Winter 1991

Information Media Newsletter Vol. 26 No. 2

St. Cloud State University

information media news

Published by the Center for Information Media and Learning Resources Services

dean's corner

Dr. John Berling

It was another red letter day for St. Cloud State University, but especially for Learning Resources Services faculty, staff and students. On Thursday, December 19,1991, an agreement with very exciting possiblities was signed in the Stewart Hall TV facilities. The agreement which includes the Minnesota Job Skills Partnership, Woodcraft Industries Inc., St. Cloud Technical College and St. Cloud State University will play an important role in the future development of programming for the Center for Information Media.

A key element of this agreement is that Learning Resources Services faculty and staff will participate in the development of an industry/ Learning Resources Services partnership. With worsening budget problems at all levels of education, partnerships such as this can bring needed resources to programs such as Learning Resources Services.

While added resources are critical, a more valuable aspect of this partnership may be the planned interaction of faculty and students within the workplace. Recent studies that address educational restructuring suggest that such interaction is an important component of a quality education.

Students in Mass Communications and Information Media, especially Track III, will be the first to benefit from the partnership project.

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Winter 1991/92

In this issue:

Dr. Phyllis Lacroix

Whenever the topic of empowerment is discussed, I feel fortunate to be in the field of media. There is no easier method of empowerment than through the skills we use daily and often take for granted. Two of the most obvious sources of power are information and technology. We can use the access to and possession of information as a method of empowering ourselves and others. We also see daily, perhaps hourly, changes brought about by rapid evolutions in technology. We empower ourselves and others when we keep current with the latest in technology and share this expertise with others. Many of the topics covered in our classes and workshops contribute to the success of our graduates because they are skills needed for empowerment, e.g. leadership techniques, networking, learning styles, HyperCard, multi-media, and a "can do attitude." Most importantly perhaps, we are able to provide techniques for empowerment through improved and varied methods of communication. Being able to communicate using a combination of the senses gives more impact to any message, a vital component of empowerment.

In addition to courses and workshops, empowerment skills are enhanced through membership in professional organizations. Your participation in these organizations is strongly encouraged. Much can be gained by collaborating with other professionals who have similar problems and interests rather than working in isolation. Our faculty feels so strongly about professional connections that we are offering a one-day conference on April 4, 1992, to give all of you an opportunity to connect with alumni, graduate students, and faculty in a mind expanding experience. A flyer is included which provides you with further information and registration material.

Our course offerings for spring are included in this newsletter. In addition, summer workshops have been scheduled. Your suggestions for practical workshops have been carefully considered in our summer planning and we hope that the workshops as well as the regular courses will be exciting and beneficial. Please keep us in mind when you are making summer plans.

Our *13th Annual Children's Literature Workshop* will be held on June 15 and 16. Please check this newsletter or contact the Graduate Office for more information. We look forward to seeing you this spring and summer. If you do not plan to enroll in a class, stop in and see us anyway. We are always happy to visit with our students and graduates, and hope that you will keep in touch.

Please Note:

Touch tone registration is available for on campus classes only. See the Spring schedule or call registration at 255-3936.

Sandra Williams made a presentation at the 19th Plains Regional International Reading Conference held in Minneapolis in October. Her topic was "When the Pizza's Gone, Then What?" and dealt with the reading motivation provided by the Pizza Hut Book It!® program. Williams did this research for her Field Study for a Specialist degree in Information Media.

Ron Schmid had one of his photographs selected as the cover photograph for the brochure/map of the Mississippi National River and Recreation Area (MNRRA), National Park Service, U.S. Department of the Interior.

Robert Hauptman was invited to present "Beware of the Furies: Ethical Implications for Information Disseminators" at the Traverse des Sioux Library System in Mankato on November 8, 1991. Anne Wehlage, graduate student, assisted in the dramatization of various case studies performed in conjunction with Hauptman's talk.

Hauptman edited the Fall 1991 issue of *Library Trends*. The topic was ethics and the dissemination of information.

Hauptman authored the "Literature" section of reviews for a book entitled *Magazines For Young Adults* by Katz and Katz. New Providence, NJ: Bowker, 1991: 195-198.

Doreen Keable and **Phyllis Lacroix** attended an orientation to the NCATE Folio Review Process of the American Library Association in San Antonio, TX January 24th through the 28th. They had applied for and received a faculty improvement grant. Following the orientation, they attended a mid-winter ALA meeting.

Jerry Westby is at Alnwick Castle in England during winter quarter. He is teaching two classes: *Golden Age of Children's Literature* and *Museums I.*

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Graduates please note:

If you have changed positions or have published, send the Newsletter a note so it can be included in the Spring edition.

Graduate Happenings

Susan Johnston had an article entitled "Preparing For Automation, or Tied to the Tracks, A Librarian's Dilemma" published in *The Book Report,* 10 (3) November/December, 1991. p 31.

Dawn Wicks has accepted a position as a media specialist at Albany Public Schools.

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New Graduate Assistants

Karen Langsjoen
R&I

Jane Haagenson
CIM

Julie Barnes Weaver graduated with a B. A. in Theater Arts from the University of Minnesota. With a minor in Art History, there was little doubt that her job with the Community Arts Council in St. Cloud would be her career for life.

However, fate took a twist for Weaver and she found herself unemployed and looking for a new focus. After six months, with no new job opportunities, she decided to return to graduate school in the Information Media program. Her education in instructional design brought her to employment with Arthur Andersen and Company as an instructional designer

Along with some experience in video production, her educational background gave her the skills and network she needed to acquire the position she holds now as a Training Specialist at Northwestern National Life in the Employee Benefits Division.

Over the years the employee training department has expanded and so has Weaver's area of expertise. They have expanded from a staff of one, to a full staff of five claim training specialists. Weaver has moved into the technical area from the more instructional design based area.

Julie Barnes Weaver has been at Northwestern National Life since 1987. Her education empowered her. Because of her educational background,her job description was rewritten with new salary requirements, and she was promoted within five months of when she was hired.

Empowerment is the focus of NWNL's training programs. It is a team approach combining technical writing and instructional design. The company seeks to educate to expand areas of expertise so all employees can cover for each other. The more the trainers share expertise, the better the success of a training manual or program. This is where Weaver is spending her working days presently. Her focus is to become proficient in technical writing as well as instructional design, so the two can work as one.

When asked if there were any particular changes that she sees in her area, she remarked on the growing need for technical writing expertise. Again this refers to the usefulness of cooperative understanding in a team approach to employee training.

Weaver says her educational background gave her greater confidence. "If you have a degree in something that's usable, it is an asset." Experience always counts, but it is the degree that has greater market value.

John Berling
continued from page 1

The roles these students will assume in the development of interactive video in the training of employees in a highly automated wood products industry are important ones. Students will be provided opportunities to study this technology in selected applications and such findings may be transferable to school, university and other industrial settings. After the project with Woodcraft Industries Inc. is completed, computer and video equipment will become available for other projects, including education.

All of us here are excited about this $342,000.00 project. We know that it will help us to learn about the use of technology in the teaching and learning process. It is also encouraging that our increasing knowledge of partnerships may lead to other cooperative ventures. I compliment the Learning Resources Services faculty and staff for their extraordinary efforts in providing the students at St. Cloud State University with these special opportunities. It is my hope this is just the first of many partnerships to be established to enhance the teaching/ learning opportunities in higher education and that in turn will be valuable to our partners as well.

Center for Information Media
St. Cloud State University
Summer Schedule 1992

First Session

412-512	Television in Media	1	Polesak	4-3	1MW	SH-151
444	Internship in Media	1	Hites	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Stachowski	4-3	7:30	CH-232
458-558	Principles and Procedures of Instructional Development I	1	Hites	4-3	1:45	CH-125
468	Media Materials and Methods of Instruction	2	Steltzner	4	9:35	CH-100
		3	Steltzner	4	9:35	CH-100
478-578	Cataloging & Classification	1	Hedin	4-3	9:35	CH-126
568	Media Materials and Methods of Instruction	2	Steltzner	3	Arr.	Arr.
484-584	Seminar: Finding Your Way Around Your 35mm Camera (June 15-16)	1	Schmid	1	9:30	CH-127
484-584	Seminar: Color Slide Photography (June 17-18)	2	Schmid	1	9:30	CH-127
584	Seminar: Hypermedia for Educators (July 6-7)	3	Thompson	1	9:30	ED-B211
584	Seminar: Creating Interactive Instruction Using Hypermedia and Videodiscs (July 8-9)	4	Thompson	1	9:30	ED-B211
595	MARC Format/Automated Systems Workshop (June 22-23)	2	Williams/ Peterson	1	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	Armold	3	1:45 MTW	CH-134
608	Research Methods	1	Hites	3	9:35	CH-134
644	Technologies in Library/Media Centers	1	Rydberg	3	11:40	CH-125
679	Media Generalist Practicum	1	Armold	VR	Arr.	Arr.
680	Internship in Media	1	Fields	3	Arr.	Arr.
681	Readings in Media	1	Staff	3	Arr.	Arr.
682	Research in Media	1	Staff	3	Arr.	Arr.
683	Seminar: Specialist Degree	1	Staff	2	Arr.	Arr.
684	Field Study in Media	1	Staff	3	Arr.	Arr.

Off-Campus Courses

435-535	Children's Literature (June 15-16)		Williams/ Westby/ Inkster	1	8-4	Sunwood Inn St. Cloud

(over)

Second Session

468	Media Materials and Methods of Instruction	4	Thompson	4-3	7:30	CH-125
		5	Thompson	4-3	9:35	CH-125
471-571	Design and Preparation of Information Media	1	Hill	4-3	7:30	CH-232
476-576	Selections & Evaluation	1	Westby	4-3	9:35	CH-134
477-577	Reference & Bibliography	1	Clarke	4-3	1:45 MTW	CH-134
481-581	Reading, Listening, & Viewing Guidance (July 13-30)	1	Busse	4-3	9:35	CH-126
568	Media Materials and Methods of Instruction	3	Thompson	3	Arr.	Arr.
584	Seminar: Microsoft Works (July 13-14)	4	Armold	1	9:30	CH-232
609	Administration of Media	1	Radeke	3	1:45 MTW	CH-125
681	Readings in Media	2	Staff	VR	Arr.	Arr.
682	Research in Media	2	Staff	3	Arr.	Arr.
683	Seminar: Diversity in Instructional Design (July 20-21)	2	Hites	1	9:30	CH-127
683	Seminar: Grant Proposals: How to Write 'Em and Get 'Em (July 13-14)	3	Fields/ Josephson	1	9:30	CH-127
683	Seminar: Professional Ethics and Liability in the Field of Education and Training (July 15-16)	4	Fields	1	9:30	CH-127

Center for Information Media
Summer 1992
Workshops and Seminars

First Session
Workshops/Seminars

IM 435/535 CHILDREN'S LITERATURE Workshop (OFF CAMPUS)

Participants will be given an opportunity to meet an author and/or children's book illustrator as they discuss their works for children in grades k-8. 9am to 4pm. Meets at the Sunwood Inn. (Special workshops fee will be assessed)

June 15-16, 1 credit -- Sandra Williams, Jerry Westby, and Chris Inkster, Instructors

IM 484/584 SEMINAR: COLOR SLIDE PHOTOGRAPHY

This seminar is for students who want to make effective, creative photographic slides for presentations, publications and slide shows. Students who have only a limited knowledge of photography should also enroll in the seminar entitled FINDING YOUR WAY AROUND YOUR 35mm CAMERA.

June 17-18, 1 credit--Ron Schmid, Instructor

IM 484/584 SEMINAR: FINDING YOUR WAY AROUND YOUR 35mm CAMERA

This seminar is for students who would like to learn more about how their cameras function: just what all those dials, rings and buttons do. Topics to be covered include composition as well as how to correctly expose photographs. Other topics that will be covered include electronic flash, types and selection of films and how to avoid common photographic problems.

June 15-16, 1 credit -- Ron Schmid, Instructor

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 and Apple II computers.

July 6-7, 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 and Apple II computers in conjunction with videodisc programs. Experience with hypermedia required.

July 8-9, 1 credit -- Mert Thompson, Instructor

IM 595 MARC FORMAT/AUTOMATED SYSTEMS

Participants will receive instruction in MARC formats for print and nonprint materials for the purpose of entering original records in a automated catalog. Lab time will be provided for practice inputting records on several automated systems. PREREGISTRATION REQUIRED BY MAY 1, 1992.

June 22-23, 1 credit -- Sandra Williams and Trish Peterson, Instructor

Second Session

Workshops/Seminars

IM 584 SEMINAR: INSTITUTE FOR MEDIA AND TECHNOLOGY SPECIALISTS (OFF CAMPUS)

Students will examine current and future roles of the school media specialists in a climate of school reform. Students will develop a vision for school media programs of the future and identify how technology can help achieve this vision. Meets at the TIES Center.

August 3-7, 2 credits -- Greg Bartley, Connie Feil, Janet Palmer, Sheldon Ramnarine and SCSU faculty

IM 584 SEMINAR: MICROSOFT WORKS: AN INTRODUCTION

This seminar is designed for the person who is familiar with the Macintosh computer and would like a hands-on opportunity to become acquainted with an integrated approach to the concepts and features of a word processor, database, and spreadsheet.

July 13-14, 1 credit -- Judy Armold, 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 13-14, 1 credit -- Dennis Fields and Rich Josephson, Instructors

IM 683 SEMINAR: PROFESSIONAL ETHICS: THE DILEMMAS FOR 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 15-16, 1 credit -- Dennis Fields, Instructor

IM 683 SEMINAR: DIVERSITY IN INSTRUCTIONAL DESIGN

Participants in this seminar will be able to describe critical cultural traits affecting design and delivery of instruction, describe those methods most critically affected, and do a preliminary instructional design for use with diverse cultural groups in both educational and training settings.

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

Is your professional power supply run down and sluggish?
Nothing helps you "reconnect" and "recharge" like a chance to meet with other professionals.

Continuing Connections Conference

Saturday, April 4, 1992 • Learning Resources Services
St. Cloud State University

sponsored by Center for Information Media

Registration and LRS open house begins at 8:00 a.m.
Conference runs from 9:00 a.m. to 3:30 p.m.

Make connections

with CIM graduates, students, faculty, and other media professionals

The program will include a keynote speaker, panel discussions on career issues, presentations about professional concerns, problem-solving round table discussions, and opportunities to share ideas.

Conference fee of $20.00 includes luncheon and refreshments.

Continuing Connections Conference • April 4, 1992 • Registration Form

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____

Institution _____ Position _____ Location _____

All participants at the conference are invited to bring a media-related item from your work to show and share with others. You might want to bring . . . a slide/tape show you've put together . . . a video you or your students have produced . . . a computer training packet you've developed . . . research findings you've gathered . . . products your students have produced via a particular software package . . . a newsletter you generate . . . a project you're struggling with . . . etc. — anything goes!

❑ YES, I'll bring an item for "show 'n' tell"! I'll need the following equipment:
❑ video ❑ slide/tape ❑ overhead projector ❑ Apple computer
❑ Macintosh computer ❑ other _____

Make checks payable to St. Cloud State University; **$20.00 fee** includes registration and luncheon.

Mail to: **Continuing Connections Conference,** Center for Information Media, St. Cloud State University — CH 214, 720 4th Avenue So, St. Cloud, MN 56301-4498.

Please return this registration form by Friday, March 13, 1992. (Sorry, no refunds after March 20.)

Rich Josephson, Learning Resources Services, looks on as Barbara Grachek, SCSU Vice President for Academic Affairs signs the agreement with Woodcraft.

Woodcraft Training Project

On November 18, 1992, Learning Resources was awarded a grant to provide computer-based courses to train workers for Woodcraft Industries new manufacturing plant currently under construction in St. Cloud. The grant was awarded by the Minnesota Job Skills Partnership and totals $141,751. In addition to the grant, Woodcraft Industries will contribute $200,544, bringing the total cost of the project to $343,295.

The courses and additional training offered to Woodcraft employees will be developed by SCSU Learning Resources / Center for Information Media faculty, staff and students along with the help of St. Cloud chnical College and Woodcraft Industries. Most of the training will utilize interactive videodisc, touch screen, and computer workstations. The interactive system will allow Woodcraft employees to practice making decisions about production and product quality without the cost or danger of using the actual machines and equipment.

Learning Resources and the Center for Information Media will benefit in many ways from this grant. The grant money will be used to purchase all the workstations and supplies necessary to implement the training. This new equipment will allow faculty, staff and students to gain experience in producing training material with state of the art technologies. This will indirectly benefit the students in the training courses by providing actual examples of training projects currently being used in industry. The grant will also fund and provide on the job training for several graduate assistants, interns, and student workers.

Following the completion of the grant, all the equipment purchased for the grant will remain with Learning Resources for instructional, production, and future training projects. Without grants like this, it is unlikely the LRC would have been able to acquire this type of equipment.

Cooperative ventures with other educational institutions and industry hold a lot of promise for keeping the latest technology and trends available for SCSU faculty and students.

Track I

Margaret (Peggy) Noonan Faerber

Peggy has an undergraduate degree in English from St. Olaf College. Her aspiration was to be a librarian and after graduating from St. Olaf College, she decided to combine her love of books and kids by pursuing an IM degree in the Track I program.

Peggy chose St. Cloud State University because she grew up in the St.Cloud area, her family had been active in the community, and she was impressed by the diversity of the IM program.

Peggy's current title is Assistant Librarian in the adult department of the Willmar Public Library. She does reference work for the patrons of The Pioneerland Library System which is headquartered in Willmar. She supervises the inter-library loan process, maintains the vertical file, supervises the adult department student staff, and works the desk as necessary.

Her responsibilities are increasing and she does different things each day. The Pioneerland System is growing rapidly. With this growth comes new challenges from increasingly sophisticated patrons. The Information Media program at SCSU taught her how to deal with constant change and to handle chaotic situations calmly. She says, "I basically learned to think on my feet."

Her advice to others is to try to do an internship or two in the area you think you like best. She did two and says, "It really helped, both to get my first job, and to adapt to it quickly."

Track II

Guy Southwick

Guy completed his undergraduate work in history at SCSU. After talking with staff in IM and getting a job in District 742 in media he decided to complete the IM graduate program. He chose SCSU because of the location of the school and his job.

Guy is currently in his second year as the media specialist in the West Central School District in Elbow Lake and Barrett, MN. Districts 263 and 262 include three media centers. He spends every morning at the high school with two afternoons in the K-3 building and three afternoons in the 4-6 grade building. Two more schools may combine with West Central School in the coming year.

Several changes have occured in the media center. Guy is implementing a creative enrichment reading program to begin to integrate the media program into the classrooms. A five year technology program has been started in the high school with the introduction of the CD-ROM into the library. An expansion is planned for this year. He is excited about the donation of a mini-frame computer by the county. The high school library has also been automated with the Winnebago system.

Guy said he felt well prepared by the IM program and that he appreciated support of the faculty.

His advice to current students is to seek challenge and become as familiar with all the technology as possible. The staff is really willing to help.

Track III

Becky Houle Pfau

Becky has an undergraduate degree in elementary education from UMD in Duluth. She taught in the public schools and worked in two elementary media centers. When she decided to return to college, she chose SCSU because of the strong program in support of educators.

Becky's current title is Information Designer. She designs educational programs and documentation to support manufacturing software for the customers at Dun and Bradstreet Software in Eagan, MN. She participates in project management by defining schedule and resource constraints for the education and documentation people on her team. She has worked to develop a style and visual standards guide for the company's products. Becky is also involved in online help and error message development, and participates in the analysis and build phases. She works directly with the development team rather than an instructor for subject matter expertise and information.

The internship provided her with a great deal of experience with evolving work practices and extended into a two year position. The broad range of the IM program helped her focus on many aspects of business and human relations. The strong design courses within the program provided a framework to use in developing educational products handling change.

Becky's advice to others in the field is to become involved in local professional organizations, never stop learning, and enjoy the program!

SPRING QUARTER CLASS OFFERINGS

1992

Course No.	Course Title	Section	Instructor	Credit	Time	Location
104	Introduction to the Learning Resources (paired with General Studies)	1	Nagel	2	11MW	CH-130
		2	Busse	2	6T	CH-130
		3	Sorenson	2	6W	CH-130
204	Research Strategies	1	Rude	4	6T	CH-62
		2	Lockway	4	10TR	CH-62
412-512	Television in Media	1	Polesak	4-3	6R	SH-152
436-536	Business Information Resources	1	Clarke	4-3	6R	CH-125
444	Internship in Media	1	Keable/Fields	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Hites	4-3	6W	CH-232
468	Media Materials and Methods of Instruction	1	Thompson	4	10TR	CH-134
		2	Stachowski	4	9MWRF	CH-125
		3	Hites	4	11MTRF	CH-125
		5	Hites	4	1MTWF	CH-125
		7	Inkster	4	10MW	CH-134
		8	Staff	4	6M	CH-125
		9	Thompson, Marcia	4	6T	CH-125
		10	Armold	4	6W	CH-125
473-573	Photography in Media	1	Schmid	4-3	6T	CH-134
483-583	Color Slide Presentation (ITV)	49	Thompson	4-3	6M	CH-133
493-593	Black and White Photography	1	Nelson	4-3	6T	CH-118
568	Media Materials and Methods of Instruction	1	Thompson	3	Arr.	Arr.
609	Administration of Media	1	Keable	3	6M	CH-134
644	Technologies in Library/Media Centers	1	Rydberg	3	6W	CH-126
658	Principles and Procedures of Instructional Development II	1	Fields	3	6R	CH-134
675	Organization Training and Media Management (ITV)	49	Hill	3	6W	CH-62
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

576	Selection and Bibliography	Westby	3	6R	ARCC
583	Color Slide Presentation (ITV)	Thompson	3	6M	Brainerd Detroit Lakes
675	Organization Training and Media Management (ITV)	Hill	3	6W	Willmar

GRADUATION APPLICATION DEADLINE FOR
1992 SPRING QUARTER: April 6, 1992
ON-CAMPUS EVENING CLASSES BEGIN: Monday,
March 9,1992 unless specified
ON-CAMPUS DAY CLASSES BEGIN: Tuesday,
March 10, 1992

For registration information contact:
Office of Records and Registration
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St. Cloud, MN 56301-4498
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