

Winter 1989

# Information Media Newsletter Vol. 23 No. 2

St. Cloud State University

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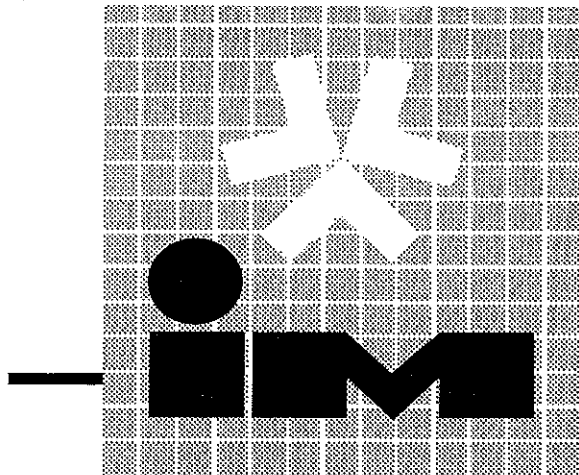
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## information media news

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### dean's corner

Research is a very important factor in the ongoing development of any endeavor. Business, industry, the professions, and institutions all depend on information gathered through systematic observation of current practice, assessment of the views of people closely associated with the enterprise, all of these and more. As I see it, a special mandate seems to be developing regarding research for media specialists. As technology is increasingly called upon to access and deliver information, more needs to be known about its effectiveness - effectiveness not only from an economic sense, but from a human interaction perspective as well. Individuals who are given responsibility for the development of media programs and the application of technology in the teaching/learning process must constantly be searching for truths that can be applied to program planning and improvement.

Technology will play a significant role in education, and it is up to educators to assure that it is a positive one. For these reasons a concentrated research effort on the part of our profession is needed. Because numerous programs with varying functions are providing services to children in our public schools, it may not be possible for each media specialist to know what information or which statistic might be important. To assist in this research effort, our profession can provide a good starting point by formulating questions that relate to common problems or concerns. This approach will allow such questions to be addressed by individual media specialists, but the answers will be valuable to a broader contingency. Collectively, this research can provide strength and focus to this critical venture.

A research-based plan for technology in education is overdue. The added credibility can assist media programs in receiving the kind of support, including financial, which will allow educators to apply technology in the solution of numerous teaching/learning problems.

*John G. Berling*  
John G. Berling

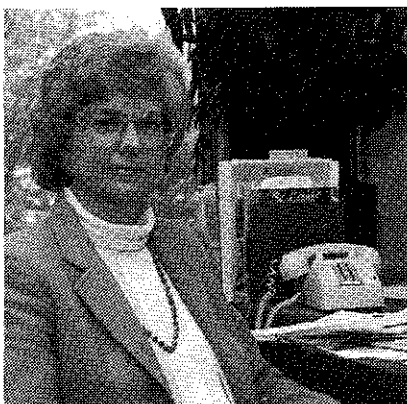


**Vol. XXIII No. 2**

**Winter 1989**

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The faculty and staff of the Center for Information Media are busy putting together a package of summer workshops and courses that will be exciting and beneficial to you. We hope that you will take the time to look at the schedule included in this newsletter and make plans now to join us for a summer of professional growth.

Summer workshops for 1989 include database searching, automated cataloging, collection mapping, desk-top publishing, two-way television, computer graphics, microcomputer use in collection development, learning styles, gender conflict, and professional ethics and liability. Bulletins for the summer will be available from the Graduate Studies Office located in Whitney House sometime in March. We encourage you to plan now to take advantage of the summer preregistration; it assures you of a seat in the course and that the course will not be cancelled due to low enrollment. Mail-in preregistrations are accepted.

Our major summer workshop this year will be *Eye-openers: How to choose and use children's nonfiction books* featuring Beverly Kobrin. We are also excited about our workshop *Forging new alliances: A creative response to gender conflict in education and training*. Check this newsletter for additional information on each of these workshops.

We are also pleased to be able to offer a special seminar on learning styles and their impact on the use of technology in the classroom and media center. We are fortunate to have Launa Ellison of Clara Barton Open School in Minneapolis conduct this workshop for us. Launa teaches in a school which emphasizes learning

style in all classrooms. It is a great opportunity to find practical solutions to a theory of learning that work.

Lately, there has been a renewed interest in professional ethics and liability. If you have been wondering how to resolve ethical dilemmas related to instructional technology, libraries, and education, you may wish to take this workshop from Dennis Fields. Dennis received a Bush Grant to explore critical issues related to professional ethics and would like to share his insights with you.

We look forward to seeing you this summer. If you do not plan to enroll in a class, stop in and see us anyway. We are always happy to visit with our students and graduates and hope that you will keep in touch. Comments regarding these workshops or ideas about proposed sessions are welcomed.

Phyllis Lacroix

## HUMAN RESOURCES/TRAINING REFLECTIONS

The Human Resources/Training track of our master's degree continues to attract many high quality students. What impresses all of us is the wide variety of backgrounds and undergraduate majors which entering students bring to the program. This diversity creates a synergistic effect in class discussions and seminars.

Employment opportunities remain strong provided candidates have mobility and are flexible regarding acceptable entry level positions. High-tech companies as well as service industries such as insurance seem to have the greatest number of vacancies.

The future for Human Resources/Training positions appears to be bright. The recognition of information as a critical utility to society, business, industry, and governmental agencies has catapulted the training profession toward the forefront of desirable careers. This trend should continue into and through the 90's.

Dennis Fields



**Sharon Hall** recently began working in Circulation and Government Documents. A native Californian who recently moved here from York, Nebraska, Sharon does not enjoy the cold weather, but she does enjoy the friendly people of St. Cloud.



**Congratulations to Beverly Midthun** who graduated fall quarter! She is presently on staff as a media generalist in the Aitkin Public Schools.



**Robert Hauptman** spent fall quarter break working at the University of Oklahoma's History of Science Collections, the premier collection in the world. He perused the chronological catalog searching for appropriate 17th and 18th century scientific illustrations and then photographed each illustration. These photographs will accompany an article discussing the effect of scientific illustrations on perception and comprehension. Robert's book, Ethical Challenges in Librarianship (Oryz Press, 1988), is on display in the Administration Services building by the information desk.

**Bonnie Hedin** and **Sandra Williams** attended the Second National LITA Conference in Boston in September. The theme of the conference was "Effective Technology, Excellent Service: Putting the Pieces Together." They also saw demonstrations of "state of the art" library equipment used at Cal-Berkley and MIT.



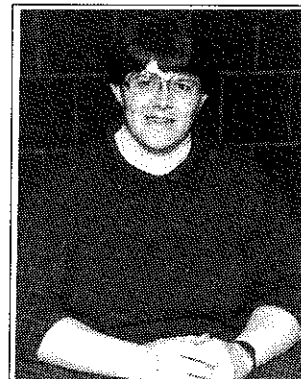
**Fred Polesak** was recently presented a certificate of commendation for his direction of the videotape "Child Abuse: A Time for Healing." The production of the videotape was funded by Zonta International and was produced in cooperation with the Child Protection Services of Stearns and Benton counties.

Length of service awards were presented in October to faculty and staff who had completed 10, 20, and 30 years of service. **Dan Marek** (Instructional Development) and **Phyllis Lacroix** (Center for Information Media) have completed 10 years of service; **Lucy Supan** (Center for Information Media), and **Carl Savage** (Curriculum Development) have completed 20 years of service.



**Dae C. Lee** served as an information specialist and interpreter for the First Conference of Technical Exchange and Training between two Korean companies and DeZurik Corporation, Sartell, in October. He also provided research information on design, installation and instrumentation in the pulp and paper industry.

## GRADUATE ASSISTANTS



We are pleased to welcome two new graduate assistants winter quarter. **Peggy Noonan** is a Special Studies Student and is working in Periodicals. **Julie Schaefer** is also in Special Studies and is working in the Center for Information Media.

## A SALUTE TO SUPPORT SERVICES!

Here is a chance to acquaint yourself with the important people who work behind the scenes to assure a smooth running Learning Resource Center. In this issue we acknowledge those support staff in the largest department, that of Resources and Information.



Terry Gillitzer, Diane Larson, Mary Krafnick, Melodie Dukowitz

**ACQUISITIONS** orders all print and non-print materials including some serial publications totaling approximately \$400,000.00 a year. **Terry Gillitzer, Diane Larson, and Mary Krafnick** order, receive, process, then send to cataloging approximately 15,000 items each year. When cataloging is completed the items are sent back to acquisitions for processing completion.

**CATALOGING** uses the OCLC (Online Computer Library Center) to find information used to catalog incoming materials. **Melodie Dukowitz** enters items into the automated circulation system, maintains the shelf list, supervises student workers, and handles barcoding problems.



Joan O'Driscoll, Debbie Binsfeld, Jeanne Molloy, Barb Mueller, Sharon Hall

**GOVERNMENT DOCUMENTS** receives free government and state documents in selected areas with emphasis in education and curricular areas. All documents are received and

processed within the department. **Debbie Binsfeld** processes and catalogs the documents and supervises twenty four student workers. She also spends part of her time at the reference desk in Government Documents. **Sharon Hall** assists the Document Librarian and helps check in government documents. They are in the process of barcoding and entering them on the online system using the OCLC. Needless to say, this is a monumental task.

**PERIODICALS** receives approximately 2,000 current periodical titles. **Barbara Mueller** orders, receives, monitors and processes periodicals and microforms. **Jeanne Malloy** supervises student workers, assists patrons, and prepares periodicals for binding.

**R&I OFFICE'S Joan O'Driscoll** processes the requests for Interlibrary Loan and Minitex and handles any problems that may arise. She also supervises five student workers and one runner. St. Cloud State University is the dispersement center for the St. John's University, College of St. Benedict, Great River Regional Library of St. Cloud, and the Veterans Administration Hospital. She is also in charge of the main desk, supervises those student workers, and serves as division secretary for Dave Rydberg.



Kris Hagen, Bonnie Theis, Jan Pietron, Marilyn Moser, Pat Schenk, Pat Sauerer

**ARCHIVES** collects and processes official documents of the university; papers, books, and articles written by professors of the university; and the manuscript collections of Minnesota authors such as Joanne Fluke, Dr. Richard Nolan, and Jon Hassler. **Pat Schenk** processes and services the collection by use of a computer program called SPINDEX which indexes and produces a register of all materials.

**CIRCULATION** must keep track of over 400,000 print items which are kept on the fourth floor. Over 150,500 items are circulated each year. Fall quarter showed a 4,422 increase in items checked out over fall of 1987. **Bonnie Theis** along with

**Sharon Hall**, who works part time in Government Documents, help supervise the area; handle billing problems, overdues, patron complaints and inquiries; and supervise student workers.

**DISTRIBUTION** is responsible for maintenance and inventory of all audio visual formats and equipment from software to entertainment and instructional video tapes. **Kris Hagen**, a temporary replacement for **Margaret Thomas** (currently in Denmark with her husband, David, a professor in the College of Business) schedules video formats and equipment. **Marilyn Moser** is an A.V. aide who is responsible for monitoring video tapes and handling equipment needs of the faculty. **Jan Pieiron** is responsible for the hiring, scheduling, and payroll of all student help in the LRS.

**INSTRUCTIONAL TECHNOLOGY SERVICES, ITS**, maintains print and non-print materials and handles the distribution of materials for CIM classes. **Pat Sauerer** is in charge of the ITS area and also trains and supervises student workers. Pat assumed her position the end of winter quarter replacing **Laurie McClintock** who is on sabbatical.

## BRIDGING THE DISTANCE

Since its inception in winter of 1988, the two-way TV system has delivered several educational programs to Brainerd and Little Falls. Students at distant learning sites have been able to take undergraduate classes in areas such as economics or Spanish or graduate classes in areas of education and music.

Beginning in 1989, people in the Alexandria and Willmar areas will also be able to participate in two-way TV learning because of a new networking system. St. Cloud State University has teamed up with several mid-central Minnesota Vocational Technical Institutes in an effort to expand this unique educational system into new geographical areas. This cooperative effort will allow St. Cloud State University and the Vocational Technical Institutes to share their resources and extend the walls of learning institutions to those who otherwise may not be able to experience a variety of courses.

## NEW DEVELOPMENTS

The Instructional Development Department completed 13 major projects fall quarter. They include a promotional video for St. Cloud State University Admissions and a multi-image/multi-media recruitment program which has been installed in the Administrative Services Building. Projects also included speaker support packages for several administrative units on campus and support materials for Minnesota SURE Access, a state university system community support service. Recently acquired technologies allow the Instructional Development Department to expand promotional support while continuing instructional support service at normal levels.

## INTERN UPDATE

The intern program provides an opportunity for information media students to work with and learn from professionals in their chosen field of study. Some of the following students were placed this fall, and others are currently interning.

**Margaret Magistad** interned at the Minneapolis Public Library primarily within the Sociology Department and was introduced to a broad look at its operations. **Donna Winder** and **Lynn Kvalness** interned at the public schools of Brainerd and New Hope respectively. Lynn is interested in learning more about integrating media skills into the curriculum. Donna's internship enabled her to experience multiple sites and a wide range of situations.

At Bankers Systems, Inc., of St. Cloud, **Willie Stevenson** is assisting in a number of video productions, and **Diane Salzer** has the challenging task of front-ending an entire training curriculum.

**Tom Fenlason** is producing training materials at the Voluntary Action Center, St. Cloud. He also plans to apply for the Penny Fellowship Grant.

**Chris Ethl**, in cooperation with a private consultant, will produce a training module, and, in addition, will create a slide show for Homeward Bound.

### "EYEOPENERS!" IS COMING!

We're very excited to report that Information Media and Continuing Studies have been able to book **Beverly Kobrin** for our Summer '89 children's literature workshop! A number of our past participants have requested a workshop by Dr. Kobrin, and we're happy to be able to offer one this year.

Dr. Kobrin is the authority on nonfiction books for children in the classroom and media center. She has more than 25 years of experience in classroom teaching, and publishes The Kobrin Letter, a monthly periodical in which she reviews nonfiction literature. She also suggests ways to integrate trade books throughout the curriculum. Her new book "Eyeopeners!" is the definitive work on how to choose and use children's books about real people, places, and things.

Thousands of teachers and librarians have attended her workshops throughout the country. They have been full of praise for her knowledge of resources, enthusiasm, and sharing of helpful, practical, and worthwhile ideas. Some sample comments from previous workshop participants:

- ♦ "I really felt I was taking something back with me to use in the classroom."
- ♦ "The best literature course (fiction or non) that I have ever taken."
- ♦ "Not a dull moment. Beverly is full of ideas and presented the materials in ways that made us want to read every book she brought."
- ♦ "This has been the most enlightening and informative session that I've attended in 15 or more years!"

Dr. Kobrin will be joined by the well-known author **Seymour Simon** and at least one other author or illustrator of nonfiction books for children.

An advantage of this year's workshop is that participants will be able to earn 2 credits over 4 days. The dates will be Tuesday through Friday, **June 20-23, 1989**. Mark your calendar now so you'll be able to join us for what promises to be a dynamic, full-of-ideas experience.

### Forging New Alliances Seminar

Cognizant of the significant number of graduates the Center for Information Media has placed throughout the United States and the world, we continue to try to balance our summer offerings to meet your changing needs. A glance at the summer of 1989 verified that it is no exception! Although we are excited about the entire summer schedule, we feel compelled to highlight the Forging New Alliances . . . Seminar, July 26, 27. This seminar will explore the problems women have in building alliances with other women and how these problems impact on the dynamics of the educational/training setting. Participants will identify the barriers and explore strategies for creating effective work/facilitator relationships through mini-lecture, small group discussion, and experiential exercises.

A very high percentage of Information Media graduates in each of the three master's tracks are women, and this seminar should be helpful to both men and women. Furthermore, many of you are now in management positions and are confronted on a daily basis with many of the issues included in the seminar. We are excited about the seminar and urge you to consider it and assist us in our advertising effort.

### Center for Information Media Tentative Spring Schedule 1989

104	Introduction to the Learning Resources (Business Emphasis)	1 Rude 2 Battistini 3 Lacroix 4 Rude 72 Nagel	2 2 2 2 2	9T 6T 1R 11W 10 MW	CH-130 CH-130 CH-130 CH-130 CH-130
	(Closed Section)				
412-512	Television in Media	1 Polesak	4-3	6T	CH-60
436-536	Business Information Resources	1 Ewing	3	6T	CH-126
444	Internship in Media	1 Keable	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1 Arnold	4-3	6W	ED-126A
468	Media Materials and Methods of Instruction	1 Keable	4	10MWR	CH-134
		2 Stachowski 3 Smelser 4 Arnold/Keable 5 Jensen 6 Germundson 7 Arnold 8 Steltzner	4 4 4 4 4 4 4	9MWRF 11MTRF 1TR 1MTWF 6M 6R 6R	CH-125 CH-125 CH-134 CH-125 CH-125 CH-100 CH-100
469	Training and Media Management	1 Koyama	4	11MTRF	CH-126
471-571	Preparation of Media	1 Josephson	4-3	6R	CH-125
473-573	Photography in Media	1 Koyama	4-3	6T	CH-125
475-575	Administration of Media	1 Keable	4-3	6M	CH-134
478-578	Technical Processes	1 Williams	4-3	6R	CH-126
483-583	Color Slide Presentation	1 Nelson	4-3	6W	CH-134
493-593	Black & White Photography	1 Schmid	4-3	6T	CH-134
644	Information Storage & Retrieval	1 Rydberg	3	6W	CH-125
658	Systems Design	1 Fields	3	6R	CH-134
675	Organization Training and Media Management	1 Hill	3	6M	CH-126
680	Internship in Media	1 Koyama	2-12	Arr.	Arr.
681	Readings in Media	1 Lacroix	1-3	Arr.	Arr.
682	Research in Media	1 Staff	2-12	Arr.	Arr.
683	Seminar: Specialist Degree	1 Lacroix	1-4	Arr.	Arr.
684	Field Study in Media	1 Staff	3-9	Arr.	Arr.

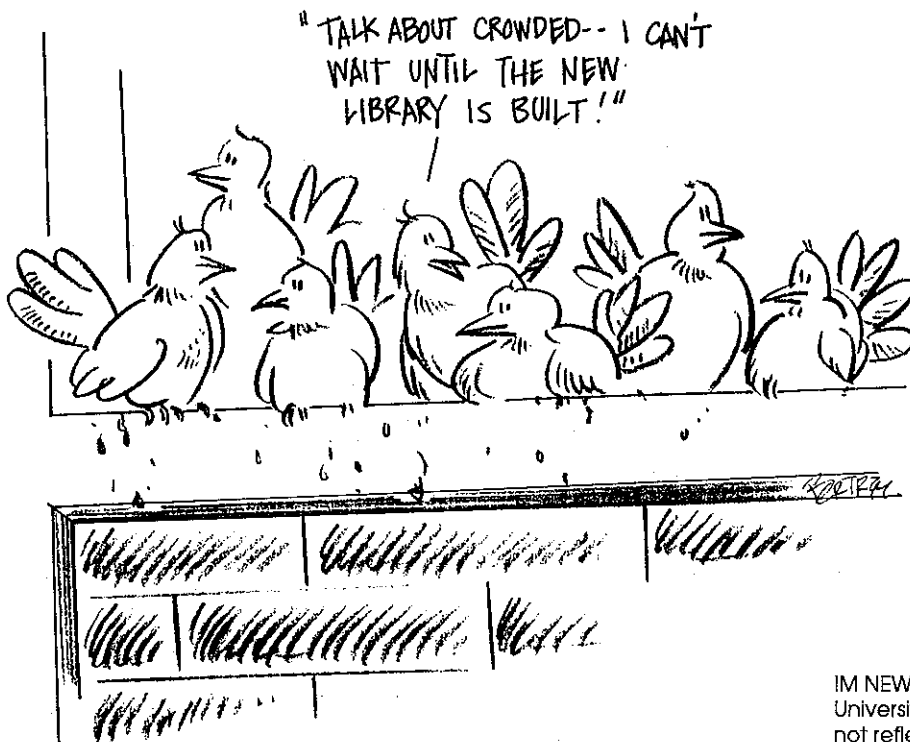
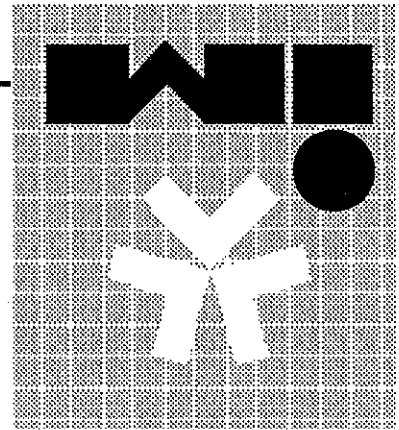
#### Off-Campus Courses - Tentative Schedule

477-577	Reference and Bibliography	Westby	4-3	6R	MELSA
577	Reference and Bibliography	Ewing	3	6W	Willmar
577	Reference and Bibliography (March 17-18, April 14-15, 28-29)	Clarke	3	F&S	Moorhead
606	Organization & Supervision	Lacroix	3	6M	Anoka-Ramsey
639	Reading, Listening, Viewing Guid.	Busse	3	6T	Anoka-Ramsey



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