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IM NEWS

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

VOLUME XIX Number 1 Fall 1984



BOB HAUPTMAN

NEW FACULTY MEMBERS

Keith Ewing adds a valuable new dimension to LRS. He performs several functions which include developing business resources with Norm Clark, computer searching with Virginia Blaske, working in reference, and teaching IM 104 this winter.

Prior to joining SCSU, Keith was library director at Nagoya Shoka Daigaku (Nagoya University of Commerce) in Japan. There he also had numerous responsibilities including acquisitions, bibliographic research, international money transfers, and cataloging.

Clearly, Keith's past experience fits well with SCSU's involvement in promoting international businesses for small and mid-size companies (see related article).

His interest in international studies, however, reaches far beyond his past job. Having grown up in Washington D.C., close to the Foreign Embassy, Keith was in contact with many international people already in his early school years. As a college undergrad, he majored in Religion and Chinese, and spent his junior year in Taiwan.

Currently, Keith is doing some personal research that deals on an international theme. He is working on a bibliographic essay on the Historical Development of the Fur Trade. The topic pertains to the late 18th century trade relations between the eastern U.S. coast, London, and Canton, China.

Along with his wife, who is working at Gonzaga University in Spokane, Keith is developing a Library Bibliographic Instruction Module for foreign students, which they expect to be beneficial to most academic libraries.

Keith is especially dedicated to undergraduate education and the future graduate student. He feels that students need to become better evaluators of research, and learn how to make evaluative judgements. He also stresses the importance of making good use of all libraries; public and corporate as well as academic libraires -- and knowing their limitations as well as their freedoms.

You've probably met Bob Hauptman at or near the reference desk on third floor. New to SCSU and Min-

nesota, Bob has in impressive history in travel and education.

Since leaving New York City at the age of 22, Bob has travelled to 26 countries in Europe, Asia and Central America.

He holds several degrees from several universities, including: MA in English and PHD in Comparative Literature from University of Pittsburg; MLS from SUNY, Albany; BA in German from Wagner College, NYC; and "ABD" (All But Dissertation) from the University of Pittsburg.

Previously, Bob had been Humanities librarian and Business and Economics librarian at the University of Oklahoma from 1980 - 84. Here, at LRC, he is responsible for Reference, Collection Development, and Bibliographic Instruction. He will also teach IM 104 this winter.

Bob is author of numerous publications. His most recent are entitled: The Pathological Vision; On Literary Translations, Comments and a Bibliographic Survey; Letter, the Chronical of Higher Education, May 23, 1984; On Books, Budgets, and Presidential Priorities.



KEITH EWING



Dean Berling
From the Dean's Chair

The need for media professionals to examine the nature of their roles within the educational process was never greater. The multi-dimensional demands placed on the practitioners are generated by the ideas, ideals and pressures of present day decision makers. While administrators have been influenced by similar directives in the past, the emergence of high visibility technology has necessitated the rapid development of technology service support programs.

Because the media or learning resource concept has placed the responsibility of educational technology with the media person, the expectations of administration for the role of the media professional has changed drastically in a short time. Unfortunately many media professionals still view their role from the functional rather than from a philosophically based service perspective. Our colleagues have maintained a posture more akin to the traditional perspective, while at the same time the job expectations administrators have for media personnel include the newer technological considerations. This dissonance has the potential of diminishing or possibly even destroying the media concept which has served students so well during the past decade. It is entirely possible that without immediate attention on the part of our entire profession, that service programs will return to the split which existed prior to the emergence of the media concept. Libraries will deliver print only service and audiovisual center will become high tech centers. From the perspective of this writer at least this is not a very comforting thought. The separation of

the materials from the equipment necessary to make them useful seems to be a step in the wrong direction.

Minnesota Media Review

In case you missed reading last summer's issue of *Memo's* "Minnesota Media", the following is a brief recap of two articles submitted by Fred Hill and Carl Savage.

"Selected Survival Skills of the Media Specialist," by Fred Hill.

"A little boost, hopefully, in the right direction," is how Fred Hill defines the "Eight Critical Skills" he recommends to assure future media work in public schools.

Some highlights from the "Eight Critical Skills":

Communication

"The media specialist should be a master communicator; one who is nondefensive in the communication process; one who speaks and listens at the level of those who have need of his or her expertise."

Instructional Development

"Instructional Development, as a Media Center service, may very well prove to be the single most important of the survival skills of the future."

Media Center Management

"The successful Media Specialist of the future will first of all be a manager; one who keeps records as if they were resources (which is what they should become)."

Microcomputer Management

"The Media Center should house a microcomputer lab, so that there might be global availability for all students, not just those who have a bent towards math, physics, or electronics."

Practitioner Research

"The Media Specialist does not need to be an expert in research, but needs to know enough about it to conduct basic problem identification and resolution issues, and to assist others in doing the same."

Professional Development

"Each of us has so many good things to share . . . we need to publish or produce, and/or find other ways to share our survival secrets; our reasons for success."

Public Relations/Promoting

"Our media operations compete for resources with all the other elements within the school system . . . so, we need to do a better job than the next competitor, if we are to be successful in acquiring the needed resources."

Teaching

"The Media Specialist should be a Master Teacher, and in all probability the best teacher in the school."

"High Tech," by Carl Savage

"In his article, Carl Savage confronts the issue, "What does one do with High Tech?" He advises that the computer will change the roles of teachers to "Learning Managers". "They will have to allow the technology like micros and micro controlled video, provide the majority of the information while they deal with the human aspects of learning, social, cultural, psychological, and human interaction."

Dr. Savage describes some of the new media technology designed to meet the needs of individual students; for example, "technology interconnected to technology" by means of using a telephone to dial a remote computer. "Another high technological tool for imparting information and providing a system for learning is slow scan freeze-frame video conferencing," Savage explains. Operated by dual telephone lines, a freeze-frame video coincides with the audio transmission. The still frame format helps to keep costs down.

Dr. Savage also mentions the revival of closed-circuit TV which is due, at least in part, to resources made available by pay cable television systems.

The new information on video disks is enlightening as well. "Panasonic is now coming out with an industrial videodisk which will allow the consumer to record and playback on the same machine. Sony and several other companies are working on a device which will erase laser videodisks so the disks can be reused." There are three ways the videodisk can be controlled: manually with a remote control device, by a microprocessor, or by an externally connected microcomputer. "The advantage of controlling the program with a micro is that the computer can supply text, graphics, and

can call up still frames, motion pictures, and/or audio from the videodisk."

In conclusion, Carl Savage emphasizes: "The media professional must find ways of improving the educational system by dealing with technology so that their students receive the best learning climate possible."

Meet The Grad Assistants For 1984-1985

Lisa Schmidt is a 1983 graduate of Gustavus Adolphus college with an elementary school teaching licenses K-6. This is her second year as graduate assistant at SCSU. She has moved from 3rd to 4th floor, this year, in LRC's circulation department, where she is in charge of reserve.

Lisa is also in Concert Choir, active in Lutheran Campus Ministries, and has a special interest in Clown Ministry. Her interests also relate to the five years of work she had done at Shores of St. Andrew Bible Camp. She plans on graduating this spring, and hopes to get a job in a school media center, preferably with elementary-age children.



Lisa Schmidt

Pauline Nelson graduated from St. Cloud State University with a degree in Speech Communication, and a Business emphasis.

Her employment experiences include 6½ years with United Telephone Systems in Granite Falls, MN, and 4 years as a realtor in the St. Cloud area.

She is currently working in the Track III program, and is graduate assistant to Dick Busse, Marie Elson, Lawrence Smelzer, and Virginia Blaske.



Pauline Nelson



Julie Barnes Weaver

Julie Barnes Weaver is in her second year as a Graduate Student in Information Media and is currently assigned to the Instructional Development Department. She and John Egnell received the 1984 Luther Brown Scholarship for fall quarter.

Weaver is married, has two sons and is the new President of the Board of Directors for the County Stearns Theatrical Company. She also serves on the Board for Theatre L'Homme Dieu in Alexandria and was the past Executive Director of the St. Cloud Community Arts Council.

Weaver and Egnell are taping a film segment at Technical High School for the Driver Education and Safety Center. Graduation looms on the horizon in the spring.

Plan to meet more 1984-1985 Grad assistants in the next issue of IM NEWS

INVESTIGATING Small Business MIS

Fred Hill and Richard Heath, associate professor QMIS, are combining efforts on a research project for the Small Business Development Cen-

ter entitled, "An Investigation of Management Information Systems (MIS) in Small Businesses in Minnesota".

By examining several large and small scale MIS operations in Minnesota, Dr.'s Hill and Heath expect to ascertain the successful elements comprising Management Information Systems -- elements, they describe, that are typical in large corporate MIS systems, but as of yet, are atypical for smaller and potential users.

Considering that the success of large organizations are due, in part, to profitable usage of their MIS; small businesses could likewise benefit from useful MIS systems - - (if only they knew of the management data available to them).

Consequently, the researchers plan to design an "Implementation Model" in order to explain how and why MIS can help the small business.

Another aspect of the research study involves the current status of the corporate management information system, which is primarily computer-centered, and consists of inventory, profit and loss data, but almost nothing relating to Human Resources Development. Fred Hill and Richard Heath hope to emphasize the HRD component in the organization as being a part of the MIS system.

Congratulations Luther Brown Scholarship Recipients!

This year the Center for Information Media in conjunction with St. Cloud State University has awarded two Luther Brown Scholarships to Julie Barnes Weaver and John Egnell.

Julie is in the Track III Program, and is a graduate assistant in Instructional Development.

John is also in the Track III Program, and graduate assistant in Instructional Development. This winter he begins his internship in management and supervisory development at 3M.

The Luther Brown Scholarship was established to encourage and assist students in pursuing graduate work in the Center for Information Media at St. Cloud State University.

CENTER FOR INFORMATION MEDIA

Winter Schedule 1985

104	Introduction to the Learning Resources	1	Hauptman	2	10TR	CH-130
		2	Ewing	2	6R	CH-130
		3	Elsen	2	11MW	CH-130
	(Closed Section)	4	Sorensen	2	10MW	CH-130
416-516	Television in Media II	1	Polesak	4-3	6M	CH-61
444	Internship in Media	1	Keable	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Keable	4-3	6W	CH-126
468	Media Materials and Methods of Instruction	2	Jensen	3	10MWRF	CH-134
		3	Schulzetenberg	3	11MTRF	CH-125
		4	Koyama	3	12MTRF	CH-134
		6	Koyama	3	6T	CH-125
		7	Savage	3	6R	CH-134
471-571	Preparation of Media	1	Keable	4-3	6M	CH-125
477-577	Reference and Bibliography	1	Clarke	4-3	6R	CH-125
481	Reading, Listening, and Viewing Guidance	1	Westby	4	6W	CH-125
482-582	Audio Systems	1	Josephson	4-3	6T	CH-134
484	Seminar: Studio Photography	1	Nelson	1	6W	CH-134
484	Seminar: Photo Lighting	2	Nelson	1	6W	CH-134
606	Organizaton and Supervision of Media		Schultzenberg	3	6T	CH-214
607	Training/Human Resource Development	1	Fields	3	6W	CH-133
639	Reading, Listening, and Viewing Guidance	1	Westby	3	6W	CH-125
680	Internship in Media	1	Koyama	2-12	Arr.	Arr.
681	Readings in Media	1	Schulzetenberg	1-3	Arr.	Arr.
682	Research in Media	1	Staff	2-12	Arr.	Arr.
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		Ryberg	4-3		Little Falls
445-545	Microcomputers in Classrooms and Media Centers		Stachowski	4-3	4T 3:30R	Osseo Watertown
646	Micro Software		Simons	3	6R	Alexandria
683	Seminar: Composition or Research Simplified		Holtan	2	5R	Coon Rapids

IM Helps Promote International Business

SCSU's College of Business has received a grant from the U.S. Department of Education to "Promote International Business for Small and Medium Size Firms."

As part of this grant, Norm Clarke, in association with the Center for Information Media, is developing a system of easy and quickly accessible data, primarily, on small and medium businesses in Central Minnesota engaged in international trade. The system will also include data on resource, people especially SCSU faculty, who can give assistance to businesses on all aspects of understanding foreign economy, culture, and business practices.

Norm Clarke will perform as liaison with the College of Business faculty in securing and providing necessary information for dealing with potential international business firms. More specifically, he will provide information from resources and data banks to firms who have been contacted by the business faculty.

The College of Business will recruit interested firms by conducting two International Business Fairs. Each fair will concentrate on a targeted geographical area, determined by the expressed interests of the business community. The two geographical areas to be focused upon are: Europe and Asia by one fair, and Europe and Latin America by another. Participants in the fairs' activities are expected to include individuals from upper mid-west business firms, students and faculty from area universities, and other interested citizens.

General information available from the fair should stimulate requests for more specific and timely information, pertaining to individual firms. In effect, information will be made available on at least fifty SCSU faculty members who are willing and able to assist in areas of foreign economics, trade practices, cultures, and translation.

The grant, which is effective from December 1984 through November 1985, provides for a half-time data base developer, three graduate assistants, and funds for the purchase of related reference sources.

The university contributes approximately one fifth of Norm Clark's time to supervise the development of

the project. "We view this," Norm perceives, "as a model that can be utilized throughout the state as a means of providing information to businesses interested in international trade."

VIDEO UPDATE

The IM TV Studio maintains a busy atmosphere with many new productions underway.

In the last issue of IM News, Fred Polesak discussed work commenced on a project for Student Life and Development Services. This fall, he continues progress on "Using Signers/Interpreters Effectively in the Classrooms". The program will acquaint faculty members with the needs of the hearing-impaired student and the services of the signer/interpreter and notetaker. We have two signers on campus; they are available to assist in almost any teaching/learning environment, i.e. indoor and outdoor classes, plays, activities, etc. The videotape will demonstrate the best use of this service.

Another project done in association with Student Life and Development, examines student organizations, and proposes criteria for their selection. It poses the question to students, "What do you look for when joining an organization?" Also, it encourages them to make comparisons between organizations. The program recommends that prior to joining, the student should investigate his/her financial and time commitments. How easy is it to drop out of the organization? Once the student joins, is it a membership for life? The videotape emphasizes that commitment denotes responsibility which should be investigated prior to "signing on the dotted line."

An instructional tape on Weaving Techniques is being produced for select visual art courses. The program will be designed so that any student can observe the tape, and set up the loom without supervision.

Production has begun on a series of two-part instructional tapes on Sports Fundamentals. The series is targeted toward 8 to 12-year-olds in any community. "Because that's when youngsters start getting excited about sports," Fred Polesak explains. The

tapes are to be stored together as an information bank so that parents lacking knowledge of a particular sport can come to the media center and learn, for example, how to catch a fly ball. Presently, these types of support methods do not exist, and parents often do not have the information to teach their children the fundamentals of a particular sport. Each tape will highlight a specific sport, such as baseball, and be presented in two parts: fundamental techniques and basic equipment. Parents, youngsters, or both will have access to the videotapes. The series is intended to benefit children and parents by instilling good sports habits, and advising necessary and appropriate equipment purchases.

Fred Polesak, with the help of G.A.'s John Egnell and Julie Barnes Weaver, is creating 3 short segments ("teasers") related to teenage drinking and alcohol. The purpose of these segments is to initiate discussion among large and small groups in targeting teenagers, will be used by SCSU's Driver's Ed Center, and eventually by other Driver's Ed Centers and high schools.

New Audiovisual Production

Production is underway on a slide/tape presentation depicting the academic offerings and benefits at SCSU. Mike Nelson, Rich Josephson and Jeff Korte are producers of the multi-image presentation. They are currently planning scripting and shooting the presentation which they anticipate to be available by spring.

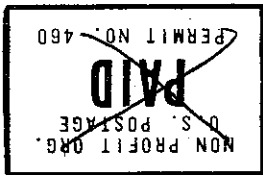
Upon completion, the 10-minute slide/tape show will be housed in the administration building where prospective students and their parents will have the opportunity to learn about aspects of SCSU not easily seen on tour.

IM NEWS

IM News is published quarterly by the Center of Information Media to inform IM faculty and students, and to recognize personal and team achievements. Please direct comments and story ideas to the editors in CIM office, 2nd floor (255-2022).

Editors: Linda Theis, Doreen Keable

*For
Doreen Keable*



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Faculty Notes & Happenings

Four people from LRC and Center for Information Media received Length of Service Awards at a recent gathering at the Alumni House. President Brendan MacDonald presented a 20-year award to Fred Polesak, and 10-year awards to Norm Clarke, Doreen Keable, and Dae Lee.

John Berling has been appointed the College of Education representative to the Central Minnesota Educational Research and Development Corp.

John Berling and Tony Schultzenberg were consultants to the learning resources program as Sisseton Wahpeton Community College in South Dakota this past September.

Tony Schultzenberg conducted an inservice session August 23, for Sioux Falls library media specialists. Also, from October 11-12, Tony spoke on the "Changing Role of the Media Person" before the Oregon Educational Media Association in Corvales, Oregon.

Doreen Keable and Steven Koyama presented a half-day in-service workshop to sixty teachers in the Ogilvie School District. The workshop dealt with the proper selection and utilization of film and video in the curriculum.

Mike Simons represented the Center for Information Media at the MEA Conference on Technology, September 21st in Bloomington. The topic of Mike's workshop was THE USE OF AUTHORIZING SYSTEMS FOR EDUCATION.

Geared toward public school educators with limited computer experience, the point of the workshop was to demonstrate the capabilities of authoring packages. The purpose for using an authoring package is to create a computer lesson without having to know programming.

Dennis Fields, who is on Sabbatical this fall, was another speaker at the convention. Dennis conducted his workshop on designing instruction for computers.

Dennis Fields will be returning from sabbatical leave this winter. Dick Busse begins his sabbatical leave this winter quarter, and Phyllis Lacroix will be on leave from winter through spring quarter.

Fred Hill, Mike Nelson, and Rich Josephson recently held a workshop session on Electronic Bulletin Board Systems at "Training & Communications America", a new conference held in Chicago this past September.

The workshop concentrated on the value of the Electronic Bulletin Board System (EBBS) in business and communication environments; its application, and how EBBS assists and expedites communication planning.

Fred, Mike and Rich are also planning a follow-up article based upon the EBBS presentation.