

Winter 1992

## Information Media Newsletter Vol. 28 No. 2

St. Cloud State University

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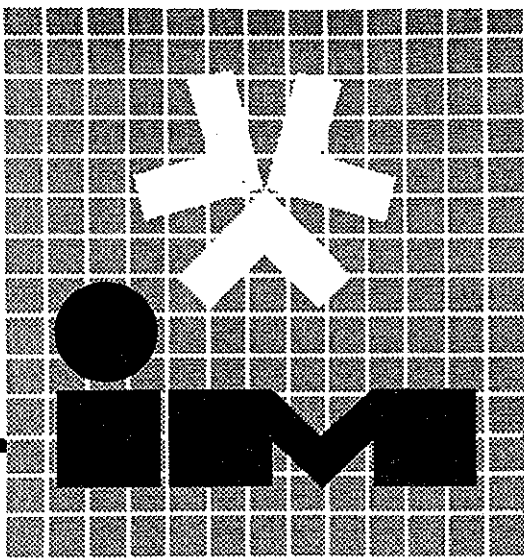
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## information media news

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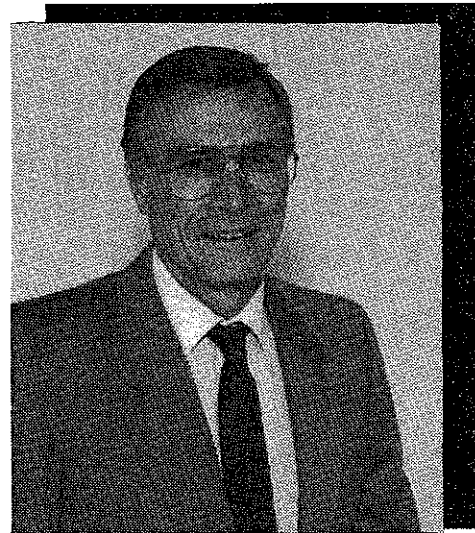
Winter 92-93

### Dean's Corner

At the recent Association for Educational Communications and Technology (AECT) conference I had a chance to visit with several district media center directors. After a liberal dose of small talk, an interesting question was asked of me. The question they asked was if we in the Center for Information Media had considered recruiting undergraduates to the profession. Their questioning was prompted by the lack of media generalist applicants for positions that they had posted in the last two years.

They relayed a concern that has been articulated by superintendents and principals: How can we be required to hire a licensed media generalist when very few qualified individuals are available for the positions? It is important that this discrepancy be addressed. Licensure requirements and regulations can quickly become ineffective if qualified candidates are not available for these important positions.

The directors suggested that we should encourage undergraduates to add a minor in Information Media to their program of study. In thinking about their concerns I find that at SCSU an undergraduate minor would provide most of the course work needed for the completion of media generalist licensure program. Only four additional courses and a practicum at the graduate level, would be necessary for a student with an Information Media minor to become licensed as a media professional. From the perspective of the media directors the IM minor is a good way to bring new professionals into the field.



**Dr. John Berling**

This is our profession and all of us should find ways to maintain and/or improve it. Your thoughts on the subject of how to assure a reasonable cadre of media professionals are welcomed. None of us will be well-served by a situation where licensure standards are being reduced or changed in order to fill media generalist positions.

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**Dr. Phyllis Lacroix**

This will be my last column for the IM Newsletter because I have asked for reassignment from duties as Division Leader for CIM scheduled to take effect spring quarter. During the last six-and-a-half years as Division Leader, I have had countless opportunities for growth and development, and I want to give special thanks to my colleagues and to John Berling for their support which has made this job possible and even enjoyable. It has been truly fun because of the wonderful, supportive people I work with. Their sense of humor has always kept things in perspective for me when responsibilities became burdens.

You may be asking the reasons for this reassignment. Those who know me well know that I thrive on change. Sometimes these changes are inherent in a position, which is certainly true of the position I currently hold; however, after nearly seven years, I am feeling “itchy” about doing something else for awhile. I have had opportunities too numerous to count for professional development and for meeting with and working with wonderful people, especially students; however, administrative responsibilities have made it difficult to concentrate on other things that I enjoy and would like to explore.

Enough of talking about myself. An even greater reason for change is allowing someone else the opportunities I have had, and it is also an opportunity for energizing the department through the strengths and influences of another faculty member. Doreen Keable has accepted the position of Division Leader and will assume responsibilities spring quarter at which time I will be reassigned to the College of Education as NCATE coordinator for the College of Education. Fall quarter I will again be assigned to LRS/CIM. So, this is not really a farewell letter. I will continue to be actively teaching and advising and enjoying every minute of it. I wish Doreen well as Division Leader of the Center. Having worked closely with Doreen for many years, I know she will do an excellent job. I hope she finds it as interesting and rewarding as I have.

Another change in the Center involves our secretary, Lucy Supan. As demand has increased in Learning Resources Services, there has been a heavy burden placed on the faculty and staff assigned to that area. Lucy has been asked to help out by working half time in the Instructional Technology Services Area. The most serious problem is that now Lucy may not be available when you call. We ask for your patience—she will get back to you when she can.

Before leaving this position, there are a few “housekeeping” things to do. One that we are working hard on now is a scope and sequence of courses. As technology becomes more accessible and more advanced, we are finding a special need to make certain our students have similar skills when they enter certain courses. With our changes in scope and sequence we will be able to accommodate those students who have had little or no previous experience without holding more advanced students back. This will allow instructors to move farther into the complexities of the more advanced programs. To keep you current with these changes, we will be providing information through our newsletters.

As we continue to attempt to meet the needs of the future, we are always in need of your input and assistance. Please let us know how we can help in your professional development. We are interested in providing growth opportunities for our graduates and colleagues as well as excellent, meaningful programs for our mainstream students.

# Professional Activities

The grant proposal "Selecting and Acquiring Print and Non-print Culturally Diverse Materials for the Learning Resource Center" was accepted for funding by SCSU's Cultural Diversity Committee for \$16,500. The proposal was written by Renee Rude--Chair, Larry Lockway, Susan Motin, Mary Nagel and Jim Pehler. Renee also received \$350 in funding from the Q7 Steering Committee focusing on Responsible Citizenship in a Democracy. Her project is titled "Media and Responsible Citizenship."

Doreen Keable and Mert Thompson will co-chair the Minnesota Educational Media Organization (MEMO) Ruth Ersted conference this fall. Sandra Williams will chair the Program Committee.

Jeanne Hites presented "A Case Study of AT&T: Cross-Cultural Program Design" and "Designing Instruction Using Hypermedia" at the Association for Computer Training and Support (ACTS) conference, in Orlando, Florida, November 15-18.

Dennis Fields, John Berling, Dave Rydberg, Harlan Jensen, Mert Thompson and Luther Rotto attended the Association for Educational Communications and Technology (AECT) conference on January 13-17, in New Orleans. Special emphasis of this years conference was Integration of Multimedia Into a Learning Environment.

Sandra Williams and Chris Inkster gave a demonstration on PageMaker Skills for the Technology for Faculty/Staff Development Seminar in the College of Education on Jan. 7.

The Reference Librarian and Implications of Mediation, edited by Keith Ewing and Robert Hauptman was published in December of 1992. This 196 page volume is "filled with valuable insights on the reference librarian's role as a connecting link between information seekers and the resources that provide answers to their questions."

Karen Thoms presented "Barriers to Effective Job Performance" for the MedSource Teleconference Network. She will be presenting "Procrastination: Living on the Edge" for MedSource on February 16 and 18. She also presented "Experiential Learning Activities: Using Questioning/Interviewing Effectively in Classroom Assignments" as part of the Title III experiential learning activities series for faculty.

Doreen Keable served as an evaluator for the State Board of Technical Colleges January 11-12, 1993. She evaluated the library/media program at the Anoka-Hennepin Technical College.

Renee Rude gave a workshop with Julie Andrzejewski titled "Critical Evaluation and Analysis of Media" as part of the Teach In on Responsible Citizenship in a Democracy, October 27.

## Graduate Research

The following list of research is a partial listing of student theses/starred papers/portfolios finished in the last year. If you are interested in an abstract regarding this research please call Janet Hubbard at 255-4760.

"A Case Study of Central Minnesota Group Health Plan's Human Resources Communication Processes"  
**Karen M. Hoeschen**

Briscoe & Associates Business Plan and Professional Portfolio  
**Bonnie Briscoe**

"Meeting Professionals' Goals and Objectives in the Media Center" (Portfolio)  
**Rebecca M. Tappe**

"The Impact of Whole Language on the Media Program"  
**Nancy Wendlandt**

"Factors That Influence Teacher Acceptance of Interactive Television"  
**Gerald E. Schnabel**

"A Survey of the Use of Books on Audio in the Elementary School Media Center."  
**Lee Anne Clauer**

"Native American Stereotypes and Children's Literature: Some Problems and Solutions"  
**Marcia Larson**

"An Analysis of Competencies Required of a Training and Development Professional" (Portfolio)  
**Verna Goebel**

"Stress in the Work Environment: A Study of Managers and Employees"  
**Ann Wehlage**

Integration of Channel One into the Curriculum  
**Elaine Wolter**

Wellness Programs in Small Businesses  
**Jane Erickson**

"Revising Hopkins Schools' Instructional Technology Plan: Technology Support for the Next Three Years"  
**Ken Corens**

Professional Ethics--Survey of Colleges and Universities  
**John Egnell**

This portfolio contains the following documents: "Research Habits of Elementary Student Using Electronic Retrieval Systems," "The Special Education Process in District 742 Schools," "Instructional Design Using HyperCard: Insects in the Fourth Grade Science Curriculum" (includes MAC disk), and "District 742 Schools Learner Outcomes Document."  
**Steve Kline**



## Spotlight

During the last four years, Learning Resources Services (LRS) has gone from less than 30 computer workstations to more than 100. When the new library is completed in approximately 4 more years, current planning provides space for as many as 500 computer workstations. What does this mean for Phil Thorson, Instructional Communication Specialist in LRS? It means he's busy! Phil designs, installs, and maintains the three computer networks in LRS and trains division network managers. These networks include PALS (the online catalog public access and library management system), OCLC (the nation-wide shared cataloging system), and the LRS Novell Fileserver (providing access for the CIM student lab and faculty offices to electronic mail, shared software resources, hardware peripherals, and the SCSU campus-wide network and Internet; and for public workstations to the CD-ROM network).



**Phil Thorson**

Phil was hired as an Audio/Visual Specialist, but became interested in computer networks when assigned to assist faculty in developing and correcting problems with the CD-ROM network. As with many professionals in new areas of technology, Phil has an impressive background. Phil has a two-year degree in Electrical Engineering, a 2 year degree in Digital Electronics and is working on a bachelor's degree; he hasn't decided on a major yet, but has completed the majority of coursework for the microcomputer studies minor. Phil has recently been taking courses on network operating systems leading to a certificate as a Novell Network Engineer. This past November, Phil and Keith Ewing served on a panel discussion and presented a paper, "CD-ROM Networking: the St. Cloud State University Experience," at the MINITEX Workshop on CD-ROM Networking held at the University of Minnesota.

When asked what he finds easiest about his position, Phil answers, "Maintaining my interest in solving people's problems with information systems." When asked what he finds most difficult, he says it is balancing the time to research changes and additions of new technology with the time to keep everyone up to date with what has been installed.

### Welcome/Congratulations/Thank You

Welcome and congratulations go to Doreen Keable. She begins her work as Division Leader this spring quarter for CIM. Thank you goes to Phyllis Lacroix for filling this position for 6 1/2 years. Phyllis will be full-time as NCATE Chair this spring.

### Career Tracks

**Kari (Johnson) Blazek** started as Personnel Coordinator for the Valley Hotel in Appleton, Wisconsin, in November.

**Greg Kirmeier** started in late December as the new librarian at Oak Park Heights Correctional Institution, near St. Paul.

**Janelle Kirkeide** is now at St. Anthony--New Brighton Schools

## Special Interest

### Instructional Technology Certificate Offered

The Center for Information Media (CIM) and Technology and Information Educational Services (TIES) are jointly offering an Instructional Technology Certificate. This program has been designed to assist media professionals or classroom teachers interested in becoming building coordinators. It is a nine month program, limited to 18 participants, offered at the TIES facility in Roseville. Class meetings are on Tuesday evenings and all day Saturdays. Classes offered this academic year are as follows: Productivity Tools for Educational Technology; Microcomputers and Instruction; Topics in Technology: Multimedia in Instruction; Instructional Design and Evaluation; and Topics in Technology: Current Issues. Staff for these courses comes from both SCSU and TIES.



### Instructional Design Class at TIES (Technology and Information Educational Services)

Topics in Technology: Multimedia in Instruction; Instructional Design and Evaluation; and Topics in Technology: Current Issues. Staff for these courses comes from both SCSU and TIES.

TIES has 51 member districts in the Twin Cities area. Its mission is to provide "leadership in the application of technology to education." This is done through consulting on networks, offering previews of software, training on site and through remote workshops, renting equipment, facilitating district technology purchases, and research. Among their services are SIG (Special Interest Groups) and a 3 day Annual Technology Conference. TIES is in its 25th year of operation.

### New Computers in CIM Lab

Eleven new Macintosh Iivx's will be in the CIM lab beginning spring quarter. These computers have built in CD-ROM drives and will each come with 10 "free" CD-ROM programs. Compton's Encyclopedia and a Kodak photo disk are among the programs included.

The present CIM computers will be moved to the Instructional Technology Services (ITS) area and will be available for all library users. This area will also receive 5 new IBM's. Changes for ITS should be complete by the beginning of 1st summer session.

### New Graduate Assistant



Sue Florman

PLEASE POST OR SHARE WITH A COLLEAGUE

# 14th Annual Children's Literature Workshop



**June 23-24, 1993**  
**Sunwood Inn**  
**St. Cloud**

*Sponsored by:*  
**St. Cloud State University**  
**Center for Information Media**  
*and*  
**Center for Continuing Studies**

## DESCRIPTION

The 14th Annual Children's Literature Workshop will highlight Patricia Polacco, award-winning author and illustrator of 15 books, and author Jim Latimer, who has written six books and will be accompanied by an Irish musician. Participants will be brought up to date on the year's new books, and a storyteller will share favorite stories with the group.

Participants may choose two of three small-group sessions to attend on Thursday morning. These sessions are:

- 1.) Why Can't Janey Read (Anything but the Baby Sitters Club)?- Adele Greenlee;
- 2.) Picture Books: Take a "Secondary" Look- Laura Nagel
- 3.) The Media Specialist and Whole Language - Marilyn Savage and Marilyn Setzler.

## LOCATION AND TIME

The workshop will be held **Wednesday, June 23, and Thursday, June 24, 1993**, at the Sunwood Inn in St. Cloud. The workshop will meet from 9:00 am - 4:00 pm each day. Registration-check in will begin at 8:00 am Wednesday, June 23. Approximately one hour has been scheduled for lunch, which will be on your own.

Lodging is available on campus at very reasonable rates. For information, or to reserve a dorm room, contact the Housing Office at (612) 255-2166.

## REGISTRATION FEES

Workshop Fee	\$85.00 - includes materials and breaks
A \$10.00 late fee takes effect after the registration deadline, <b>June 4, 1993.</b>	
Optional:	
One Undergrad. credit \$48.63*; one Grad. credit \$63.03*	
*Tuition subject to change by order of the State Univ. Board.	
*Checks for tuition will be accepted only at the workshop.	

## REGISTRATION FORM

14th Annual Children's Literature Workshop  
June 23-24, 1993

Name \_\_\_\_\_ ( ) School Phone \_\_\_\_\_ ( ) Home Phone \_\_\_\_\_

### Home Address

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

School \_\_\_\_\_ Subject \_\_\_\_\_ Grade Level:  K-3;  4-6;  7-8  
I would like to register for small-group sessions \_\_\_\_\_ and \_\_\_\_\_ to be held Thursday morning.

Enclosed is my check, voucher, or purchase order payable to **St. Cloud State University** for:

- pre-registration - \$85.00 on or before June 4, 1993
- registration - \$95.00 after June 4, 1993

Return to:  
Kathy Bolduc  
Center for Continuing Studies  
St. Cloud State University  
720 Fourth Ave. S.  
St. Cloud, MN 56301-4498

Tuition will be approximately \$48.63 for 1 undergraduate credit or \$63.03 for 1 graduate credit. Tuition checks will be accepted when you check in for the conference on June 23.

## Graduate Profiles

### Annette Dahlin--Track II

Annette Dahlin is Media Generalist at Maple Grove in Osseo. She took the job immediately upon finishing her licensure four years ago. Her previous background was in Elementary Education.

Annette thinks that there are many opportunities in this field. She likes the fact that her job is different every day. When asked 'What areas of study at SCSU relate most to your present work?' she answers that they all do! Annette mentions that media generalists should expect change all of the time. It's a constantly changing field and you need to keep up with what is new.

### Bonnie Briscoe--Track II

Bonnie Briscoe created Briscoe & Associates 1 1/2 years ago. The business specializes in Human Resource Development and Training, professional writing and desktop publishing. Bonnie finds running a consulting firm challenging. She really enjoys the variety of work and the freedom to plan her own schedule.

Bonnie found that a degree in Information Media matched her interests--computer writing, information dissemination and helping people. Her coursework in instructional design relates most to the work she is doing now. A close second, is the coursework she took in business marketing. She comments that the field is growing. This is especially true with the changes occurring in industry and the need for life-long learning.

Briscoe & Associates is based in Morris, Minnesota. If you would like a copy of the business brochure please call and leave a message at (612) 589-1258.

### Peggy (Noonan) Faerber--Track I

Peggy Noonan is Assistant Librarian in the Adult Services Department for the Willmar Public Library. What does this mean? This means that she does reference work and interlibrary loans for Willmar Public Library and all of the libraries in the Pioneerland Library System (over 20 libraries!). Peggy says that she really likes her job and that it keeps her extremely busy. She especially likes working directly with the public on reference questions.

The classes she took in reference and research relate most to Peggy's present work. What she felt was invaluable were the internships she did. For anyone going into this field she says "Get as much hands on experience as you can!"

## Summer Workshops

Summer session class schedules are available in the CIM office and will be published in the spring newsletter.

### FIRST SESSION

IM 584 Seminar: Internet, June 14-17, 9:30, 1 credit

Keith Ewing, Instructor

IM 435-535 Children's Literature Workshop, June 23-24, 9:00-5:00, 1 credit--Meets at Sunwood Inn

Sandra Williams, Jerry Westby and Chris Inster, Instructors

### SECOND SESSION

IM 584 Seminar: Hypermedia For Educators, July 19-20, 9:30, 1 credit

Mert Thompson, Instructor

IM 584 Seminar: Creating Interactive Instruction Using Hypermedia and Videodiscs

July 21-22, 9:30, 1 credit

Mert Thompson, Instructor

IM 584 Seminar: Hypercard Multimedia, July 26-27, 9:30, 1 credit

Staff

IM 584 Seminar: Workplace Communication, August 3-6, 7:30, 2 credits

Karen Thoms, Instructor

IM 683 Seminar: Grant Proposals: How to Write 'em and Get 'em, July 19-20, 9:30, 1 credit

Dennis Fields, Instructor

IM 683 Seminar: Grants Polished to Perfection, July 21-22, 7:30, 1 credit

Karen Thoms, Instructor



## FOCUS

by Janet Hubbard

If you have an education background and would like to link that certification to an area where personal and professional change and growth are constantly present, then the Media Generalist Licensure/Track II program could be for you. What is a media generalist? First of all, it is a person who is presently in demand in Minnesota. To be more specific, the Minnesota State Board of Education says it is someone "who is qualified to work at a specialized professional level in both print and non-print areas (library science, audiovisual education, and other emerging instructional technologies) in an elementary or secondary school or in a school district."

The licensure requirements for a media generalist are slightly less than those for the Master of Science degree in Information Media. It is

important to apply to the graduate school early in the program for acceptance into the masters program, if interested in both. Competencies considered important for licensure include the following:

- Philosophy of media services
- Administrative functions
- Media collection development & organization
- Delivery systems for instruction
- Design and production of learning materials
- Emerging technology and trends in education

Coursework can be taken by attending evenings, weekends and summer sessions. Seven years are allowed to complete the masters degree after applying to the graduate school.

### *LRS Trivia*

Did you know that--

>The IM masters program was started in 1966? The first 10 graduates were: Jim Urbanski, John Orvis, Don Rautio, Bob Peterson, Don Grelson, Ursula Emery, Janice Hansen, Gary Germundson, Mary Pastre, and Betty Zupfer.

>Centennial Hall was built in 1970.

>MINITEX actually stands for Minnesota Teletype Experiment and was started in 1969.

### **Holiday Celebration**

\$100 was raised for Women's House this year through the LRS annual Holiday Celebration. The celebration included songs arranged by Jeanne Molloy, door prizes and plenty of food. Mr. & Mrs. Claus (Tom Stachowski and Laurie McClintock) gave out candy canes to all.



# Spring Schedule

## SPRING QUARTER CLASS OFFERINGS

Course No.	Course Title	Section	Instructor	Credit	Time	Location
104	Introduction to Learning Resources	1	Nagel	2	2MW	CH-228
		2	Lockway	2	6T	CH-228
204	Research Strategies	2	Motin	4	1TR	CH-228
		2	Rude	4	9TR	CH-228
245	Microcomputers in Classrooms and Media Centers	1	Stachowski	4	12MTWF	CH-125
412-512		1	Polesak	4-3	6R	SH-152
436-536	Business Information Resources	1	Clarke	4-3	6W	CH-134
444	Internship in Media	1	Hites	1-4	Arr.	Arr.
468	Media Materials and Methods of Instruction	1	Hill	4	10MW	CH-134
		2	Thompson	4	10TR	CH-134
		3	Hites	4	11MTRF	CH-125
		4	Williams	4	1MW	CH-134
		5	Arnold	4	6W	CH-125
		6	Germundson	4	6M	CH-125
469	Training and Media Management (ITV)	49	Hites	4	6R	CH-62
483-583	Color Slide Presentation	1	Thompson	4-3	6T	CH-134
545	Microcomputer Applications in Education and Training	1	Thompson	1-3	6M	CH-126
568	Media Materials and Methods of Instruction	1	Thompson	3	Arr.	Arr.
609	Administration of Media	1	Keable	3	6M	CH-127
644	Technologies in Library/Media Centers	1	Rydberg	3	6W	CH-126
658	Principles & Procedures of Instructional Development II	1	Fields	3	6R	CH-134
679	Media Generalist Practicum	1	Keable	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	Hites	2-12	6T	CH-126
683	Seminar: Specialist Degree	1	Staff	1-4	Arr.	Arr.
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.
<b>OFF-CAMPUS COURSES-</b>						
462-562	Children's Services/Materials in Public Libraries	51	Westby/Inkster	4-3	6R	MELSA
469	Training and Media Management (ITV)	51	Hites	4	6R	Alex Hutch
662	Recent Trends (April 13, 17, 20, 24, May 4, 8)	51	Ramnarine	3	5T/8Sat.	TIES

ON-CAMPUS EVENING CLASSES BEGIN: Monday, March 15, unless specified

ON-CAMPUS DAY CLASSES BEGIN: Tuesday, March 16

GRADUATION APPLICATION DEADLINE FOR 1993 SPRING QUARTER: Monday, April 5

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

### Change in IM 545--

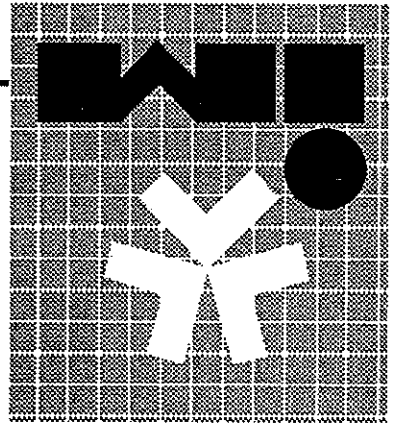
IM 545 has been redesigned and is now offered as variable credits (up to 3 cr.). The change includes a division into modules (HyperMedia, graphics and desktop publishing). IM 545 will be a prerequisite for IM 571 and IM 583, effective Winter, 1994.



80NNIE HEDIN  
CH-105

210117  
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Centennial Hall, Room 214  
720 4th Avenue South  
St. Cloud State University  
St. Cloud, MN 56301-4498

information media news



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Janet Hubbard, Editor  
Doreen Keable, Advisor