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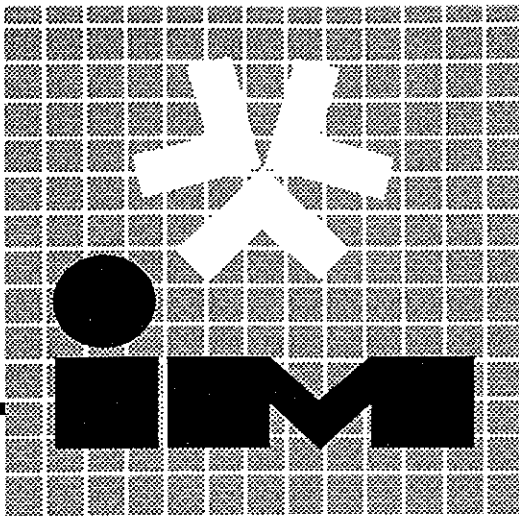
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information media news

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Dean's Corner

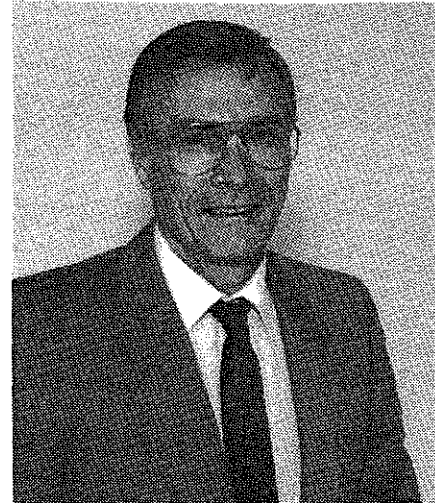
Spring 1993. I will be completing 36 years in the profession this June. From my perspective the saying that goes "The more things change the more they stay the same" bears mention.

When I first began my career "Sputnik" was placed into orbit by Russia. Within a few years the American response to this technological first by an antagonistic superpower was education and training for the citizenry. Fellowships and grants were provided through the National Defense Education Acts throughout the 1960's and the early 1970's. The goals of these educational opportunities were to prepare the people of America to meet the challenges of competing countries. The challenge by a "superpower" was not only accepted, but the results of the education and training initiatives soon had an American landing on the moon.

While the challenges may have been driven by national security issues in the 60's, 70's and 80's the current economic and social difficulties are also being addressed through educational and training considerations. The methods of delivery for these programs have changed, but the understanding that a well educated and skilled workforce can make a difference is crystal clear.

President Clinton and Vice President Gore have identified education and training as the key to the empowerment and the accompanying economic and social well-being of Americans. Both the social and economic development programs specify the need for education and training for all. But the current administration's agenda also calls for a communications "super highway." So the need for information and communications specialists in this environment is evident.

Is our profession ready to support these national priorities? The need for innovative information and communication workers has never been greater. Professional opportunities abound. The same question



Dr. John Berling

is being asked today that was asked 36 years ago. Will our profession be ready to meet the information needs of the educational and training enterprise? Business, industry, government and education are looking for the leadership of our profession. Are we, first as individuals and then as a profession, willing and ready to respond? I know we can and I hope we do, so that in 2029 our profession will be a viable one providing quality information services and asking questions about the future of such services.

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This is my first column for the IM Newsletter and my first quarter as Division Leader for the Center for Information Media. My first few weeks have been stimulating and challenging as I attempt to absorb as much as I can about the administration of the Center. Trying to vision the future in a field that changes rapidly is indeed a challenge. I am counting on all of you to provide the Center with feedback on changes you are seeing in your profession so that we can keep the curriculum in Information Media finely tuned and responsive to your needs. Nobel laureate, Herbert Simon, says that "The mark of the true professional in any field is the rich vocabulary of patterns, developed through years of formal education and especially through years of practical experience." You are, in a sense, our lifeline to the practitioner's world. You provide us with rich pattern vocabularies to continue to make our program viable.

I also want to take this opportunity to thank Phyllis Lacroix for her loyal and dedicated service to the Center for Information Media for the past seven years. It just does not seem that long ago that Phyllis too was a "new"

Division Leader. She has done a remarkable job of keeping us current and of being able to make Information Media a strong program of study. I would like to thank Phyllis for all of her hard work. In the fall, Phyllis will be beginning a much deserved one-year sabbatical. We wish her well on her year of renewal.

We welcome all of you to stop by and visit and renew acquaintances with faculty and staff. We have some exciting workshop offerings this summer along with our standard courses. Most of the workshops are offered during a two-day period of time and deal with the latest topics in continuing education. Elsewhere in this newsletter you will be given specifics on class schedules for both summer and fall. Regardless of whether or not you are taking classes or attending workshops, we encourage you to tell us what is happening so that the Center's "vocabulary of patterns" will be enriched.

New Computers in CIM Lab

The CIM Lab now has eleven Macintosh IIVx's- or "VXs" as they are affectionately called. Included on the computers are CD drives, 13" color monitors and 80 meg hard drives.

All the computers are now running the same system software (7.1) and contain the same software applications. Included are word processing, graphics and layout programs. We also have single copies of text and graphic scanning software and video imaging software - *Applescan*, *OmniPage* and *Computer Eyes*.

From an instructional point of view, the change to the new computers is a vast improvement over the eclectic combination of computers previously in the lab. This installation allows for the department to move into the multimedia age with computers. The "old" computers will be available for use in the ITS area this summer.

Graduate Assistantships

Graduate Assistantships are available for summer 1993 and the 1993-94 academic year. One-half tuition is paid (up to six credits) for Fall, Winter and Spring quarters. Tuition reimbursement is not available for summer assistantships. Salary: \$5,000.00 per academic year -20 hours per week; summer assistantships: \$800.00 per session. Call 255-2022 for more information.

Winter 1992-93 Information Media Graduates

Vicki Osendorf
Katie Unzer (Erickson)
Specialist Degree
Sandra Williams
Completed Major Equivalent
Sandra Teichner

Career Tracks

John Van Dreeser is with Fourth Shift in Eagen, MN
Nancy Lacroix is Training Manager for United Systems in Maple Grove, MN.
Ann Wehlage is a Technical Trainer at Fingerhut Corp. in Minnetonka, MN.

Professional Activities

Sandra Williams, LRS/CIM, was awarded an Ed.S. degree from SCSU at the winter quarter graduation ceremony on March 5. She was recently elected President-elect of the St. Cloud branch of American Association of University Women (AAUW) for a two year term beginning September 1994.

On February 16 and 18 Karen Thoms presented "Procrastination: Living on the Edge" through a continuing education program for health care providers in the United States and Canada, on the MedSource Teleconference Network. Karen also recently attended two conferences: the Minnesota Business Education, Inc. (MBEI) in Brainerd, and the National Business Education Association (NBEA) in Dallas. She notes that training and development is receiving increased attention at national business conferences.

Mert Thompson and Kimberly Schulze (faculty member in Applied Psychology) have been awarded a Q-7 Team Adventure Grant for their course Application of the Principles of Learning, APSY 463. This course will integrate technology, learning theories and instructional design and explore practical application in educational environments.

Renee Rude has been selected as a facilitator for the Q7 project "Curriculum Transformation Through Critique." Her responsibilities include putting together a critical thinking curriculum workshop to be presented this Summer and next Fall and working with other faculty on Q7 grants.

Dennis Fields will be teaching a graduate course entitled Ethics and Legal Issues in Libraries at the Sheridan College campus, Sheridan, Wyoming, June 1-4 this summer. Students from the University of Arizona and the University of Wyoming will make the majority of the class.

The article "Facing the Media Challenge of the 90's" co-authored by Doreen Keable and Chris Inkster, will be published in the summer issue of School Library Media Quarterly.

The College of Education "Knowledge Base"

Jeanne Hites, Dick Johnson and Geoffrey Tabakin have developed SCSU's College of Education's Knowledge Base Model. Faculty introductory presentations are in progress. Materials developed for the model include a slide presentation, a video and a HyperCard presentation.

A "base" of knowledge, which has been accumulated over time, is developed by all programs that prepare persons to become professional educators (teachers, counsellors, administrators, instructional designers, media professionals, etc.). Knowledge in many forms becomes the fabric, which gives cohesiveness to educator preparation programs.

At SCSU, the College of Education has developed a proposed model or "view" of the forms and types of knowledge, which make a College of Education unified Knowledge Base. This Knowledge Base, considered to be always in a state of flux, consists of current research and practical knowledge that strengthens and supports professional practice in education. This base of acquired knowledge ensures that upon graduation students are prepared to become "transformative professionals." Thus, the "title" of the proposed Knowledge Base Model which provides an all-in-one-picture, is "Educator as Transformative Professional." Transformative professionals are always personally in a state of openness to life-long learning. They cultivate and utilize higher order thinking and productive habits of mind, are positive and proactive in addressing life's opportunities and challenges, and contribute meaningfully to the evaluation of our free, democratic society. The bottom line is that not only are students able to model "transformative" behaviors, they are able to facilitate others in acquiring the attitudes, knowledge, and commitment to lifelong transformation and personal and social productivity.

Therefore, "Educator as Transformative Professional" provides the framework for faculty and students to communicate about and work toward mutually desired ends, helping students conceptualize and define their purpose, goals, and training programs and guiding faculty in the design of quality, contemporary programs.

Phi Kappa Phi Honor Society

Christine Fossum, Ann Frederickson, Marcia Kay Gilman, Marcia Johnson, Linda "Charlie" Lindberg, Lynne Michaels and Glorine Barnhardt have been selected for membership in the SCSU Phi Kappa Phi chapter. All are Information Media majors or graduate students. Seniors must rank in the top 10% of the senior class, and graduate students must rank in the top 10% of all graduate students at the university to be acknowledged by the honor society.

Fred Hill is 1993-94 President of Phi Kappa Phi, and Chris Inkster is the Secretary/Treasurer.



Fulfilling the Vision of the Library of the Future

For several months LRS faculty have been engaged in the energizing and stressful process of preparing a program for a new library and learning resources facility. Entitled *Walls Dissolve: Transforming Access to Knowledge* (copies are on Reserve in LRS), the program builds upon the strengths of SCSU's learning resources model and incorporates new and emerging concepts of information storage and access as well as individual and group learning. The program, currently undergoing a first revision, draws upon the creativity, talent, and knowledge of all LRS faculty and staff to insure the construction of a flexible facility that will emphasize and serve students, faculty, and residents of Minnesota through the first half of the 21st century.

The convergence of digital technology and information, including text, image, and sound, approaches at an almost exponential rate. The impact upon the basic library function of providing information services amounts to a paradigm shift, resulting in culture shock for staff and users. LRS faculty and staff recognize the importance of electronic tools, digital resources, and a human touch to the future learning resources services and are beginning to redefine modes of operation and service.

The program negotiation and design process will provide LRS faculty a new knowledge foundation, a source of new experiences and ideas, to address areas of mutual concern to educators, media specialists, and information providers in central Minnesota. SCSU and MSUS have the opportunity to construct a building that will be a model information service facility for other academic institutions, public libraries, and K-12 media services. More planning, negotiation, and hard work lie ahead. While legislative funding to support the development of working drawings failed in the current legislative session, your continued support is important if the vision is to become a reality.

Focus

With President Clinton's emphasis on training, Track III becomes a more viable option for people who are seeking employment. Information Media Track III focuses on Human Resources/Training and Development. This degree is designed for persons interested in careers in performance technology and training management in business, industrial, governmental, and health fields. Instructional design work is one popular career path for those studying in this area. Management of training and research are emphasized. Also emphasized is guided client based work. This gives students valuable experience while gaining personal networks.

Kim (Maroney) Long-- Track III

Kim Maroney is Regional Training Director for Hyatt Hotels (Southeast Region) based in Orlando, Florida. For a year now, she has been managing the training for eight Hyatt Hotels. She finds her job creative, challenging and different every day. Instructional design and the study of training techniques have been particularly important in her work. Being involved in the American Society for Training and Development (ASTD) has been important in both finding her present job and in answering work related questions once she found it. She advises anyone coming into the field to become a member of a professional organization as quickly as possible.

Ken Corens--Track II

Change, variety, serving people and working with technology are all things that Ken Corens likes about his present job. As District Media and Technology Coordinator for Hopkins Schools, Ken draws not only on his masters work, but also his past experience as a teacher and as an Instructional Computer Consultant. Along with his administrative duties, he also trains staff on computing skills. Ken finds that coursework in Administration of Media and Reference and Bibliography relate most to his present work. For people looking into this field he comments that the technology is rapidly changing (areas of change--access of information, Internet, networks) and that it is exciting work.

Bonnie Boese--Track I

Bonnie Boese likes the variety of her work as a Library Technician at Cambridge Community College of Anoka-Ramsey. She works in reference, processing, personnel, and is in charge of library selection. Having a library science minor in her undergraduate work helped her with getting a job before she finished the masters program. The study of computer storage and retrieval have related most to her present work. They are currently on PALS and are working towards electronic check out and processing within the next year. Bonnie says that she really likes the freedom of working in an academic library and finds this an exciting field.

Research Project Available

Bob Huber is presently writing a book about his experiences as the first person in a wheelchair to take a safari in Africa. His ability and drive to get things accomplished should be extremely useful as he dives into his next research project. He has figured out an inexpensive way of giving access to written materials for people that are totally disabled and is planning to study the feasibility of using this method in a school setting.

What is presently available for people who must use a mouthstick to turn pages, is a device called a pageturner. These devices can run up to \$3,000, are difficult to set up, and break down on a regular basis. Research is being done on using computer CD-ROM's to create reading access for the disabled. The cost for computers must be considered when looking at this option. While giving access to some, it will not open access to all that need it in the near future.

What Bob proposes is both simple and feasible. He suggests that converting books to microfiche would be of great benefit to many disabled people, while keeping costs contained (used readers cost around \$200; original prints \$37; and reprints of microfiche 25¢ a page). The advantages, besides those of cost, include larger print than books, reading up to 128 pages without assistance, less worry about equipment failure and a feeling of independence. Bob took several books on microfiche to the Courage Center down in the Twin Cities and received overwhelmingly enthusiastic response.

Bob Huber's low expense/low tech option has never been tried on a wide scale before. He is applying for a grant to study this option. The Americans with Disabilities Act (ADA, see article next column) has made some funding available for this type of research. He has contacted Senator Wellstone and the Library of Congress concerning this project. They both responded with interest and want to see reports on his research when it is complete.

Before Bob Huber can go forward with this project he needs to find someone to assist him. This would be a perfect opportunity for someone who is looking for a thesis/research topic. If you are interested in exploring this idea, please contact him at the following phone number: Bob Huber, 251-7282 (St. Cloud)--call after 3:00 p.m.

IM 484/584

3-4 Credits

Fall Quarter, 1993

Tuesday, 6:00 p.m.

Centennial Hall 127

Instructor: Larry Lockway

Seminar: Information Media in a Changing World



Course Description:

A comparison and contrast of various multicultural and global information media services, systems and research patterns. An overview of information media organizations, systems, libraries and services vis-a-vis the economic, political and social conditions of national cultures.

Course Content

- Introduction; Research Strategies
- Immigration, Emigration, Migration and Family Roots: Locating and Constructing Family Histories
- Libraries and Information Services in Great Britain
- International and Intergovernmental Information Systems and Services
- Instruction in a Multicultural Context
- Multicultural Children's Literature
- Ethics in the Information Marketplace
- International Electronic Databases
- Additional topics to be announced

Course Objectives

1. Gain a basic understanding of multicultural and global information media using a comparative approach.
2. Relate various multicultural and global information service/systems/research patterns to current societal conditions.
3. Contrast and/or compare two countries/cultures in terms of information media services/systems/research patterns.
4. Obtain a multicultural and global perspective on current and possible future developments in information media exchange and transfer.

Americans with Disabilities Act (ADA)

ADA was enacted in two phases (Title I includes physical disabilities, Title II includes hearing and visual disabilities). The two parts of ADA took effect in January and July of 1992. The intention of this law is to establish guidelines that allow for equal access to all public facilities regardless of physical or mental limitations and to provide access to employment including barrier free access for disabled people to companies in the private sector. Access to libraries is included in ADA. For more information call 296-6785 Minnesota State Council on Disabilities, or Beverly Wochnick at 654-5966.

Summer Schedule

SUMMER QUARTER CLASS OFFERINGS (First Session)

Course No.	Course Title	Section	Instructor	Credit	Time	Location
245	Microcomputers in Classrooms and Media Centers	1	Junaid	4	7:30	CH-232
412-512	Television in Media	1	Polesak	4-3	1MW	SH-151
444	Internship in Media	1	Hites	1-4	Arr.	Arr.
458-558	Principles & Procedures of Instructional Development I	1	Hites	4-3	1:45	CH-125
468	Media Materials and Methods of Instruction	1	Arnold	4	9:35	CH-125
471-571	Design and Preparation of Media	1	Thompson	4-3	5:30MW	CH-232
478-578	Cataloging & Classification	1	Hedin	4-3	9:35	CH-126
545	Microcomputer Applications in Education and Training	1	Stachowski	VR	9:35	CH-232
568	Media Materials and Methods of Instruction	1	Arnold	3	Arr.	Arr.
584	Seminar: Internet	1	Ewing	2	9:30	CH-228
603	Information Media: Theory Research and Practice	1	Fields	3	7:30	CH-134
606	The School Library Media Program	1	Arnold	3	1:45MTW	CH-134
608	Research Methods	1	Hites	3	9:35	CH-134
644	Technologies in Library/Media Centers	1	Rydborg	3	11:40	CH-125
679	Media Generalist Practicum	1	Thompson	6	Arr.	Arr.
680	Internship in Media	1	Fields	2-12	Arr.	Arr.
681	Readings in Media	1	Staff	1-3	Arr.	Arr.
682	Research in Media	1	Fields	2-12	1:45MW	CH-127
683	Seminar: Specialist Degree	1	Staff	1-4	Arr.	Arr.
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.

OFF-CAMPUS COURSE

435-535	Children's Literature (June 23-24)		Williamsr/ Westby/Inkster	1	9-5	Sunwood Inn St. Cloud
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First Summer Term: ON-CAMPUS DAY AND EVENING CLASSES BEGIN: Monday, June 14

GRADUATION APPLICATION DEADLINE FOR SUMMER QUARTER: Thursday, July 22

SUMMER QUARTER CLASS OFFERINGS (Second Session)

Course No.	Course Title	Section	Instructor	Credit	Time	Location
468	Media Materials and Methods of Instruction	2	Hill	4	7:30	CH-125
476-576	Selection & Evaluation	1	Westby	4-3	9:35	CH-134
477-577	Reference & Bibliography	1	Clarke	4-3	1:45MTW	CH-134
481-581	Reading, Listening & Viewing Guidance (July 19-August 5)	1	Busse	4-3	11:40	CH-126
568	Media Materials and Methods of Instruction	2	Keable	3	Arr.	Arr.
584	Seminar: Workplace Communication (August 3-6)	2	Thoms	2	7:30	CH-127
584	Seminar: Hypermedia for Educators (July 19-20)	3	Thompson	1	9:30	CH-232
584	Seminar: Creating Interactive Instruction Using Hypermedia and Videodiscs (July 21-22)	4	Thompson	1	9:30	CH-232
584	Seminar: Hypercard Multimedia (July 26-27)	5	Staff	1	9:30	CH-232
609	Administration of Media	1	Radeke	3	1:45MTW	CH-125
681	Readings in Media	2	Staff	1-3	Arr.	Arr.
683	Seminar: Grant Proposals: How to Write 'Em and Get 'Em. (July 19-20)	2	Fields	1	9:30	CH-127
683	Seminar: Grants: Polished to Perfection (July 21-22)	3	Thoms	1	7:30	CH-127

Second Summer Term: ON-CAMPUS DAY AND EVENING CLASSES BEGIN: Monday, July 19

GRADUATION APPLICATION DEADLINE FOR SUMMER QUARTER: Thursday, July 22

Fall Schedule

FALL QUARTER CLASS OFFERINGS

Course No.	Course Title	Section	Instructor	Credit	Time	Location
104	Introduction to Learning Resources (Closed Section)	1	Hedin	2	10W	CH-228
		2	Nagel	2	10TR	CH-228
204	Research Strategies	1	Motin	4	1TR	CH-228
		2	Battistini	4	6T	CH-228
245	Microcomputers in Classrooms and Media Centers	1	Stachowski	4	12MTWF	CH-126
		2	Hites	4	6T	CH-126
260	Exploring Information Technology	1	Rotto/Thoms	4	1TR	CH-134
412-512	Television in Media	1	Polesak	4-3	6R	SH-151
436-536	Business Information Resources	1	Clarke	4-3	6T	CH-134
444	Internship in Media	1	Hites	1-4	Arr.	Arr.
458-558	Principles & Procedures of Instructional Development I Media Materials and Methods of Instruction	1	Hites	4-3	6M	CH-134
468		1	Thompson Ma	4	9TR	CH-134
		2	Thompson Me	4	11TR	CH-134
		3	Hill	4	10MW	CH-134
		4	Thoms	4	11MTRF	CH-125
		5	Germundson	4	6M	CH-125
	6	Arnold	4	6W	CH-125	
476-576	Selection & Evaluation	1	Westby	4-3	6M	CH-127
477-577	Reference & Bibliography	1	Hauptman	4-3	6R	CH-134
478-578	Cataloging & Classification of Materials	49	Williams	4-3	6W	CH-133
484-584		Seminar: Integrating Computers in the Curriculum	1	Bruestle	4-3	4:30W
484-584	Seminar: Information Media in a Multicultural World	2	Lockway	4-3	6T	CH-127
545	Microcomputer Applications in Education and Training	1	Thompson	VR	6R	CH-232
568	Media Materials and Methods of Instruction	1	Keable	3	Arr.	Arr.
603	Information Media: Theory, Research and Practice	1	Fields	3	6T	CH-125
679	Media Generalist Practicum	1	Thompson	6	Arr.	Arr.
680	Internship in Media	1	Fields	3	Arr.	Arr.
681	Readings in Media	1	Staff	1-3	Arr.	Arr.
682	Research in Media	1	Staff	3	Arr.	Arr.
683	Seminar: Specialist Degree	1	Keable	1-4	Arr.	Arr.
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.
OFF-CAMPUS COURSES-Tenative						
478-578	Cataloging & Classification of Materials	51	Williams	4-3	6W	TIES
505	Role of Public Library in Society	52	Staff	3	6R	MELSA

ON-CAMPUS DAY & EVENING CLASSES BEGIN: Wednesday, September 8

GRADUATION APPLICATION DEADLINE FOR 1993 FALL QUARTER: Tuesday, October 5

Change in IM 545--

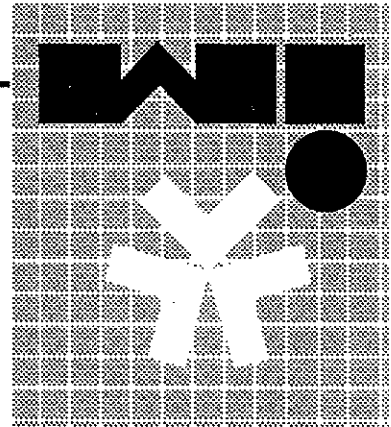
IM 545 has been redesigned and is now offered as variable credits (up to 3 cr.). The change includes a division into modules (HyperMedia, graphics and desktop publishing). IM 545 will be a prerequisite for IM 571 and IM 583, effective Winter, 1994.

For registration information contact:
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St. Cloud, MN 56301-4498
(612) 255-2111

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information media news



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Janet Hubbard, Editor
Doreen Keable, Advisor



Virginia Sorensen will be celebrating her first day of retirement on May 21st. She began her work at Learning Resources in 1977 in cataloging. In 1988, she became a Reference Librarian. Virginia's background includes a masters degree in Spanish and a masters degree in Information Media. After retiring she will be moving to the Twin Cities. Finding an enjoyable position in volunteer work is one of her first retirement goals. She also plans on attending many music concerts. Have a great retirement Virginia!