those in the rural setting. Have you compared people in these two places of residence from the standpoint he outlines?

There are other pertinent questions that can be raised that are dealt with in the pages that follow. You will not find "the final answer"—but you may find ways of "thinking about" and "looking at" some aspects of your work that will merit your exploration. Why not start by reading the first few paragraphs (until you find the author's stated purpose) and the summary or concluding statements for each article in this issue. It will take 15 to 30 minutes. If you don't find answers to all your concerns in the articles, you may find valuable additional references described in the briefs, reviews, and abstracts.

The Editors