

Spring 1994

# Information Media Newsletter Vol. 29 No. 3

St. Cloud State University

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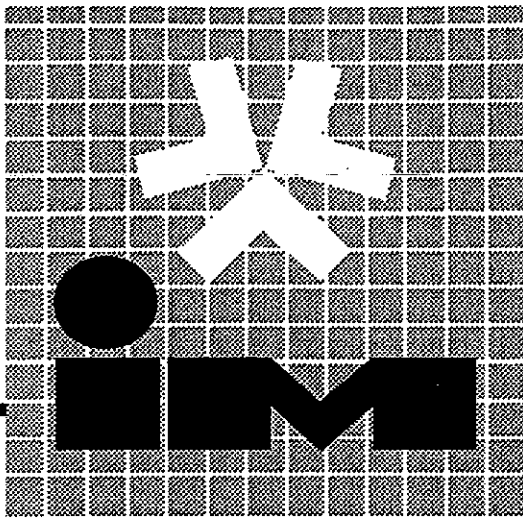
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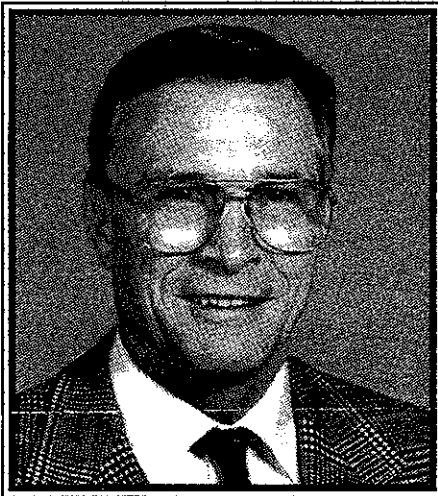


## information media news

Published by the Center for Information Media and Learning Resources Services  
Volume XXIX No. 3

Spring 1994

### Dean's Corner



**Dr. John Berling**

Learning Resources Services has enjoyed its association with you and has prospered from your commitment. Now, in this newsletter, we are asking you for an additional commitment-- financial support. Generally speaking I.M. News is published to keep you informed about the happenings and events related to Learning Resources Services and the Center for Information Media. As usual, the articles appearing in this edition of I.M. News will contain information about directions of the service and the teaching programs. In addition, this issue will introduce you to a concern that deserves some attention.

We have continued to accept and, yes, even adapt our work to the changes dictated by the emergence of technology as a primary force in information service and delivery. At the same time,

we continue to look for ways in which traditional information sources and media can interact with and complement the newer electronic services. All of this is very expensive and it is difficult to meet the Center's budgetary needs through the regular state allocation. Rapid change in technology requires the capability to follow with an equally rapid budgetary response. Dollars are needed to stay at the cutting edge. We hope that you will agree that the service provided by faculty and staff in the Center for Information Media continues to be important and that you will choose to assist in the assurance of a quality future for the Center. Please give this critical concern your thoughtful consideration.

Happy vacation!

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**Dr. Doreen Keable**

Students, friends, and alumni of the Information Media program have much to be proud of. The Center for Information Media has seen tremendous changes over the years. As times have changed we have continued to be visionary in our approach to the future and have creatively kept up with all the demands of such a vision. We are proud that you have all been part of the excitement of our shared vision.

This issue of the newsletter gives you a bird's eye view of our use of telecommunications and multimedia in the teaching environment. The partnership with MnSAT has broadened our horizons and has introduced us to the use of teleconferencing as a delivery system for instruction. We are thankful for this opportunity. Elsewhere in this newsletter, you will learn about the vision we have to provide teachers and students in

Information Media with a classroom environment that reflects a multimedia approach to teaching and learning. Our goal this year is to equip at least one classroom with excellent multimedia presentation tools and to allow students to learn in an "adult learner friendly environment." Those of you who sat on hard, tablet arm chairs will probably know what I am talking about.

We would encourage you to continue to share the vision. The St. Cloud State University Foundation is conducting its annual campaign. Gifts can be designated to a department or program providing additional scholarships, research monies, departmental professional development, and other needed program support. We would encourage each of you to consider a contribution that could be specifically designated to carry on the mission and vision of The Center for Information Media and Learning Resources Services. A contribution of \$100.00 could purchase a comfortable chair. A \$10.00 contribution would be equally as welcome and would allow each of you to be a part of our vision. Multiple contributions could purchase multimedia equipment or computer software. All contributions are tax deductible.

*"Our goal this year is to equip at least one classroom with excellent multimedia presentation tools and to allow students to learn in an "adult learner friendly environment." Those of you who sat on hard, tablet arm chairs will probably know what I am talking about."*

The Center for Information Media and Learning Resources Services has four current and endowed accounts that you could designate with your contribution. A contribution to account 3039, for example, would provide additional resources to upgrade a classroom with multimedia technology so that we can continue to provide the level of instruction that you expect. A contribution to account 5039, Luther Brown Scholarship, would continue to support students needing assistance in graduate education. A new account, 5111, Carl and Marilyn Savage Endowment, is an account to provide monies for graduate assistants. A fourth account, 5026, is an endowed account, the interest from which can be used to upgrade facilities for the Center for Information Media and Learning Resources Services.

A form is enclosed on page five of this newsletter. If you would like to be a part of our vision, fill it out and send it in with your contribution. It is guaranteed to make you feel good.

## Graduate Assistants



### Bryon Anderson

Bryon Anderson is a Track II Graduate Student who started in the winter quarter and plans to complete his media certification in the Spring of 1995. Bryon received his B.S. in Speech Communication from Moorhead State University in 1990. After working with teenagers as a youth pastor, Bryon decided to return to school for his Master's Degree and also his teaching certificate. His long term goals as a media specialist in a secondary school setting. He is currently serving as a graduate assistant in the Curriculum Technology Center in the College of Education. Because of the latitude of the position, he feels fortunate to have the opportunity to gain such a wide variety of experiences in the Curriculum Technology Center.



### Evelyne Anker

Evelyne Anker became a Track III Graduate Student after becoming a dislocated worker having spent 14 years with AT&T where she served as a service representative, trainer, and quality analyst. She received her B.A. in English from UND Grand Forks. Evelyne loves to travel and is planning to visit her roots of Scandinavia and Northern Germany with her husband Monroe this summer. Evelyne described her marriage of 21 years in these words, "I've been married longer than many college students have been alive." She is currently working as a graduate assistant in the Instructional Design Department and is heavily involved in the design of the computer based training for Alliant Techsystems.



### Jeanie Chiew

Jeanie Chiew is a Track I Graduate Student who received her B.S. from SCSU in Mass Communications - Advertising. She will be graduating this spring after having served as a graduate assistant for the Minority Student Programs on campus for the past two years. Following graduation, Jeanie will be going home to Malaysia in June: this means going through culture shocks and adapting to changes again. Her goals include getting a job that pays so she can pay off her student loans and to build an information technology center for the advertising and public relations industry in Malaysia by 2005. She hopes to make her first million by the age of 35 and retire by the age of 40.



### Karen Grant

Karen Grant completed her B.S. in mathematics from SCSU in 1990 and stuck around to take classes in information media where she declared her interest in Track II of the graduate program. Karen states, "I felt that by utilizing many types of resources there would be a better understanding of mathematical concepts by students. Additionally, I have always had a special fondness for libraries and media centers, as I am an avid reader and a self-proclaimed computer nut." She feels fortunate that she is studying media during the "blooming" of networks in the Minnesota educational system and plans on using her Internet account to its fullest extent. Karen currently serves as a graduate assistant for Minority Academic Support Center.



### Judith Leatherwood

In Judith Leatherwood's former life she enjoyed serving as a phlebotomist -- taking blood samples and serving as liaison between patients and medical professionals. Soon after she received her B.A. in Graphic Design from SCSU and continued with her graduate studies at SCSU in Track III. She currently serves as a graduate assistant for University Organizations which is supported by Student Life and Development. She has served on many committees including the Sexual Assault Task Force. She plans to spend one month of her summer at Wild River State Park where she will serve as socializer, naturalist, sanitation supervisor, and artist.



# Center for Information Media Moving Ahead to Greet Technological Advances and to Enrich Educational Experiences

Technology is still advancing at a speed that outpaces our ability to fully adapt it and utilize it for our educational needs. However, the Learning Resources Services is moving ahead to greet these advances at the door and incorporate them into the day-to-day educational experiences.

On top of all this, promoting the Center's technological and educational advancement requires attention. "What's happening at the Center for Information Media?" you may ask. Well, let's dig in and show you.

### Interactive Television (ITV)

Professor Karen Thoms, is delivering instruction this spring quarter on Interactive Television (ITV) as a faculty development course. This course was originally proposed as a student course, and will soon be reconfigured to be delivered to graduate students in the future. The current ITV course is broken down into 10 modules featuring: course design, course materials development, equipment operation, remote site originations, and video conferencing.

The premise of the course is intimidation annihilation—to divert fears that instructors may develop when starting out with the medium. As Karen put it, "People are intimidated by wires, and gizmos, and doo-dads; commonly known as microphones, monitors, and video cameras."

The course's intimidation annihilation tactics include: designing syllabus reconstruction for ITV by color coordinating handouts to divide sections of instruction, working collaboratively with other students, choosing alternate media for student presentations, and incorporating video taped instruction.

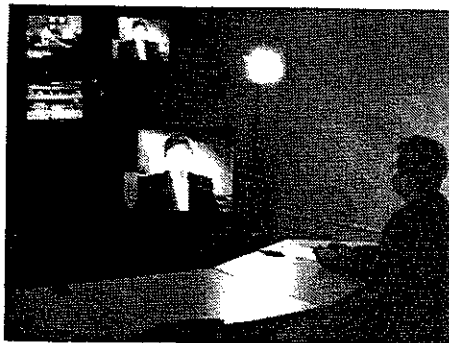
Karen reported, "The students had questions about 'What can I do?' but we reconstructed the question to ask, 'What may I do?'" Karen went on to



*Dr. Karen Thoms and Dr. Mert Thompson deliver ITV instruction to faculty.*

state, "Often when we think of ITV, we think of what facilities and equipment we have here. However, SCSU should orient to the mind-set of what we have around the state." The technology allows SCSU to down-link courses, presentations, meeting with other institutions utilizing off-premises sites.

Overall, one of the greatest advantages may come in the areas of resource conservation. ITV offers courses to students in their local community without having to drive hours and brave Minnesota's cruel winters. This may not only save on fuel and time, but lives as well.



*Dr. Doreen Keable speaks with Joan*

Continuing the promotion of ITV instruction while providing state-wide attention on SCSU's programs, Doreen

Keable spoke as a featured panelist on April 22 in a live video conference educational series presented by Minnesota Satellite and Technology (MnSAT). Doreen discussed with moderator and KARE 11 News personality Joan Steffan the current implementations of ITV and the incorporation of new technologies into the SCSU Curriculum, in the university's attempt to provide diversified education.

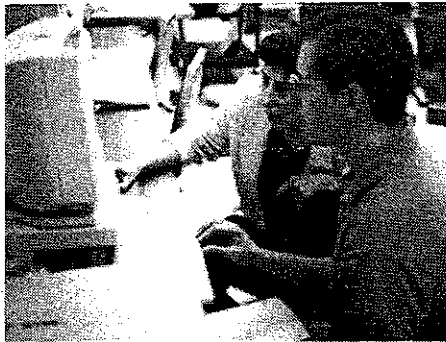
### Multimedia Computers

The increasing role of multimedia computers as delivery systems for instruction cannot be overlooked. One of the strongest needs at SCSU is to provide future teachers, media specialists, and trainers with the necessary computer skills. Accessing information via electronic mail, designing computer based training, and presenting instruction are requiring increasing skill levels. According to *Nation At Risk* the job market requires new information skills and computer controlled equipment; all of which are becoming part of our daily lives. Jeanne Hites, who delivers computer instruction, adds, "It is important for teachers to model the information skills that their students will need."

An IBM compatible multimedia computer is being driven to its limits by designers John Theis, Sue Florman and Evelyne Anker. Under the direction of Dennis Fields and Rich Josephson, preparations to create a CD-ROM tutorial for the Alliant Techsystems grant, featured in last Fall's newsletter, is placing heavy reliance video clip incorporation into the instruction. Team leader John Theis states, "It has been challenging being on the cutting edge of the technology."

### Video

With increasing reliance on visual instruction, photographic supervisor Dan Marek recently received a SCSU Foundation Grant to attend a three day video workshop sponsored by Sony Corporation entitled "Camera Technique and Visualization". This work-



*Dr. Jeanne Hites coaches general science student David Reierson.*

shop will be very valuable in meeting the increasing demands for video productions in Instructional Development.



*Graduate Assistant Sue Florman designs the CD-ROM tutorial for the Alliant Techsystems grant project.*

### Equipment & Facilities

It is no surprise to hear that our faculty, staff, and students are all highly interested in the latest technologies and their practical implementations to learning. However, resources and facilities seem to always be in short supply. Information Media Instructor Chris Inkster is very interested to incorporate computer presentations into current classroom instruction by projecting the presentations on screens via a color LCD device or video projector. Chris states "All classrooms should be equipped with computer LCD, overhead, video disc players, CD-ROMs."

### Standards & Certification

All the conscientious work to keep the center up-to-date will be in vain if SCSU fails to promote the program. Besides the current standards and licensure requirements for persons in Track II, additional promotion for the Center for Information Media has now been strengthened by the recent appointment of Dennis Fields to the International Board of Standards for Training, Performance and Instruction (ibstpi). Besides the increased attention, Dennis believes his appointment to the board will help market the department -- faculty, staff, and students -- and promote sustained manageable growth which will propel SCSU to become one of the best programs in the five state area. Moreover, Dennis' position will allow him to stay abreast of certification developments for Track III, so that the department can meet the technological and educational requirements. Dennis concludes, "As certification becomes a reality, our students will be able go forth from all programs ready to meet the required professional standards."

As you can tell, the Center for Information Media can certainly use your help so that it may continue the business of education. No matter what amount you are able to contribute, it will be accepted with heartfelt thanks.

## 1994 Foundation Drive Campaign Pledge Form

Yes, I would like to participate in the campaign

Gift amount \$ \_\_\_\_\_

I would like my gift to be designated to the following account:

- \_\_\_\_\_ #3039 Multimedia technology
- \_\_\_\_\_ #5039 Luther Brown Scholarship
- \_\_\_\_\_ #5111 Carl and Marilyn Savage Endowment
- \_\_\_\_\_ #5026 Facilities Upgrade

This is a joint gift with my spouse.

Name/s: \_\_\_\_\_

*(Please print as you wish to be listed in our records.)*

Home address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Social Security Number: \_\_\_\_\_

No. I do not wish to participate at this time.

*Please make all checks payable to:*  
**SCSU Foundation, Inc.**

*Cut and send your pledge form to:*

**Center for Information Media**  
214 Centennial Hall  
720 Fourth Avenue South  
St. Cloud, Minnesota 56301-4498



## Graduate Profiles

Picture  
not  
available

### *Hoffbeck Track I*

Sandy Hoffbeck is Acquisitions Librarian for Southwest State University in Marshall, Minnesota. Her main responsibilities include overseeing the acquisitions department, collections development, serials management, and some reference work.

Sandy received her B.S. in Accounting from Southwest State University. Then Sandy's appetite for further education was satisfied by attending SCSU. SCSU offered Sandy what she needed: class flexibility—courses offered in the evenings, computer classes, and other courses which allowed her to concentrate on topics relating to academic libraries.

Sandy took courses that encouraged students to accept and expect changes that are constantly occurring in the library field. Sandy puts it best, "If we wanted to make a difference in this field, we needed to be open to change." For example, in her current position at SSU, computerization of acquisitions and serials has been one of the biggest changes. Other changes have included the addition of reference access to information using CD-ROMs and Internet access of publishers catalogs. Sandy suggests, "The all consuming and growing desire for more access to information has been the main reason for adopting electronic support systems."

Due to her concentrative work in adapting computerization to the reference delivering systems, Sandy believes that the ability to understand computerization of libraries will require persons in her position to develop computer skills and knowledge. Sandy recommends, "Keep a positive attitude and learn to market what your library can do to meet your patron's needs."



### *Husom Track II*

Elsie Husom is Director of Media Technology for Brainerd Public Schools in Brainerd, Minnesota. Elsie serves as a change agent for the improvement of instruction and the professional development of media specialists, classroom teachers and other educators through wise, meaningful integration of media technology resources and tools into the teaching/learning process.

Elsie received her B.A. in English from Mankato State University. In Elsie's first year of teaching she relates, "The first time I told a class that we would go to the library for information, the students groaned. I think that was when the idea first came that perhaps I could try to establish an environment that would be alive and inviting, so others would experience the delights in reading and in discovery." After visiting SCSU, Elsie was impressed enough with the people and the program that she matriculated to SCSU. She believes that her program of studies gave her a solid background in the role of school media specialist, in the philosophy of a dynamic media program and the skills to not only cope with, but also bring about change.

Elsie notes that changes taking place in our technological, information society have brought about the changes in education and in her position. "Because the needs of students have changed, much staff development is needed for teachers to feel comfortable with the new teaching strategies and tools."

She concludes, "If you are an explorer, if you can handle feeling overwhelmed at times, if you like never to be bored, and if you like to work with people as well as equipment, this is the field for you."



### *Frohrip Track III*

Laurie Frohrip is Manager of Information Resources for the Meridith Company in Minneapolis, Minnesota where her responsibilities include: organizing and maintaining the business resource center, designing and developing career transition materials; facilitating workshops and assisting clients with career and business research.

Laurie received her B.A. from South Dakota State University in Speech/Mass Communications. Needing a life change, she chose SCSU for graduate work because of its excellent faculty and the fact that she could complete the program in two years.

She interned with the Meridith Company/Lincolnshire in the Spring of 1989. She was hired full-time and then designed and developed the facilitator guides for their consultants. Laurie explains, "I started facilitating workshops and counseling when a manager of mine gave me the opportunity and challenged me to expand my skills. I also became more active in the training, counseling and instructional design areas as I became more knowledgeable of the career management and outplacement industry."

The Track III program at SCSU allowed Laurie to take on a variety of roles at work. The broad program allowed Laurie more skills flexibility, however, it was hard to build expertise in any one discipline.

Based on her experience, Laurie recommends that all Track III Graduates join their local chapter of the National Society of Training and Development. Laurie joined in 1987 and now is Minnesota NSPI Chapter President and believes membership is vital to one's career.

# Fall Schedule

## FALL QUARTER CLASS OFFERINGS

Course #	Course Title	Section	Instructor	Credits	Time	Location
104	Intro to Learning Resources	1	Hedin	4	9MW	CH-228
		2	Lacroix	4	6W	CH-228
204	Research Strategies	1	Hites	4	1TR	CH-228
		2	Rude	4	6T	CH-228
245	Microcmpters. in Classrooms and Media Centers	1	Junaid	4	12MTWF	CH-126
		2	Junaid	4	6T	CH-134
260	Exploring Info. Technologies	1	Thoms	4	1TR	CH-125
412-512	Television in Media	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	VR	6R	CH-125
458-558	Principles and Procedures of Instructional Development I	1	Thompson, Mt	4-3	6M	CH-134
468	Media Materials & Methods of Instruction	1	Lacroix	4	9TR	CH-228
		2	Thompson, Mt	4	11TR	CH-228
		3	Thompson, Mt	4	11MW	CH-228
		4	Rotto	4	1MW	CH-228
		5	Hites	4	6M	CH-228
		6	Thoms	4	6R	CH-228
469	Training and Media Mgmt	1	Thoms	4	3MW	CH-127
476-576	Selection & Evaluation of Materials	1	Westby	4-3	6M	CH-127
478-578	Cataloging & Classification of Materials	49	Williams	4-3	6W	CH-133
* (This course was omitted from the Fall On Campus schedule but is offered on campus & ITV)						
568	Media Materials & Methods of Instruction	1	Keable	3	Arr	Arr
603	Info. Media: Theory, Research and Practice	1	Fields	3	6T	CH-127
608	Research Methods	1	Hites	3	6T	CH-126
645	Computer Information Access	1	Ewing	3	6W	CH-127
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

### Off-Campus Courses

476-576	Selection and Evaluation of Media	51	Westby	4-3	6R	Fridley-MELSA
478-578	Cataloging & Classification of Materials*	51	Williams	4-3	6W	Roseville-TIES

\* (This course was omitted from the Fall On Campus schedule but is offered on campus & ITV)

**PRE-REGISTRATION: May 2-20**  
**FEE PAYMENT DEADLINE: Aug. 23**  
**REGISTRATION BLACKOUT: Aug. 24-31**  
**ON-CAMPUS DAY & EVENING CLASSES BEGIN: Sept. 8**  
**GRADUATION APPLICATION DEADLINE FOR FALL QUARTER: Oct. 3**

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

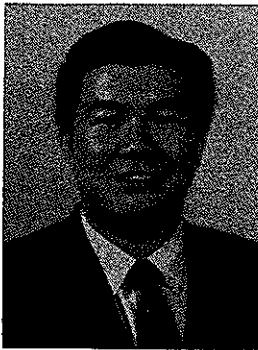
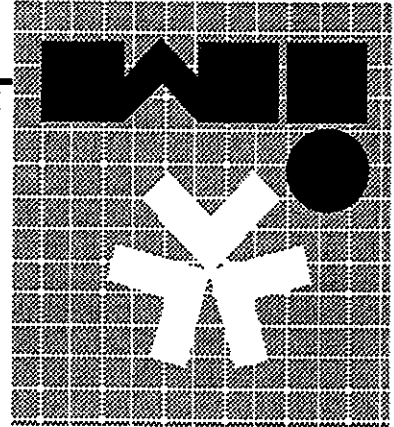




BONNIE HEDIN  
CH-105

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Information media news



## Barnabas Hong

Barnabas Hong, a photographic assistant in Instructional Development, received 4th place in "The 1994 Best of College Photography" sponsored by Photographer's Forum Magazine. The award winning photo is featured here. Barnabas also previously received Honorable Mention in last year's competition.

Barnabas Hong and Dan Marek--photographic supervisor in Instructional Development, will offer a two-day photographic workshop through the SCSU Center for Continuing Studies this summer. The workshop is scheduled for July 22 & 23 and is titled "Developing Your Photographic Potential."

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Barnabas Hong, Joe Kestel,  
& Dan Marek, Photographers  
Joseph Kestel, Editor  
Doreen Keable, Advisor

