

INFO.

HUBBARD COMMUNICATIONS OFFICE

S.A.-J'burg-Durban
Capetown,
All Central Orgs.

23, Hancock St, Joubert Park, Johannesburg, S.A.
(Re-issued HCO LA)

Dist: P.E. Dir. Hat.
P.E. Course
HAS Comm-Crse.
HAS Co-Aud. Super.
Staff Hats.

HCO BULLETIN OF 19th DECEMBER 1960

P.E. CHANGE

(Disregard PE Free Course data in the HCO Bull. 29 Dec. '60.
Other materials in that HCO Bull are valid, -)

We are going to try a new type PE beginning course and a new type of test Evaluation in Johannesburg.

I am trying to groove in the PE Foundation to give maximum returns. Therefore you can expect changes to be laid out on this line as my data increases. I am not happy with PE free course returns into the old co-audit or the organization. I feel that at least in Johannesburg we should test out a change. It is not mandatory for other orgs to follow right now.

We are having no trouble getting people to be tested. We are having trouble getting any high percentage to buy the Anatomy Course. Therefore, as soon as a new evaluation system is ready we will handle test evaluation this way. We keep the test section open from 1:30 to 9:30 daily. We give the I.Q., the Personality Analysis (OCA, APA, whatever) and an E-Meter check all at the same time (omit Aptitude). The Meter check gets definitions, tone arm and needle reaction to the five basic buttons plus Money, Marriage and Health, making a simple, fast test from which we can read future.

The Test Section marks the test and makes 2 copies of the graph. Then it goes to Letter Reg. section for a new type of automatic evaluation which will be available in a week or two. Make no changes until this evaluation system is complete. It is a slip system that obviates dictation and typing except for a transmission letter. It is being set up so that a clerk can handle evaluation with enormous accuracy and completeness.

Until this system is ready, test evaluation should go on with live evaluation.

The original test sheets and a graph are held in Test Files. An address plate is cut from the test card. One copy of the graph, the original of the analysis sheet and three duplistickers from the plate go to the Letter Registrar who has it packaged and mailed.

The Test Analysis and a graph copy are grouped with a transmission letter (the contents of which are merely indicated on a form for typing) and some literature. The letter states that the organization is here to help and that individual processing or other service is available if the person calls on the Registrar (this is the Body Registrar) who is there to advise. (P.E. Registrar is relegated to PE Administration, book sales and evening course sign ups which must not be neglected just because of the test line.)

Attached to the package going to the person who was tested is a prominent piece of literature which stresses Do It Yourself Processing. This says that by five evenings of preparation in one week (PE course) at a cost of (very small - b.l. in Johannesburg) one can be coached up to giving and receiving PROCESSING, the remedy of the graph, I.Q. and the future, can learn to communicate better and can continue on in the Co-audit. For this five evening course (2 weeks) one receives an HAS Certificate and is eligible to engage in the HAS Co-audit. The world's least expensive processing The Co-audit is described but that it costs anything is only hinted at. Three free test tickets for the persons friends are added to the package.

P.E. then becomes a dissertation in Scientology and a Comm course to teach one to Communicate and process. Two hours per night are given, one hour of Training drills and one of tape or live lectures.

Before end of course Address gives out the HAS cert. to the instructor for handing to the students at course end - last night.

A new cert will be designed for the Anatomy Course. Meanwhile give an HAS.

The student is expected to appear on HAS Co-audit all during the PE Course.

Of course the person who was tested is also informed of other services. Some will come in and sign up for straight processing and should not be locked out. Some will sign up directly on HCA/HPA. Some will go to Anatomy.

My theory is that if they receive a complete evaluation by mail without being called in for it, they will enroll in a very cheap course very easily, even if from curiosity. The idea is to get them to pay on a gradient scale, to make them at least spend a tiny amount. This should keep them on course (few blows) because they did pay for it.

That we give an HAS for a PE is old policy but the cert. keeps getting barred. Examinations, so many weeks required on co-audit etc, all prevent the new person from belonging to the org easily. We don't want non-certified people auditing even on a co-audit. A big point can be made of this in certificate presentation. HAS certs are confetti. The idea is to get them in, separate them from at least a tiny amount of money (1/ 1.0.0, - 1/ 1.10.0., \$3 - \$5.00, some such amount) and get them to belong by reason of a cert. If we can do these 3 things - get them in, get them to pay a little, get them to belong, we will be developing new people. It is better to develop a few new ones than to handle thousands without developing many or to get big payments from a very few.

I also think some basic good quality tapes in the second hour of each P.E. would save us some strain. I am gathering up all our old HiFi Congress tapes to make HiFi copies for tape play evenings. Maybe I should also do five special P.E. tapes of excellent quality. But I haven't made them yet so don't hold your breath. I want the lines and promotion good first.

The new PE can occur before the new evaluation system is being used and Registrars can sell it as soon as the PE Director has it running.

I also have a new accounts-cashier procedure for all these P.E. activities. The applicant buys two cards for a fee. No invoicing. He writes his name on both gives one back at once, presents the other for punching on the edge each night he attends the course. A different colour is used for each activity. The cards are "sold" to the P.E. Director by Accounts and invoiced in mass, one invoice for each colour, by Accounts when the money is turned in by P.E. Fast selling-collection is needed by P.E., rapid checking to be sure all have paid. I will write this up further when samples exist in Johannesburg. The public buys cards. The cards are numbered. The release is on the back of the card. There is no invoice line. The Instructor collects cards. They un-obstrusively get pattern-punched with a conductor's punch, are returned at the break, have to be surrendered to get a cert. The Extra card turned in advance is for address and in case a student loses a card, A Forgotten Card slip is filled out if an attendee forgets to bring his, Ltr. Reg. via Address also has to know who didn't finish, hence the two cards.

One can handle dozens of people fast with cards rather than invoices and P.E. Accounting becomes simple and the money gets collected, a fact often neglected in P.E. Foundations.

This is an adaptation of a theatre system.

The P.E. Foundation now needs two rooms of size every night to give HAS Co-audit on Mon. Weds. Fri., PE 5 nights and Anatomy on Tues. and Thurs. Group Processing is not being attended in Johannesburg and so is being dropped/ A tape play will be instituted instead at some future date.

Two other rooms are needed for the nights HCA which is now enrolling almost every Monday and has two units only.

Thus four large rooms are required at night for activities in a central Org.

I am thus scaling P.E. personnel down to Test-in-Charge, test marker, P.E. Admin, two evening instructors and of course P.E. Director. No test evaluators will be necessary after the slip system is working. The regular registrars are competent to handle those who, having been tested, demand training or processing. P.E. Director or Admin. can sell Anatomy or P.E. courses to new comers as well as old timers as the new comer will have been sold, we hope, by literature before coming in again.

Address must know the right name and address of every person who enrolls in any P.E. activity and every person who completes that activity.

These are separate categories. The Ltr. Reg. will know where ARC breaks exist if an enrolled category stays enrolled but doesn't become a complete.

P.E. Foundation in Johannesburg is successful. I am trying to increase returns, decrease admin, and make it possible to handle traffic easily.

LRH:des:rsh

L. RON HUBBARD

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