Information Media Newsletter   Department of Information Media

Spring 1996

Information Media Newsletter Vol. 31 No. 3

St. Cloud State University
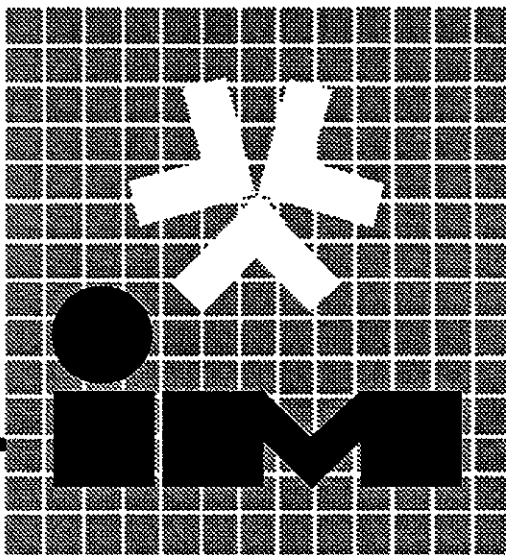
Dean's

CORNER

The weather belies it, but spring is here and we are about to send another class into the "real" world. This issue of Information Media News will explore ideas that may provide quality learning opportunities for students in a business or community setting away from the campus.

The faculty and staff in Learning Resources Services have been leaders in integrating on-the-job experiences with course work leading to a degree. In fact, much of the course work leading to a degree in

Dr. John Berling

Information Media is taught by faculty whose primary responsibility is in a service area of Learning Resources Services. This in-house experience has assisted in the development of productive partnerships with industries. Information Media students are already reaping the benefits of collaborative ventures where they work on actual company projects. Both the students and the participating industries have found these cooperative efforts to be very helpful.

The new Learning Resources Services building just approved by the legislature is also critical to this "reaching out" agenda of St. Cloud State University. This facility will enhance the multimedia program development opportunities and high level of information support services that are necessary components for information-age collaboration. Additionally, telecommunications systems are being developed to allow the campus and distant entities to interact in a seamless manner. These interactions with off-campus partners will provide economic development opportunities for communities while university students are provided with high-quality learning opportunities. As always, all of us are invigorated by the challenges presented by the responsibilities of our ever-changing field.

Have a wonderful summer!

CIM/LRS Say Goodbye to Retirees

This spring and summer, four of our faculty will be retiring. All of us here in the Center for Information Media and Learning Resources Services wish to express a deep debt of gratitude for the many years of dedicated services these colleagues have provided to St. Cloud State University, and more specifically, to the service areas in Learning Resources Services and the Center for Information Media.

Dick Busse has been "Mr. Government Documents" at St. Cloud State University, having spent his entire 28 years as the government documents librarian. Dick has taught IM 481-581 ("Reading Listening, and Viewing Guidance") for many years. Thank you, Dick, for your years with us.

Norm Clarke will be retiring after 22 years at SCSU. Norm has been a reference librarian and has taught reference classes. Thank you, Norm, for your years with us.

Dr. Doreen Keable

Dave Rydberg has held numerous positions in Learning Resources, most recently as the head of acquisitions. Dave has also been teaching IM 644, "Technologies in Library Media Centers." Dave will be retiring after 30 years of service. Thank you, Dave, for your years with us.

Jerry Westby has been at St. Cloud State University for 27 years. Jerry's most recent appointment has been in Archives, and he has continued to teach IM 476-576 ("Selection of Media Materials") and IM 477-577 ("Reference and Bibliography"). Thank you, Jerry, for you years with us.

We wish all of our retirees well and want them to know that we appreciate what they have contributed to our organization—both service and instruction. We welcome you to attend a retirement dinner in their honor which will be held on Wednesday, May 22. A separate announcement is enclosed elsewhere in this newsletter, (as are interviews with our retirees). If you cannot attend, congratulatory cards can be sent to them at the following address:

Retirement Committee for (name of retiree)
Centennial Hall 214
720 4th Avenue South
St. Cloud, MN 56301-4498

IN THIS ISSUE:

Fall Schedules are now AVAILABLE!

Advanced registration begins April 29!

The Center for Information Media and Learning Resources congratulates the following Winter graduate:

Margaret Meyer, Clear Lake
(Educational Media)

For registration information contact:
Office of Records and Registration AS 118
720 4th Avenue South
St. Cloud State University
St. Cloud, MN 56301-4498
(320) 255-2111

Professional Activities

In mid-April, **Robert Hauptman** travelled to the University of North Carolina in Chapel Hill to participate in the oral defense of a student on whose doctoral committee he served as outside advisor. He took this opportunity to visit McFarland and Co., the publisher of the journal that he edits, and to climb Mt. Mitchell (6684'), the highest mountain east of the Mississippi.

Karen Thoms recently attended two conferences, The National Business Education Association Conference (April 3-6) in New Orleans and the Mid-South Instructional Technology Conference (March 31-April 2) at Middle Tennessee State University in Murfreesboro, TN.

The NBEA conference is the annual meeting of business and vocational educational teachers. Thoms attended numerous sessions, including those on business communications, electronic presentations, and human resource development.

While in New Orleans, Thoms met with the head of Faculty Research and Development at the Louisiana State University Medical Center and spoke with the director of the Office of Educational Resources and Services at the Tulane Medical Center. While in the Nashville area, she met with the director of the Center for Teaching at Vanderbilt University.

The Mid-South Instructional Technology Conference (promoted as the "first annual") was sponsored by the Office of Information Technology at Middle Tennessee State University. Thoms gave the presentation "Ethical Issues Relating to Teaching via an Interactive Two-Way Television System." She addressed such issues as selection of faculty, remuneration, copyright, class size, marketing, access to on-campus resources, and selection of courses to be taught via ITV. (See the article in this newsletter which summarizes the presentation content).
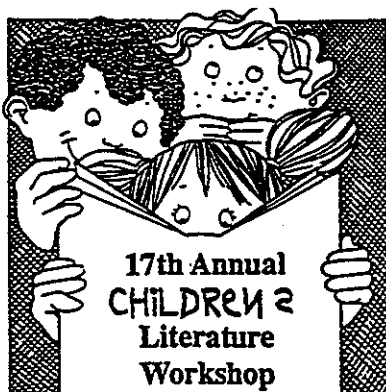

The InforMedia Arcade: A CIM Perspective
by Dr. Phyllis Lacroix

Now that funding for the new library is finally a reality, collaboration with the faculty and staff of the InforMedia Arcade is more exciting than ever. As you may remember from previous issues of IM News, the Arcade will feature an open lab for members of the university community to interact with the "new media" to create, manipulate, and output digital media including graphics, photos, video, and audio file types. Our vision is to have workstations and staff support for this area whenever Learning Resources Services is open for business (These services will be offered on the second floor of LRS). A grand opening was scheduled for April 26.

How will the Arcade affect CIM, its programs, faculty, and students? The Arcade will provide multimedia support, Web/Internet development, classroom presentation support, and multimedia-based training for our faculty and students. The major benefit for our students is access to multimedia support; however, the Arcade will also provide excellent training opportunities through our graduate assistantship and internship programs. In addition, students will have access to formats and software that may not be included in the departmental lab.

We are also excited about the opportunity for increased participation in the classroom by the Arcade faculty. As CIM faculty provide assistance in the Arcade, faculty assigned to the Arcade will in turn have additional opportunities to teach. One of the major benefits is that it results in an excellent opportunity for various personnel of Learning Resources and the Center to collaborate with one another according to our "Walls Dissolve" model. Faculty in CIM anticipate having opportunities to work in collaboration with Arcade faculty and staff on major projects on class development, grants, and university initiatives. A continuous problem with teaching is remaining current in both professional and technological areas. We believe the Arcade will assist in keeping our courses and programs on track as we enter an exciting 21st century.

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Retirees Share Fond Memories

Dave Rydberg

I started working at LRS in the Fall of 1966. My first job was in the Binding, Processing and Repair section, where the principle duty was to use black liquid shoe polish to paint the bottom inch-and-a-half of the book spine. A highly technical job that required much training and skill. Over the years, I have worked in the Acquisitions, Technical Services, Circulation, General Office, and Public Services sections of the library. As I finish my career at LRS, I find myself working in Acquisitions, an area of my early experience and an operation I really enjoy. Teaching classes in the CIM program was also a constant through the years.

My involvement with the building, equipping, and moving into Centennial Hall will be a time that is very memorable to me. It gave me a chance to experience a unique aspect of library planning and administration. Teaching on the England Program was another experience that I will cherish. I was fortunate to be on that program twice.

Since I have two sons that have two years remaining in high school, we will remain in St. Cloud. Eventually, we will move to our home on Middle Cullen Lake near Nisswa. I have some opportunities that will keep me busy in the future along with continuing my hobby of recycling late model cars that have been totaled.

My years at St. Cloud State University have been enjoyable, and I will miss the campus activity and friends that have been part of my life at the university.

Jerry Westby

My 27 years here at St. Cloud State University have included positions in Cataloging, Circulations, Acquisitions/Reference, Collections and Development, and finally, my current position in University Archives. If anything, I would like to be remembered for my sense of humor for my time here at SCSU. Although I have no "big, specific" plans for the future, I think I may spend some time planting a few "forget-me-nots."

Dick (Lawrence) Busse

For 28 years, I have served as the Government Documents/Maps librarian. In my time here, I have seen the campus change considerably over the years, along with the social emphasis of the student body. Most of all, however, I will remember working with students via teaching classes or assisting them in finding the necessary information in the LRS.

In the future, I plan to travel, garden, read, and just have time to do other interests which have "gone undone to date."

Norm Clarke

I have spent 22 years both serving as a reference librarian and teaching reference classes. From my time at SCSU, I will most remember our hard work and efforts to get the funding for our new library.
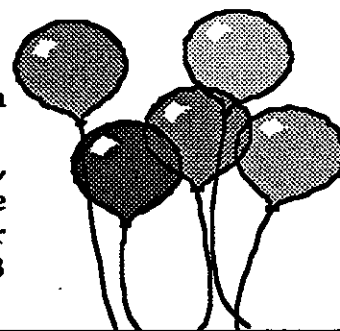
In the years to come, we plan to become "Snow Birds," dividing our time between Minnesota and sunny Arizona. In addition, I am currently working on two reference books—one of which is on the history of narrow gauge railroads!

Ethical Issues Relating to Teaching via an
Interactive Two-Way Television (ITV) System
by Dr. Karen Thoms

The information age has introduced new methods of delivering materials to students and to classrooms. Distant education creates a unique opportunity for schools to extend their academic offerings to new audiences and at the same time address the issue of equal access. Distance education includes many formats, one of which is live, two-way interactive television. The world is changing rapidly as technology becomes a guiding force. Teachers, educators, and trainers are adopting new methods of teaching and using improved instructional technologies to supplement and enhance traditional teaching.

Two-way interactive television (ITV) is not a new concept. This technology means rural schools can remain geographically isolated without becoming intellectually deprived. Television has introduced the power of images and sounds to an instructional process that was once primarily printed and written; it is an important part of classroom instruction. Today's students have grown up in a highly graphic environment, so ITV is a natural!

It is the distance education philosophy that all connected sites for a course constitute a single classroom, supporting the "classroom without walls" concept. There are certain issues in ITV which may or must be addressed separately from regular classroom instruction. Some of these issues will be discussed in this section.

Ownership

Ownership of the course, materials, and videotapes should be settled prior to the start of the course. What, if any, agreement was made with the institution regarding ownership of ITV materials? If there was an ownership agreement where the institution owned the materials, then both legal and ethical issues exist. In the event there was not an agreement, does the institution believe the materials are its property simply because the professor designed and developed the course while employed at that institution? In classes where sensitive or self-disclosing issues or information are addressed, not only is ownership an issue, but also student awareness.

Copyright

Copyright—that beast which continually raises its ugly head to haunt teachers. Materials transmitted via ITV are still bound by copyright regulations. Words of wisdom--when in doubt, get permission. Most copyright holders will give or sell permission for license for distribution, so pay the fee and pass on the cost to customers. Keep very good (exact) records.

Institutions should develop policies and procedures to address copyright issues, disseminate these guidelines and policies, and implement them through on-going training sessions.

Videotaping

The issue of videotaping classes and students is still a gray area to many. This issue is not whether a videotape is made of each class session, but what the professor does with the tape that constitutes the critical issue.

Although it is not imperative to have signed permission of the students to tape the class, it is a courtesy to inform students that each class or certain classes will be videotaped. In the event these tapes may be viewed by people who are not class members, the instructor should have student permission.

Data/Media Manipulation

Once material is transmitted via the live, two-wire interactive television lines, it is available for videotaping by any of the sites "on-line" for that session. Request permission of the instructor prior to the actual recording.

Because of the ease in using the technology, data and media manipulation can be an advantage or disadvantage. A faculty member can update and revise recorded materials; however, unauthorized persons can also manipulate information, especially when it is videotaped.

Reuse of Tapes Without Faculty Member's Knowledge

With the auxiliary equipment associated with the ITV unit, a videorecording of a course can be made. This tape, then, can be reused without the faculty member's knowledge. This tape reuse tactic may become more frequently used as budgets are reduced and the need for increased revenue becomes more critical. Also, faculty need to be aware of the possible use of videotape for evaluation, promotion, and tenure decisions.

Reuse of Tapes Without Faculty Member's Permission

On occasion, institutions have rebroadcast entire courses in subsequent years. Administration may make a decision to rebroadcast without knowledge or permission of the course originator because of budgetary reductions and pressure to increase revenues .

Displacement of Teachers by ITV Courses

The intent of ITV is to make accessible information and courses which otherwise would not be available to students. As school budgets (whether they be K-12 or post-secondary) continue to be scrutinized and cut, teacher displacement may be a major concern.

Marketing of Programs

As with any new or existing academic program, marketing is often necessary. Marketing efforts to "sell" distance education to students, done by highlighting its advantages and downplaying its disadvantages, is common. Students need to know both the strengths and weaknesses of ITV before committing to a course or program.

Training of Faculty to Use ITV

Teaching via a two-way interactive television system is more than merely pushing buttons. Teachers must be trained to use the ITV. Instructors need to learn to teach via the system—from start to finish; there is a need for distance education in the professional development of teachers. If a faculty member is expected to teach a course via the ITV network, appropriate time for training and course and materials development must be provided since traditional courses and ITV courses are taught differently.

Selection of Faculty to Teach via ITV

There is on-going concern that a faculty member may be assigned to teach a course via ITV as a reward or as a punishment (plum or prune). Also, an instructor may be very content-knowledgeable but is not a "gadget person" and is uncomfortable using this technology. What drives a person to teach via ITV—status, release time, additional remuneration, etc.?

Student Access to Instructor

Of vital concern to many teachers and administrators is that issue relating to student access to instructors, especially since the students can't just "drop in" for consultation. It is recommended that faculty establish a separate set of office hours (2 or 3 per week) for only those students taking an ITV course. This contact can be made either via the ITV system, telephone, or e-mail.

Additional ethical issues to consider include class size, access to library resources, and admission of students.

Conclusion

Distance education, in this case ITV, has been a tremendous boon to the field of education. It has, however, tempted professionals to "skirt the edge" of both the law and ethics. Technology, the ease of operation, and the vast number of technology-oriented people permit legal and ethical violations or "crossing the fine line" possible. ITV tempts us!

Certifying Industry Trainers

by Dr. Dennis Fields

The Center for Information Media (CIM) has developed an Instructional Technology Certificate with 3M and Hutchinson Technical Institute (HTI). The program consists of four designated courses which are offered at Hutchinson Technical College on a predetermined evening each week. This program was designed especially to meet the needs of those two industries through negotiations between leaders from 3M and HTI and CIM respectively during fall quarter of 1995. The first course was offered during winter quarter of 1996, and courses will continue through winter of 1997. With a focused audience from two technical industries, the courses utilize industry specific examples, activities and applications as a "back drop" for the traditional content of the courses.

Those of us who have taught the first two courses agree that this is a challenging, but very rewarding experience. This type of "reaching out" offers growth opportunities for both the university and the participating industries, and is illustrative of the type of partnerships that CIM is trying to develop for the future.

1996 Summer Schedule

FIRST SESSION

Course	Course Title	Section	Instructor	Credits	Time	Location
412-512	Television in Media	1	Polesak	4-3	1:45MW	CH-228
468-568	Media Materials & Methods of Instruction	1	Stachowski	4-3	7:30	CH-228
471-571	Design & Prep of Multimedia Presentations (June 17-July 12)	1	Thompson	4-3	1:45	CH-228 &232
478-578	Cataloging & Classification	1	Hedin	4-3	9:35	CH-126
484-584	Seminar: NECC 1996 (June 11, 12, 13)	1	Thompson	1	Arr.	Arr.
484-584	Seminar: Intro to Internet (June 10 & 11)	2	Pehler	1	9:30	CH-232
484-584	Seminar: Internet and the K-12 Curriculum: Internet Basic (June 24 & 25)	3	Schnabel	1	9:30	ED-A126
484-584	Seminar: Internet and the K-12 Curriculum: Using the Internet in the K-12 School (June 26 & 27)	4	Schnabel	1	9:30	ED-A126
484-584	Seminar: Internet Basic in K-12 (July 8 & 9)	5	Schnabel	1	9:30	ED-A126
484-584	Seminar: Using the Internet in K-12 School (July 10 & 11)	6	Schnabel	1	9:30	ED-A126
484-584	Seminar: Creating a World Wide Web Homepage (June 17, 18, 19)	7	Rotto	1	7:30	CH-232
484-584	Seminar: Creating a WWW Homepage (July 1, 2, 3)	8	Rotto	1	7:30	CH-232
577	Reference and Bibliography in Media	1	Ewing	3	11:40	CH-125
603	Information Media: Theory, Research, Prac.	1	Fields	3	9:35	CH-127
606	The School Library Media Program	1	Lacroix	3	1:45TR	CH-125
608	Research Methods in Media	1	Hites	3	7:30	CH-127
644	Tech. in Library/Media Centers	1	Rydberg	3	11:40	CH-126 & 232
680	Internship in Media	1	Fields	3	Arr.	Arr.
681	Readings in Media	1	Staff	VR	Arr.	Arr.
682	Research in Media	1	Staff	3	Arr.	Arr.
683	Seminar: Human Performance Tech. (June 20 & 21)	1	Hites	1	9:30	CH-228
683	Seminar:Designing for Diversity (June 27 & 28)	2	Hites	1	9:30	CH-228
683	Seminar: Time and Project Management (July 11 & 12)	3	Hites	1	9:30	CH-228

OFF-CAMPUS COURSES

Course	Course Title	Section	Instructor	Credits	Time	Location
435-535	Children's Literature (June 17 & 18)	1	Inkster/Williams/ Westby	1	8-4	Kelly Inn

SECOND SESSION

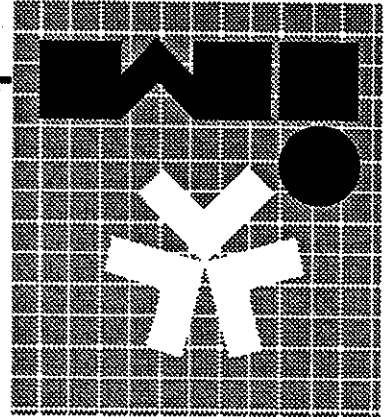| Course	Course Title	Section	Instructor	Credits	Time	Location
445-545	Computers in Education & Training	1	Junaid	4-3	11:40	CH-126 & 232
458-558	Instructional Development I	1	Junaid	4-3	5:30MTW	CH-125
468-568	Media Materials & Methods	2	Thoms	4-3	9:35	CH-228
484-584	Seminar: Intro to Hyperstudio (July 15, 16, 17)	9	Thompson	1	1:45	CH-232
484-584	Seminar: Hyperstudio and Videodiscs (July 22, 23, 24)	10	Thompson	1	1:45	CH-232
484-584	Seminar: Hyperstudio, Multimedia... (July 29, 30, 31)	11	Thompson	1	1:45	CH-232
484-584	Seminar: Design. Multimedia for Business (August 5 & 6)	12	Theis/Terway	1	9:30	CH-232
576	Selection and Evaluation of Media	1	Westby	3	1:45	CH-127
581	Reading, Listening & Viewing Guidance	1	Staff	3	9:35TWR	CH-125
683	Seminar: Grant Proposals (July 18 & 19)	4	Fields	1	9:30	CH-228
683	Seminar: Multimedia Design for ITV (Aug. 5, 6, 7)	5	Thoms	1	1:45	CH-232 & 62

information media news

The Center for Information Media and Learning Resources welcomes news of former students...please remember to keep us updated and that includes simple change of address notification. Keep us informed by contacting:

Center for Information Media Office
214 Centennial Hall
St. Cloud State University
720 4th Ave. South
St. Cloud, MN 56301-4498
e-mail: lsupan@tigger.stcloud.msus.edu
(320)255-2062