


Fall 1991

Information Media Newsletter Vol. 26 No. 1

St. Cloud State University

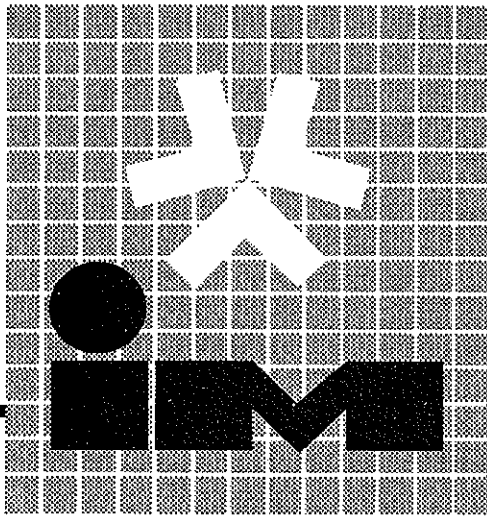
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information media news

Center for Information Media and Learning Resources Services

dean's corner

Our work is becoming increasingly challenging. At the same time that traditional institutions and systems are undergoing fundamental changes, professionals in our fields are being forced to change their ways of doing business. So we are experiencing the frustrations of societal change as well as the uneasiness of significant change in our personal and professional lives.

Most of us are creatures of habit and find a significant break from the past troubling. We experience some anger because we have enough background to know that new isn't always better, but we are powerless to stop the inevitable. The comfort of knowing that certain things will always be there for us is disappearing.

While change has always been a part of the human condition, the speed of change today is so rapid that we, as professionals, must find ways to maintain emotional stability and intellectual direction. It is up to us to present programs and deliver services in ways that will permit our clients and patrons to progress in this ever changing world.

Our goal should be to continue to provide quality programs and services in this inconstant society; our challenge as professionals must be to assist our clients and patrons in the development of attitudes and the acquisition of skills that will allow individuals to grow and flourish in this unsettled environment.



Dr. John Berling

Vol. XXVI No. 1

Fall 1991

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Dr. Phyllis Lacroix

With each passing day, we are challenged with new opportunities, many of which we may be totally unaware. Everywhere around us there is constant evidence not only of the truth of this statement, but also of its tremendous impact. These opportunities normally come to us in the form of "change" which to many individuals may look like threats rather than opportunities. However, for any of us connected with information and instructional technologies, the opportunities to make an impact are more numerous than ever.

With the approach of the year 2000, there are even more references to the future and how we must change to meet the needs of society in the 21st Century. National programs, such as America 2000, and state programs, such as Challenge 2000, are being promoted which indicate that we are entering a new era. We have the tools and insights necessary to assist our clients and colleagues in the shaping of our rapidly changing work environments by helping them turn the threat of change into opportunity. A strength of these tools and insights is that

they place us in a position to act as change agents in shaping the future in our fields whether we are in libraries, education, or the business sector.

To help our graduates meet the challenges they are facing and will continue to face in the immediate and distant future, we are continuously reviewing and changing our program. We have discovered that in addition to necessary content-related skills that are described in the syllabi of the courses, there are some qualities, attitudes, skills, and perceptions that perhaps go beyond the traditional or "explicit" curriculum that contribute to the success of our graduates. These are: 1) ease and adaptability in use of technology; 2) skills in accessing information; 3) flexibility and adaptability;

4) awareness of learning styles, experiential learning, and the needs of the learner; 5) networking; 6) adding value to an organization, and last but not least; 7) a "can do attitude".

In our graduate program, we strive to emphasize the importance of all these skills as essential in developing leadership skills, because our profession demands such skills if our graduates wish to be successful. These same skills are vital for the success of our undergraduates as well, whether or not they choose to become leaders in their chosen fields. We believe the skills listed will enable professionals to become successful in working with others and in keeping current in their professions whatever they might be.

College of Education A Perspective from the Interim Dean

Dr. Owen Hagen, Interim Dean of St. Cloud State's College of Education, sees many changes in the future that will enable students to be "more responsible for their education."

Dr. Hagen envisions many changes for educators of the future as well. He hopes to see many of these changes begin here at SCSU. These would include; partnerships with schools and businesses in the area to enhance education; new connections and improving existing ones with

organizations that will lead to more opportunities for students to learn outside of the classroom; the importance of cultural diversity at SCSU and the need to develop a more extensive multicultural framework to meet the trends of the nation; cooperation between all the colleges on campus leading to more learning opportunities for students; and finally a re-focusing on rural education and more comprehensive graduate programs to "meet the needs of professionals."

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Robert Hauptman (LRS) published "Ethical Considerations in Information Technology," *NFAIS Newsletter*, 33 (5) (May 1991): and "Five Assaults on Our Integrity," *Ethics and the Librarian*, Urbana: GSLIS, University of Illinois, 1991.

In his "spare time", Bob also presented "Beware of the Furies: Ethical Implications for Information Disseminators" at two locations. On September 16, 1991, he spoke at the Medical Libraries Association meeting in Rapid City, SD, and on September 20, at SAMMIE in Marshall, MN.

An article by **Virginia Sorensen** appeared in the Summer 1991 issue of *Research Strategies*, a journal devoted to articles on bibliographic instruction. Virginia's article, in the section on *Teaching Tough Stuff* is entitled "Searching for Materials in a Foreign Language."

Ron Schmid received a grant with Dr. Robert Lavenda (Anthropology, SCSU), from the Minnesota Historical Society Press, to produce a book on community festivals in Minnesota. This photographic-text book will combine Lavenda's festival research with Schmid's documentary photography. This is one of the first projects the Minnesota Historical Society Press has funded on contemporary Minnesota culture.

Ron coauthored a paper entitled "An Evolving Visual Methodology for Aging Research" with Dr. Eleanore Stokes (Gerontology, SCSU) and Dr. Dena Shenk (University of North Carolina at Charlotte) which will be presented in the symposium "Perceiving Beyond the Data: Photography as a Research Tool in Gerontology" at the Gerontology Society of America meeting in San Francisco in November.

Ron has also created the exhibit entitled "Portraits of Women: Images of Aging in Four Cultures" which includes a new series of Schmid's photographs which were taken in Yugoslavia, Mexico, Costa Rica and Minnesota. This exhibit will premiere at the Gerontology Society of America meeting in San Francisco in November.

Ron has presented a series of black and white photographs created in Costa Rica to Francisco Escobar to seek funding and locations for a major exhibition of work by Schmid and J.M. Nelson.

Luther Rotto has been accepted as a doctoral student at the University of Minnesota. He is working on a PhD in Curriculum and Instructional Systems.

On October 3, 1991, **Luther Rotto and Mert Thompson** presented a seminar entitled "Introduction to HyperMedia" as part of the MEMO Ruth Ersted Conference. The full

day workshop allowed participants to create their own HyperCard stacks and explore ways to use the software in educational settings.

David Carl, Fred Hill, and Mert Thompson received word that their paper, "Commercial Television News in the Classroom: Triumph or Trap," has been accepted for inclusion in the 9th International Conference on Technology and Education to be held in Paris, France, in March of 1992.

Phyllis Lacroix presented "Personality Type in Leadership" at the 1991 MEMO Ruth Ersted Conference held Oct. 3-5 in Brooklyn Park, MN.

Phyllis is the chair of the NCATE (National Council for the Accreditation of Teacher Education) Steering Committee of the College of Education. The committee is preparing documentation for NCATE accreditation.

Doreen Keable and Chris Inkster presented "How Does Your Library Stack UP?: Automation in Minnesota School Library Media Centers" at the annual MEMO Ruth Ersted Conference. Keable also moderated a panel, "Creative Budgeting in the Media Center" and Inkster presented "The Library Media Search: A Tool for Integrating Library Skills into the Curriculum."

New Faculty



Jeanne Hites

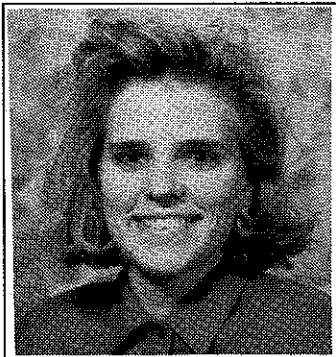
Jeanne Hites, PhD., hails from the Naperville, IL bringing with her a charming family and a tremendous amount of talent. She worked for eight years at AT&T first as an instructional designer and then as a marketing specialist for the Product Training Services. They designed, developed and delivered product training for customers such as Bell Operating Companies and other telephone companies. The

training she was involved in was technical (maintenance) training on electronic switching systems.

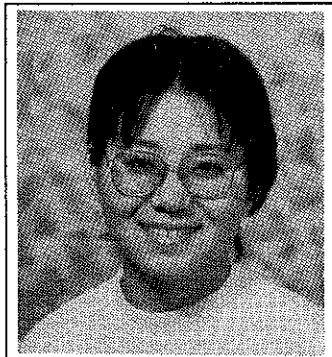
She has worked on self-paced (paper and slide-tape and computer-based) and instructor led training which used case and lab exercises to simulate equipment trouble conditions. She also conducted research on the design and delivery of training for international students (many of her customers were from third-world countries

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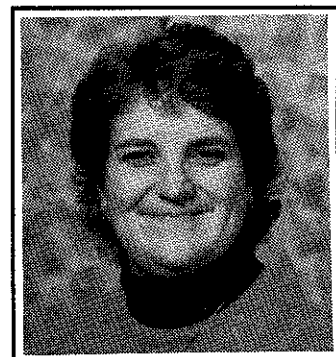
Graduate Assistants



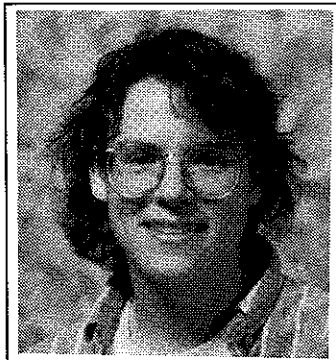
Nancy Lacroix
ID



Baohong Liu
R&I



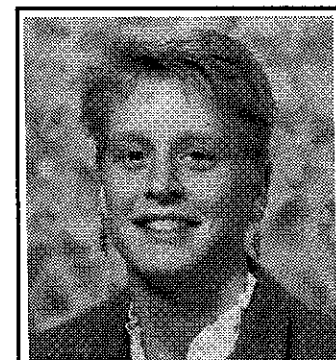
Vicki Osendorf
R&I



Kris Anderson
CIM and
Graduate Studies Office



Dara Westra
CIM



Anne Wehlage
R&I

Special thanks to...



Mary Woelfel, Executive Secretary

Mary Woelfel's career at SCSU began in the admission's office in 1971. In 1974, Mary transferred to the LRS where she continues today as the executive secretary to Dr. John Berling, the Dean of LRS and Director of CIM. Mary also worked with the previous dean, Dr. Luther Brown.

Mary's position in both title and physical location puts her in the center of whatever is new, innovative, informational, or directional in relation to services, programs, facilities, and personnel in Centennial Hall.

As the Dean's executive secretary, Mary has played an important role in changes which have come about during her career. "One of my most exciting roles was being a part of the development of the two-way television system and programming in Central Minnesota," she says.

Mary is most often the first Information Media contact person for people interested in the IM graduate assistantships. She directs them to the appropriate faculty person, follows up with their paperwork, contacts them for interviews, and, is a good source for assistance and guidance as the accepted applicants go through their program. It is not only her knowledge which is beneficial to GAs, but also her helpful manner and friendly attitude. These qualities are often instrumental in creating yet another hat for Mary as the facilitator of the LRS/CIM complaint center. Most of the time, she handles the numerous problems that come her way with ease and grace. However, when she can't solve the problem, she fields them to the appropriate person or place for attention or resolution.

Mary has observed and has been a part of the

many changes which have been center of growth and development for LRS/CIM over the years. "Another major change is on the horizon", said Mary. "The facilities are due for updating." When funding becomes available, whether . . . planning for a new building or for renovating the present building, it will be a lot of work, but it will be progress in the direction of needed improvements. It will be exciting to be a part of it," says Mary.

Mary plays an important role in seeing that the humps and bumps which inevitably accompany changes are smoothed out, and normal everyday business can be conducted as usual.

For the fine work Mary has done, LRS/CIM salutes her!



In Memoriam



Dr. Carl Savage

Dr. Carl Savage was born December 15, 1926 in Tennessee. He received a bachelor of arts degree from Belmont College in 1959 and an Ed.D degree from New Orleans Baptist Seminary in 1966.

He joined St. Cloud State University faculty in 1968 as an associate professor teaching in Information Media. He was promoted to the rank of professor in 1975.

Dr. Savage was very active in Minnesota Educational Media Organization (MEMO) as well as being involved in activities at Learning Resources Services.

Dr. Savage is survived by his wife, Marilyn, and a son, Carl Clayton, Jr. An endowment fund for Information Media related programs has been set up in his name through the University Foundation.

Track I
Jane Elstad

Jane received her BS degree in Geography from St. Cloud State University. She found herself working for Learning Resource Services (LRS) here in St. Cloud. Her ability to get part of her education costs covered was one motivating reason for doing her graduate work at SCSU. Her reason for wanting to do her graduate work in Information Media was that it fit so well into what she was doing for LRS. Besides that, Jane said that "the timing was right for advancement and programmed learning."

Today, Jane is working at the Anoka County Library, Rum River Branch in Ramsey, Minnesota. There, she is in charge of operations. She primarily works solo from 9:00 - 5:30 each day. Her primary responsibilities include, but are not limited to: delivery of materials to and from other branches; circulation requests; ordering of paperbacks and pamphlets as well as having a say regarding other materials; reference; and story time.

Along with all of her many duties Jane has also had to learn how to handle change especially in the area of technology. She has overseen the library's transformation from manual to automated checkout and card catalog systems. These experiences have enhanced and strengthened her as a professional.

Jane's advice, to others who were interested in the Information Media program, or her particular track was short and straight forward, "Do it! You won't regret it!"

Track II
Corolyn (Corky) Stahn

Corky completed her graduate work at SCSU after closely scrutiinizng the IM program. The convenience of her parents living in the St. Cloud area also affected her decision. Corky felt that the "IM program offered her everything she was looking for: teaching, management, designing programs, developing curriculum, collaborating with teachers and administrators and technology."

Her undergraduate work in English was done in part at Concordia College and the rest at Ft. Lewis College in Colorado.

Currently, Corky is working as a media specialist at Smiley Middle School in Durango, Colorado, and as the District 9-R Media Coordinator. Her responsibilities include the development and implementation of the middle school media programs and overseeing all the district media programs. Corky says that she "loves every minute of it." She is totally devoted to her work, having designed and implemented a five year media program that targets automation. She considers herself fortunate to have been given the flexibility needed from her principal who supports her efforts.

Corky has attributed "information power" as her driving force for coping with change in her life. She knows that if she just keeps digging for information, she'll get the answers she needs.

If she would have any advice to give future IM graduates, it would be "to be flexible, patient, and remember it's all for the kids."

Track III
Kersten Thellin

Kersten did her undergraduate work in Elective Studies with an emphasis in Scientific Illustration at the University of Minnesota. While in St. Cloud, Kersten had difficulties finding employment which prompted her to enter the Information Media Graduate Program. Her interest was in the Track III area which today has certainly paid off for her.

She is currently employed at Northwest Airlines as a CBI Specialist. What exactly does that mean? Her job is to analyze, design and develop pilot training materials for commercial pilots through the use of computer based instruction. Due to a recent reorganization of the company, the instructional designers are finding themselves doing more "sales" and "marketing" than they would like to do. Although the job has many perks, a challenge Kersten runs into while trying to do her job is in gaining the confidence and respect of seasoned pilots. It is sometimes hard to understand how someone without an aviation background can write training programs on a technical subject like aviation. Through hard work and cooperative efforts, Kersten has gained the trust and respect needed from her subject matter experts (SMEs). Kersten is complimentary about the IM program. She feels that the program allows students to use the skills that they have to develop and grow within their area of interest. Her advice to future instructional designers is to try to specialize in an area that they enjoy—it makes job hunting a lot simpler.

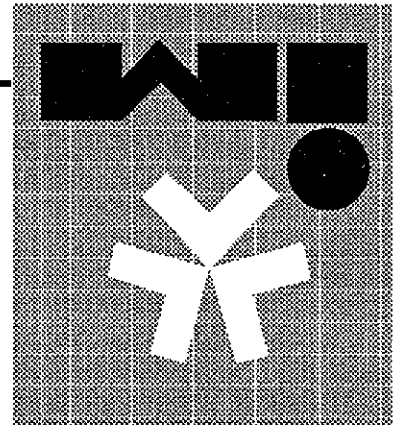
**WINTER QUARTER CLASS OFFERINGS
1991-1992**

Course No.	Description	Section	Instructor	Credit	Time	Location
204	Research Strategies	1	Rude	4	6W	CH-100
		2	Motin	4	1MTWR	CH-100
		3	Nagel	4	2MW	CH-130
416-516	Television in Media II	1	Polesak	4-3	6R	SH-151
444	Internship in Media	1	Keable/Fields	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Keable/ Thompson	4-3	2MW	CH-232
		2	Thompson	4-3	6R	CH-232
458-558	Principles and Procedures of Instructional Development I	1	Fields	4-3	6W	CH-126
468-568	Media Materials and Methods of Instruction	1	Hill	4-3	9MWRF	CH-134
		2	Stachowski	4-3	9MWRF	CH-125
		3	Hites	4-3	11MTRF	CH-125
		4	Thompson	4-3	10TR	CH-134
		5	Williams	4-3	2TR	CH-134
		6	Hites	4-3	1MTWF	CH-125
		7	Thompson, Marcia	4-3	6T	CH-125
		8	Arnold	4-3	6W	CH-125
		9	Rotto	4-3	6R	CH-134
471-571	Design & Preparation of Media	1	Josephson	4-3	6M	CH-232
477-577	Reference and Bibliography	1	Clarke	4-3	6T	CH-126
481-581	Reading, Listening and Viewing Guidance	1	Busse	4-3	6F/S	CH-100
December 6-7, January 3-4, January 31-February 1, February 21-22						
484-584	Seminar: Photographic Lighting (December 4, January 8, 22)	1	Nelson	1	6W	CH-134
484-584	Seminar: Studio Photography (January 15, 29, February 12)	2	Nelson	1	6W	CH-134
484-584	Seminar: Slide Photography (December 11, 18, February 5)	3	Schmid	1	6W	CH-134
606	The School Library Media Program	1	Keable	3	6R	CH-125
608	Research Methods	1	Hauptman	3	6W	CH-118
645	Computer Information Access	1	Ewing	3	6M	CH-228
647	Instructional Development and Design for Microcomputers	1	Hites	3	6T	CH-134
679	Media Generalist Practicum	1	Keable	6	Arr.	Arr.
680	Internship in Media	1	Fields	2-12	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						
512	Television in Media (Education Center)		Doyle	3	6W	Osseo Public Schools Maple Grove
558	IMPORTANT ADDITION Principles and Procedures of Instructional Development I (2-Way TV)	1	Fields	4-3	6W	Hutchinson Tech

BONNIE HEDIN
CH-105

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Information media news



REGISTRATION INFORMATION

Former and currently enrolled students are strongly encouraged to take advantage of advance registration. Classes with low enrollment may be cancelled.

ON-CAMPUS EVENING CLASSES BEGIN: Monday, December 2, 1991.

ON-CAMPUS DAY CLASSES BEGIN: Tuesday, December 3, 1991.

OFF CAMPUS CLASSES BEGIN: The week of December 2, 1991 unless specified.

GRADUATION APPLICATION DEADLINE FOR 1991/92 WINTER QUARTER: January 6, 1992.
(only one deadline date)

For registration information contact:
Office of Records and Registration
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