

Fall 1992

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St. Cloud State University

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information media news

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Vol. XXVII No. 1

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dean's corner



Dr. John Berling

The Center for Information Media faculty have been busy in planning for the future. As reported earlier, the school library media folios have been forwarded to NCATE. The AECT folio has been approved and we should hear from AASL in a few weeks.

At the same time, faculty have been directing some of their attention to the Track I program. The Information Technologies track provides an important link to the developing job market. In addition to the traditional public library and special library jobs, career opportunities abound in information management, information delivery/network systems, corporate communication, information brokerage, computer technology and information technology. The aforementioned career paths indicate that the world of librarians is changing rapidly.

The revised Information Technologies track masters program will prepare the student to meet the challenges of the 1990's and beyond in the information world. The flexibility of the program insures that the student can include previous experiences in the planning of the program. It also allows the choice of an area of interest that best fits the particular needs of a student.

In an article in the July, 1991 issue of Training and Development, Stephen L. Cohen states that, "people born after 1958 will probably change occupations four times in their working lives." Then he adds, "two of those occupations don't even exist yet." This quote highlights the responsibility that an organization such as the Center for Information Media has as it attempts to

prepare information professionals for the future. It should provide all of us with some comfort that the faculty in the Center for Information Media is recognizing the need to address the concerns of our ever-changing profession. I applaud their extraordinary efforts.

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Dr. Phyllis Lacroix

The onset of fall yields mixed messages to those of us in the education world. In the midst of the year dying into winter we sense a rebirth with the new academic year. At CIM we are in our goal-making phase and are pleased with many of the activities we will be involved with this year that will help our students, graduates, and colleagues meet the challenges they are facing and will continue to face in the immediate and distant future.

One of the things we are excited about is the rejuvenation of our Track I Information Technologies Program. Because traditionally most of our students have been drawn to our other programs, we have been inattentive to our Track I program. We have effected a reversal by upgrading courses for the program, and now feel it is time to inform you of the program's advantages through this issue of the Newsletter.

Other goals involve revision and updating of requirements for Media Supervisor Licensure and our Media Specialist degree. We have also been criticized for not marketing our program, and we will work on correcting this shortcoming as well. We will be seeking assistance from the Advisory Committee, which will meet to discuss marketing, licensure, and other program needs.

For the last several years, a continuing goal has been collaboration with outside agencies. We will continue past efforts and also seek new partnerships. Our current connections are with several public school districts, local businesses, TIES, and NASA. These contacts with outside agencies are vital to the health and success of our program. We also wish to give special recognition to individuals who contribute to our program, especially practicum supervisors, guest lecturers, and financial supporters.

CIM has also been active in assisting the College of Education in its accreditation process by allowing time for me to chair the College of Education NCATE Steering Committee. Accreditation activities have consumed a great deal of my time during the past two years, and I am grateful for the support I have received from my colleagues that gives me the opportunity to accomplish these important tasks. This coming year we will be working on the NCATE Institutional Report, so I will once again be taking time from my duties as CIM Division Leader. Thank you to Doreen Keable and Mert Thompson, who have done an excellent job in assuming some of the responsibilities of Division Leader in my absence.

The faculty and staff of the Center for Information Media and Learning Resources Services look forward to another year of working with you. Please keep in touch with us and inform us of your news, advice, wishes, and needs.

Cultural Diversity in Teacher Education

Learning Resources Services, the College of Education, Minneapolis Public Schools, and several other groups and agencies are working together to increase the number of teachers of color, particularly in Minneapolis Public Schools. As one of the consequences of Dean Berling's long-standing effort to increase the impact of technology and the visibility of Learning Resources Services in curriculum delivery, we have acquired funding from the U S West Foundation, which, when added to existing sources, will allow us to establish a two-way television link with Minneapolis Public Schools. Programming for the link will focus on encouraging students of color to pursue post-secondary academic programs, with special emphasis on programs in teacher education.

Tentatively, the link will connect classrooms at SCSU with classrooms at Roosevelt and Edison High Schools. The Roosevelt programming will be centered around a leadership class, and Edison programming will be centered around the Teaching Magnet. Programming will consist of linking classes and interest groups in the high schools with comparable groups at the university. The university will also provide individual specialists, panels, and student groups to address topics related to college attendance and professional development. (continued on page 3)

Conferences & Workshops

Renee Rude participated in the Multicultural, Gender, and Minority (MGM) Retreat sponsored by SCSU's Cultural Diversity Committee for instructors of MGM courses. She helped to plan two workshops for the fall faculty/staff orientation activities. Renee Rude also attended the "Americans with Disabilities Act Workshop" in Brooklyn Center, MN.

Bonnie Hedin, Sandra Williams, Chris Inkster and Larry Lockway attended the Library and Information Technology Association's (LITA) 3rd National Conference in Denver, CO, September 13-15.

The theme of the Minnesota Educational Media Organization (MEMO) conference this year was "Media is the Bridge." Fred Hill presented "Building Bridges to Self-Worth and Mastery." and Phyllis Lacroix presented "Personality Type in Leadership." The following people attended: Jerry Westby, Patricia Peterson, Fred Hill, Mike Nelson, Phyllis Lacroix, Chris Inkster, Mert Thompson, Lucy Supan, Harlan Jensen, Dave Rydberg, Doreen Keable, Sandra Williams. Patricia Peterson is currently Vice-President of MEMO.

Sandra Williams attended the Minnesota Reading Association (MRA) conference at Madden's in Brainerd, MN, October 8-10. She serves as Secretary of the Central Minnesota Reading Council which is the local chapter of MRA.

Doreen Keable and Phyllis Lacroix attended the American Association of School Librarians (AASL) conference in Baltimore, MD, October 22-26.

Publications & Presentations

Robert Hauptman and Renee Rude coauthored "Multicultural Innovations: Curricular Reform in the Academy" in Multicultural Review, July, 1992.

David Carl, Fred Hill and Mert Thompson coauthored "Channel 1 News in the Classroom: does it make a difference?" Proceedings of the Research Division Association for Educational Communications and Technology Conference, Washington, D. C., Spring 1992 and "Commercial Television News in the Classroom, Triumph or Trap?" Proceedings of the Ninth International Conference on Technology and Education, Paris, France, Spring 1992. Mert Thompson presented the paper in Paris this March.

Sandra Q. Williams published "Kids and the Pizza Hut 'Book It' Program" in Minnesota Media, v. 16, no. 3, 1992.

Fred Hill presented "Leadership for Youth" at the 1992 Youth Conference, Minneapolis, MN, May 24-25 and "Motivation and Leadership" at the Minnesota Jaycees Individual Development College, St Cloud, MN, October 3, 1992.

NOTES

Dr. Steven Hoover is Interim Assistant Dean for the College of Education for the 92-93 academic year. He was previously a faculty member in Applied Psychology.

Luther Rotto is on a sabbatical leave for 92-93 to complete course work for a PhD at the University of Minnesota. His program is in Curriculum and Instructional Systems.

Spring 1992 Graduates

Bonnie Briscoe, Ken Corens, Catherine Dehn, Verna Goebel, Thirukesan Patmanathan, Rebecca (Stouten) Tappe

Summer 1992 Graduates

Lee Anne Clauer, John Egnell, Gary Ganje, Marcia Gilman, Steve Kline, Marlene Lindgren, Joanne Novotny, Jim Perkins, Jerry Schnabel, Nancy Wendlandt, Elaine Wolter

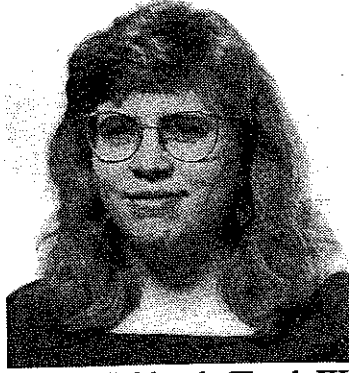
Cultural Diversity-- (continued from page 2)

Other programming options being explored include the delivery of courses to paraprofessionals within the Minneapolis schools who wish to pursue teaching licensure, and linking rural and urban classrooms to explore topics comparing regional life-styles and perceptions. Later we hope to offer academic courses and programs at these sites.

Questions about this project may be directed to J. M. Nelson, Project Director, Learning Resources Services. SCSU.



Kathy Cook (Track II)



Janet Hubbard (Track III)



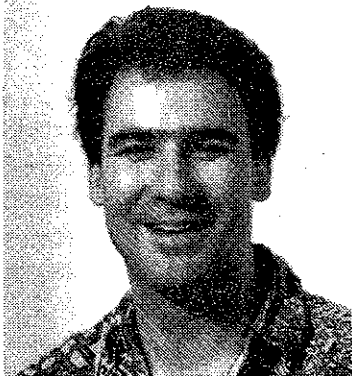
Nancy Lacroix (Track III)



Karen Langsjoen (Track I)



Gail Mach (Track II)



Matt Pattee (Track III)

FOCUS

by Janet Hubbard

As the recession seems to be lengthening, many of us are looking at the job market wondering if it is reasonable to demand an enjoyable job. If you're like me and have decided to try, this can mean going back to school. Of course what you study will depend on what you perceive your career needs to be.

In this and the next two issues of the IM newsletter I'll look at the three track programs in Information Media. If you're looking for a better job or if you're thinking about adding a masters degree to help with your present job, this will let you know a bit about the programs here.

In this issue the focus is on Information Technologies or Track I. This program opens up career opportunities in all of the following: instructional technology, computer technology, information brokerage, corporate communications, information delivery/network systems, information management, private and special libraries, public libraries or media centers. The biggest advantage of Track I is its flexibility. The degree is set up so that you can craft your own program. Sounds scary? Don't let it be. Talk to Phyllis Lacroix about some possible degree program outlines.

In doing research for this issue, I talked to Karen Palmer, a Track I graduate, and Mary Shrode, who has just started the program. Karen is now an Information Systems Analyst in Information Services at 3M. Karen did a master's here because it offered "non-traditional" library course work. Special areas of study and work for her are automation and database retrieval, both of which she found in Track I. Mary Shrode is a graphic art specialist here at SCSU. She is attracted to the IM Track I program because it augments her present job. She is especially interested in changes occurring in libraries and the use of computers in training.

This is a good track for people who want to target a specific portion of the job market or for teachers wanting an advanced degree in which they can build a program to become a more effective teacher. Constant work goes on in Information Media to keep up to date on computer technology, computer networking and databases. Each of these are possible areas of emphasis for anyone looking at this track.

Rosalyn Tsai Track I

Rosalyn is presently working on her doctorate at the University of Minnesota in Curriculum and Instructional Systems. She is finishing her dissertation work which is on "Strategies for Computer Based Instruction for High School Students." She has been working on the degree since 1988. During that time she has taught Introduction to Instructional Technology, Microcomputers in the Classroom, and Introduction to Video Instruction. She was hired in June to work for Northern States Power as a training specialist. She comments that what she is now doing is exactly like the exercises she did in Principles of Instructional Design.

Rosalyn thinks that if you're interested in what makes people's minds click, are excited about helping people improve themselves and have strong skills for working with people, you will enjoy this field. She also believes that the faculty here at St. Cloud gave her an edge in starting her career by being individually involved.

Becky Stouton Track II

Becky Stouton is Media Director at Oakgrove Elementary School in Bloomington, MN. Her undergraduate degree is in Elementary Education, so this job is what she was looking for.

Becky enjoys the challenge and variety of her work. Bloomington is considered a front runner in the programs it offers. Library/Media is integrated with the curriculum. This means that she spends most of the day working with students. She is a part of team teaching in which teachers work with small groups of students. Becky also teaches Macintosh skills to students and teachers alike.

Looking back, Becky sees that the study of philosophy and ethics in relation to libraries has been very important to her in her work. Also, of primary importance was the class work on selection of materials. For anyone looking at this field, Becky advises them to be strong in technology, literature, and research. She thinks it is important to be a generalist and like everything, especially books.

John Van Dresser Track III

John Van Dresser received his undergraduate degree in Business--Management Information Systems at the University of Wisconsin before coming to St. Cloud State University. He was attracted to the program because of his interest in media based education.

John has been working as an Information Designer at Dun & Bradstreet Software since 1984. He enjoys designing new ways to present information using new technology. TV production and instructional design, especially in relation to microcomputers, are the areas of study John uses most in his work.

John mentions that the field is changing rapidly. There is a lot of new technology and everything is being reengineered. His suggestion to those entering the field is to do informational interviewing so as to target the job market with needed skills.

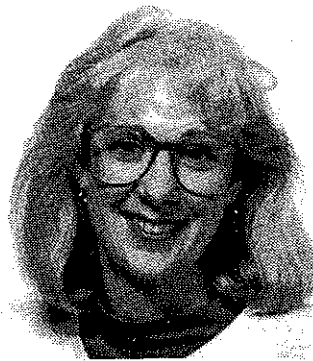
Graduate Assistants (continued from page 5)



Jackie Trainor (Track III)



Sandra Teichner (Track II)



Marylou Terwey (Track III)



Anne Wehlage (Track III)



Dr. Karen Thoms

Karen Thoms, formerly with the Business Education Office Administration Department at SCSU, has been reassigned to Learning Resources. She is currently the Title III Faculty Development Director and will retrain in LRS the areas of instructional development and information media. Thoms, who has taught at SCSU since 1987, brings to LRS experience in management, marketing, business communications, distance learning, and instructional development. She has been assured she will be kept busy in LRS!

Prior to joining the SCSU faculty, Thoms coordinated a distance learning network at the University of North Dakota School of Medicine. Her responsibilities included the management, expansion, and update of the network; marketing of educational programs as well as the communications medium on an international level; and training of faculty to use the audio as well as slow scan/freeze frame networks. Thoms has given "Let me tell you about the success of our network. . . " presentations in the U.S . . . and Canada, describing the historical development of the teleconferencing network from its inception to its eventual interactive television status.

Karen maintains active participation in distance learning through series presentations via the MedSource Teleconference Network, housed in Bartlesville, Oklahoma. This network provides continuing education programs to health care professionals in the United States and Canada. Karen's recent presentations have included "Supervisory Leadership: Leading the Hands-on-the-Work Employees;" "Prioritizing: Assuring Efficiency;" "The Pen is Mightier Than the Sword: Written Communications in the Hospital;" and "Your Way, My Way: How Work is Accomplished in an Organization." In December, Karen is presenting a two-part series "Barriers to Effective Job Performance;"

and in February 1993, she is presenting another series, "Procrastination"

Recent travels have included a conference by the Professional and Organizational Development group (POD) held in Morgantown, WV last October. The conference addressed faculty development needs, processes, and future trends. This conference supplemented the work Karen has been doing as the Title III Faculty Development Director. In addition, Thoms attended a conference on critical thinking sponsored by the Institute for Critical Thinking.

As part of her assignment work to LRS, Karen attended "Telelearning Conference '92" in late October in Denver. This conference is sponsored by The Telecourse People and the Instructional Telecommunications Consortium in cooperation with PBS/ALS. This conference included resources for creating connections among institutions, a special one-day program for distance education faculty; a roundtable for new courses, systems, and technology; and pre-conference tours of Mind Extension University (MEU) and US West Advanced Technology Center. See Karen for details of her trip.

Alumni Career Tracks



Karen Smith is now Media Specialist at Pinewood West and Pinewood East in Monticello.

Kay Sack is now Director of Media Services in the Minneapolis Public Schools.

John Egnell started in August working for United/Health Corporation in the Information Systems and Technology Department as a Test Systems Analyst. He is coordinating program changes in software and working on training procedures.

Bill Pollard is the new Media Director at Zimmerman Elementary School.

Judy Arnold is now at Fridley High School.

Deane Lichy is the new Media Director at Howard Lake and Waverly.

Laura Kary-Smith is now Media Director at Albertville Elementary School.

Dan Knutson is the new Media Director for the Sauk Centre schools.

WINTER QUARTER CLASS OFFERINGS

Course No.	Course Title	Section	Instructor	Credit	Time	Location
104	Introduction to Learning Resources	1	Lockway	2	6T	CH-228
204	Research Strategies	1	Rude	4	1MW	CH-228
		2	Motin	4	6W	CH-228
416-516	Television in Media II	1	Polesak	4-3	6R	SH-151
444	Internship in Media	1	Keable/Fields	1-4	Arr.	Arr.
445	Microcomputers in Classrooms and Media Centers	1	Rydberg	4	2MW	CH-232
458-558	Principles & Procedures of Instructional Development I	1	Fields	4-3	6W	CH-134
468	Media Materials and Methods of Instruction	1	Williams	4	10MW	CH-134
		2	Stachowski	4	9MWRF	CH-125
		3	Hites	4	11MTRF	CH-125
		4	Thompson/Me	4	1TR	CH-134
		5	Thompson/Ma	4	10TR	CH-134
		6	Inkster	4	2MW	CH-125
		7	Germundson	4	6M	CH-125
481-581	Reading, Listening, and Viewing Guidance December 11 & 12, January 8 & 9, 28, & 30, February 19 & 20	1	Busse	4-3	F/S	CH-100
568	Media Materials and Methods of Instruction	1	Thompson	3	Arr.	Arr.
606	The School Library Media Program December 18 & 19, January 15 & 16, February 12 & 13	1	Keable	3	F/S	CH-125
608	Research Methods	1	Hites	3	6W	CH-126
645	Computer Information Access	1	Ewing	3	6M	CH-134
647	Instructional Development and Design for Microcomputers	1	Hites	3	6W	CH-126
675	Organizational Training and Media Management	49	Hill	3	6T	CH-62
679	Media Generalist Practicum	1	Keable	6	Arr.	Arr.
680	Internship in Media	1	Fields	3	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-

558	Principles and Procedures of Instruction Design I January 5, 9, 12, 16, 26, & 30	51	Thompson	3	6T/S	TIES
675	Organizational Training and Media Management (ITV)	51	Hill	3	6T	Alex

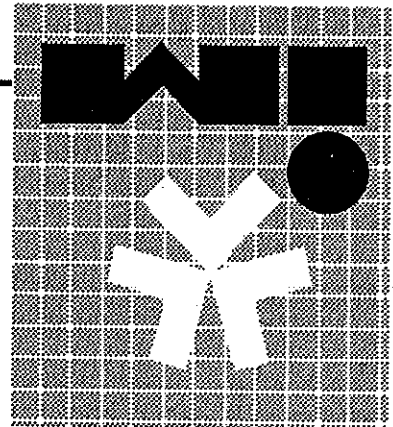
ON-CAMPUS EVENING CLASSES BEGIN: Monday, Dec. 7 unless specified
 ON-CAMPUS DAY CLASSES BEGIN: Tuesday, Dec 8
 GRADUATION APPLICATION DEADLINE FOR 1992

WINTER QUARTER: Thursday, Jan. 7
 For registration information contact:
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 (612) 255-2111

MELODIE DUKOWITZ
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Information media news



Length of Service Awards were presented on October 6 to [listed left to right] Randy Kolb, 20 years, Mary Woelfel, 20 years, Melodie Dukowitz, 20 years, Terry Gillitzer, 10 years, Mike Nelson, 20 years.



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Janet Hubbard, Editor
Doreen Keable, Advisor