

Winter 1994

# Information Media Newsletter Vol. 29 No. 2

St. Cloud State University

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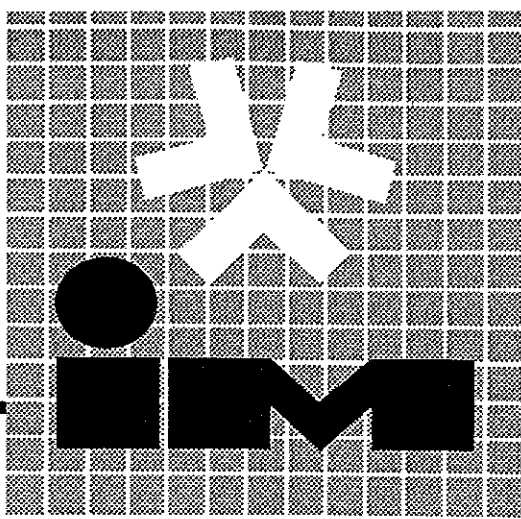
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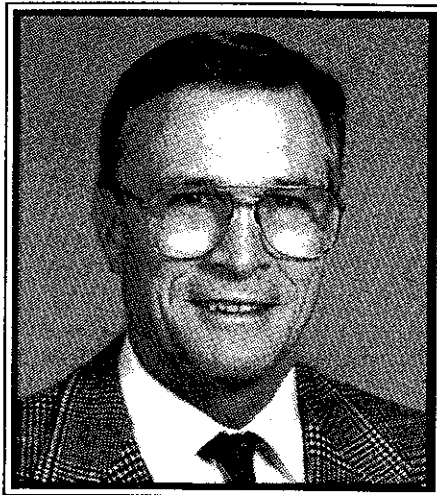
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# information media news

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## Dean's Corner



**Dr. John Berling**

Historically, the Human Resources Development and Training graduate program in the Center for Information Media has had an excellent placement record both regionally and nationally. Our placement record has remained excellent throughout recent economic downturns, and can only increase as our national economy continues to shift from defense based industries to civilian goods manufacture. With increasing demand for human resource development, job training, and retraining services we expect to continue to have more inquiries for HR/D graduates.

In keeping with this national trends, Learning Resources Services has pursued external projects that serve the manufacturing community as well as provide opportunities for both practical and academic experiences for its students. We continue

to work with regional industries, and were recently awarded a grant to work with a defense contractor to assist in its shift to the manufacture of civilian goods. Rich Josephson and Dennis Fields, who regularly teach in our HR/D program, provided leadership in the development of this and other grant proposals that have brought both funding and valuable experiences to our graduate students. These grants seem to confirm the continued need for quality training programs at all levels of government, business and industry.

In order for the LRS to continue its grant activity, it will be important for CIM to continue to recruit quality students to the HR/D program. Furthermore, HR/D graduate assistants play a critical role in the completion of the projects associated with these grant programs. The students, in turn, acquire a background that make them prime candidates for high-level training and development positions. *(Continued on following page)*

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**Dr. Doreen Keable**

Elsewhere in this newsletter you will find the tentative schedules for spring classes and summer seminars. A complete summer schedule will be included in the Spring newsletter. There are several items to note about the schedules. First of all, in the spring two of our classes will be offered on ITV originating from our campus at St. Cloud State University with a remote classroom at the TIES building in Roseville. Those of you who live in the metropolitan area may find it convenient to take a class via ITV. However, as always, you will be required to come to campus the first evening of class to meet with the rest of the class and take care of preliminary housekeeping. Second, in the summer we will be offering classes and short seminars and workshops during both sessions. The seminars and workshops are designed to address issues that deal with current new technologies as well as such things as ethics, diversity, designing a new or remodeled media facility, and grant writing. The children's literature workshop which has had phenomenal success during the past fifteen years will again be offered.

The first summer session has unique package possibilities. A series of seminars --Adapting to New Technologies, Introduction to Multimedia, and Introduction to Internet could be taken in combination with several of the regularly scheduled classes. For example a student could enroll in IM 545, Microcomputers in Education and Training and package it with the three seminars for a strong technology package. Other possibilities would be to package the three seminars with IM 558, Principles and Procedures of Instructional Design I or with IM 571, Preparation of Media Materials. Some of you may choose to enroll in only the seminars. That, too, is strongly encouraged. We feel that we have enough of a variety to interest many of you. Shouldn't you invest in your future by sharpening your media and technology skills? We think you will be glad you took the time.

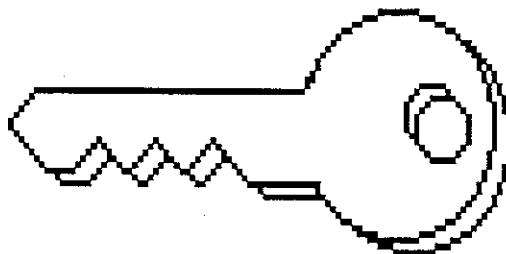
*Dr. Doreen Keable*

Good students with a liberal arts education background are ideal candidates for the HR/D master's program. A broad-based undergraduate experience will help them grasp the interdisciplinary nature of training. The Center for Information Media curriculum provides appropriate intellectual background, and the experience gained through assistantships and internships gives students first hand knowledge and experience in the profession.

Please help us identify superior candidates for our HR/D master's program. Individual growth and professional development are programmatic givens and quality jobs in the rapidly expanding training enterprise await graduates who complete this degree program.

*Dr. John Berling*

# The Key to Knowledge...



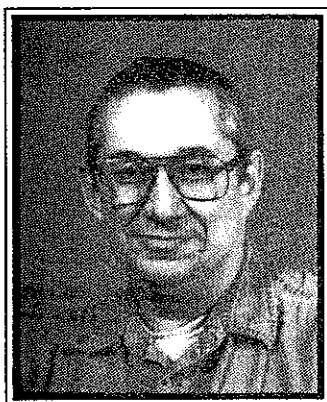
# is you!

## Graduate Assistants



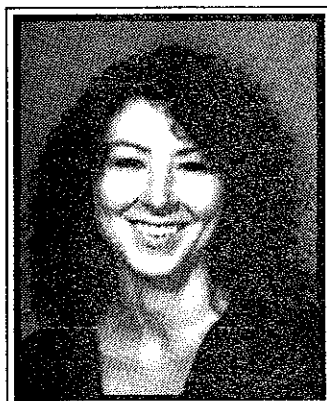
**SUSAN FLORMAN**

Susan received her B.A. in Organizational Psychology from SCSU in 1990. She is currently finishing her Track III masters and hopes to graduate this Spring Quarter. She spent last summer and fall working on internships with Fourth Shift Corporation and Arthur Anderson in Chicago where, yes indeed, she did attend a taping of the Oprah Winfrey Show and even got to shake her hand. Susan is currently working on the Alliant Techsystems Grant project and is enjoying every minute of it! Susan can be reached at Instructional Development: 255-2068



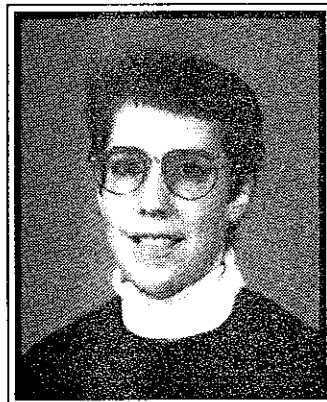
**RICHARD ITEN**

Richard is a local "southsider" who left St. Cloud 26 years ago to become an air traffic controller for the Air Force. After retiring from the armed forces, Richard's second life consists of working on his Track I masters so he may become an academic or public librarian. As Richard puts it, "Working in the Government Documents section is a dream come true. I'm being exposed to all aspects of the library field at one time, and I'm enjoying every minute of it!" Richard can be reach at Government Docs: 255-2086



**DONNA MCCLELLAND**

Donna comes to us with two years of experience working with bill collections at Fingerhut. A Track III student who earned her B.E.S. in Sociology at SCSU, Donna's duties include research, field work, and giving slide presentations. She hopes to graduate by the Fall of 1995. Donna is particularly proud of her four month old daughter and enjoys every minute spent with her. Donna can be reached at the CIM Computer Lab: 255-4760.



**BRENDA STRACK**

Brenda received her B.S. in Elementary Education from Northwestern College in St. Paul. Brenda is creating manuals for student workers in the Inter-library loan department. Brenda is also responsible for placing book orders for the Learning Resource Center. Believe it or not, Brenda's hobbies include creating fantasy cakes with artistic decorations and is fanitcal about collecting Royal Family memorabilia -- especially anything dealing with Princess Diana, and she also enjoys every minute of this. Brenda can be reached at Inter-Library Loan: 255-2085



## KNOWLEDGE BASE: WHAT YOU SHOULD REALLY KNOW

On April 24, the National Council for Accreditation of Teacher Education (NCATE) Board of Examiners and the Minnesota Board of Teaching will visit the SCSU campus to evaluate the College of Education's proposed Knowledge Base program. Many questions regarding the Knowledge Base are being asked: What really is it all about? What are its objectives? And how will these objectives effect the academic life at SCSU? A clear picture of the Knowledge Base was obtained in an interview with two key and influential people from the College of Education, people who have worked extensively with this program namely: Dr. Richard Johnson--Special Education Department and Dr. Jeanne Hites--Center for Information Media.



**Dr. Jeanne Hites and Dr. Richard Johnson**

### Knowledge Base Defined

The first area of concern is defining "Knowledge Base." According to Richard Johnson you can look at the Knowledge Base this way: "It is a way of depicting the common knowledge that undergirds the preparation of all our professional educators who matriculate from SCSU who may become teachers, trainers, or consultants. It is also a common language about knowledge that students and faculty can develop together. Additionally, faculty can use Knowledge Base to dialogue within departments about what students should be learning and evaluate and develop courses with other departments based on these assessments."

### The Theme: "Educator as Transformative Professional"

The second area of concern is the theme of the Knowledge Base program: "Educator as Transformative Professional." Jeanne Hites put it this way: "Our graduates, who become educators, will be required to take knowledge, transform it, and make it personally relevant so that their students will be enthused enough to become life-long learners."

### How it is Composed

The third area of concern is how to describe the composition of this program. To many, the crucible is a comfortable analogy which describes the component parts of the Knowledge Base program. The bottom of the crucible represents one's personal knowledge. From this base, one side of the crucible is constructed by intergrating multiple perspectives. For example, there is more than one way to look at any topic. The other side is constructed by collaborating multiple disciplines. For example, more than one field of study may be needed to understand a concept or idea. Inside the crucible, each person's unique combination of experiences and studies allows that person to arrive at diverse ways of constructing knowledge and passing it on to others in understandable ways.

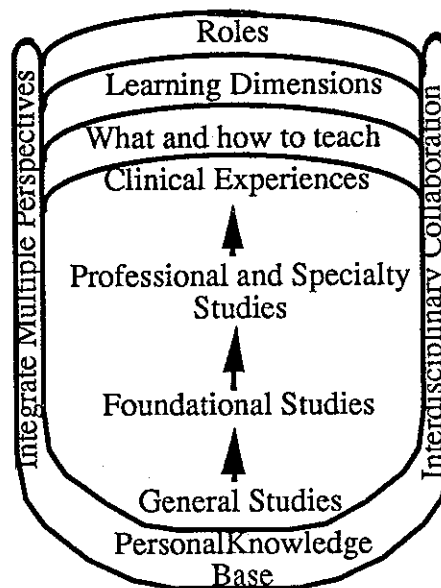
### Diversity in Curriculum

Another area of concern is a student's ability to recognize diversity. Jeanne Hites stated, "We want students to capitalize on one another's differences, because people who solve problems together--aware of multiple perspectives--are better prepared for life." The purpose of the program is not meant to limit or conform the curriculum to a standard "core", but is left up to faculty in cooperation with their departments

and the college as a whole to develop and refine the base knowledge required of each SCSU student.

### An Involved Faculty

Diversity among faculty has also played an major role in the creation of the Knowledge Base. Richard Johnson commented, "I'm impressed with the creativity and energy generated by our faculty. There is tremendous excitement about our program and great interest is shown by other faculties and institutions from around the state." Jeanne Hites concluded, "This collaboration helped us realize the tremendous rich faculty we have-- interested in providing quality education."



# Graduate Profiles



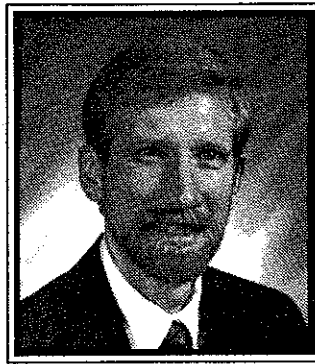
*Michaels*  
*Track I*

Lynne Michaels is Librarian I-Reference Librarian at the Information Center at the Park Grove Branch for the Washington County Library. Lynne's area of emphasis is on cable television.

Lynne received her B.A. in Theater from SCSU, and worked as a library clerk and ultimately she wanted to advance her position, but his required advanced degree work. Lynne found the SCSU/MELSA partnership appealing because it brought library courses to the Twin Cities metro area. The only other alternative for degree work at the time was St. Catherine's which was very expensive.

Lynne has observed that technology and Internet are having quite an impact. "While we can see the possibilities as being endless for their use, the powers in charge are having a difficult time nailing down the practiced applications for today. Its almost as if you cannot see the forest through the trees," says Lynne.

Lynne offers this advice to current graduate students, "While there have been significant curriculum changes in Track I. I still recommend pushing the envelope of possibilities for assignments and experience." Lynne also believes that students should not hesitate to discuss alternative assignments with the instructor. As Lynne puts it, "As undergraduates we learned how to follow the rules. As graduate students we need to learn how to interpret the rules not only to attain the grades we want but to get the most benefit from the experiences along the way."



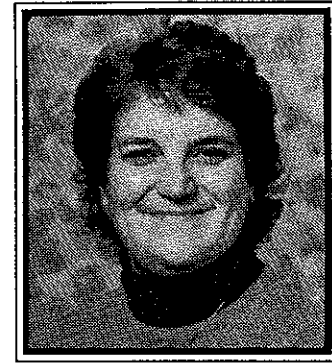
*Schnabel*  
*Track II*

Jerry Schnabel is Media Director of Fillmore Central High School in Harmony, Minnesota where he is responsible for teaching video production classes and writing grants. His appointments consists of: Staff Development Chair, District Internet Contact, District P.E.R. Coordinator and Academic Achievement Advisor.

After completing his B.A. in music at St. John's University, Jerry was inspired by this exciting occupation as exemplified by Dennis Fields and so matriculated to SCSU. However, during a two-year stay in Berkley, California, Jerry worked as the manager of an audio video center in a graduate school, but soon resumed his studies at SCSU.

Jerry notes that the most obvious change has been the introduction of computers to the media center. "When I began in Harmony five years ago, students were still using the old card catalogue and print en-cyclopedias and reference materials. Now, in addition to the print re-sources, we use on-line and CD-ROM encyclopedias and reference materials. The electronic card catalogue has completely replaced the old card catalogue."

Jerry advises current and future media students to join the Minnesota Educational Media Organization now and to get involved in professional organizations. Moreover, Jerry urges students and professionals to stay literate in all forms of information media--print, computer, video, and multimedia.



*Osendorf*  
*Track III*

Vicki Osendorf is Training Specialist for Banker's Systems Inc. in St. Cloud where she is in partnership with client groups to design and deliver training programs to meet training needs.

Vicki obtained her B.A. from the College of St. Benedict in Social Work and Pastoral Ministry. Impressed with the SCSU faculty and the diversity of program content, she knew her degree from SCSU would take her far. And Vicki believes that her opportunities working with group projects and learning how to work with diverse personalities has prepared her well for the "real world."

Because of her strong desire to work with people through education, she has fulfilled a life-long goal by encouraging ongoing learning with people in their work experiences. Vicki has recently experienced a major shift in training focus since Banker's Systems hired a new corporate training manager this past fall. "We moved from responding to topical needs such as time or stress management to rolling out core programs to the entire company on interaction/performance management. It helps all employees see how they can make a difference individually."

Vicki believes that all professional trainers should espouse themselves to as many different training opportunities as possible, especially through group work with local companies. As Vicki put it, "Learn as much as you can!"



# Spring Schedule

## SPRING QUARTER CLASS OFFERINGS

Course No.	Course Title	Section	Instructor	Credit	Time	Location
104	Introduction to Learning Resources	1	Jurgens	4	10TR	CH-228
104		2	Battistini	4	6R	CH-228
204	Research Strategies	1	Hites	4	2MW	CH-228
204		2	Rude	4	6T	CH-228
245	Microcomputers in Classrooms & Media Cen.	1	Stachowski	4	6R	CH-126
260	Exploring Information Technology	1	Rotto	4	1TR	CH-126
412-512	Television in Media	1	Polesak	4-3	6R	SH-151
436-536	Business Information Resources	1	Clarke	4-3	6T	CH-125
444	Internship in Media	1	Hites	1-4	Arr.	Arr.
445-545	Microcomputer Applications in Ed. & Train.	1	Thompson	VR	6M	CH-126
468	Media Materials & Methods of Instruction	1	Thompson, Ma	4	9TR	CH-134
		2	Williams	4	9MW	CH-134
		3	Thompson, Me	4	11TR	CH-134
		4	Thoms	4	1MW	CH-125
		5	Arnold	4	6W	CH-125
		6	Hites	4	6T	CH-134
469	Training & Media Management	1	Thoms	4	9MW	CH-126
568	Media Materials & Methods of Instruction	1	Staff	3	Arr.	Arr.
609	Administration of Media	49	Keable	3	6T	CH-133
644	Technologies in Library/Media	1	Rydberg	3	6T	CH-127
658	Principles & Prodecdures of Inst. Develop. II	1	Fields	3	6R	CH-127
675	Organizational Training & Media Management	49	Hill	3	6W	CH-62
679	Media Generalist Practicum	1	Keable	6	Arr.	Arr.
680	Internship in Media	1	Fields	3	Arr.	Arr.
682	Research in Media	1	Staff	VR	Arr.	Arr.
683	Seminar: Specialist Degree	1	Keable	2	Arr.	Arr.
684	Field Study in Media	1	Staff	3	Arr.	Arr.

### Off-Campus Courses

484-584	Seminar: Educational App. of Claris Works	51	Sorell	4-3	6M	Onamia
484-584	Seminar: Reader's Advisory Services for Adults and Young Adults	52	Westby	4-3	6R	MELSA
609	Administration of Media (ITV to TIES)	51	Keable	3	6T	CH-133
662	Recent Trends: Topics in Technology April 5,9,12,16,26,30	51	Ramnarine	3	5T & 8S	TIES
675	Organizational Training & Media Management (ITV to TIES)	51	Hill	3	6W	CH-62
683	Seminar: Multimedia in Instruction Feb. 26, March 1,5,8,12,15	51	Ramnarine	3	5T & 8S	TIES

**PRE-REGISTRATION: January 31-February 22**  
**FEE PAYMENT DEADLINE: March 1**  
**REGISTRATION BLACKOUT: March 2-9**  
**ON-CAMPUS DAY &**  
**EVENING CLASSES BEGIN: Monday, March 14**  
**GRADUATION APPLICATION DEADLINE FOR**  
**SPRING QUARATER: Monday, April 4**

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

# Summer Seminars and Short Courses

## FIRST SESSION

### IM 584 Seminar: Adapting to New Technologies

This seminar will consist of a series of demonstrations of the newest multimedia technologies. Technologies that relate to the education and training e.g. student response stations, will be emphasized and the focus will be placed upon using the technologies to solve problems. Participants will have the opportunity to interact with the various technologies.

*June 20-22, 1 credit -- Mert Thompson, Instructor*

### IM 584 Seminar: Introduction to Multimedia

This seminar will offer introductory information on multimedia to educators who wish to understand more about the applications for multimedia in their classrooms and courses. The seminar will explain what multimedia is, how to apply it in an educational or training setting, what equipment is needed and where to start in developing your own multimedia project.

*June 27-29, 1 credit -- Rich Josephson, Instructor*

### IM 584 Seminar: Introduction to Internet

Definitions, the organization of internet, and the impact of internet on education and training will also cover e-mail protocols of VMS and resources available through Telnet, UseNet, Gopher, Mytelnet, Veronica, archie servers and other internet resources. Participants will have hands-on opportunity to use internet.

*July 5-7, 1 credit -- Keith Ewing, Instructor*

### IM 683 Seminar: Preparing for a New or Remodeled Media Facility

Do you have lots of questions about how to begin planning for a new or remodeled media center? This seminar will provide school media specialists with a plan of action and will allow them to "pick the brains" of some media specialists who recently were confronted with the good news that the bond issue was successful and then went through the design and building process.

*June 15-16, 1 credit -- Marshall Johnson, Instructor*

## Off-Campus

### IM 435-535 Children's Literature Workshop

Participants will be given an opportunity to meet Deborah Nourse Lattimore and Judith Bernie Strommen as they discuss their works for children in K-8. Special workshop feel will be assessed. Meets at the Kelly Inn.

*June 20-21, 1 credit -- Sandra Williams, Jerry Westby, and Chris Inkster, Instructors*

## SECOND SESSION

### IM 584 Seminar: Hypermedia For Educators

Students will attain a working knowledge of the theory and application of Hypermedia using HyperCard and other Hypermedia software for the Macintosh.

*July 18-19, 1 credit -- Mert Thompson, Instructor*

### IM 584 Seminar: Creating Interactive Instruction Using Hypermedia and Videodiscs

Participants will design and create instruction using "HyperCard" and other Hypermedia software for the Macintosh in conjunction with videodisc programs. Experience with Hypermedia required.

*July 25-26, 1 credit -- Mert Thompson, Instructor*

### IM 584 Seminar: HyperCard Multimedia

Participants will design and create advanced instructional/training packages using HyperCard and multimedia software. Traditional photographic techniques will be applied to digital imaging (CD) technology.

*July 27-28, 1 credit -- Mert Thompson, Instructor*

### IM 584 Seminar: Managing your Computer Network--Networking microcomputers brings people together!

This general introduction and overview of local networking will help you "talk the talk and walk the walk" in the world of computer networks in schools. Non-technical explanations of networking in school environment and close examination (with hands-on) of some computer networks in action.

*July 20-21, 1 credit -- Luther Rotto, Instructor*

### IM 584 Seminar: IBM for Macintosh Users

It was the best of times, it was the worst of times. .. it was a "A Tale of Two Computers". The two domains of computing in the world of education are DOS and Apple Macintosh and educators must often negotiate the turbulent waters of both. Using what you already know about computing in the Apple world, discover the differences (and similarities!) in this introduction to the wonderful world of DOS/Windows. Data conversion, dual platform software, and DOS emulation will be covered.

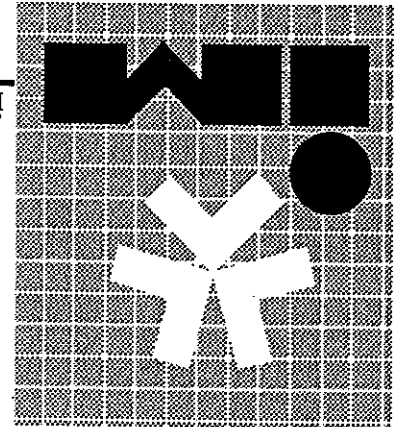
*August 1-2, 1 credit -- Luther Rotto, Instructor*



210117  
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St. Cloud, MN 56301-4498

BONNIE HEDIN  
CH-105

Information media news



### *Summer Seminars (Continued)*

#### **IM 683 Seminar: Diversity in Instructional Design**

Participants will be able to identify and describe critical cultural and language characteristics affecting the design and delivery of instruction, describe those methods most critically affected, and create a preliminary instructional design for one with diverse cultural groups in both educational and training settings.

*July 20-21, 1 credit -- Jeanne Hites, Instructor*

#### **IM 683 Seminar: Grant Proposals: How to Write 'em and Get 'em**

Techniques and strategies for data base searching, networking, writing, and presenting grant proposals. Actual examples shown! Participants will practice techniques and strategies with their own proposal ideas.

*July 18-19, 1 credit - Dennis Fields, Instructor*

IM News is published quarterly by Center for Information Media, St. Cloud State University, St. Cloud, MN 56301-4498. Opinions expressed do not reflect an official position of SCSU administrators or faculty. The newsletter staff would like to thank each individual who contributed to this publication.

Joseph Kestel, Editor  
Doreen Keable, Advisor

#### **IM 683 Seminar: Professional Ethics and Liability in the Field of Education and Training**

Examination of the critical issues related to professional ethics. Ethical dilemmas past, present, and future related to instructional technology, libraries, education, and training.

*July 25-26, 1 credit -- Dennis Fields, Instructor*