


Fall 1995

# Information Media Newsletter Vol. 31 No. 1

St. Cloud State University

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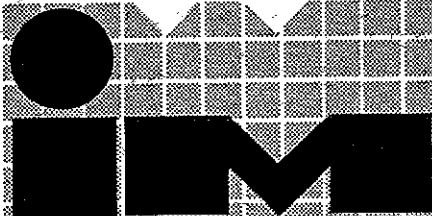
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## information media news

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Fall 1995

### Dean's

**C**ORNER  
The "virtual library" or the "electronic library". You've heard about this concept. Does it matter to the people in our profession? This question is prominent in the minds of CIM faculty and staff as they continually strive to identify the future of the field of information service/science. Individuals earning degrees in 1996 will spend all of their professional lives working in a rapidly changing service environment. So it is up to all of us to work toward the development of a curriculum that will help CIM graduates meet the challenges of a dynamic service profession.

Allow me to use the World Wide Web as a focal point to look at developments within our realm of responsibility. The promise of the Web for service support is almost intoxicating. The mere mention of it sends some of us as well as some politicians into a "virtual" frenzy. In reality this technology allows a user to access Home Pages across America, not to mention around the world. It sends beautiful pictures and icons and we are impressed. With the pressing of one key on a keyboard, databases and information files appear on a screen in full color right before our eyes. Why shouldn't we be excited? Well...we should be, but at the same time, we must not be lulled into complacency.

Our responsibility exists in the here and now. A recent request for reference service may help us understand this. A patron called one of the librarians on the SCSU staff and asked about the availability of an information item. Within a few minutes the item was located and the information forwarded.



**Dr. John Berling**

The patron thanked the librarian and said he had been looking for this information on the "net" for several hours. In this case, the patron's time was wasted, but the information was still found. Another even more critical concern becomes apparent because we know that a very small part of the world's information is stored in a digital format, probably less than 10%. In some countries no information is available in an electronic format. So if a patron uses only the electronically deliverable information certain important, even critical, information will be missed.

The point of presenting these examples helps to illustrate the transition of the field from traditional to electronic. Professionals must find ways to support the development of high quality electronic access while at the same time provide for the maintenance of a comprehensive service that includes access to the more traditional formats. This is our challenge and our responsibility.

Good Luck!



## Season of New Beginnings Provides Opportunity for Change

Fall to me is a season of new beginnings. When my children were younger I would take a picture of them on the first day of school. In a formal way we were marking off time and growth, documenting the beginning of another new school year. In an academic institution such as St. Cloud State University some of that same tradition continues as freshmen arrive on campus for a new beginning and upper class students return to their studies. Faculty and staff are enthusiastic about the myriad of things that they would like to accomplish during the year to make this a better place for students to fulfill their academic goals. The key word here, of course, is "students." All of our decisions must be based on what is best for the students' academic experience.



**Dr. Doreen Keable**

July 1, 1995 was a new beginning for St. Cloud State University as we became a part of a newly merged system called Minnesota State Colleges and Universities (MnSCU). Within the next few years St. Cloud State University will be joining the other state universities, community colleges, and technical colleges in converting to a semester system. The legislature has mandated that all colleges within the new merged system must be on the semester system by the fall of 1998. A University Semester Steering Committee has been meeting weekly since the fall of 1994 to research the process and transition from the quarter system to the semester system. The general guidelines/principles prepared by this committee have stated that students will not be harmed due to the conversion. It is expected that graduation will not be delayed and that special accommodations will be made for students affected by the conversion transition period.

The Center for Information Media has a committee which is addressing this new direction of moving from quarters to semesters. You will be kept informed regarding any changes that will be made to the curriculum. The positive spin on this is that it provides us with an opportunity to evaluate very critically what we are currently teaching in the classroom and then to submit a program of study which accurately reflects the needs of our students.

As fall is a time of change for new college students and a time of transition for recent graduates, it is also a time for St. Cloud State University to plan for its future seeking to take new directions to ensure that all the pieces fit together as we begin our journey in the new merged MnSCU system. Join us as we begin this transition and new journey.

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The Center for Information Media and Learning Resources congratulates the following Spring and Summer graduates:

- Roxanne Book**, Maple Grove (Educational Media)
- Craig Bradash**, Cold Spring (HRD/T)
- Robert J. Kochman**, St. Cloud (Educational Media)
- Donna McClelland**, St. Cloud (HRD/T)
- Judy St. Cyr**, Minneapolis (Educational Media)
- Marylou Terwey**, Richmond (HRD/T)
- Susan K. Walto**, Golden Valley (HRD/T)
- Jane Wilson**, Brooklyn Park (Educational Media)

## Professional Activities

Dr. Karen Thoms presented "Teaching via ITV: Instructional Design — Plus!" at the state wide Minnesota Business Educators, Inc., fall conference September 28-30 in Mahanomen, MN. Because teaching via interactive television is more than just pushing buttons and speaking into a microphone, Thoms addressed several topics.

Dr. Robert Hauptman spent the summer climbing (Mt. Whitney, Mt. Baker, and the high points in New York, New Jersey, and each of the New England states except Maine); working on his Vermont house; and reading. He is currently working on many projects including "Academic Dishonesty" (an essay) and *Strangers in Strange Lands* (a critical overview of travel literature). Recent and forthcoming publications include reviews, letters, and articles, in *Scholarly Publishing* and *Ethics and Behavior*, as well as issues of the *Journal of Information Ethics*, which he edits.

Check out the new St. Cloud State distance education registration page on the web (<http://condor.stcloud.msus.edu/~outreach>) advises Jim Pehler. Electronic registration for workshops/conferences, regular off-campus classes, interactive television courses, and self-paced study programs should be operational by winter quarter. Graduate Assistant Jim Hayes, Continuing Studies, and Pehler worked to develop the registration

form. On sabbatical during the winter, Pehler will look at similar programs working in the Sacramento, CA area. Here at SCSU, Pehler has been surveying 60+ faculty members in an effort to improve interactive television instruction. Graduate Assistant Lisa Leet and Pehler are working to compile the results and develop teaching aids and materials geared toward the improvement of ITV instruction.

Drs. Najmi Junaid and Doreen Keable presented "Beginning Computer Skills for the Novice," at the Alternatives for Literacy Technologies: Today and Tomorrow Conference in Philadelphia, PA on August 5-7, at Drexel University.

Jerry Westby attended the Annual Conference of the Society of American Archivists in Washington, D.C. over the Labor Day weekend. In addition to conference sessions, Westby had the opportunity to visit the new Holocaust museum and highly recommends it.

Drs. Karen Thoms and Najmi Junaid presented "Training Instructors to Teach via ITV: Instructional Design — PLUS!" at the July 6-9 AECT Conference in Ames, Iowa. The Association for Educational Communications and Technology (AECT) brought together groups of people interested in distance education.

The presentation by Thoms and Junaid was computer-delivered and addressed such issues as design and preparation of syllabi for distance education courses.

Lake Superior College (the new name for the combined community and technical colleges in Duluth) was the site for a course on html taught by Dr. Jeanne Hites this summer.

Drs. Mert Thompson and Karen Thoms received a Bush Faculty Development Small Grant to help SCSU teacher educators teach their education students to use Internet to help develop critical thinking skills in K-12 students. The workshop was held on October 20 and presenters were Kathy Kraemer and Marla Davenport from T.I.E.S. (Technology and Information Educational Services) based in Roseville.

At the East-West University in Chicago, Dr. Najmi Junaid presented her paper, "Information Media in the Future Classrooms: A Strategic Association of Muslim Social Scientists," on October 28-29.

Dr. Karen Thoms attended the October 25-29 Professional and Organizational Development (POD) Network's annual conference, held in N. Falmouth, MA. POD is a nationally recognized organization addressing the needs of professionals working in the area of faculty development.

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## LRS Provides Innovative Service: InforArcade

by Dr. Phyllis Lacroix

Learning Resources Services is currently in the process of setting up a new service called the "InforMedia Arcade." It will feature an open lab for members of the university community to interact with the "new media" to create, manipulate, and output digital media including graphics, photos, video, and audio file types. Our vision is to have workstations and staff support for this area whenever LRS is open for business. These services will be offered on the second floor, north area of LRS.

The prospect of creating this new service has brought a great deal of excitement to Learning Resources Services and the Center for Information Media. We see this area as an extraordinary learning laboratory for our students and also a chance for us to provide a service that will impact the entire university community. It is an excellent opportunity for various personnel of Learning Resources and the Center to collaborate with one another according to our "Walls Dissolve" model. We are planning to have the area operating by February 1. Look for more information on the Arcade in our winter newsletter.



## Graduate Assistants



**Sara Grachek** is currently working as a graduate assistant in Resources and Information. She, along with other "web team" members, is responsible for the development of the LRS World Wide Web site, in addition to providing support to other areas of campus interested in developing WWW projects.

She writes: "I am finishing my Master's degree in Track II (educational media) and Track III (HRM/T&D). I chose the field of information media because I enjoy being on the forefront of technological developments, and I gain personal satisfaction helping other people locate, retrieve and analyze information. I'm not looking forward to graduating this spring because I love learning and would like to stay in school the rest of my life, if at all possible."

**Syrentha Savio**, another member of the "web team," is also working in Resources and Information.

She writes: "I just moved here from Chicago where I was working for two years at an advertising agency. I received my BA in journalism from the University of Wisconsin-Madison in 1992. I was raised in Milwaukee, where my family still resides. In my free time I enjoy running, biking, painting... I am in the Track I program and am uncertain of the career I want to pursue after graduation."



**Robyn Anhorn** helps out in the Government Documents area and corrects thesis papers for the Graduate Office. Her duties include loading records on to PALS, changing incorrect records, and assisting with a number of miscellaneous projects.

She writes: "I am so busy this quarter, I barely remember where I live! I am currently pursuing my Master's Degree in Track III of the Information Media Program. I received my bachelor's degree here at St. Cloud State in 1991 with a double major in psychology and sociology. And I am back because I just can't seem to stay away! Actually, I had been considering going back to school and a good friend of mine who had been through the Track III program recommended that I try it out. So I have been and I am learning much."

**Jared Juusola**, a graduate student in Information Media with an emphasis in Training and Development, is returning for a second year as a graduate assistant with Instructional Development.

He writes: "I spent my formative years in Maple Plain, a town just west of Minneapolis. Growing up on a hobby farm gave me an appreciation of nature and the desire to help other people enjoy it. This desire led me to pursue an undergraduate degree in Resource Recreation and Tourism at the University of Idaho. During my studies there, I became very interested in natural resource communication. In response to this interest, I spent my last two years there working in a communications lab. My desire to communicate effectively with others using a variety of media led me to the Information Media Program here at St. Cloud State University. I am currently in my last quarter of classes and plan to officially graduate in May of 1996. In the future, I plan to develop training and education programs to help others in their work and personal lives."



**Ma Guoping** is an international student from China. She is working in the Center for Information Media office, supervising the lab next door.

She writes: "I have a B.S. degree in International Relations and an M.A. degree in British literature. Before coming to SCSU, I was a teacher in the Foreign Languages Department of Nankai University (Tianjin, China), a sister university of SCSU. I am currently half-way through my M.S. program in Track III. I have just finished my internship with AmeriData Technologies, Inc., a national provider of computer systems and services. I was involved in a rather large training project, designing, editing, and formatting training materials."



**Dan Cheney** is in his second year at St. Cloud State and his first as a graduate assistant. Another member of the "web team," he enjoys working with Resources and Information, helping to promote the use of the World Wide Web throughout campus by helping departments and other organizations produce and maintain web sites to fit their needs.

He writes: "I got the information 'bug' during a three year stint living in the remote northwest corner of South Dakota, and enrolled in the Master's program when I returned to Minnesota. My undergraduate degrees are in psychology and speech communication from the University of MN. I now live in Upsala, where my wife teaches and my two young sons (ages one and two) rule the roost."



**Joanne Forrest** began her work as a graduate assistant in the Instructional Development office this summer. It will continue throughout the school year.

She writes: "Presently I am working on a project with KOMO manufacturing in which our office is planning and implementing computer-based training for this company's employees. My specific duties thus far have included taking the script and utilizing a software package to put the training into a computerized format. We are bringing text, still pictures, graphics and video into the lessons to create training that is exciting and responsive to the needs of the client. I commute from Brainerd, where I am working part-time at the technical college promoting gender equity and coordinating interactive television classes. I'm excited about my studies and the experience at SCSU. The real key is combining studies and experience in a career in the future."

**Bridgette Poss** is assigned to the Center for Information Media office and hides out in the computer lab next door. Editing this newsletter keeps her busy as she continues coursework to finish the Track II educational media program.

She writes: "It has been an interesting experience, trading my gradebook for a notebook again. I'm taking a year off from teaching high school Spanish to concentrate on coursework toward my master's degree. Although I grew up in a mid-size community in northwestern Minnesota, for the last several years I have been teaching in small towns. It is nice to be back on the edge of civilization. I like to go shopping! I also enjoy reading and spending time with my friends and family just relaxing and laughing a lot!"



**Lisa Leet** calls herself the new kid on the block. She is starting her first quarter as a full time student and her assistantship with Jim Pehler/Karen Thoms this fall.

She writes: "I am currently working on an ITV survey. We haven't decided what course of action we are going to take but you might see me doing a training video. My background includes a B.S. degree in aviation management from SCSU that I received in 1992. Since that time I have interned at the Metropolitan Airports Commission, worked at four different Fixed Base Operators (FBO's), and spent some time as a Flight Attendant flying around the country. I decided to go back to school for a couple of reasons: 1) the company that I worked for was shut down by the FAA...reasons were varied, depending on who you talked to; and 2) I feel that in order to work for a larger company you need to become more specialized. I am focusing on the training and development part of the program and would like to work for a company like Boeing."

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### Graduate Updates.....

**Jon Tuft** has been working in Organizational Development with the St. Cloud Hospital since November 28, 1994. A Track III graduate, he writes: "I am utilizing many of the concepts that I learned through the program. I am responsible for the development, sequencing, and delivery of a Leadership Development Plan at the hospital." **Karen Grant** is working in media services at Moorhead High School. Track III graduate, **Linda Hieronymus**, writes from New Jersey: "In June 1987, I accepted a five-month internship with AT&T Bell Laboratories. My contract was extended and I found myself working for Bell Labs for the next seven years. In August 1995, I was hired as a regular AT&T employee assigned as an Educational Technologist in the Wireless Systems Education Group. Looking back on the Track III program at St. Cloud, I remember a wealth of opportunities and resources. I had a great year in the program, including experiences that are still relevant to my work today."



## Fields Returns from Sabbatical and Visit to China

Many of you are aware that I was on sabbatical leave last year. However, what you may not be aware of is that I spent nearly seven weeks in China. Nankai University is located in Tianjin, a city on the northeast coast of China, approximately two hours from Beijing. The following is a brief account of my experience there.

My experiences in China were many, varied and rich! I gave twelve lectures, led numerous small group discussions and worked on several different projects. I interviewed numerous librarians, library assistants, library directors, and visiting dignitaries.

I did some consulting work for a company called Golden Network Company on "A Strategic Approach to Sales and Services." Really an interesting experience! My work was done at the Headquarters Office in a conference room. There were about 15-18 in attendance and it was done through a translator.

I spoke to the Tianjin Library Association. Topic: Library/Information Technology: Present and Future. About ninety library directors and deputy directors from the entire Tianjin area attended. I also had some most interesting Internet/WWW

experiences with a large number of clients.

Not all of what I did was work, however. I was fortunate enough to attend the grand opening of three major art exhibits at various local museums, and took many local trips to sites of interest. I spent one day at the Tianjin Economic Development Area which is about one hour to the east on the coast. This area is one of the fastest growing areas in China and is a picture of change, with new buildings, roads, railroads, ports and numerous joint-venture companies from all over the world. Very exciting!

There was also a four-day trip to Beijing where I visited several libraries, typical tourist stops and the China National Publication Import/Export Corporation (perhaps the largest import/export corporation of library materials in the world). Fascinating visit and interviews!

During my last week I was able to combine my work assignments with short trips to local areas of interest, culminating with a visit to the Tianjin section of the Great Wall of China. Spectacular!

Throughout my time in China there were many friends. Xiaoshan Chen a.k.a. "Mr. Chen," whom some of you

know, provided me with much needed guidance, advice, and most importantly, friendship. I spent many happy and stimulating times with him and his family. Then there were new friends all of whom were interesting people and very helpful. Two new friends, in particular, were Professor Feng Chenbo, Director of Nankai University Library and Jane Song, Multimedia Librarian. I spent many stimulating hours with both Feng and Jane and they are both excellent professionals; furthermore, it is possible that one or both might spend some time at SCSU in the future.

The trip was a definite growth experience, professionally and personally. My only problem, other than trying to learn a little of the Chinese language, was trying to avoid overstimulation of any one or all of my senses. The sights, smells, sounds, tastes, and general changes in sensory input were overwhelming at times! As I approached the end of my experience it was with mixed emotions - I was glad to come home and to see everyone, but some of my heart will always remain with the Chinese people and the fascinating country of China.

—Contributed by Dr. Dennis Fields

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## Restructuring Takes New Direction

by Dr. Najmi Junaid

We have moved from an industrial-based economy to a technological information-based economy. Yesterday's science fiction is rapidly becoming today's reality. The world's knowledge base is growing at an exponential rate. Schools seem to be caught between the inertia of traditional educational practice and growing demands for reform and restructuring. Restructuring involves deep and profound changes in the way the schools function. Restructuring requires redefining the roles of teachers, administrators, parents, and students in the governance and management of schools. Technology is imperative for school restructuring. It has come to stay. Just a reminder for educators who are busy in restructuring:

1. Invest in your teachers as resources and equip them with the tools necessary to increase their productivity and effectiveness in the classrooms.
2. Build the community among teachers, students and parents.
3. Redefine teaching and learning.
4. Redefine the roles of teachers.
5. Provide training for principals and superintendents.
6. Keep communicating with educators, teachers and vendors.

# 1995-96 Winter Schedule

## WINTER QUARTER CLASSES

Course	Course Title	Section	Instructor	Credits	Time	Location
104	Introduction to Learning	1	Motin	4	11TR	CH-228
	Resources	2	Jurgens	4	6R	CH-228
204	Research Strategies	1	Hites	4	1TR	CH-228
		2	Nelson	4	6T	CH-228
245	Microcomputers in Classrooms and Media Centers	1	Junaid	4	3MT	CH-134 & 232
416-516	Television in Media II	1	Polesak	4-3	6R	SH-151
444	Internship in Media	1	Staff	1-4	Arr	Arr
445-545	Microcomputer Applications in Education & Training	1	Junaid	4-3	6W	CH-126 & 232
458-558	Principles and Procedures of Instructional Development I	49	Hill	4-3	6W	CH-62
468-568	Media Materials & Methods of Instruction	1	Junaid	4-3	9MT	CH-228
		2	Thoms	4-3	11MW	CH-228
		3	Thompson	4-3	11TR	CH-125
		4	Thompson	4-3	1M	CH-125
		5	Stachowski	4-3	6M	CH-228
469	Training and Media Management	1	Thoms	4-3	6W	CH-125
471-571	Design & Preparation of Multimedia Presentations	1	Lacroix	4-3	6M	CH-126 & 232
477-577	Reference & Bibliography	49	Hauptman	4-3	6M	CH-133
481-581	Reading, Listening, & Viewing Guidance	1	Busse/Nagel	4-3	F/S	CH-228
(Dec. 8-9; Jan. 5-6; Jan. 26-27; February 23-24; Make up date if necessary March 1-2)						
484-584	Seminar: Communication in Training and Development	1	Thoms	4-3	11TR	CH-127
606	The School Library Media Program	1	Keable	3	6R	CH-125
607	Training/Human Resource Development	1	Fields	3	6R	CH-127
646	Multimedia Software	1	Thompson/Rotto	3	F/S	CH-228
(Dec. 15-16; February 2-3; 9-10; Make up date if necessary February 16-17)						
647	Authoring Computer-Based Instruction	1	Hites	3	6T	CH-125 & 232
679	Media Generalist Practicum	1	Keable	6	Arr	Arr
680	Internship in Media	1	Fields	3	Arr	Arr
681	Readings in Media	1	Staff	VR	Arr	Arr
682	Research in Media	1	Staff	VR	Arr	Arr
<b>Off-Campus Courses</b>						
458-558	Principles and Procedures of Instructional Development	51	Hill	4-3	6W	TIES & Hutchinson
477-577	Reference & Bibliography	51	Hauptman	4-3	6M	TIES

For registration information contact:  
Office of Records and Registration AS118  
720 4th Avenue South  
St. Cloud State University  
St. Cloud, MN 56301-4498  
(612) 255-2111

**Winter Schedules are now AVAILABLE!**

**Advanced registration begins October 23  
and \$100 payment to reserve courses is due:  
November 16.**



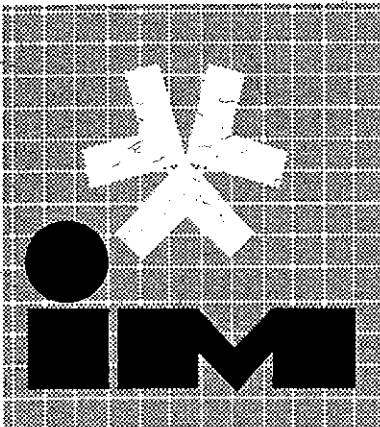


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The Center for Information Media and Learning Resources  
 welcomes news of former students... please remember to keep us  
 updated and that includes simple change of address notification.  
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information media news

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