


Winter 1991

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St. Cloud State University

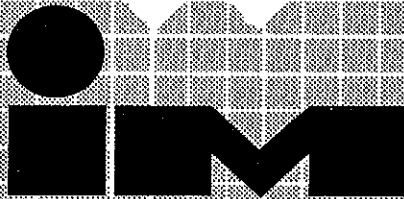
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information media news

Published by the Center for Information Media and Learning Resources Services

dean's corner

Change – the word that at times sends shock waves through the psyche of people working within well established, successful organizations is asserting itself again in the field of school/library media. MEMO, the statewide organization speaking for our profession, is concerned about the development of the Minnesota Society for Technology (MSTE). A comparison of the goal statements of the two organizations highlights the reason for a modicum of anxiety. MSTE lists the following goals.

1. Provide information and resources on the use of technology to empower students and teachers in Minnesota (similar to MEMO goal three).
2. Improve the quality of education by promoting the appropriate use of educational technologies (similar to MEMO goal five).
3. Support technology using professionals including teachers, computer and curriculum coordinators, teacher educators, educational technology specialists, and students (similar to MEMO goal eight).
4. Facilitate local, state and international sharing of information and communication between technology using professionals in all areas and levels of education. (Similar to MEMO goal seven).
5. Promote research relating to the effective use of technology in education (similar to MEMO goal two).
6. Cooperate with private sector to identify needs of the educational

community.

7. Encourage partnerships with the business community for mutual advantage.
 8. Communicate with educators, legislators, business and industry leaders, parents, and others on the benefits and needs of technology in education (similar to MEMO goal six).
- MEMO objectives stated below are strikingly similar to those of MSTE after discrepancies that can be attributed to terminology are clarified.
1. To promote the professional growth of its members.
 2. To promote the application of high standards in the selection, evaluation, production, dissemination, and use of all learning resources.
 3. To provide leadership in the effective use of instructional technology in the learning process.
 4. To be aware of and to promote the possibilities and use of instructional technology for the future.
 5. To promote the involvement of media personnel in curriculum planning and instructional development.
 6. To work with the Minnesota State Department of Education and with educational institutions of the state in developing programs in educational media.
 7. To develop and support state and national guidelines for educational media programs.
 8. To work with other professional, national, state and community organizations to promote educational media.
 9. To preserve the right of the individual



John G. Berling

to have access to ideas in any form in which they are communicated.

10. To promote public understanding of the value of educational media in the teaching-learning process.

No one will argue against the value

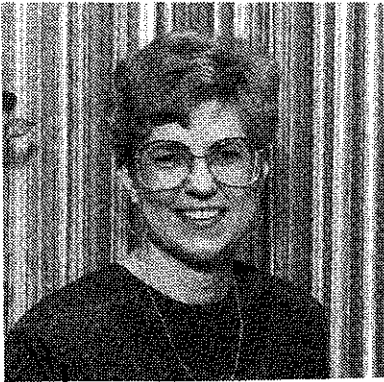
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Vol. XXV No. 2

Winter 1990 - 91

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**Dean's Corner
CIM News
Spotlight
Faculty and Staff
Graduate Profiles**



Phyllis Lacroix

This has been a very busy year for us, but we do have visible results from the work we have been engaged in for the last several months. Our media generalist licensure program was approved by the Board of Teaching, and our revisions for two of our Master's degrees are completed and in the curriculum process. The

Educational Media program includes the new licensure requirements, and the HRD/Training and Development track includes a stronger emphasis on instructional design and computer-based instruction. We are also revising our Track I program in order to meet the changing technological needs of libraries.

This year we are faced with the writing of our five-year report, self-study, and external review. Program reviewers are Phil Turner from the University of Alabama and Tom Schwen from Indiana University. Phil Turner is actively involved with AASL and authored the book, Helping Teachers Teach. Tom Schwen is active in the HRD world and has hosted meetings of the Professors of Instructional Design and Technology group. We hope to get

new insights from these reviewers to help in future planning.

In addition to course offerings for spring included in this newsletter, we are in the process of putting together summer workshops and courses. The on-campus workshops are set, but we are still working on those which will be offered off-campus. If you wish to offer workshops for us, please contact me. We like to have practical applications from people in the field as the basis for our workshops.

Please keep us in mind when you are making summer plans. Our 12th Annual Children's Literature Workshop is June 19 and 20. Several other workshops will be offered as well as our regular courses. Check the spring newsletter or contact the Graduate Office for more information on the summer course offerings. □

David Carl, Assistant Dean College of Education

By Elaine Wolter

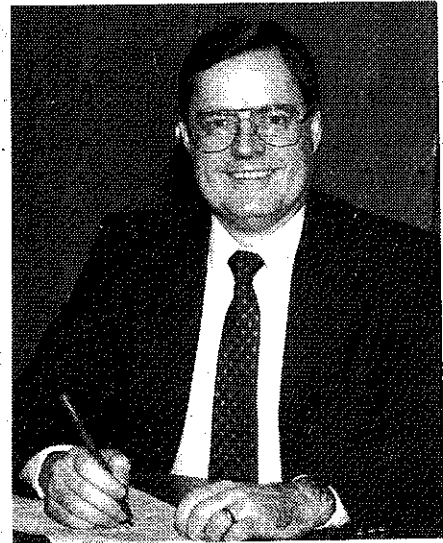
David Carl, Assistant Dean in SCSU's College of Education, says that in education today, he sees "the cutting edge not being in computers requiring technologists, but in education technology requiring educators."

Dr. Carl's background is well suited to providing leadership in that area. He completed his undergraduate work at Southern Illinois University where he majored in photography and cinematography. His graduate degrees are from Indiana University. His major was instructional systems technology with emphasis in message design and production, telecommunications, and research.

"The well-educated person in the future will be one who knows how to use information technology to the fullest extent," says Dr. Carl. And the College of Education is very much aware of that in preparing educators for the future. It is cited by NCATE as being one of the top ten colleges of education in the country. "Its superb reputation," and the quality of the Information Media program, which he says is among the largest and "probably has the most scholarly faculty in the country," attracted him to SCSU.

On the Board of Directors for MECC, a partnership involving three universities including SCSU, and seven

school districts, Dr. Carl is very much involved in educational technology research, development, and application. With Fred Hill from LRS, and Mert Thompson from CIM, he is presently analyzing the ramifications of commercial television in the school.



Dr. David Carl

Dr. Carl's priority is working with students. He helps them work through academic concerns, advises transfer students and students with undeclared majors; he helps minority students find appropriate mentor programs for non-academic help and support. He says that his teaching experiences in Saudi Arabia, Greece, and Bolivia, where he was a part of a minority, make him sensitive to and aware of difficulties one can encounter. He strongly feels that cultural diversity is a necessary ingredient in maintaining university integrity. □

Kimball Media Centers Focus on Future

By Elaine Wolter and Katie Erickson

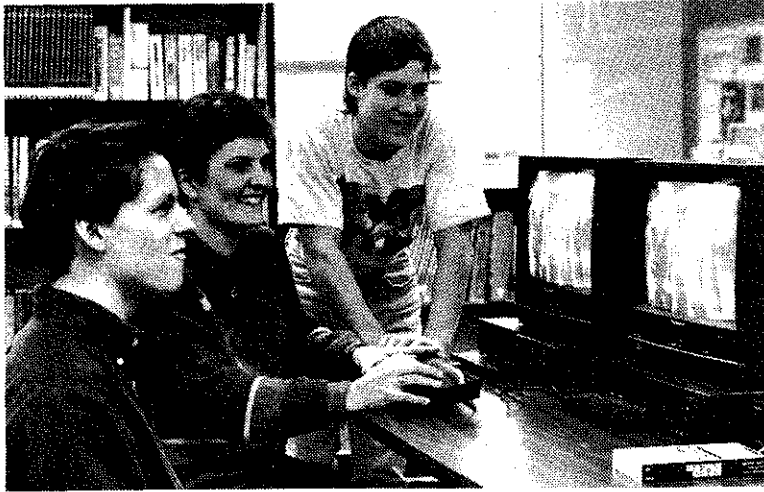


Photo by Katie Erickson.

Eleventh grader, Brian Boles, Media Generalist Audrey Bruggers, and ninth grader, Aaron Knaus at the video editing station of the Kimball Media Center

Media Generalist Audrey Bruggers and Principal Paul Wilfahrt were the primary forces in the recent implementation of major technology upgrades in the Kimball Elementary and Area High School Media Centers.

The centers have new electronic cataloging and CD-ROM based electronic encyclopedias. The high school has electronic research tools such as dictionaries, a thesaurus, style manuals, and periodical abstracts. Student workers said they are definitely aware of students using more resources now because the computers enable students to find more references on chosen topics, and in much less time, than non-electronic searches did in the past.

Reporting format options for student work have increased with the new technology stations which include a videotape editing system, computers with sound and visual

digitizing capabilities, and computers allowing the addition of text and graphics to student produced videotapes. Interactive TV and on-line access can enable students to benefit from instruction and resources from sources beyond their school.

Inservice sessions, enabling teachers to keep current with media center technology, are conducted by Bruggers, Wilfahrt, and Robin Koltes, the media technologist for the elementary and high school.

Principal Wilfahrt said the school has made a commitment to educating the students for the

"We laid the groundwork well, and it paid off."

-Principal Wilfahrt

future. He commented that a media/computer program "needs to be realistically recognized by school districts as part of on-going operating expenses necessary for educating our students."

As if to emphasize this, Bruggers said new equipment was being unloaded from the delivery truck as this interview was taking place.

Both Bruggers and Wilfahrt explained that there must be support of the administration in order to implement technology.

Wilfahrt said, "We laid the groundwork well, and it paid off."

Visitors, in groups or individually, are welcome to visit the media centers in the Kimball schools. To make arrangements, contact Principal Wilfahrt at the Kimball Area High School, phone: (612) 398-7700. □



Photo by Katie Erickson

Third grade students in the computer lab of the elementary school.

Licensure Approval

The Minnesota Board of Teaching determined that the licensure of media generalists proposal submitted by St. Cloud State University meets the licensure standards of the Board of Teaching. Therefore, St. Cloud State University has been granted approval until July 1, 1992, for this licensure program.



Letter to the Editor

Dear Dr. Keable,

While taking an IM class from you last spring, I wrote a paper entitled "Tied to the Tracks: or Preparing for Automation." You suggested that it might be suitable for publication. I submitted it to the School Library Journal, but it was returned to me. The editor enclosed a letter explaining that the articles had been selected for the issue on automation, and suggested that I send it on to other publications for consideration. I sent it to The Book Report and received word recently that it would be printed in the March/April issue.

Thank you for your encouragement.

Sincerely,
Susan Johnston

Faculty/Staff Activities, Publications, and Presentations

□ **Bonnie Briscoe**, graduate assistant in Instructional Development, has had a book review accepted for publication by Performance & Instruction. The review discusses "Tension Turnaround: The 30-Day Program for Inner Calm, Confidence and Control," a bibliotherapeutic tool to combat various sources of stress in one's life.

□ **Norman F. Clark** (LRS) has published an information sourcebook entitled The Recreation and Entertainment Industries, 1990. This resource is the first to focus on locating business information – publications, databases, and association – for 30 major industries in this field.

□ **Robert Hauptman** (LRS) recently published "Hand Papermaking in Twentieth Century America: A Brief History," Craft Connection, Fourth Quarter 1990: 8-9 and "A Brief Note on Confidentiality," Wilson Library Bulletin, November 1990: 70-71.

□ **Dae Choon Lee** and **Larry Lockway** (LRS) have been informed that their paper, "Using an Online Comprehensive Library Management System in Collection Development," is scheduled to be published in the Spring 1991 issue of Collection Management.

□ **Larry Lockway** (LRS) will have his bibliography, "Library and Information Services in South Asia," published in an issue of Library Times International.

□ **Chris Inkster** (LRS) presented a workshop at the Upper Mississippi Media Conference, St. Cloud, this past October. Her presentation was entitled, "Reading, Writing, and Research: Secondary English and the Library Media Center." She was also a co-presenter with Bob Inkster, English, at the Bush Grant Undergraduate Teaching Conference. The session was called "Using Student Memos for Assessment of Teaching and Learning." They also presented "Teach me, Teach You," at the Wyoming English Conference.

□ **Merton Thompson** (CIM) will have a paper published in the International Visual Literacy Association (IVLA) publication, Readings, entitled "The Effects of Spatial Ability on Learning from Diagrams and Text." Thompson presented the results of his research at the IVLA Conference in Bloomington, IL, in October. Thompson also presented a session at the Upper Mississippi Media Conference entitled "Cooperative Learning through Technology." The presentation focused on how newer technologies can be utilized in the classroom to improve cooperative learning among students.

□ **Merton Thompson** (CIM) and **Luther Rotto** (ID) conducted an all day action lab entitled "Introduction to Hypermedia" as a part of the Upper Mississippi Media Conference in October. The workshop provided an overview of the Hypercard application for Macintosh computers and gave participants a chance to work with the program.

MEMO/MSTE from Page 1

of the results that are being anticipated from the development of a professional group with the objectives of MSTE. Clearly the type of understanding, motivation and information that can be provided by this organization is needed, but it is also important to education that technology and computer not become synonymous with us as professionals or with our public.

MEMO continues to be a strong organization supporting the need for the acquisition storage and retrieval of learning materials in all formats (one of those formats is computer software). The need to develop collections of useful materials in all formats and the necessity of providing appropriate equipment and technical support for the use of all formats is a goal of MEMO.

While there are some differences in the goals of these two organizations, it is apparent that a significant overlap exists. It is also clear that some of the same people will be attracted to both of these separate organizations. The time and energy duplicated to operate two totally distinct organizations that have many common goals may be

better spent on more productive activities. Time away from work by individuals who will have to belong to both groups is also a significant consideration.

It would appear that the Minnesota Department of Education Instructional Design Section could provide education with a useful service by clarifying the common needs of the members of MEMO and MSTE. The two organizations could then be encouraged to cooperate to provide quality information in a cost effective way. As MSTE develops, let's make sure that we move forward in a cooperative, supporting direction; and not allow divisive, self-serving behavior to turn the clock back a quarter of a century. Information and the communication of it is a service critical to the well-being of our society, and the technology needed to provide this service cannot be separated from it. Currently both organizations seem to be heading down a narrow product oriented path which overlooks the need for process and the related global view of our field.

New Graduate Assistant



Kim Maroney

Kim Maroney has an undergraduate degree in home economics education. She taught for two years, and then went into retail management for three years with Dayton Hudson Department Store Co. She has spent the past three and one-half years with Norwegian Cruise Lines on board as an assistant cruise director.

Realization of the lack of good training in many companies prompted her to pursue her Master's in Track III: Human Resources Development/ Training. Her hobbies include singing and the theatre.

Career Changes

Linda Beck is the new admission/marketing representative for the Degree Completion Program at Sioux Falls College, Sioux Falls, S.D.

Ginny Bisek, formerly at Apollo High School, is now the media director at North Junior High School in St. Cloud.

Verna Goebel has a position in the education department of the St. Cloud Hospital.

Maxine Martin is the media generalist at Garden City Elementary in the Osseo area School Dist. #279.

Jill Rudnitski has a new position at Oregon Graduate Institute.

The Center for Information Media would like to congratulate the students who graduated from the program this past summer and fall!

Summer Graduates

Myla Alsaker	Dave Nelton
Linda Beck	Margaret (Peggy) Noonan
Linda Dzieweczynski	Connie Quirk
Patricia Krueger	Larry Simonich
Brian Linskens	Guy Southwick
Karen Malver	John Stafney
Maxine Martin	Coralyn (Corky) Stahn
Teresa Nelson	John Van Dresser

Fall Graduates

David Berg	Sherrie Orazem
Martha Crow	Diane Schellinger
Lois Hultberg	Mary Jo Stangl
Yvonne Johnson	

Lois (Soltis) Blythe/Track I

Lois (Soltis) Blythe was recently married and is currently the head of adult services at the Burlington Public Library in Burlington, IA. She has been in this position for two years and oversees interlibrary loan, circulation, reference, genealogy, and periodicals. She also has the responsibility of public relations and adult programming in the library.

Blythe has a Bachelor of Elective Studies from SCSU with major emphasis in criminal justice studies and information media. She has a Master of Arts Degree with an emphasis in library science from the University of Wisconsin, Madison, and a Master of Science Degree with an emphasis in human resource development/training from SCSU.

She has worked in public, special, and academic libraries. "Even though I have not technically worked in a training and development department, I think the education I received through the program has and will assist me in dealing with major changes in our organization," she said. "We are in the process of automating the circulation system and will be planning an extensive staff training program and dealing with many changes in staff routines."

Blythe's varied background has opened up many opportunities for her. "My words of wisdom are to get as much as you can through various work or internship opportunities," she said.

Blythe has attended many workshops and conferences to keep herself technologically current and to glean ideas from other professionals.

"Education is never complete just because the degree is in hand," Blythe said. "It is important to keep abreast of issues and technologies in the field and to plan how those issues and technologies are going to affect you and your organization."

Connie Quirk/Track II

Having taught English for ten years, Connie Quirk said she was startled when approached by the principal of Brookings Middle School in the spring of 1987, and asked if she would be interested in library science as he had a retiring librarian. "I had heard good reports that St. Cloud State offered a fine program with emphasis on school librarianship, so I enrolled," she said. "One summer prepared me to handle the major things, and, with the help of a competent, experienced aid, I could swim until I could absorb more." Quirk explained that the courses were informational, and the professors were instilling in her an attitude of service and service with a smile.

Replacing a librarian from the "old school" meant that the middle school library that serves 650 students saw a big change. Quirk developed a two week hands-on skills program using learning stations for all sixth graders. Teachers from science, social studies, and English classes began bringing students in to do research. Bibliographies were developed for the historical fiction and contemporary problems collections which were part of Quirk's master's portfolio. In addition she said that, "the concept of junior librarians was instituted so the library went from 'her library' to 'our library'."

The South Dakota state librarian visited the library at Quirk's request, and together they wrote a four year development program that includes installing an automated circulation system, which is soon to be a reality.

People have asked her how she likes her job now that she is not teaching. With that in mind she said that, "it was especially satisfying to be chosen a Brookings Teacher of the Year last year, a vote of confidence by our wonderful staff. We library media specialists are indeed teachers!"

John Pepper/Track III

John Pepper's current title is Publications Coordinator, and he is part of Saint Cloud Hospital's marketing department. He has been with the hospital for nearly three years and has a list of clients within the hospital for whom he helps coordinate marketing efforts. He is responsible for the look and content of the hospital's major publications such as the annual report, corporate brochure, and Beacon Light.

Three years prior to his work at the hospital, Pepper was television and equipment coordinator for ISD 742, St. Cloud. Six years prior to that, he was a student at SCSU. He worked in the LRS photo lab and as an instructional development (ID) graphics assistant as an undergraduate and as a graduate assistant in ID.

Pepper's undergraduate degree is in mass communications with a print journalism emphasis. He said that he entered the human resource development/training program because he wanted experience in media other than print. "Mike Nelson recruited me, luring me with promises of work in video and slide formats," he said. "Those experiences got me my job with the school district, where I put together dozens of slide and video productions, and wrote the quarterly newsletter."

His work at Saint Cloud Hospital has returned him to his primary skill, writing for print, and he uses his audiovisual experience for occasional slide and video productions. He has also assisted in the hiring in the public relations department, and has advice to students: put together a strong portfolio of professional quality materials. "There are a lot of people out there making career shifts, either voluntarily or involuntarily. We are spoiled for choice, so we look for proof that a person can do quality work."

Spring Quarter Course Offerings 1991

Course No.	Description	Section	Instructor	Credit	Time	Location
104	Introduction to the Learning Resources	1	Lockway	2	10T	CH-130
		2	Nagel	2	6T	CH-130
204	Introduction to Library Learning Resources	1	Rude	4	6M	CH-134
		2	Motin	4	1MTWF	CH-134
		3	Hauptman	4	6R	CH-125
412-512	Television in Media	1	Polesak	4-3	6R	SH-152
436-536	Business Information Resources	1	Clarke	3	6T	CH-126
444	Internship in Media	1	Keable/Fields	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Hay	4-3	6W	CH-232
		2	Hay	4-3	10MW	CH-232
468-568	Media Materials and Methods of Instruction	1	Keable	4-3	10TR	CH-134
		2	Stachowski	4-3	9MWRF	CH-125
		3	Inkster	4-3	11MTRF	CH-134
		5	Jensen	4-3	1MTWF	CH-125
		7	Thompson, Me	4-3	2MW	CH-134
		8	Germundson	4-3	6M	CH-125
		9	Thompson, Ma	4-3	6T	CH-125
		10	Arnold	4-3	6W	CH-125
		471-571	Design and Preparation of Information Media March 22 & 23, April 12 & 13 May 3 & 4	1	Thompson, Me	4-3
473-573	Photography in Media	1	Schmid	4-3	6W	CH-126
475-575	Administration of Media	1	Keable	4-3	6M	CH-126
478-578	Cataloging & Classification of Materials	1	Williams	4-3	6R	CH-126
483-583	Color Slide Presentation	1	Thompson, Me	4-3	6W	CH-134
493-593	Black & White Photography	1	Nelson	4-3	6T	CH-134
606	The School Library Media Program March 15 & 16, April 5 & 6, 26 & 27	1	Staff	3	F/S	CH-125
658	Principles & Procedures of Instructional Development II	1	Fields	3	6R	CH-134
675	Organization Training and Media Management	1	Hill	3	6M	CH-126
679	Media Generalist Practicum	1	Keable	VR	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	Staff	2-12	Arr.	Arr.
683	Seminar: Specialist Degree	1	Staff	1-4	Arr.	Arr.
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.
Off-Campus Courses						
476-576	Selection & Bibliography			4-3	6R	MELSA
558	Principles & Procedures of Instructional Development I March 8 & 9, 22 & 23, April 19 & 20		Hay	3	F&S	Nrthn. Lghts.

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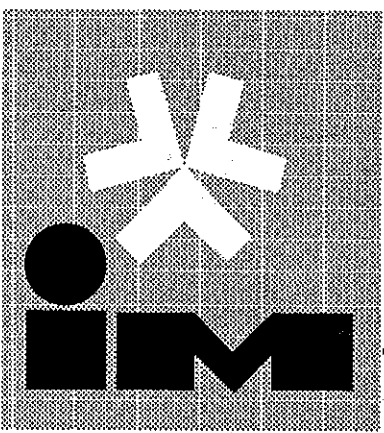
Registration Information

Former and currently enrolled students are strongly encouraged to take advantage of advance registration. Classes with low enrollment may be cancelled.

On-Campus Evening Classes Begin: Monday, March 11
 On-Campus Day Classes Begin: Tuesday, March 12
 Graduation Application Deadline: Monday, April 8
 Office, Whitney House 202, St. Cloud State University
 St. Cloud, MN 56301-4498, (612) 255-2113

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Editors: Doreen Keable, Katie Erickson, and Elaine Wolter



information media news

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 CH-105