


Spring 1985

Information Media Newsletter Vol. 19 No. 3

St. Cloud State University

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IM NEWS

VOLUME XIX Number 3 Spring 1985

An Information Media Newsletter published by the Learning Resources Center and Center for Information Media
St. Cloud State University

AUTOMATED CIRCULATION SYSTEM BEING PLANNED

When St. Cloud State University acquired two Sperry PC Computers, Dave Rydberg became involved in a project that will change the way circulation will be handled in the near future. Patrons who use the card catalog at SCSU will eventually be able to determine the status of any title through the current Online system. Improved patron service is just one of the many benefits that will result from the implementation of the Automated Circulation System.

After the desired material is located, patrons can issue a hold for an item that is currently out, or that is located at another library within the State University System. When the requested material is available, the system will generate a notice to that patron and inform him or her that the requested material will be held for a period of time.

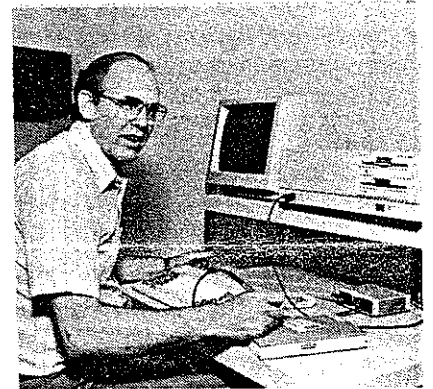
The new system should benefit both staff and customers through increased support services. Checking out material will be a simple matter of "reading" the bar code assigned to each patron and the bar codes assigned to each individual title. Items can also be returned through the use of the bar code. As soon as the returned item is processed, the Online will inform patrons whether the item is in the process of being shelved, on hold, or on the shelf. The system can inform a patron of all books that have been checked out with his or her personal bar code. Overdue notices can be automatically generated to remind the forgetful users.

The Sperry PC is compatible with the Academic Computer located in Mankato. The new bar code system will be located at various locations throughout the Learning Resources Center.

David Rydberg expresses much enthusiasm for the potential of this circulation system. His work currently involves preparing the center and the staff for the change. He hopes to see the system implemented in the 1985-86 Academic year.

COLLEGE OF EDUCATION TECHNOLOGY COMMITTEE AT WORK

Mike Simons is involved in an interesting new challenge designed to help Minnesota Education prepare for the future. Mike serves as chair for a technology committee within the College of Education. Harlan Jensen and Steve Koyama are also members of this committee. The focus of this committee is to determine how to inservice the great numbers of individuals who need hands on experience with current technology. Attempting to assess the needs of such a large group should prove challenging to this committee. Some of the activities originating from this committee have been a meeting with Gil Valdez on the campus of St. Cloud and a survey designed to help the committee determine what support and training are necessary to prepare education for the new challenges of technology.



DAVE RYDBERG



MIKE SIMONS

SATELLITING AT SCSU

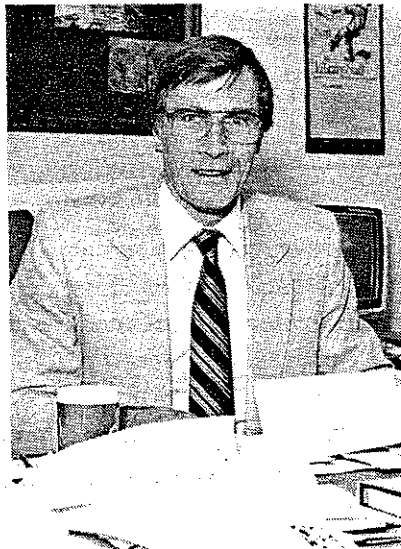
In an effort to more closely meet the needs of the University, Harlan Jensen from the IM Department and Learning Resources Services is attempting to determine the future demands for satellite capabilities on this campus. The university currently has a satellite system that is used by the students studying foreign languages. These students are able to listen to the language as it is really used. Satellite programs also offer these students some insight into the culture of the nation broadcasting satellite television.

While French students have been currently enjoying news broadcasts from Quebec, and Spanish students have been mastering their new language and its culture through soap operas, Harlan Jensen has been speculating in other ways the system can be used to service other potential audiences of satellite programs.

While the current system is receiving recognition for its use, it is hopefully serving as a forerunner to new and expanded uses for satellite communication. University administration views an increased use of satellite as one way to meet the university goal of increasing global awareness.

Harlan feels that a more elaborate system could also let Business students learn immediately how other countries are responding to an international situation that affects the business community. Political Science students would have first hand access to international political events and be able to analyze the priorities of other nations through news stories and how those stories are formatted in other countries.

While these prospects are appealing, funding for a Satellite Program Reception and Distribution System at St. Cloud State University is a major consideration. Increasing the satellite service to a greater number of programs within the University would require an enhanced system that could receive several programs simultaneously from different satellites. Harlan is hopeful that funding can be found. Such a system could help St. Cloud State University continue to be recognized as a leader in technology in education.



DEAN BERLING

FROM THE DEAN'S CHAIR

April 20-23 found me in Bloomington, Indiana. As Director of the Center for Information Media at St Cloud State University, I, along with Professor Dennis Fields, was invited to represent the IM Program at a conference for the purpose of discussing a position paper written by Robert Heinich. This paper has been published in ERIC/ECTJ and is entitled "The Proper Study of Instructional Technology." Sixty-six people from forty-eight universities across the United States attended this four day event, which was scheduled out of a sense of need to assess the current status of our field. Both Dr. Fields and I are excited about the invitation and the opportunity to be a part of this important discussion. However, appropriate humility suggests that it is the graduates, the faculty who preceded us, as well as the current faculty who have given the IM Program the credibility necessary for us to merit this invitation. In a future column I will share some of the conference proceedings with you.

This is the last IM news for the academic year, so, if your summer travels bring you to the St. Cloud area, I invite you to stop in to renew each other's spirit of service.

John Berling

FACULTY NOTES

Mike Simons attended a conference at Arizona State entitled Computers in Education on March 13-15. He reported that those who attended the conference shared much information on authoring packages.

Norm Clarke attended a Minnesota Education Department Seminar on Libraries and Business on February 6.

Marie Elsen participated in a panel with members of the American Society of Indexers on April 19.

Marie Elsen and Bonnie Hedin attended the 3rd Annual Professional Conference of Forum of Executive Women 3 entitled "Strategies for Success" on April 24.

J. Michael Nelson attended a Society for Photographic Education National Conference in Minneapolis from March 14-18.

David Rydberg attended a Minitex Screening Committee meeting on April 9.

Jerry Westby attended the Great Plains Film Festival in Omaha, Nebraska from April 25-28.

Rich Josephson attended a MEMO Telecommunications Conference on April 18.

Dennis Fields has been presenting a series of Technology Workshops for MEA recently. The latest two have been at Moorhead and Bemidji. Dennis also reports that he is leading a group to France, with a side trip to London on July 15.

L A S E R P R I N T E R T E C H N O L O G Y A T W O R K

This issue of the IM News was done using a Macintosh computer with a laser printer. The high quality of the laser printer allows us to inexpensively create camera ready copy.

We wish to thank Computer King of Edina, Minnesota for allowing us to use their laser printer to demonstrate its typesetting capabilities.



KEN KELSEY

KELSEY WORKING WITH NASA COLLECTION

There is a new, yet familiar face around the Learning Resource Center this spring. Ken Kelsey, from Teacher Development in the Education Department at SCSU, is working on a curriculum development project for NASA while on sabbatical.

St. Cloud is one of the institutions selected by NASA to serve as a depository for materials that can be used by teachers. It is hoped that these depositories will make NASA materials more easily accessible and usable by teachers. This collection includes 35 mm slides, audio cassette/slide programs, classroom activities, publications and video tape programs.

Ken is correlating lesson plans with appropriate materials from the NASA collection. This is a service that any teacher can appreciate. He is also developing a workshop format, and guidebook that can be used by TRR coordinators throughout the nation to increase teacher awareness of the resources in the collection. This information will be compiled on an Appleworks diskette that will be distributed nationwide.

Ken feels that his work here has been exciting and rewarding. "It is rewarding to feel that the results will be useful to teachers and will make it easier for them to integrate findings of the Space Program into many curriculum areas.

Ken will be returning to his position in the Department of Teacher Development in the Fall, after leading a group of students to the British Isles during the summer as part of the SPAN Program.

U/W STOUT CONFERENCE COMING SOON

Learning Resources of Stout State University, Menomonie, Wisconsin, will be presenting a Media Technology Conference July 15-17. People desiring to increase knowledge in the trends in current media technology may attend one, two or three days. There is a variety of concurrent workshops (some for credit if taken in conjunction with a summer workshop offering). The cost of the conference is \$15 per day or \$40 for the three day conference. There will also be a pig roast available for an additional charge. St. Cloud alums will receive the extra benefit of once again seeing Tony Schulzetenberg, who will present a session entitled: "Impetus for Change: The Library Media Specialist." For more information, contact our Center for Information Media, or write:

Frank Cox
Assistant to the Dean for Learning Resources
University of Wisconsin-Stout
Menomonie, WI 54751

715-232-2346

GOOD NEWS*GOOD NEWS**

The first bit of good news is that Apple Computer, Inc. has announced a teacher training scholarship for the summer of 1985. Intended to assist elementary and secondary-level educators from a wide range of subject disciplines, this program will offer a \$100 scholarship to each teacher who completes a qualified micro computer training course.

The second bit of good news is that the Center for Information Media at St. Cloud State University has been approved as a qualified participant in this "Million Dollar Scholarship Program."

Details of the scholarship program will be mailed to approximately one million teachers nationwide in mid-April. The first 10,000 teachers who apply will be eligible for the scholarships. Magazine ads will also provide a toll free 800 number which can be called for further information.

PASS THE WORD....

There is a new Master of Science Degree in Curriculum and Instruction With an Emphasis on Technology offered at St. Cloud State University. This degree is a joint venture between the Center for Information Media and the Teacher Development Department of the College of Education. This may be just that special program that some teacher you know may be looking for. Teachers could utilize this program to help prepare as a Master Teacher or to help any teacher develop those skills in technology that are necessary in education today. Complete details on this program can be found in a St. Cloud State University Graduate Bulletin, or by contacting:

Dr. Russell H. Schmidt
Department of Teacher Development
St. Cloud State University
St. Cloud, Minnesota 56301

phone: (612) 255-3007

IF: You did not pre-register for Summer Sessions

BUT: Plan to attend summer school at SCSU

THEN: Please check with the Center for Information Media before you pack up and move to St. Cloud for the summer.

UNIVERSITY POLICY DICTATES THAT SUMMER CLASSES MUST EITHER HAVE A MINIMUM ENROLLMENT OR BE CANCELLED. IT WOULD BE WISE TO CHECK AND SEE IF THE CLASS YOU DESIRE IS STILL SCHEDULED.

CENTER FOR INFORMATION MEDIA TENTATIVE SUMMER SCHEDULE 1985

FIRST SESSION

412-512	Television in Media	1	Polesak	4-3	6TR	CH-61
445-545	Microcomputers in Classrooms and Media Centers	1	Keable	4-3	7:30	CH-228
468	Media Materials and Methods of Instruction	1	Staff	3	7:30	CH-125
		2	Keable	3	9:35	CH-125
473-573	Photography in Media	1	Nelson	4-3	1:45	CH-125
477-577	Reference and Bibliography	1	Clarke	4-3	9:35	CH-134
478-578	Technical Processes I	1	Hedin	4-3	9:35	CH-126
603	Information Media: Theory, Research and Practice	1	Fields	3	11:40	CH-134
606	Organization & Supervision	1	Schulzetzenberg	3	7:30	CH-134
644	Information Storage & Retrieval	1	Rydberg	3	11:40	CH-125
646	Micro Software	1	Simons	3	6TR	CH-228
647	Instructional Development and Design for Microcomputers	1	Lacroix	3	1:45	CH-134
680	Internship in Media	1	Staff	2-12	Arr.	Arr.
681	Readings in Media	1	Schulzetzenberg	1-3	Arr.	Arr.
682	Research in Media	1	Staff	2-12	Arr.	Arr.
683	Seminar: Specialist Degree	1	Schulzetzenberg	1-4	Arr.	Arr.
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.

SHORT COURSES AND WORKSHOPS (June 10-July 12 - 9:30-4:30)

432-532	Administrative Uses of Microcomputer (July 10-11)	1	Simons	1	9:30	CH-228
495-595	Quality Courseware: Utilizing the Minnesota Department of Education Software Evaluation Program (June 17-18)	1	Wallin	1	9:30	CH-228
495-595	Microcomputer Telecommunication for Resource Centers (June 19-20)	2	Josephson	1	9:30	CH-228
495-595	Creative Uses of Children's Literature (July 1-2) Additional Workshop Fee*	4	Keable	1	9:30	CH-100
495-595	Data Bases for Educators (June 24-25)	5	Ewing	1	9:30	CH-228
495-595	Instructional Graphics: Macintosh and Macpaint (June 26-27)	6	Ewing	1	9:30	CH-228
495-595	Developing a School Media Center Computer Catalog (July 8-9)	7	Collins	1	9:30	CH-228
683	Seminar: Acquisition and Maintenance of Equipment (June 24-25)	2	Jensen	1	9:30	CH-133
683	Seminar: Contemporary Minnesota Materials (June 12-13)	3	Schulzetzenberg	1	9:30	CH-133

*See brochure entitled **INTRODUCING BOOKS CREATIVELY**

SECOND SESSION

445-545	Microcomputers in Classrooms and Media Centers	2	Stachowski	4-3	7:30	CH-228
468	Media Materials and Methods of Instruction	3	Stachowski	3	9:35	CH-125
471-571	Preparation of Materials	1	Hill	4-3	7:30	CH-134
475-575	Administration of Media	1	Smelser	4-3	1:45	CH-125
476-576	Selection & Evaluation	1	Westby	4-3	9:35	CH-134
481-639	Reading, Listening, and Viewing Guidance	1	Busse	4-3	11:40	CH-134
608	Research Methods	1	Koyama	3	11:40	CH-125
658	Systems Design	1	Koyama	3	1:45	CH-134
680	Internship in Media	2	Staff	2-12	Arr.	Arr.
681	Readings in Media	2	Staff	1-3	Arr.	Arr.
682	Research in Media	2	Staff	2-12	Arr.	Arr.

SHORT COURSES AND WORKSHOPS (July 15 - August 15 - 9:30-4:30)

495-595	Logo for Teachers and Media Specialists (July 17-18)	3	Simons	1	9:30	CH-228
495-595	Logo for Teachers and Media Specialists (August 12-13)	8	Simons	1	9:30	CH-228
683	Seminar: Documentary Local History (July 15-16)	4	Clarke	1	9:30	CH-133

CENTER FOR INFORMATION MEDIA
SUMMER 1985
SHORT COURSES AND WORKSHOPS

FIRST SESSION**IM 432-532 ADMINISTRATIVE USES OF A MICROCOMPUTER**

How to apply a microcomputer and related software for data management purposes. Will explore both generic and dedicated software packages. Pre-requisite: knowledge of microcomputer operations.

July 10-11, 1 credit -- Mike Simons, Instructor

IM 495-595 QUALITY COURSE: UTILIZING THE MINNESOTA DEPARTMENT OF EDUCATIONAL SOFTWARE EVALUATION PROGRAM

An in depth analysis of the Minnesota Department of Education "Quality Courseware" evaluation project and its use as a resource for Minnesota educators.

June 17-18, 1 credit -- Joan Wallin, Instructor

IM 495-595 MICROCOMPUTER TELECOMMUNICATION FOR RESOURCE CENTERS

The exploration and use of the microcomputer and related equipment in accessing and transferring data electronically.

June 19-20, 1 credit -- Rich Josephson, Instructor

CONTINUED NEXT PAGE

IM 495-595 CREATIVE USES OF CHILDREN'S LITERATURE

A look at contemporary children's literature, with an emphasis on the development of creative uses for such materials.
Guest speaker: Mary Ann Pauline.

July 1-2, 1 credit -- Doreen Keable, Instructor

IM 495-595 DATA BASES FOR EDUCATORS

Access to and use of computer bibliographic and numeric data files on DIALOG and BRS of use and interest to public school educators; special attention to ERIC files and resources and non-educational data files of interest to educators.

June 24-24, 1 credit -- Keith Ewing, Instructor

IM 495-595 INSTRUCTIONAL GRAPHICS: MACINTOSH AND MACPAINT

An introduction to the creation and use of graphic images for instruction using the Apple Macintosh microcomputer.

June 26-27, 1 credit -- Keith Ewing, Instructor

IM 495-595 DEVELOPING A SCHOOL MEDIA CENTER COMPUTER CATALOG

A workshop designed to provide the participant with background information on computer catalog systems and related software, and preparing a library for implementation.

July 8-9, 1 credit -- Gayle Collins, Instructor

IM 683 SEMINAR: ACQUISITION AND MAINTENANCE OF EQUIPMENT

A seminar providing practical information on acquisitions of audiovisual equipment and simple maintenance problems.

June 24-25, 1 credit -- Harlen Jensen, Instructor

IM 683 SEMINAR: CONTEMPORARY MINNESOTA MATERIALS

A seminar on contemporary Minnesota materials of all kinds--from books to films. Minnesota writers and producers will be discussed, along with materials about Minnesota.

June 12-13, 1 credit -- Tony Schultzetzenberg, Instructor

Second Session

IM 495-595 LOGO FOR TEACHERS AND MEDIA SPECIALISTS

Intended as an introduction to educators for what LOGO is and how it will impact a school's curriculum. Students will become knowledgeable on the various facets of LOGO through a series of directed activities.

July 17-18, 1 credit -- Mike Simons, Instructor

IM 495-595 LOGO FOR TEACHERS AND MEDIA SPECIALISTS

Intended as an introduction to educators for what LOGO is and how it will impact a school's curriculum. Students will become knowledgeable on the various facets of LOGO through a series of directed activities.

August 12-13, 1 credit -- Mike Simons, Instructor

IM 683 SEMINAR: DOCUMENTARY LOCAL HISTORY

A seminar in the utilization of the various types of media to record, document, and preserve local history. Emphasis on the role of the new media, audio, visual, and computer, in this process. Techniques and technology introduced through examples of actual local history documentation projects. Directed towards history professionals, museum curators, genealogists, librarians and others with little or no media technology background.

July 15-16, 1 credit -- Norm Clarke, Instructor

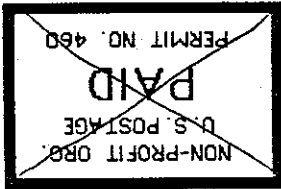
If you plan to attend SCSU this Summer, you should tentatively schedule June 19, for an IM Get-together. More complete details will be available the first week of classes. The purpose of this event is to meet and greet old and new friends.

**CENTER FOR INFORMATION MEDIA
TENTATIVE FALL SCHEDULE 1985**

104	Introduction to the Learning Resources	1 2 3	Hedin Blaske Busse	2 2 2	10TR 10MW 6R	CH-130 CH-130 CH-130
275	The Media Profession	1	Keable	2	2MW	CH-126
412-512	Television in Media	1	Polesak	4-3	6R	CH-61
436-536	Business Information Resources	1	Clarke/Ewing	4-3	1MTWR	CH-134
444	Internship in Media	1	Koyama	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1 2	Rydberg Keable	4-3 4-3	11MTRF 6W	CH-228 CH-228
468	Media Materials and Methods of Instruction	2 3 4 5 7 8	Keable Schulzetenberg Stachowski Staff Koyama Savage	3 3 3 3 3 3	10MWRF 11MTRF 12MTRF 1MTWF 6T 6R	CH-134 CH-125 CH-134 CH-125 CH-125 CH-134
473-573	Photography in Media	1	Koyama	4-3	6R	CH-125
476-576	Selection & Evaluation	1	Staff	4-3	6M	CH-125
483-583	Color Slide Presentation	1	Nelson/Fields	4-3	6W	CH-134
603	Information Media: Theory, Research and Practice	1	Hill	3	6M	CH-134
606	Organization & Supervision	1	Schulzetenberg	3	6T	CH-134
607	Training/Human Resource Development	1	Fields	3	6T	CH-126
646	Micro Software	1	Simons	3	6R	CH-228
680	Internship in Media	1	Koyama	2-12	Arr.	Arr.
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683	Seminar: Specialist Degree	1	Schulzetenberg	1-4	Arr.	Arr.
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.

Off-Campus Courses

445-545	Microcomputers in Classrooms and Media Centers		Stachowski	4-3	?	Roseville
445-545	Microcomputers in Classrooms and Media Centers		Smelser	4-3	4:15T	Holdingford
683	Seminar: Microcomputer Evaluation and Application		Josephson	2	6M	Paynesville
683	Seminar: Composition or Research Simplified		Holtan	2	5R	Coon Rapids



210117
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St. Cloud, MN 56301



JEFF KORTE

WELCOME

Jeff Korte joins us as an Audiovisual Education Specialist in the ID Department and Mary Krafnik works as a Clerk Typist II in the acquisition department. We want to take this opportunity to welcome these new members.



MARY KRAFNIK