



# AMERICAN STATISTICAL ASSOCIATION

FOUNDED 1839

1429 Duke Street • Alexandria, Virginia 22314-3402 • (703) 684-1221

EX 9

November 17, 1987

Memorandum for Barbara Bailar, President  
and  
Members, ASA Board of Directors

Subject: Report of the Committee on Developing an ASA  
Office of Scientific and Public Affairs

On behalf of the Committee on Developing an ASA Office of Scientific and Public Affairs, it is my pleasure to submit for your review and action the final report outlining our findings and recommendations. Our report responds to the specific charge given to the committee in March 1987, as well as related areas that emerged as we undertook our task.

The work of the committee was eased by efforts that you and others have undertaken in the past, and enhanced by your willingness to meet with us during the past several months to review our preliminary ideas and proposals. We have attempted to incorporate many of the suggestions we received, particularly at the August meetings, in this final report.

We are pleased to have had the opportunity to further the development of this very central capacity for ASA and its members, and look forward to working with those who will implement the Office of Scientific and Public Affairs.

*Katherine K. Wallman*  
Katherine K. Wallman, Chair  
Council of Professional Associations  
on Federal Statistics

Thomas Boardman  
Colorado State University

Jerome Sacks  
University of Illinois

William Hill  
Allied Corporation

Robert Tortora  
U.S. Department of Agriculture

Enclosure

ESTABLISHING AN OFFICE OF SCIENTIFIC AND PUBLIC AFFAIRS  
Report of the ASA Committee

Background

STATISTICS as a discipline lacks an effective public presence. This proposition has been taken as self-evident by various panels and committees, and has been documented by the continued inability of the field to present its achievements publicly and to prevent their being claimed by other disciplines. We see further that the young are not being attracted to the field in adequate numbers, that financing of basic research in Statistics is under heavy pressure, that industrial acceptance of statistical ideas is slow, that government policy towards data collection and its uses has to be vigilantly monitored, and that the maintenance of effective Departments at universities is being compromised.

Panels have met and proposed the establishment of an Office within the American Statistical Association (ASA) to address the problems caused by the gap between the field and the public awareness of it. In April 1983, the Future Goals Committee held a two-day workshop to determine priorities for future ASA programs under the general heading of "public understanding of statistics." This workshop, which culminated two years of study and discussion by the Future Goals Committee, recommended as its first priority the establishment of an Office of Public Affairs. A subsequent feasibility study similarly recommended in a January 1984 report that an Office of Public Affairs be established in ASA. The Board of Directors approved this proposal in principle, but deferred action in light of funding constraints.

In the intervening years, requests for an Office of Public Affairs in ASA have continued to come from many sources. The Committee on Quality and Productivity repeatedly has asked for this office. The Ad Hoc Committee on Relations to Science and Mathematics Organizations has recommended an Office of Scientific and Public Affairs. The Task Force on ASA Interactions with Other Organizations recommended, in a May 1986 interim report, the establishment of an Office of Scientific and Public Affairs. Similarly, the Executive Committee of the Council of Chapters has called for this office.

Early in 1987, ASA President Barbara Bailer synthesized the reports of these several committees and listed, under five broad functions, close to 30 activities that had been suggested for an Office of Scientific and Public Affairs. Dr. Bailer's synthesis highlighted the conclusion of all of the predecessor reports: that the need is great for educating both policymakers and the general public about the importance of statistics, the use of statistical capability, and the interpretation of statistics; and that without an effective public image, the discipline is weakened. Indeed, even among statisticians there is a lack of understanding about the importance of statistical work and its contributions to public and private decisions.

The absence of a central monitoring office inhibits quick reaction to issues of urgency. The field has been slow to take a timely and prominent role in vital policy matters where statistical issues are of great account (e.g., AIDS), or to assist policymakers on decisions affecting the health of the field (e.g., NSF Centers). Needs to keep information flowing between decisionmakers and practicing statisticians about requirements and resources are not being filled except on ad hoc bases. The science policy environment is too complex and fast-changing to be properly served in this haphazard manner. STATISTICS must follow the other scientific fields and establish a continuing presence and activity to get its "story" told properly and well. As the major Statistics organization, the ASA must assume chief responsibility for doing so.

## Charge to the Committee

To outline a plan that would serve as a basis for a Board of Directors' decision on proceeding with the establishment of an ASA Office of Scientific and Public Affairs (OSPA), President Bailar created in March 1987 a Committee to:

- decide on the appropriate mix of activities for the office in its beginning years;
- explore alternative sources of funding for the program; and
- write a job description for a director of such an office.

Members of the Committee on Developing an ASA Office of Scientific and Public Affairs were selected to represent the diverse backgrounds and organizational settings of the membership. They included Katherine Wallman (Chair), Council of Professional Associations on Federal Statistics; Thomas Boardman, Colorado State University; William Hill, Allied Corporation; Jerome Sacks, University of Illinois; and Robert Tortora, U.S. Department of Agriculture.

## Activities of the Committee

The Committee on Developing an ASA Office of Scientific and Public Affairs held its initial meeting May 13-14, 1987. Tasks for that meeting included:

reviewing with President Bailar the charge to the committee and the Board's expectations for the products of its work;

coming to agreement on a working concept for OSPA;

discussing with representatives of kindred societies (the American Association for the Advancement of Science, the American Physical Society, and the American Psychological Association) the objectives, structure, and staffing of their scientific and public affairs activities; and

developing, based largely on earlier studies, the Bailar synthesis, and responses to a March 1987 Forum column (Amstat News), a draft statement of long- and near-term priorities and related activities for OSPA.

In addition, the Committee developed at its May meeting a proposed organization and staffing structure to carry out the OSPA functions, set plans for obtaining additional input from current and past leaders of the association, and outlined tasks to be performed in the ensuing months. In particular, the committee arranged to meet with the ASA presidents from the decade of the 80's (at the San Francisco meeting); began discussions of possible funding alternatives for OSPA; considered the qualifications necessary for OSPA staff; and, subsequently, agreed to give a preliminary presentation on OSPA to the Board at the August meetings. The balance of the committee's product was developed through discussions during the August 1987 ASA meeting, conference calls, and exchanges of draft portions of this report.

## Format of this report

The following sections of this report contain the findings and recommendations of the Committee on Developing an ASA Office of Scientific and Public Affairs. The report presents: a working "concept" for OSPA; priority objectives and suggested near-term activities for OSPA; a proposed organization and staffing plan; position descriptions for the two key staff members; proposed funding requirements and possible strategies for achieving the required level of funding; and a brief discussion of a plan for phasing in OSPA during 1988 and 1989.

## A Working "Concept" for OSPA

The committee has suggested, and has shared with the ASA Board as well as with representatives of kindred societies, the following working "concept" for ASA's Office of Scientific and Public Affairs:

"to promote among members of the statistical profession, the broader scientific community, public and private policymakers, and the public, an understanding of the need for and the importance of high quality statistical work"

In presenting this concept to a larger audience, the committee has found that some further clarification may be in order. In particular, many have asked if we are suggesting that the ASA/OSPA is seeking to establish "positions" for the profession on various issues. The committee is not advocating "establishing positions," but rather is suggesting that ASA/OSPA should facilitate bringing the expertise of the profession to bear on matters that do or should involve "statistical thinking." More specifically, the committee believes that the establishment of OSPA would result in:

improved capability for policymakers and the public to obtain professional advice from statisticians; and

improved capability for members of the profession to stimulate interest in the contributions of statisticians and to provide the guidance needed by policymakers and the public.

## Priority Objectives for OSPA

To meet the overall goals cited above, the committee has proposed a set of five priority objectives for OSPA. These include, in rank order:

1. Promoting the contributions that statistical thinking can make to public policy, industry, and research by establishing ASA and its members as a source of knowledge and opinions.
2. Serving as a clearinghouse for information about issues in statistical policy, research opportunities, and products that have been developed by the association and its component sections and committees.
3. Providing enhanced networking/coordination/interface with related societies and organizations.
4. Strengthening the participation of statisticians in domains such as the U.S. Congress and the media by sponsoring "fellows programs" similar to those now operated by the ASA in several federal statistical agencies.
5. Developing mechanisms to communicate time-critical information in a manner that will allow timely response by members of the profession.

Clearly, there are many activities that could be undertaken in support of each of these broad functions. Based on the needs expressed and documented in earlier reports, complemented by concerns voiced to the committee as it has pursued its assignment, there appears to be some fair consensus on the types of activities that could and should be undertaken as early priorities for the Office of Scientific and Public Affairs. Several of these are detailed in the following section.

## Some Near-term Activities for OSPA

To reap some early benefits from the establishment of OSPA, and to provide some sense of how its progress could be measured during the first two to three years of operation, the committee proposes in this section several activities that could be undertaken during the initial period of operation. These specific activities support several of the priority objectives, and respond to a number of the needs expressed by members of the association. In particular, the committee recommends that OSPA in the near-term initiate activities to address:

1. the lack of awareness and understanding by policy and decision makers in the public and private sectors about how to use statistical capability to solve problems, how to evaluate statistics, and how to interpret statistics. Specific activities would include:

developing "testimony" on statistical research, education, and applications aimed at government and industry decisionmakers (e.g., case studies that describe specific contributions that statistical thinking has made to the solution of problems or, conversely, that demonstrate the negative effects of the misuse of statistics; short reports or "op-ed" articles for publication in the news media); and

sponsoring symposia for policymakers and members of the press on public concerns whose resolution is or could be enhanced by the use of statistical methods.

2. the lack of a focal point to coordinate responses from interested members of the profession, either proactively or reactively, to issues that would profit from statistical attention; and the lack of a continuing source of information on statistical experts to work with organizations in the Federal executive and legislative branches, business and industrial organizations, and the media. Specific activities would include:

assembling lists of statisticians who are working on various applications, and providing such information on request to representatives of government, industry, and the press.

3. the lack of understanding by many statisticians about the importance of statistical work and how statistics can contribute to important public policy issues. Specific activities would include:

establishing a mechanism such as a one-page weekly electronic newsletter that would bring time-critical information about policy issues and other opportunities for involvement to the members of the profession; and

conducting seminars for statisticians to increase their awareness of the link between policy issues and statistics and to prepare them to represent the profession in interactions with government and industry officials and the press.

4. the lack of a conduit for providing information to members of the profession on products that have been developed, and on research and funding opportunities. Specific activities would include:

assembling and circulating to members of the profession information about products that have been developed and testimony that has been given, especially by ASA committees and sections; and

establishing a systematic program to obtain and disseminate information about research opportunities for statisticians and associated funding.

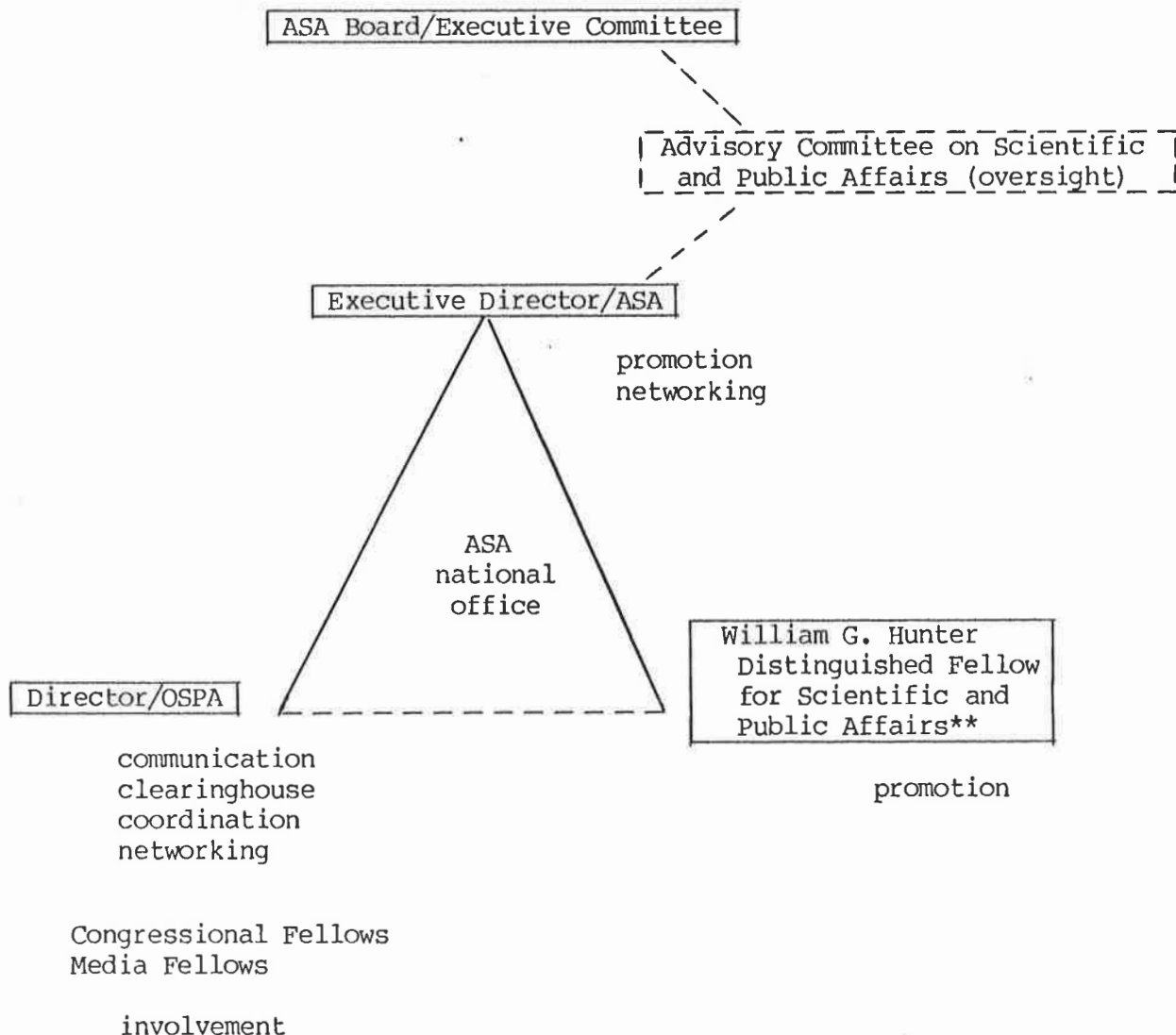
5. the lack of representation of the statistics profession on policy bodies at the federal, state, and local levels. Specific activities would include:

enhancing cooperative undertakings with kindred societies, and extending outreach to executive and legislative bodies.

## Proposed Organization and Staffing Plan

From the beginning of its deliberations, the Committee agreed that success in establishing a viable and effective OSPA would rest in large measure on the strength of the staffing for the new office. In particular, it was anticipated that a professional statistician of high stature and recognition would provide the needed leadership for OSPA. As discussion of the several goals and specific activities for OSPA proceeded, it became clear that a mix of talents--ranging from statistical research to public affairs--would be required. Further, it became evident 1) that the required skill mix might not be available in a single individual, and 2) that recruiting and retaining on a permanent basis a statistician of the calibre envisioned might well be impossible. Perhaps most important, the Committee concluded that substantial benefits could be gained by bringing to ASA/OSPA distinguished statisticians from varied backgrounds and occupational settings.

To realize the blend of functions and skills that would best support the overall OSPA initiative, the Committee proposes a "triangle" of professionals in the national office. Underscoring the need to implement the staffing plan as a package if OSPA objectives are to be met, the Committee envisions the members of this "triangle," their reporting relationships, and their primary responsibilities,\* as follows:



\* Position descriptions for the OSPA Director and the William G. Hunter Distinguished Fellow for Scientific and Public Affairs appear on the following pages.

\*\* It is envisioned that Distinguished Fellows would serve "term" appointments, lasting approximately one to three years, and in this capacity would act with reasonable independence while advising and reporting to the Executive Director.

Proposed Statement of Qualifications and Responsibilities  
for the  
Director, Office of Scientific and Public Affairs (OSPA)

Purpose:

To administer and advance activities of the American Statistical Association that impact the scientific community and the public in general. To interact with other professions, government and industry to advocate the value of high quality statistical work for important issues affecting the advancement of science and public policies.

Qualifications:

- Five or more years experience in a professional capacity related to scientific and/or public policy
- Bachelors degree in a field involving communication and/or public affairs
- Some experience or education in statistics or quantitative methods
- Excellent communications skills (essential)
- Media experience (desirable)

Functions and Responsibilities:

- 1) To administer the ASA Office of Scientific and Public Affairs so that the contributions and skills of the association and the profession are understood and broadly disseminated.
- 2) To identify and pursue opportunities for ASA/statistical input to policy in the public and private sectors.
- 3) To keep important government, education and business leaders informed on ASA's role in addressing and solving important issues involving the information and data sciences. To otherwise administer a clearinghouse of statistical material relevant to government, education, and business decision making, and to make available information about "experts" to provide advice/testimony.
- 4) To prepare press releases and statements for the media on ASA's programs and activities that impact the scientific and public policy communities.
- 5) To keep the Executive Director and the Board informed on issues impacting the ASA and on the formulation of ASA responses to such issues.
- 6) To assist the Distinguished Fellow in establishing priorities among and making contacts with leaders in science and government, where statistics can play a major role in decision making and policy formulation.
- 7) To administer and to assist the Executive Director in developing ASA fellowship programs.
- 8) To inform the broader membership of the ASA, through newsletters including the AmStat News, about opportunities for membership involvement and about items of current interest.
- 9) To foster cooperative working relationships with other professional societies.
- 10) To carry out all aspects of the position with the highest integrity and in compliance with ASA policies.

Organizational Relationships:

The Director of OSPA reports to the Executive Director of the ASA and has an interactive but non-supervisory relationship with the William G. Hunter Distinguished Fellow for Scientific and Public Affairs.

Proposed Statement of Qualifications and Responsibilities  
for the  
William G. Hunter Distinguished Fellow for Scientific and Public Affairs

**Purpose:**

To represent the American Statistical Association and the statistics profession on important matters involving the shaping of scientific and public policy. To be a leader and advocate the contributions of statistical skills and reasoning to the resolution of national and regional issues.

**Qualifications:**

- A proven leader and contributor in the professional statistical community
- A distinguished record of research, publication and speaking in statistics and its fields of application.
- Excellent communications skills.

**Functions and Responsibilities:**

- 1) To represent the ASA and the statistics profession on scientific and public matters where a strong statistical input will bring benefits to society.
- 2) To provide input to government and business leaders on statistical procedures and results that lead to better legislation, rules and decisions.
- 3) To assist the Office of Scientific and Public Affairs in identifying opportunities where the ASA can have a significant role to play and impact to make on important scientific and public matters.
- 4) To work with the Director, OSPA, and the ASA Executive Director to establish priorities among the issues on which the ASA can make major contributions to society, government and business.
- 5) To conduct special symposia/seminars for leaders in government and industry and for members of the profession.
- 6) To be in touch with the membership through speaking engagements and visits to determine important issues that need to be addressed by OSPA.
- 7) To work closely with other societies to foster interaction and cooperation where joint efforts can provide even greater contributions from the data and information sciences.
- 8) To represent the ASA in the highest professional manner and to follow all ASA policies in the execution of the Distinguished Fellow's role.

**Organizational Relationships:**

The William G. Hunter Distinguished Fellow for Scientific and Public Affairs advises and reports to the Executive Director of the ASA and works in partnership with the Director of OSPA.



Preliminary Annual Budget Projection and Strategies for Achieving Funding

The following annual budget projection for the proposed Office of Scientific and Public Affairs reflects a core level of support needed to implement the basic activities and associated staffing recommended by the Committee in the preceding sections of this report. Our estimates are based largely on conversations with kindred societies that currently have such functions in their associations, and on comments received from the leadership of ASA.

1. Director, Office of Scientific and Public Affairs

<u>Costs</u>	<u>Projected Funding Sources</u> <sup>1/</sup>
Salary.....\$ 65,000	"Publicity" component in ASA
Fringes..... 16,000	special projects.....\$ 10,000
Travel..... 5,000	User fees for OSPA-provided
<u>Total.....\$ 86,000</u>	services..... 5,000
	Realignment of resources from
	Associate Executive Director
	position.....
	Dues increase.....
	Meeting registration increase...
	Total..... \$ _____

2. William G. Hunter Distinguished Fellow for Scientific & Public Affairs

<u>Costs</u>	<u>Projected Funding Sources</u> <sup>2/</sup>
Salary.....\$ 75,000-100,000	Parent institution - salary.....\$ 30,000
Fringes..... 20,000	Parent institution - fringes..... 10,000
Travel..... 15,000	Kindred societies..... 40,000
Moving expenses... 10,000	OSPA seminars..... 20,000
<u>Total.....\$120,000-145,000</u>	ASA..... 40,000
	Total.....\$140,000

3. Administrative Support for the Office of Scientific & Public Affairs

<u>Costs</u>	<u>Projected Funding Sources</u>
Salary.....\$ 24,000	Realignment of resources from
Fringes..... 6,000	Associate Executive Director's
<u>Total.....\$ 30,000</u>	Secretary?

<sup>1/</sup> The OSPA Committee believes that a dues increase (e.g., \$4/member=\$60,000) and/or an increase in meeting registration fees (e.g., \$5 x 3000 participants = \$15,000) should be levied (but not explicitly so identified) to support the ASA's growth in scientific and public affairs activities. Similarly, we understand that some resources might be available from the projected elimination of the Associate Executive Director position. However, our projections of funding sources show only estimates of funds that would be generated specifically by activities of the new office.

<sup>2/</sup> The "OSPA Committee" believes that over the longer run (i.e., in 2 to 3 years) it should be possible to obtain some additional funding from independent or companysponsored foundations--perhaps around \$20,000/year--or from principal federal statistical agencies, but has not included this source in these projections because of the lead-time required to secure such funding.

## Phasing in OSPA During 1988 and 1989

Under the most optimistic scenario for implementation of the ASA Office of Scientific and Public Affairs (i.e., a "go-ahead" from the Board of Directors at the December 1987 meeting), it seems clear that the earliest date-on-board for the OSPA Director would be July 1988. In turn, because the type of person we seek to serve as the William G. Hunter Distinguished Fellow for Scientific and Public Affairs doubtless would have ongoing commitments to fulfill, and because the Distinguished Fellow's effectiveness presumably would be enhanced by promotion and networking activities initiated by the ASA Executive Director and the OSPA Director, it seems likely that the first Distinguished Fellow would be on board no earlier than September 1988, and perhaps not until January (or even June) 1989. Thus, for the first half of 1988 the principal OSPA activities--publicizing the new office, recruiting (in cooperation with an appropriate search committee) the Director and the Distinguished Fellow, promoting ASA's new direction, and soliciting support from kindred societies--would be, properly, responsibilities of the ASA Executive Director. Implementation of the full core plan for ASA's Scientific and Public Affairs initiative would thus occur beginning in 1989.

The phased start-up of OSPA has direct implications for the ASA budget in 1988. Based on the anticipated staffing dates, the cost of OSPA in 1988 would be roughly one-half the annual projection, or approximately \$58,000 (\$43,000 for the OSPA Director plus \$15,000 for administrative support). Assuming the earliest possible start date for the Distinguished Fellow (September 1988), the cost associated with this function would be approximately \$47,000 - \$55,000 in 1988, with as much as two-thirds of this cost paid by the "parent institution" and kindred societies. If a dues increase were used as one mechanism to support OSPA staffing, this could be phased in over the two-year period (e.g., \$2/member in 1988 = \$30,000; and an additional \$2/member in 1989 = a total of \$60,000 toward OSPA). If some of the funding is to be obtained from realignment of resources previously used for the ASA Associate Executive Director Position, this might also be feasible in terms of the anticipated timing for phasing-in of OSPA staffing.

EXHIBIT 9 CONTINUED

Alternatives to Funding Office of Scientific and Public Affairs

<u>Categories</u>	<u>Amounts needed from ASA</u>	
	<u>1988</u>	<u>1989 and beyond</u>
Hunter Fellow	20,000	40,000
Director	40,000	83,000
Adm. support	15,000	30,000
	<u>\$75,000</u>	<u>\$153,000</u>

Alternative 1 - Realign resources from Associate Executive Director. This would cover all costs for 1988, but leave a shortfall of about \$30,000 in 1989 and beyond. This would require a small dues increase in 1989.

Alternative 2 - Change duties from Associate Executive Director and Executive Director to free up some resources and finance the remainder by a dues increase of about \$2 in 1988 and \$4 in 1989.

Alternative 3 - Fund all of OSPA by dues. Increase dues by \$5 in 1988 and another \$5 in 1989.

Alternatives to Funding Office of Scientific and Public Affairs

<u>Categories</u>	<u>Amounts needed from ASA</u>	
	<u>1988</u>	<u>1989 and beyond</u>
Hunter Fellow	20,000	40,000
Director	40,000	83,000
Adm. support	15,000	30,000
	<u>\$75,000</u>	<u>\$153,000</u>

Alternative 1 - Realign resources from Associate Executive Director. This would cover all costs for 1988, but leave a shortfall of about \$30,000 in 1989 and beyond. This would require a small dues increase in 1989.

Alternative 2 - Change duties from Associate Executive Director and Executive Director to free up some resources and finance the remainder by a dues increase of about \$2 in 1988 and \$4 in 1989.

Alternative 3 - Fund all of OSPA by dues. Increase dues by \$5 in 1988 and another \$5 in 1989.



Colorado State University  
Fort Collins, Colorado  
80523

Department of Statistics

March 3, 1987

Barbara A. Bailar, President  
American Statistical Association  
Bureau of the Census  
Room 2031-3  
Washington, DC 20233

Dear Barbara:

At the regular Section on Physical and Engineering executive committee meeting at the Fall Technical Conference in Charlotte, NC, in October, 1986, the committee passed a resolution strongly endorsing the creation of an Office of Scientific and Public Affairs (OSPA) for ASA. Furthermore, the committee on Quality and Productivity on several occasions called for support from the ASA office for the activities which are to be provided by OSPA according to your January letter in American Statistical News. I know I can speak for both of these functionaries within ASA in saying that ASA cannot move too quickly in creating this office. The profession needs both an outreach program and a communications program for our membership.

As I noted in my statement as a candidate for Vice President of ASA, I believe the field of statistics has a perception problem. The public is hardly aware of our existence. Yes, they may view statisticians as those boring people who count things and report the results. Even those who use statistical methods view them as a collection of disjoint methods that are useful when one is trying to prove something. We have not been very successful in showing people that statistical approaches and methods really represent a comprehensive science for making decisions and solving problems based on the use of the scientific method. We have often taken a too narrow view of our role in problem solving and decision making.

After reviewing the major activities for OSPA which you described in your January American Statistical News "Preview for 1987," and the specific examples you mentioned in your March Forum article, I am further convinced of the need for OSPA. The profession has a unique opportunity to affect the manner in which problems are solved and decisions are made. OSPA can help spread the word. We need to move ahead aggressively.

Sincerely yours,

Thomas J. Boardman  
Professor  
1986 Chairman SPES  
Vice Chairman, Committee on Q & P



511  
DEPARTMENT OF THE AIR FORCE  
USAF SCHOOL OF AEROSPACE MEDICINE (AFSC)  
BROOKS AIR FORCE BASE, TEXAS 78235

recd 4/15  
APR 9 1987

7 APR 1987

Barbara A. Bailar  
President, American Statistical Association  
806 16th Street, NW  
Washington, DC 20005

Dear President Bailar

This short note is written in support of your proposal for an ASA Office of Scientific and Public Affairs as you set forth in your article, "An Idea Whose Time Has Come," in the March issue of AMSTAT news. I definitely agree that the association should be more assertive in stressing the importance of quality data collection and proper inference in science and in other settings.

I believe that one of the best ways an ASA Office of Scientific and Public Affairs can serve both the statistical and nonstatistical communities is to sponsor workshops or symposia in "hot topic" areas of broad public interest. I would like to see the Office solicit members' suggestions for workshops. But, even better, I would like to see the prestige of the ASA rise so high that it is called on by industry and government to hold open, free-wheeling forums that would deeply assess data quality and inference procedures in various areas.

*Richard A. Albanese MD*  
RICHARD A. ALBANESE, MD  
Chief, Radiation Analysis Branch

rec'd  
4/10/87

APR 8 1987

621 Boulder Ave., #1  
Colorado Springs, CO 80919

April 5, 1987

Barbara Bailor  
President  
American Statistical Association  
806 15th St. N.W.  
Washington, DC 20005

Dear Barbara Bailor:

As an industrial statistician who has been currently teaching statistics in a university setting, I resonated strongly to the proposal for the development of an Office of Scientific and Public Affairs within the ASA. I feel that your position in the Forum of the Amstat news covers many of the critical issues that confront an industrial statistician. A temporary dues increase to help start such an office is not out of line given the critical importance of communication with nonstatisticians.

Several points that I would like to make. The field of statistics is often gravely misunderstood by both those who have a nominal exposure to statistics in the college classroom and by those with no exposure. As in every field those who are underqualified in the field and are teaching in the college and university classroom <sup>do</sup> a grave disservice to the field. They effectively turn away thousands of people every year. Many are people who need to a sound understanding of statistics in order to do their work effectively. Others leave the class with distorted views of statistics feeling that it is a field where numbers games are played and without the slightest sense of ~~what~~ sound statistical thinking is nearly synonymous with sound scientific thinking.

At the same time there are materials and trainers that can make many topics in statistics both meaningful and immediate. Despite the availability of such materials the same mathematical material without attention to its application continues to be presented in the college classroom.

There are other materials that amalgamate so much of what is bad in the college and university setting and present it to industry as statistics. Again those materials may do more harm than good.

On the other hand there are many trainers in industry who can present effectively enough but are also doing a disservice to the field by inaccuracies and a lack of background in the field.

We are living in a revolutionary time for statistics. When I think about the importance that statistics is given in Japan, I am both challenged and nearly overwhelmed. I've been told that statistics is taught *at* the elementary school level in Japan. Taguchi has been known to say that an engineer without training in statistics is half an engineer. Deming claims that the successful role that statistics has played in the economic development of Japan, owes a great deal to the calibre of the statisticians that he worked with there in 1940's and 1950's.

I would like to see a growth in the commitment by this organization to make communication with other fields and with the general public a high priority. We must accept responsibility for being both a service discipline as well as an academic field worthy of professional status.

I would be willing to give of my time to this endeavor.

Yours truly,

*Barbara Warsavage*

Barbara Warsavage, PhD



514

APR 17 1987



Department of Mathematics

215-447-7246

13 April 1987

Barbara A. Bailar, President  
American Statistical Association  
806 15th Street, NW  
Washington, DC 20005

Dear Dr. Bailar:

Your Forum article in the March issue of Amstat News is very much to the point, and I like your proposals.

But I think it is possible to strengthen the educational part of your proposal. If the problems are as you say, why are the answers not stressed in all the statistics courses taught from coast to coast? In many ways your list of needs reads like a course outline for a course on statistical thinking, or the role of statistics. But those courses are not taught very much; the typical statistics course still struggles with formulas for things like how to compute the variance from grouped data.

If we want to improve public understanding of statistics, one place to start must be in the classroom. There we have people's attention for at least a whole semester, and with the proper curriculum changes we should be able to develop a new and better understanding of statistics for generations of students.

Thus, I propose that you encourage a change in the introductory statistics course along with your list of needs. My impression is that ASA has not been very much concerned with curricular concerns compared to some other professional organizations, but maybe this should change.

Sincerely,  
*Gudmund R. Iversen*  
Gudmund R. Iversen  
Professor of Statistics

GRI:nm

APR 17 1987

Shell Development Company  
A Division of Shell Oil Company



One Shell Plaza  
P.O. Box 4320  
Houston, Texas 77210

April 13, 1987

Dr. Bailar,

I am in favor of the ASA performing a function as you described in the March 1987 issue of Amstat News. However, I believe a better acronym than OSPA should be sought. A general appeal for a name and acronym would a.s. be productive. I believe the highest priority of the office should be public relations and awareness. For example, short, newsworthy reports interpreting statistical studies of general interest could be regularly sent the wire services, e.g. "Statisticians at the Census Bureau..." or "Statisticians Model the Spread of AIDS...".

Sincerely

Clayton Longbottom

... small increase in dues for this...



Consulting Statisticians, Inc.

A Crowntek Company  
20 William Street • Wellesley, Massachusetts 02181

5/4

APR 16 1987

617-237-2630  
FACSIMILE 617-237-7319

April 14, 1987

Dr. Barbara Bailar  
American Statistical Association  
806 15th Street, N.W.  
Washington, D.C. 20005

Dear Barbara:

In response to your comments in the March Amstat News, I heartily applaud the initiatives you describe! For a long time, I have felt that the ASA has not done enough to promote the profession.

As a practicing statistical consultant, I am keenly aware of our failure to instill an awareness in the general public of the contributions we can make to practical problems. Having to conduct marketing efforts on a daily basis, I have learned not to blame potential clients for lack of appreciation, but rather to focus on understanding their problems and trying to relate "statistical thinking" to these problems.

In my opinion, the creation of OSPA would be an excellent step and should be given high priority by the ASA. I would personally be willing to pay increased dues and participate in selected activities particularly those related to education, publicity, and promotion.

Sincerely,

Herbert I. Weisberg, Ph.D.  
Vice President

/mlm

JUL 7 1987

EDUCATIONAL TESTING SERVICE



PRINCETON, N.J. 08541

609.921-9000

CABLE: EDUCTESTSAC

DIRECTOR

STATISTICAL & PSYCHOMETRIC  
RESEARCH & SERVICES DIVISION

June 27, 1987

Dr. B. Bailor  
President, American Statistical Association  
806 15th Street, N.W.  
Washington, D.C. 20005

Dear Dr. Bailor:

I am writing in support of the establishment of an ASA office of Scientific and Public Affairs (OSPA). I believe it is an initiative that is long overdue. There is a great deal of ignorance on both sides of the statistician/non-statistician divide about what is important or not important in the real-world applications of statistics, particularly in areas of public policy.

To my mind, the activities meriting highest priority are:

- (1) workshops and public forums.
- (2) education within the profession.
- (3) feature articles in Amstat News and elsewhere.

I would be pleased to contribute in some way to this effort.

Sincerely,

A handwritten signature in cursive script that reads "Henry I. Braun".

Henry I. Braun  
Director  
Statistical and Psychometric  
Research and Services

HIB:dlg

Sent to  
BAB



Department of Statistics

October 20, 1987

Colorado State University  
Fort Collins, Colorado  
80523

DEC 1 1987

Dr. Barbara Bailar  
President, ASA  
1429 Duke Street  
Alexandria, VA 22314-3402

Dear Dr. Bailar:

In your Forum article in the March 1987 Amstat News, you invited responses regarding the establishment of an Office of Scientific and Public Affairs within the American Statistical Association. Ordinarily I am negative on PR-type expenditures but feel the times are such within our discipline that we must take steps to promote it. Hence I support establishing such an office and if need be would support dues increases to finance it.

Sincerely,

Duane C. Boes, Chair

OCT 27 1987

NOV 9 1987

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

BERKELEY • DAVIS • IRVINE • LOS ANGELES • RIVERSIDE • SAN DIEGO • SAN FRANCISCO



SANTA BARBARA • SANTA CRUZ

STATISTICS AND APPLIED PROBABILITY PROGRAM

SANTA BARBARA, CALIFORNIA 93106

October 21, 1987

Dr. Barbara Bailar  
President ASA  
1429 Duke Street  
Alexandria, VA 22314-3402

Dear Barbara,

I am responding, somewhat belatedly, to your Forum article of Amstat News, March 1987. In this you describe OSPA and its potential activities. I believe these are very important; it seems to me that OSPA should be established promptly, and that the members of the ASA should be willing to support it both morally and financially. I hardly think that an increase of \$10 in annual dues, for example, would seriously affect any ASA member.

Among the activities you list, I think that items (1) Develop workshops in industry, ... and (5) Feature regular articles in Amstat News ... are those which should get the highest priority. The other activities are, however, almost equally important. I believe we need to become more visible as statisticians in the community, so that we can attract support for the profession and convince intelligent young people that it is worthwhile becoming members of it. I very much hope that we can succeed.

Yours sincerely,

J. Gani  
Chairman

JG:sf  
a102187

OCT 27 1987



The College of Liberal Arts and Sciences  
Department of Statistics  
U-120, MSB 428  
196 Auditorium Road  
Storrs, Connecticut 06268

October 21, 1987

Dr. Barbara Bailar  
President, American Statistical Assoc.  
1429 Duke Street  
Alexandria, VA 22314-3402

Dear Dr. Bailar:

At the October 1987 colloquium for Chairmen in Washington, D.C., there was much discussion about establishing an Office of Scientific and Public Affairs (OSPA) within the American Statistical Association. As head of the Department of Statistics at the University of Connecticut, I strongly feel that our profession must give its highest priority to attacking intrinsic difficulties in attracting young people, in improving or even maintaining basic research support, and in developing and sustaining the quality and influence of statistics programs all over the nation. In my opinion, the establishment of OSPA is truly indispensable for addressing and focusing on these and many other related issues and problems. Eventually, OSPA should of course look at the general wellbeing and health of the Statistics profession around the globe. Our ASA has been doing just that, among many other noble services, for the past 150 years! So, let us all aim high and beyond.

I want you to know that I wholeheartedly support your bid to form OSPA with the ASA, and I hope that the Board of Directors of ASA will immediately show enthusiasm and support by giving the green signal. Our profession deserves such action soon, and I thank you for sharing your "mission" oriented ideas with the rest of us. If I can be a part of this endeavor in any way at all, please do not hesitate to call me at (203) 486-3413.

Thanks again and I wish the best of luck for you and our profession.

Sincerely,

N. Mukhopadhyay  
Professor and Head

NM/jy





College of Sciences  
Department of Statistics  
P. O. Box 41006  
(318)231-6771

*The University of Southwestern Louisiana*

Lafayette, Louisiana 70504-1006

October 21, 1987

Recd 10/30  
OCT 27 1987



Université des Acadiens

Dr. Barbara Bailar  
President, ASA  
1429 Duke Street  
Alexandria, VA 22314-3402

Dear Dr. Bailar:

This is to support your suggestion in AMSTAT News concerning the establishment of an Office of Scientific and Public Affairs (OSPA). I feel ASA should take immediate steps to establish a vigorous OSPA. The statistics profession needs to be better understood and this office would help alleviate some of the difficulties we now encounter. Even if this calls for a dues increase, I think we will pay more by continuing in our present course, thus I'm willing to support it.

Sincerely,

Thomas L. Boullion  
Head, Department of Statistics

TLB:drb





THE JOHNS HOPKINS UNIVERSITY • BALTIMORE, MARYLAND 21218

MATHEMATICAL SCIENCES

OCT 26 1987

October 21, 1987

Dr. Barbara Bailer, President  
American Statistical Association  
1429 Duke Street  
Alexandria, VA 22314-3402

Dear Dr. Bailer:

In reply to your recent Forum appeal for opinion on your "Idea Whose Time Has Come", I am writing to say that I fully endorse the idea of initiating an OSPA along the lines you suggested, starting soon but with limited scope initially, and developing further scope as becomes justified and feasible in time. Such a thing can be *envisioned* with unlimited ultimate scope; I think this would be a mistake, and I recommend a limited ultimate scope confined to the most pressing priorities. I think that a small dues increase (\$2, maybe) will be necessary and sufficient.

Very sincerely yours,

Robert J. Serfling  
Professor and Chairman

HARVARD UNIVERSITY  
SCHOOL OF PUBLIC HEALTH  
DEPARTMENT OF BIostatISTICS

NOV 9 1987

MARVIN ZELN, Ph.D.  
Professor of Statistical Science



Room 706  
677 Huntington Avenue  
Boston, Massachusetts 02115  
(617) 732-1056

October 23, 1987

Dr. Barbara Bailar  
President  
American Statistical Association  
1429 Duke Street  
Alexandria, VA 22314-3402

Dear Barbara:

This is a short note to indicate that I fully support, with great enthusiasm, the establishment of an Office of Scientific Public Affairs by the American Statistical Association. The only major issue that I see is how will it be run. Will it have a professional director or will it be headed by an ASA member who will rotate every few years? I believe that in order for it to be successful it requires the nearly full time attention of a professional.

The establishment of such an office is long overdue and should do much to bring to public attention many contributions that Statistical Science has made to our culture. In fact, you can hardly pick up a newspaper without seeing a fair amount of statistics. I jokingly refer to USA Today as a statistics newspaper.

I hope the Board will approve the establishment of such an office.

Sincerely,

A handwritten signature in cursive script that reads 'Marvin Zelen'.

Marvin Zelen

MZ/mfs

OCT 30 1987



North Carolina State University  
School of Physical and Mathematical Sciences  
School of Agriculture and Life Sciences

Department of Statistics  
Campus Box 8203

October 28, 1987

Raleigh, NC 27695-8203  
(919) 737-2528

Dr. Barbara Bailar, President  
American Statistical Association  
1429 Duke Street  
Alexandria, Virginia 22314-3402

Dear Dr. Bailar:

This note is in response to your request in the March Amstat News for opinions on the OSPA. Please add my name to the list of supporters of the establishment of such an office, even at the expense of increased dues. As you and others have noted, there is a dreadful lack of public understanding of statistics, and addressing this problem should remain a central mission for the ASA.

I would expand on one of the concerns raised in your Forum article. Namely that of nonstatisticians "doing" statistics. Evidence even in my own, academic, environment (in which professional statistical advice is offered for free to researchers) suggests that the increasing ease with which complex statistical computations can be done on desktop microcomputers increases the potential for bad statistics on a grand scale. Thus, one of the charges to an OSPA might be to document and disseminate examples of such misuse.

Thank you for your commitment to the ASA.

Sincerely yours,

A handwritten signature in cursive script that reads "Daniel L. Solomon".

Daniel L. Solomon  
Head

/lr



TEXAS A&M UNIVERSITY  
COLLEGE STATION, TEXAS 77843-3143

NOV 2 1987

Department of  
STATISTICS  
H623RC@TAMVM1.BITNET

Raymond J. Carroll  
Professor and Head  
Phone 409-845-3141

October 28, 1987

Dr. Barbara Bailar  
President, ASA  
1429 Duke Street  
Alexandria, VA 22314

Dear Dr. Bailar,

I strongly support the development of OSPA. We must address the twin problems of attracting young people and improving (maintaining!) basic research support. I think OSPA will help.

Sincerely yours,

A handwritten signature in green ink, appearing to read "R. J. Carroll".

R. J. Carroll  
Professor and Head

RJC:dkd

NOV 2 1987

MICHIGAN STATE UNIVERSITY

DEPARTMENT OF STATISTICS AND PROBABILITY • WELLS HALL

EAST LANSING • MICHIGAN • 48824-1027

October 29, 1987

Dr. Barbara Bailar  
President, ASA  
1429 Duke Street  
Alexandria, VA 22314-3402

Dear Dr. Bailar:

I am writing to give input concerning the proposed Office of Scientific and Public Affairs (OSPA) as per your request in the March 1987 Forum.

I support the establishment of this Office and the idea of giving highest priority to the development of workshops and otherwise to publicize and promote our profession and the contributions it is making toward the solutions of the important social, economic and scientific problems of our day. I would favor an increase in dues to support OSPA if that is required.

On a separate note, let me say that the issues of Quality and Productivity are so important that ASA should create a Section that expands upon the present Committee that deals with this area.

Sincerely,



Dennis Gilliland  
Chairperson/Professor  
Member of MidMichigan Chapter

cms

NOV 9 1987



DIVISION OF STATISTICS

DAVIS, CALIFORNIA 95616

November 3, 1987

Dr. Barbara Bailar  
President, ASA  
1429 Duke Street  
Alexandria, VA 22314-3402

Dear Madam President:

By this short note, I should like to strongly urge you to take immediate steps for the establishment of a vigorous Office of Scientific and Public Affairs.

It would be easy for me to extensively elaborate on the need of such an office, but also superfluous, since the idea involved originated with you.

I am looking forward to hearing the good news some time soon.

Sincerely yours,

A handwritten signature in cursive script that reads "George Roussas".

George Roussas  
Associate Dean  
ASA, IMS Fellow

GR:so

NOV 9 1987



The Ohio State University

Department of Statistics

141 Cockins Hall  
1958 Neil Avenue  
Columbus, Ohio 43210-1247  
Phone 614-422-2866

November 4, 1987

Dr. Barbara Bailer  
President, ASA  
1429 Duke Street  
Alexandria, VA 22314-3402

Dear Dr. Bailer:

This letter is written to support the proposal to establish an Office of Scientific and Public Affairs by The American Statistical Association. We need an active OSPA urgently so that we can correctly portray the important part played by statistical sciences in the United States. Our major emphasis at The Ohio State University in the past has been to attract highly qualified young men and young women to the field of Statistics. The support of statistical research must be improved, and we must be able to contribute significantly to the national welfare.

Our faculty supports this proposal very strongly and we hope you will work toward the establishment of OSPA with urgency and speed. If we can be of any help in this effort please count us in.

Best regards.

Sincerely yours,

A handwritten signature in cursive script, appearing to read 'J. S. Rustagi'.

J. S. Rustagi  
Professor and Chairman

JSR/mp

NOV 5 1987



THE  
GEORGE  
WASHINGTON  
UNIVERSITY

Department of Statistics/Computer and Information Systems

Washington, D.C. 20052  
(202) 994-6356

November 4, 1987

Dr. Barabara Bailar  
President, ASA  
1429 Duke St.  
Alexandria, VA 22314-3402

Dear Dr. Bailar:

Thank you for taking the time to attend our department's Fiftieth Anniversary Symposium. I hope you found the program to be of interest.

I would like to add my support for the idea of establishing an Office of Scientific and Public Affairs in ASA. I was present at the discussion of this in San Francisco and also at the Chair's Colloquium in October, and I agree that this is a useful and necessary step. I believe that the mathematics community has benefited from establishing a somewhat similar operation under Ken Hoffman, and I think that statistics would also. Perhaps the IMS would share in some way in this undertaking.

If I can be of any assistance in getting this project launched, please do not hesitate to call on me.

Yours sincerely,

Robert Smythe  
Chairman  
Department of Statistics/  
Computer & Information  
Systems

RS/bp