


Spring 1986

Information Media Newsletter Vol. 20 No. 3

St. Cloud State University

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IAM NEWS

An Information Media Newsletter published by the Learning Resources Center and Center for Information Media

VOLUME XX NUMBER 3 SPRING 1986

FROM THE DEAN'S CHAIR



TONY SCHULZETENBERG

Year of arrival: 1965.

Best memories: the positive support I received when I was hospitalized was overwhelming. I had no idea so many people cared so much.

Worst memories: I can't say that I have any bad memories of my time at SCSU. Work has really been a pleasure for me.

Plans for the future: I've always wanted to write. I'm not sure that I have what it takes to produce a novel but I've been toying with some ideas for characters and a plot so I am going to try to bring them together. I am not at this point concerned about an end product but plan to enjoy the process.

What I'll miss most: the people and Gretel's chocolate chip cookies.

What I'll miss least: petty jealousies that get in the way of accomplishing things.

Words of advice: "Enjoy the people with whom you work and work with the people you enjoy."

How others see Tony: In the driver's seat and fishing for the BIG ONES on Big Birch Lake.

Two veteran LRS faculty members will be retiring this spring. Charles "Gene" Campbell and Dr. Anthony "Tony" Schulzetenberg have already tendered their resignations and are anticipating a fruitful retirement following notable careers as teachers and service professionals.

Both Gene and Tony have played major roles in the development of Learning Resources Services and the Center for Information Media. Most recently Gene served a dual role as the coordinator for the curriculum laboratory in the College of Education and reference specialist in Learning Resources Services. He has also held the position of media specialist for the Campus Laboratory School and served as public services division leader. Tony is serving as the division leader and professor in the Center for Information Media. He had previously served as an assistant dean in Learning Resources.

All of us in Learning Resources Services have been fortunate to have had the opportunity to work with these gentlemen. Their professional expertise and personal day to day support will be missed, but we are blessed because we can continue to use the ideas and good will they have generated and developed during their careers for the benefit of students and faculty. On behalf of your colleagues and friends at Learning Resources Services I say "Thank You and Best Wishes."

John Berling



GENE CAMPBELL

Year of arrival: 1963.

Best memories: helping with planning of new building, seeing building develop and overseeing the move itself. Of course dealing with the students has always been a pleasure.

Worst memories: It was very disappointing when the random remote access system didn't meet specifications in Centennial Hall. Everyone had worked very hard to sell the concept to the campus community so it was particularly difficult to see the project die.

Plans for the future: a life of leisure based at our cabin on Middle Cullen Lake near Nisswa, sailing our boat on Lake Superior and lakes in Oklahoma, traveling, visiting relatives, fishing and just plain relaxing.

What I'll miss most: the students.

What I'll miss least: the alarm!

Words of advice: "Work hard when you work, and play hard when you play!"

How others see Gene: Sailing into the sunset and napping in his recliner in front of the picture window on Cullen Lake.

One of the very best bits of news that continues to come from the field is that there appears to be an abundance of library media openings, especially in the metropolitan area. If you are interested in moving, please let us know when you might want to move and what your location preferences are. Also, if you have not kept an up-to-date placement file here at the University, it might be to your advantage to do so. Others in the field are also realizing the potential that media positions offer and we have seen an influx of good people into our beginning classes. For example, the introductory class in the Cities this Spring Quarter has over twenty students interested in the Master's Degree or working for Media Generalist Licensure. All of the requests we get for candidates generally ask for persons who have the Media Generalist Licensure as minimum licensure. There is a definite need for the well-rounded media person, one who knows books, media, and technology.

Those of us teaching classes in the school library media field are always on the lookout for new developments. Two recently completed library media centers deserve your attention, one at Fairbault Junior High School and one at Robbinsdale Cooper High School. These reflect what needs to be done to give direction to today's library media world, a world which sees no hierarchy in the media when it comes to meeting the learning needs of students. If you are in the facilities business--planning new ones or remodeling old ones--these are places well worth a visit. Fairbault is especially strong in its incorporation of the newer technology into the entire school building.

Summer still offers an ideal time for continuing education, for beginning a master's program or for completing Media Generalist Licensure. We are offering quite an array of courses that meet the requirements for the Media Generalist Licensure endorsement, as well as classes that will get you started toward the masters. The

workshops offer some interesting topics for the practicing library media specialist--from books to micros. Jim Trelease will headline the workshop entitled "Making Friends With Books" and will be supported by Jack Prelutsky. Many of the workshops are offered by practitioners from the field who have consented to share their expertise with you. Pre-registration is not essential, but is advised--if you cannot pre-register, at least let us know of your interest in attending the workshops. If there is not enough interest expressed, the workshops will be cancelled prior to the beginning of summer session.

Tony Schulzetenberg

INTERNSHIP UPDATE

Creating an actual commercial for television, personal interaction with clients, and being involved in bidding sales for a professional video program are all tasks that IM minor Lyle Lemke is accomplishing during an internship at Westel Cable TV Network in St. Cloud. Lyle, Mass Communications major, is busy learning more to secure a position in the audio/video profession.

Graduate student Sandy Christianson is interning at the District Media Center in Independent School District 279, Osseo, where she is concentrating on comparing strengths of individual programs.

An internship for a qualified Human Resources Development graduate student is possible through the Arthur Anderson Co. near Chicago. Interested students should contact Steve Koyama in Centennial Hall, room 216 (telephone 255-4774) for details. Other students planning for internships for either summer or fall quarter, 1986, should also contact Steve at this point.



MEMORIES OF ENGLAND

Living and teaching in England for one quarter is sometimes referred to as the "Castle Experience." As one who experienced it winter quarter I have an endless list of memories but will share only a few.

The students were terrific, bright and interesting and it was fun getting to know them and interact with them. Fun-loving and careful not to overdo the academic side of college life, 52 of them accompanied me on several museum visits and together we compiled a directory of museums. A course I taught on Information Technology in Britain provided the perfect excuse to investigate the British use of computers, online searching and information transfer.

Our four children attended the local public schools, so we had direct experience with the educational system. Wearing uniforms is part of the process and religion is not the taboo it is here. Emphasis is placed on verbal and written skills, with sentence and paragraph writing being taught from kindergarten on up. There are personal computers available for use in class, but support supplies and equipment are not as available as they are in Minnesota.

We toured England, Scotland, Wales and Ireland, enjoying the winter beauty and uniqueness of each country. Our memories of England, of life in the castle, the food, the students, staff, the Duke and Duchess and the countryside are all fond ones. I'd do it again. Just ask me about it.

Dave Rydberg

FACULTY NEWS

Dennis Fields and Steve Koyama attended a conference on Improving Human Experience in San Francisco March 31 - April 5. Dr. Fields and Dr. James May of the Donn Corporation gave a presentation on "Training Sales Professionals to Walk in the Customer's Shoes to Gain Commitment." Dr. Fields also gave a joint presentation with David Spates of the Sperry Corporation on "Organization Location of Skills Training Function in the Large Manufacturing Corporation." Also attending the conference were three graduates of SCSU's Masters Program in Human Resource Training and Development: Paul Carlson and Roberta Leitzke from Comserv and Barb Schaer from the Sperry Corporation.

Tom Stachowski gave a presentation entitled "Computers in the Classroom: A Positive Approach" at the 10th Annual Conference of the Association of Humanistic Education in Philadelphia on April 17. The presentation was designed to share strategies for developing cooperation, sharing and interaction with computers that encourage learning and to examine problem solving, simulation and tutorial software. The theme of the conference was "Shaping the Future Now," with futurist and author Jeremy Rifkin as keynote speaker.

Steve Koyama has gone to Chicago eight times since last fall in order to develop and deliver a two-day workshop for the Bell Communications Research Technical Education Center, a large training facility for Bell Companies such as Northwestern Bell, Southern Bell, Mountain Bell and New England Telephone. Approximately 10,000 students a year are instructed at the training center in short courses ranging from fiber optics to telephone systems of the future. Dr. Koyama's workshop was targeted at the course developers/instructors to help implement a job aid that he designed to facilitate media selection during the course development procedure.

The instructor guide and various other materials of this heavily mediated workshop can be adapted for several IM courses to provide real examples of business perspectives.

Dennis Fields and John Berling attended a joint meeting of the Wisconsin/Minnesota Educational Media Association in LaCross, WI at the end of February. Dr. Berling gave a presentation on Media Specialist Competencies in the Year 2000, and Dr. Fields gave a presentation on Program Evaluation.

Keith Ewing and Virginia Sorensen attended the Fourth Conference of College and Research Libraries in Baltimore, MD April 9-12. The theme of the conference was "Energies for Transition." Ms. Sorensen also attended a preconference workshop on "Teaching Methods for the Bibliographic Instruction Librarian."

Fred Hill has published an article entitled "Suzuki and Music: A Father's Perspective," in the Jan.-Feb., 1986 issue of Suzuki World. Dr. Hill has also co-authored an article with Dr. Robert Hauptman entitled "A New Perspective on Faculty Status." The article appears in the March, 1986 issue of College and Research Libraries Journal.

Dan Marek, Photo Lab Supervisor and his wife Wendy will spend the entire month of May in the Phillipines where, in addition to visiting Wendy's family, they will tape several local events and customs. The tapes will be available for use by SCSU faculty.

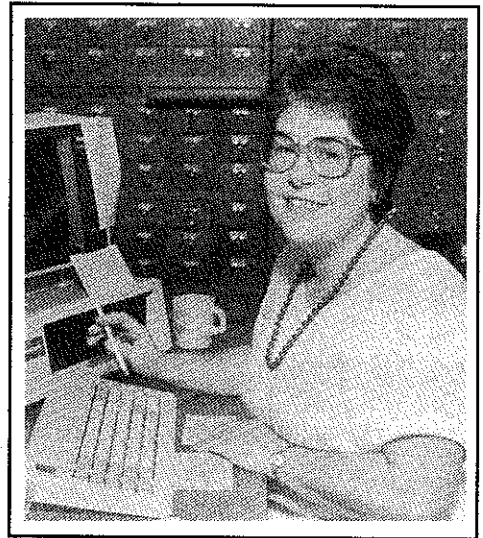
Jim Bertram, Graphic Arts Specialist has been on leave this year studying graphic arts at the University of Iowa. Shirley Hove, former Graphic Arts Specialist has been filling in for him for the academic year.



Laurie McClintock

NEW STAFF

Two new faces have appeared in the LRC this quarter. Laurie McClintock has joined the staff in R&I on 2nd Floor and Teri Gilliter is now part of the team in Acquisitions.



Teri Gilliter

NOTICE

If you are receiving our newsletter and anticipate a change of address or know of someone who would like to be on our mailing list, please contact the Center for Information Media, Room 213, Centennial Hall, SCSU, St. Cloud, MN 56301, Phone (612) 255-2062 between 8:00 - 4:00.

NEW DIVISION LEADERS TO ASSUME ROLES



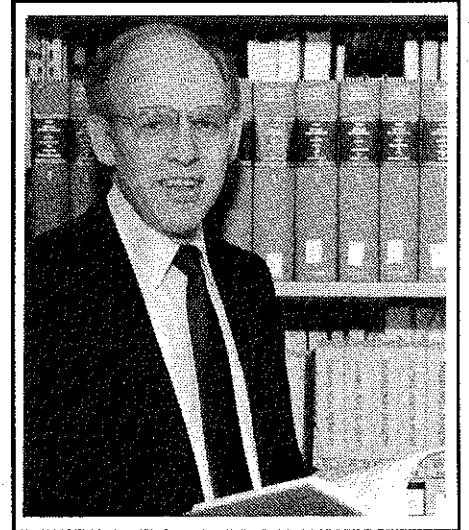
Phyllis LaCroix

Two major changes will occur in the LRC as of July 1, 1986. **Dave Rydberg** will become Division Leader for Resources and Information replacing Phyllis Lacroix. His office will be located in Centennial Hall, Room 102. **Phyllis Lacroix** will become division leader for the Center for Information Media, replacing Tony Schulzetenberg who is retiring. Her office will be located in Centennial Hall, Room 214A.

Virginia Sorensen has taken over bibliographic instruction.

Tom Stachowski has taken over supervision of the ITS Desk on Second Floor.

Fred Hill has moved from Instructional Development to Resources and Information.



Dave Rydberg

STUDIO NOTES

Instructional Development is currently involved in producing a video series for departmental promotions, and a general video promotion for St. Cloud State University.

The general university promotion is being designed to familiarize high school seniors with the offerings of SCSU and the final product will be distributed to over one hundred high schools across the state of Minnesota.

A videotape entitled "Interviewing Techniques" is being produced for the Counselor Education Department. This final product will consist of a series of vignettes that will be used to support existing curriculum.

Recently "Selected Poetry" was recorded for the Speech Communication Department. The presentation involved eight student poets who presented their pieces individually as well as in a group presentation.

Fred Polesak

JOB OPENING

DEPARTMENT COORDINATOR for Great River Regional Library. Responsible for the planning and operation of audio-visual media services for entire system and supervision of department staff at St. Cloud Headquarters. Requirements: Masters Degree in Librarianship or Library Media and two years of successful experience as a professional librarian. Full-time position. 1986 Salary - low \$twenties. Position available immediately.

GRRL is a 22 branch consolidated regional public library system located in central Minnesota, serving 280,000 population.

Submit letter of application, resume, and credential file or list of three references to Mona Carmack, Director, Great River Regional Library, 405 St. Germain, St. Cloud, MN 56301 by May 31, 1986.

NOTICE

Anyone wishing to receive the newsletter should contact the Center for Information Media, Phone (612) 255-2062, 8:00 - 4:00.

LUTHER BROWN SCHOLARSHIP AVAILABLE

The Center for Information Media and the St. Cloud State University Foundation have announced that monies are available through the Luther Brown Scholarship Fund. The scholarship was established to encourage and assist students in pursuing graduate work in the Center for Information Media at St. Cloud State University.

Persons interested in making application should write to John G. Berling, Dean, Learning Resources Services and Center for Information Media, Centennial Hall, St. Cloud State University, St. Cloud, MN 56301, Phone (612) 255-2022.

The deadline for receipt of letters of application has been extended to May 15, 1986.

GRADUATE GRAPEVINE

Brian Linskens, instructional designer for Communications Technology Applications, Inc. in McLean, Virginia.

Constance Bradovich, teaching in Germany for the Department of Defense Dependents Schools.

Center for Information Media
Fall Schedule 1986

104	Introduction to the Learning Resources	1	Elsen	2	11TR	CH-130
		2	Blaske	2	10MW	CH-130
		3	Hill	2	6M	CH-130
	(Business Emphasis)	4	Clarke	2	2TR	CH-130
275	The Media Profession	1	Keable	2	2W	CH-126
412-512	Television in Media	1	Polesak	4-3	6R	CH-61
436-536	Business Information Resources	1	Clarke/Ewing	3	1MWR	CH-134
444	Internship in Media	1	Koyama	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Staff	4-3	11MTRF	CH-228
		2	Rydberg	4-3	6W	CH-228
468	Media Materials and Methods of Instruction	2	Keable	3	10MWRF	CH-134
		3	Koyama	3	11MTRF	CH-125
		4	Stachowski	3	12MTRF	CH-134
		5	Hill	3	1MTWF	CH-125
		7	Savage	3	6T	CH-125
		8	Savage	3	6R	CH-134
473 573	Photography in Media	1	Koyama	4-3	6R	CH-125
476-576	Selection & Evaluation	1	Westby	4-3	6M	CH-125
483-583	Color Slide Presentation	1	Nelson/Fields	4-3	6M	CH-134
603	Information Media: Theory, Research and Practice	1	Lacroix	3	6W	CH-134
606	Organization & Supervision	1	Smelser	3	6T	CH-134
607	Training/Human Resource Development	1	Fields	3	6T	CH-126
646	Micro Software	1	Keable	3	6R	CH-228
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

683	Seminar: Integrating Software	Stachowski	3	6M	Onamia
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METRO AREA CLASSES

COMING UP...

During the 1986-87 academic year, a series of classes required for licensure in our Media Generalist program will be offered in the metro area. These classes will also be part of those generally required for the master's program. The following classes are being scheduled, with times and places to be announced.

Fall Quarter, 1986	IM 603
	IM 639
	IM 512
Winter Quarter, 1987	IM 576
	IM 644
Spring Quarter, 1987	IM 606
	IM 577
	IM 573

This series of courses will allow people to progress toward the Media Generalist License and the Master of Science Degree simultaneously. Since the community colleges are considered residence centers, it will not affect the residency requirement; consequently, the student can take the bulk of the courses in the metro area. There will, however, be minimum enrollment requirements, so students will be encouraged to take the classes when they are offered. If not, then chances of cancellation of courses will be greater. If you have any questions, please feel free to contact us.

The 21st Annual Media Technology Conference will be held at the University of Wisconsin--Stout, July 14, 15 & 16. The theme of the conference will be "The Information Age: Coping With Change." For information contact:

Marilyn Mars for Learning Resources
University of Wisconsin-- Stout
Menomonie, WI 54751
715-232-2346

or

Center for Information Media
Room 214, Centennial Hall
SCSU -- 255-2062

RETIREMENT PARTIES PLANNED

GENE CAMPBELL

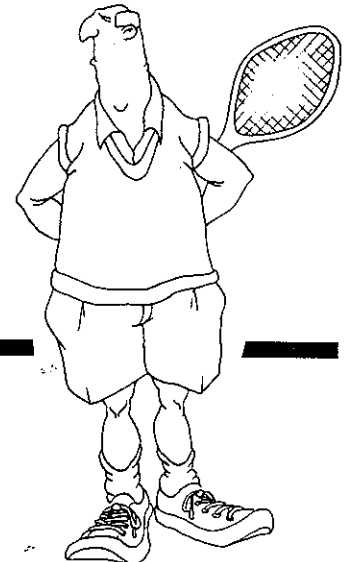
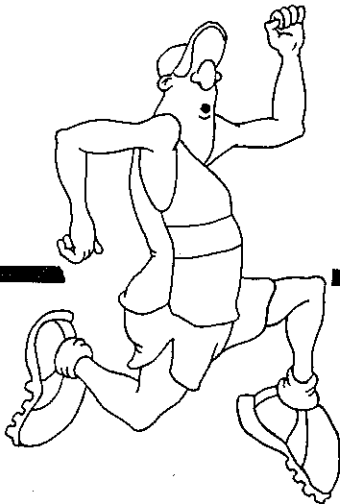
Charles (Gene) Campbell will be retiring May 23 of this year after having served St. Cloud State University for 23 years.

This special occasion will take place Friday, May 16, 1986 at the Holiday Inn, St. Cloud. A cash bar cocktail hour, poolside, will be from 6:00 - 7:00 p.m. followed by dinner.

The cost for the hot buffet is \$12.00 per person (including tax & gratuity). We will be presenting Gene with a retirement gift at this time -- contributions toward the gift would be greatly appreciated.

For more information contact:

Jan Pietron
Learning Resource Services
St. Cloud State University
St. Cloud, MN 56301
(612) 255-4768



TONY SCHULZETENBERG

After 21 years of service to St. Cloud State University/Center for Information Media, Tony Schulzetenberg will now be spending his time traveling, fishing, golfing, and doing a little writing in lieu of a 40 hour work week. Tony will be retiring effective June 30, 1986.

A retirement party is being planned for Tony on the evening of June 28, 1986 at the Holiday Inn, St. Cloud, MN.

Anyone wishing to send congratulatory letters may do so by sending them (by June 20) to the address listed below. Letters will be collected and presented to Tony at the banquet.

For details contact:

Lucy Supan
Center for Information Media
St. Cloud State University
St. Cloud, MN 56301
(612) 255-2062

Children Make Friends With Books

June 30 and July 1

9:30 a.m. - 4:30 p.m.

ATWOOD CENTER BALLROOM

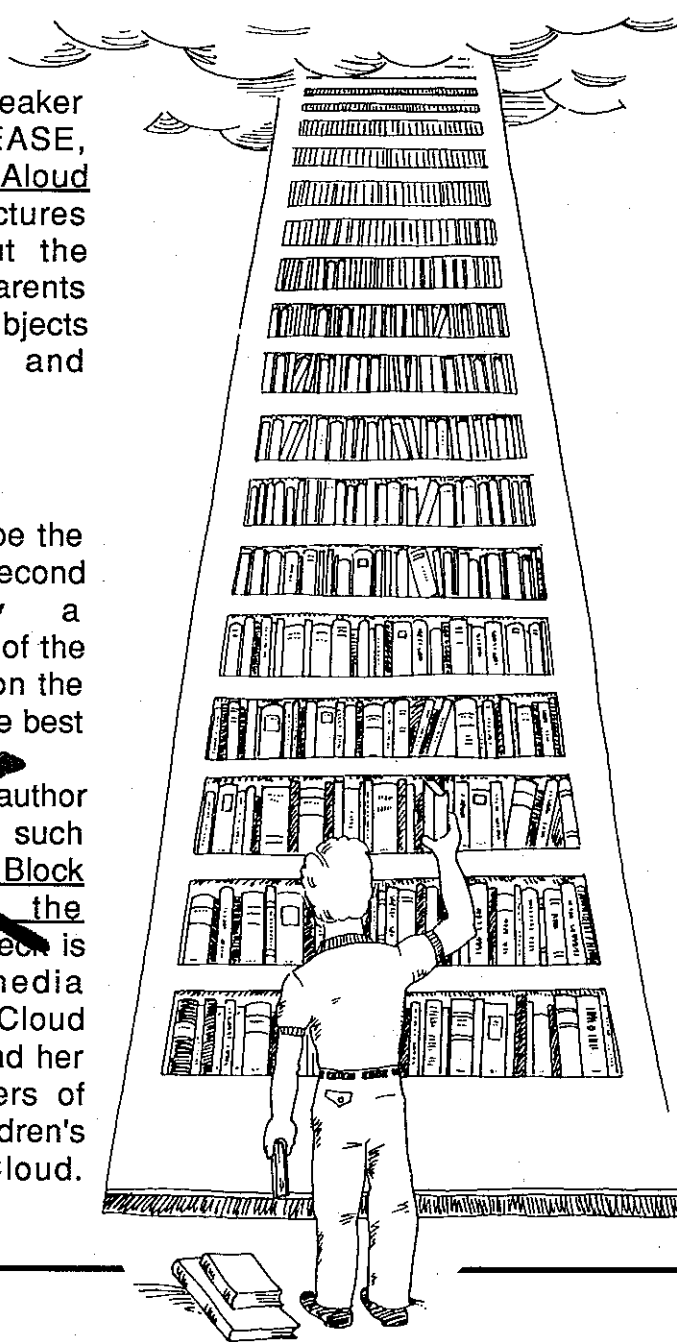
DAY 1

Featured guest speaker will be JIM TRELEASE, author of The Read Aloud Handbook. Jim lectures extensively throughout the U.S., speaking with parents and teachers on the subjects of children, books and television.

DAY 2

Jack Prelutsky will be the main speaker on the second day followed by a presentation at the end of the day by Gertrude Geck on the current best sellers of the best known children's authors.

~~Jack Prelutsky is the author of award-winning books such as The New Kid on the Block and The Snopp on the Sidewalk. Gertrude Geck is an elementary media specialist in the St. Cloud Public Schools. She and her husband are the owners of The Tree House, a children's bookstore in St. Cloud.~~



CREDIT OPTION

This workshop may be taken as a non-credit conference, or one undergraduate or one graduate credit.

REGISTRATION FEES

Preregistration is required. Register by June 18 by returning the registration form with your check of \$45.00 for the conference fee, payable to St. Cloud State University. If you wish credit you must include a separate check for either \$30.45 for undergraduate resident credit or \$40.85 for graduate credit, payable to St. Cloud State University. Space is limited and registrations will be accepted as they are received.

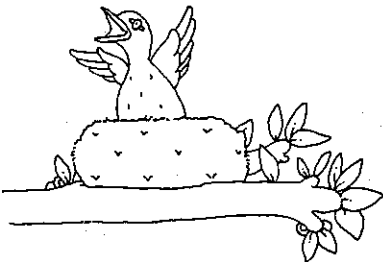
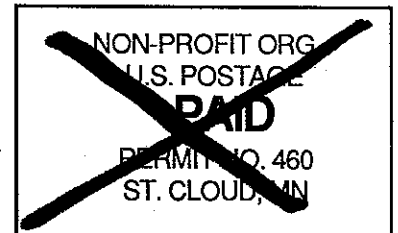
REGISTRATION FORM - MOTIVATING CHILDREN TO MAKE FRIENDS WITH BOOKS -- JUNE 30 - JULY 1, 1986

Name _____		Business Phone _____	Home Phone _____
Address _____		City _____	State _____ Zip _____
Enclosed are checks to cover:	_____	\$45.00 workshop fee only (all participants must pay)	
(separate check for credit fees)	_____	\$30.45 one (1) undergraduate resident credit	
	_____	\$40.85 one (1) graduate resident credit	

Mail checks and registration form to: Continuing Studies, Whitney House, St. Cloud State University, St. Cloud, MN 56301



210117
Center for Information Media
St. Cloud State University
St. Cloud, MN 56301



Bonnie Hedén

