

Spring 1992

## Information Media Newsletter Vol. 26 No. 3

St. Cloud State University

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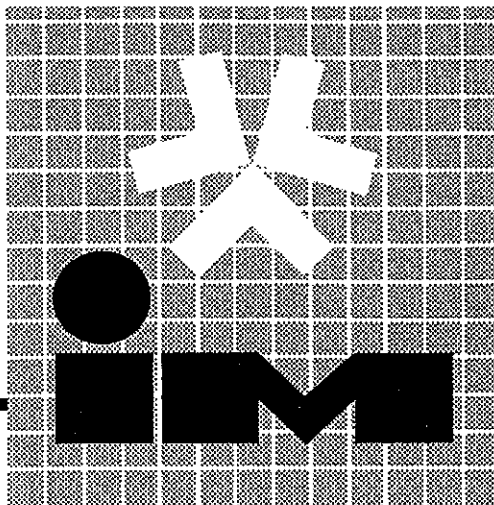
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### Recommended Citation

St. Cloud State University, "Information Media Newsletter Vol. 26 No. 3" (1992). *Information Media Newsletter*. 56.  
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## information media news

Published by the Center for Information Media and Learning Resources Services

### dean's corner

"Professional Connections" has been the focus of attention during this academic year. Faculty have traveled to Washington, D.C., Las Vegas, NV, Miami Beach, FL, Monterey, CA, Bloomington, IN, Paris, France, Brussels, Belgium, and Oxford, England to maintain contact with professionals as well as to monitor developments in the field. While this may look like name dropping, the LRS faculty and staff know that these travels are critical to the continuation of a quality program. The knowledge gained and the contacts made through interactions with others encourage the kind of visionary perspectives among faculty necessary to provide the Center for Information Media (CIM) with programming that prepares students for tomorrow's challenges.

On a less glamorous but equally important level, hard working faculty and staff have spent most of the year preparing self-study folios for AASL and AECT. These folios are a part of the NCATE accreditation process that will culminate with a campus visit by an NCATE accreditation team in the fall of 1993. In this process colleagues not associated with SCSU in any way evaluate CIM syllabi and programs and make recommendations that will help CIM to stay on an appropriate course. It is important to open CIM programs to the critical analysis of learned colleagues to retain credibility. The work in the preparation of the folios has also assisted faculty and staff to better understand the CIM programs.

This process is filled with hard work but the professional interaction that occurs will pay dividends in the future. Faculty and staff are to be commended for their exceptional efforts in the timely preparation of these folios. We know that future graduates as well as the alumni of CIM will benefit from the extraordinary professional connections resulting from this national review process.



**Dr. John Berling**

**Vol. XXVI No. 3  
Spring 1992**

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**Dr. Phyllis Lacroix**

When discussing professional connections, we usually think of those professional organizations which are closely related to our field, such as, MEMO, AECT, AASL, ALA, NSPI, ASTD, etc. While these are important for our success as professionals, I would like to focus your attention on accreditation, which is critical to the success of education programs. St. Cloud State University has been involved with a North Central focus review of graduate programs (which took place in mid-April) and is in the process of preparing for an NCATE (National Council on Accreditation of Teacher Education) review which will take place in the fall of 1993.

Approval by these accrediting agencies is essential for the survival of the programs offered through the Center for Information Media (CIM), and therefore, CIM faculty have chosen to become involved with these projects. Dennis Fields and I were on the committees which wrote a self-study on graduate education at SCSU. We met with the review team while they were here and are pleased to report that the

graduate program at SCSU passed the North Central focus review, so now we can return our attention to NCATE.

NCATE is the national accrediting agency for programs in teacher education. Without NCATE approval, we would lose students and our programs would be in jeopardy. Two years ago I agreed to serve on the NCATE Steering Committee for the College of Education and was elected to chair the committee. In my absence, the CIM faculty have been highly supportive and have taken on some responsibilities normally assigned to the division leader. Without this empowerment and the support our faculty have for one another, we would not be able to take on other important tasks. Another example of how professional connections and empowerment can work is Doreen Keable's use of professional workteams in putting together the AASL portfolio. She was able to provide opportunities for faculty to work together to create common syllabi and to complete the matrix required by AASL. Although it was extra work, everyone benefited by the examination of syllabi. Lucy Supan's contribution was essential in giving the document a polished, professional look. Thank you to everyone who contributed to both the AASL and AECT portfolios!

The previously mentioned examples are an important aspect of professional connections not only for connections with others in the field nationally and statewide, but also for connections with one another locally and/or in the same institution. These professional connections are strongly recommended because they provide an enrichment which would otherwise be unattainable.

## **MARC Format Workshop to be Offered**

Card catalogs in schools are probably automated by now, but there may be a backlog of materials that aren't included because cataloging cannot be found for them. This often applies to audiovisual items. Help is on the way!

Register for the **MARC Format Workshop** to be offered this summer by **Sandra Williams** and **Trish Peterson** on **Monday, June 22** and **Tuesday, June 23**. This 1-credit workshop will meet from 9:00-4:00 each day. You will be able to brush up on your skills using the MARC format and practice entering original records into your system. Representatives from Follett, Winnebago, and Information Transform (MITINET/marc) will also be with us. Preregistration is required, so act quickly!

## **Thank you Practicum On-Site Supervisors**

Audrey Bruggers  
Sandy Foster  
Linda Crompton  
Joel Brenckman  
Jan Sorell  
Greg Bruestle  
Mary Steinbach  
Carolyn McClannehann  
Marshall Johnson  
Arnie Marker  
MaryLouise Koeber  
Candice Hansmeyer  
Connie Stennes  
Kay Sack  
Judy Rogers  
Rita Dreissig  
Chuck Mann  
Barb Muldaur  
Carol Johnson  
Shirley Christenson  
Mary Lou Robinson  
Bonnie Beinek  
Karen Hoffman  
Paulette Fleming  
Robin Osland  
Joan Strathern  
Frank Gubala

**Luther Rotto** presented "Programming Hypercard for Interactive Videodisc Instruction" at MEMO's Mid-Winter Media Conference in Alexandria on February 5th. Besides computer control of videodisc programs, Rotto showed user created barcodes for utilization in creating presentations.

**Larry Lockway, Susan Motin, Renee Rude and Mary Nagel** received a grant for their proposal, "Selecting and Acquiring Print and Non-print Culturally Diverse Materials" for the LRS. The materials acquired from the grant will help support cultural diversity on campus.

**Robert Hauptman**, along with graduate student Anne Wehlage, presented a short program of ethical skits for discussion at the regional MEMO and CMLE meeting held on April 7th at the Sunwood Inn in St. Cloud.

**Robert Hauptman and Luther Rotto** will be on sabbatical for the 1992-93 school year. Rotto will be completing coursework for his doctoral degree. Hauptman will be busy on two major projects: an essay on academic dishonesty and a book length scholarly investigation of travel literature.

**Sandra Williams** gave a presentation on poetry to the students of McKinley School on March 27th. She was a special guest at their First Annual Poetry Festival. Williams and **Chris Inkster** also served as judges of the children's poetry recitations earlier in March at McKinley.

**Jeanne Hites** had a paper accepted for publication in *Resources in Education*. The title is "The Design and Delivery of Training for International Students" (Nov. 1991).

Hites also received a Bush grant to conduct a multicultural survey of faculty members at SCSU and other Minnesota educational institutions.

**Merton Thompson** had an article entitled "Outcome Based Education as Instructional Design" published in *Minnesota Media*, 16 (2), 14-15, 30.

**Ron Schmid** had a photo essay of his work accepted for publication in an edition of *Generations*, the *Journal of the American Society on Aging*. This is an additional honor as Schmid's work will be the first photo essay published in *Generations*.

**Dennis Fields and Jeanne Hites** attended the national NSPI Convention April 14-17 in Miami Beach, Florida. Eight graduate students also attended the convention.

\* \* \* \* \*

## New Graduate Assistant



**Glorine Barnhardt**  
ID

\* \* \* \* \*

## Graduate Happenings

**Nola Erickson** received her master's degree in Information Media (Track III) at graduation ceremonies winter quarter. Congratulations Nola!

**Susan Walto** accepted a position in February as a Field Training Specialist for Lutheran Brotherhood. She will be involved in laptop training for insurance agents around the United States.

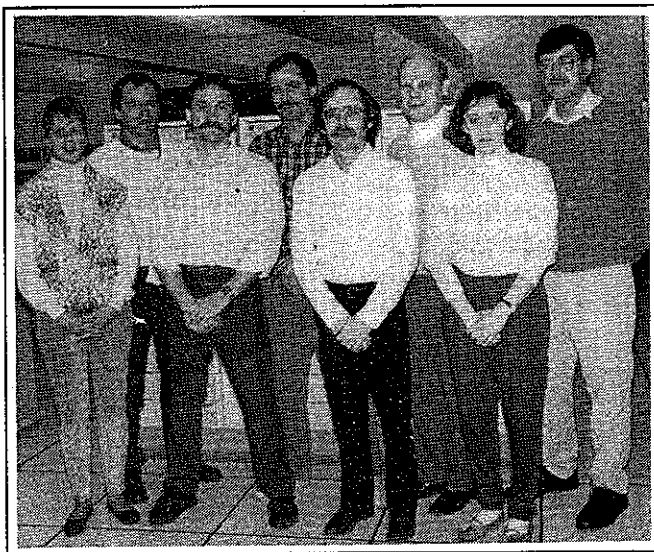
**Elaine Wolter** has accepted a temporary position as a media specialist at North Branch Senior High School in North Branch.

**Laura Kary-Smith** has a temporary position for the remainder of the 1991-92 school year as a media specialist at the Big Lake Senior High School.

**Mary Childs** was named one of the state's ten outstanding young Minnesotans at a Ten Outstanding Young Minnesotans (TOYM) Convention held in St. Cloud in February. She was recognized for her involvement in numerous community activities in Park Rapids, MN.

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

*Also, please give address corrections to all SCSU offices including the CIM office, Graduate Studies office, Continuing Studies, and the Office of Records and Registration.*



**Academic Computer Services Staff, from left to right,**  
**Front Row: Karen Ewing, Bill vanHoorik, Larry Schafer, Diane Schmitt**  
**Back Row: Gordie Schmitt, Carl Schmitt, Dave Wogen, Randy Kolb**

In October of 1991, Academic Computer Services (ACS), located in the Engineering and Computer Center, officially became a branch of the Learning Resources Services.

In existence on campus since 1975, ACS had previously been under the authority and management of the academic vice president. According to Randy Kolb, Director of Academic Computer Services, the decision to put ACS under the wing of Learning Resources Services was initiated by the Acting Vice President for Academic Affairs, Barb Grachek. The move was made by Grachek during a recent re-organization of the Academic Affairs Office.

Kolb views the re-assignment as a plus for ACS. He notes that the transitional times between one academic vice president leaving and another one coming in, would often make it difficult for Academic Computer Services to

perform its mission. With the re-assignment under LRS, Kolb will now have a "stable environment to work in."

Kolb remarks that the mission of the department is to "support instructional or academic computing on campus" through avenues such as student access to the VAX computers for classroom work, and adding, installing and/or maintaining campus wide computer hardware and software.

Kolb is working on future goals for ACS that include putting all academic buildings on the campus-wide network and eventually installing a campus wide electronic information system facility. Access to this service would be primarily from additional work stations in Atwood or the LRS. This electronic information system could include such things as upcoming campus events, student senate minutes, a campus calendar, etc. The information would be immediately accessible to students or faculty

after input by a designated information provider. An electronic pathway for information would also eliminate the need for paper copies, thereby reducing paper waste.

Kolb sees an electronic information system as a pivotal step in future information dissemination on campus, and hopes to have a facility installed by Fall of 1992.

### REGISTRATION NOTES

*Touch tone registration is available for on campus classes only. See the Summer Session schedule or call 255-3936 for advance registration.*

*Fall Quarter Class Schedules are available in the Administrative Services lobby as of April 22nd or call 255-2111 to receive by mail.*

*IM 545 will be offered as a variable credit class starting Winter Quarter. It will act as an introduction to various software packages. Advanced classes will focus on design elements.*

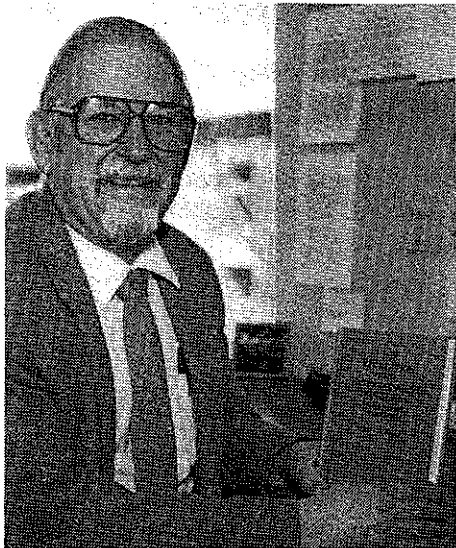
**Error in Summer Bulletin**  
*IM 683 Section 2 Seminar: Diversity in Instructional Design is being offered on Monday and Tuesday, July 20 and 21, 1992 at 9:30 a.m.*

\* \* \* \* \*

### CONTINUING CONNECTIONS CONFERENCE

Due to lack of registrants, the Continuing Connections Conference originally scheduled for April 4th, was cancelled. It will be rescheduled in the 1992-1993 school year.

\* \* \* \* \*



**Norman Clarke**

Norm Clarke, professor, author and bibliographer, has his latest book on display in the SCSU Administration Building. Titled *The Recreation and Entertainment Industries: An Information Sourcebook*, it is the first of its kind and has been selling well to academic and public libraries, and industry associations. According to Clarke, getting a book written and published is a long, but rewarding process.

Clarke was initially contacted by Oryx Press with a request for a book on the recreation industry to be included in a series of business sourcebooks. The series was subsequently canceled but Oryx contacted three other publishers about the book. All three indicated interest and Clarke chose Mc Farland and Company, Inc. because of its background in recreation and entertainment. He found the publishing company very supportive throughout the six years

he worked on the book. Clarke stated that in order to publish a book several factors must come together. The author must commit a major portion of his/her life to working on the book and must secure and maintain a good agent or editor. He also credits "his wife, Pat, Carl and Marilyn Savage, and the rest of the LRS computer gang" with forcing him into entering his data on computer which he says is essential today in efficiently compiling a bibliography.

When asked if writing a book has changed his life, Clarke said, "Yes. When I retire I will continue to write. Writing these books has given me a pattern for writing." He is currently writing a bibliographic history of narrow gauge railroads in the US and a dictionary of Minnesota terms, biographical information, unique places and unique organizations.

\* \* \* \* \*

### **ARTHUR ANDERSEN RECRUITER ON CAMPUS**

**Chak Lau**, Human Resource Recruiter for Arthur Andersen, was on campus on Monday, April 6th to visit with IM faculty and graduate students. He also held individual interviews for graduate students interested in internships or full time employment with the company.

\* \* \* \* \*

### **MERT THOMPSON : AN AMERICAN IN PARIS**

Mert Thompson, Fred Hill and David Carl completed research and a paper entitled *Commercial Television in the Classroom: Triumph or Trap*. Carl submitted a proposal to present the paper at the 9th Annual International Conference on Information and Technology 1992. The paper was accepted and Thompson traveled to Paris for the conference held March 16-20.

The research for the paper included a survey of the attitudes of Brainerd students, grades 6-12; in the areas of technology, commercials and their general knowledge of national and international events as presented by Channel One. Their results were compared to other students in schools not using the service. A major variable found in the effectiveness of Channel One is the teacher. The students don't view the ads as intrusive. Results showed that Brainerd students felt more comfortable with technology than did the non-Channel One students.

Following the Conference, Thompson had time to explore Paris. He found the people very open, the transportation system super and the experience invaluable. Language was not a problem as English was spoken at the Conference and by many Parisians. He toured the Louve, Versailles, Eiffel Tower, Notre Dame and the Arche de Triumphe.

Thompson's advice is: "Don't hesitate to present at conferences. It is a wonderful, positive experience which gives the presenter a chance to contribute to the field and to enlarge his/her perspective."

**Track I****Mae G. Sumption**

Mae Sumption received her undergraduate degree in English from Concordia College, Moorhead, MN. She entered the SCSU IM program, because she had become familiar with the program and the faculty through her mother, who is also a graduate. She was aware of the excellent reputation of the program in the five state area.

Sumption is in her first year as the Library/ Media Director at the Meridian High School, Sanford, MI. She is responsible for all print and non-print materials, equipment and technologies associated with the high school. Prior to that she was employed by the Nouvel Catholic Central High School in Saginaw. She was also the liason for all the area high school students using the Zahnow Library at Saginaw Valley State University.

During the last three summers she worked in the Zahnow Library as a Reference Librarian and in Collection Development.

Changes in her position are related to the increasing use of the current technologies and the needs of the library users. The Track 1 program prepared her to deal positively with these changes which are due to the emphasis on non-print, as well as, print materials. She believes that emphasis enabled her to gain employment over graduates from programs that emphasize only print.

She encourages students to remain open to learning new alternatives and to expect and accept changes within the profession. "It has been and will continue to be most exciting!"

**Track II****Ellen Hohman**

Ellen Hohman has an undergraduate degree in Library Media with a minor in English from the University of South Dakota. She taught English in Freeman, South Dakota prior to pursuing her graduate degree at SCSU.

When asked what prompted her to choose SCSU, she stated she had heard that the IM program was excellent, it was fairly inexpensive, and she wanted to continue to work in library media. The program offered flexibility which allowed her to complete her degree over three summers.

Currently, Hohman is working in her fifth year as a media specialist in the elementary school in Breckenridge, Colorado. In addition to her regular duties, she uses her library and computer skills to work with gifted and talented students, and she is part of the Fine Arts Core Team. This team, consisting of music, physical education and arts teachers, works on activities to provide enrichment for students.

When she started in her position, the emphasis was on print materials. Now she uses technological sources as well to teach children how to find information. She plans to continue to take courses at SCSU to update her skills.

Hohman stated, "The instructors in Track II were very helpful in making my education worthwhile, and because they met my needs as a student, I felt I learned a lot about education and technological media."

**Track III****Kasey Westra**

Kasey Westra completed her undergraduate degree in nursing at the University of Mary, Bismarck, ND. She decided to enter the IM program because she liked to teach and Track III offered what she needed to increase her marketability as a teacher/trainer.

Immediately following her graduation, she was hired as Nursing Education Coordinator at the St. Benedict's Center, a 380 employee organization that offers a continuum of services for older adults from independent apartment living to total nursing care. Last fall she assumed a newly created position as Values Coordinator. She is responsible for facilitating the integration of organizational values throughout the facility.

The Track III course work, including audience analysis, goal setting, and affective domain teaching strategies are critical to her success. The courses in management and personnel enables her to take a comprehensive approach to values integration.

Surrounding all this is the fact that today's workers want more than just a paycheck. They want to see meaning and value in the work they do. Her job challenges her to link values and mission. If there is a linkage, reciprocal commitment is present. It is exciting to be in a position that can help to facilitate that interchange.

Westra shared a thought she heard recently, "People don't care what you know, unless they know you care." An important thought for those of us who dispense information.

FALL QUARTER 1992 CLASS OFFERINGS

Course No.	Course Title	Section	Instructor	Credit	Time	Location
104	Introduction to Learning Resources	1	Busse	2	6T	CH-130
204	Research Strategies	1	Rude	4	6T	CH-62
		2	Nagel	4	9TR	CH-62
412-512	Television in Media	1	Polesak	4-3	6R	SH-151
436-536	Business Information Resources	1	Ewing	4-3	6T	CH-134
444	Internship in Media	1	Hites	1-4	Arr.	Arr.
445	Microcomputers in Classrooms and Media Centers	1	Hites	4	6T	CH-232
468	Media Materials and Methods of Instruction	1	Stachowski	4	9MWRF	CH-125
		2	Lacroix	4	10TR	CH-134
		3	Hill	4	10MW	CH-134
		4	Thompson	4	1MW	CH-134
		5	Hites	4	11MTRF	CH-125
		6	Thompson	4	1TR	CH-134
		7	Rotto	4	6W	CH-125
469	Training and Media Management	1	Hites	4	1MTWR	CH-125
471-571	Design & Preparation of Media	1	Josephson	4-3	6M	CH-232
476-576	Selection & Evaluation	1	Westby	4-3	6M	CH-125
477-577	Reference & Bibliography	1	Clarke	4-3	6W	CH-134
545	Microcomputers in Classrooms and Media Centers	1	Rydberg	3	6W	CH-232
568	Media Materials and Methods of Instruction	1	Thompson	3	Arr.	Arr.
578	Cataloging & Classification of Materials (ITV)	49	Williams	3	6R	CH-133
603	Information Media: Theory, Research and Practice	1	Keable	3	6T	CH-125
607	Training/Human Resources Development (ITV)	49	Fields	3	6W	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	3	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-Tentative						
578	Cataloging & Classification of Materials (ITV)		Williams	3	6R	Detroit Lakes & Pine City
607	Training/Human Resource Development (ITV)		Fields	3	6W	Willmar Hutchinson

GRADUATION APPLICATION DEADLINE FOR 1992 FALL QUARTER: October 5, 1992

ON-CAMPUS EVENING CLASSES BEGIN: Monday, September 14, 1992 unless specified

ON-CAMPUS DAY CLASSES BEGIN: Monday, September 14, 1992

For registration information contact:

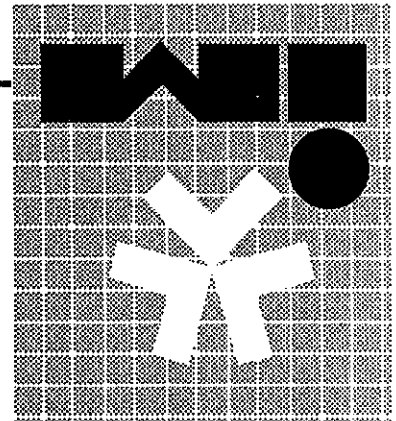
Records and Registration  
Administration Building AS-118  
720-4th Avenue South  
St. Cloud State University  
St. Cloud, MN 56301-4498  
(612) 255-2111



BONNIE HEADIN  
CH-105

210117  
Center for Information Media  
Centennial Hall, Room 214  
720 4th Avenue South  
St. Cloud State University  
St. Cloud, MN 56301-4498

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For registration information contact:  
Office of Records and Registration  
AS-118  
720 4th Avenue South  
St. Cloud State University  
St. Cloud, MN 56301-4498  
(612) 255-2111

IM News is published quarterly by CIM, St. Cloud, MN 56301-4498. Opinions expressed do not reflect an official position of SCSU administrators or faculty. If you have moved, or plan to move, please contact the CIM office to give us your new address. The editors would like to thank each individual who contributed to this publication.

Editors: Jane Haagenon, Anne Wehlage  
Newsletter Advisor: Doreen Keable