Winter 1985

Information Media Newsletter Vol. 19 No. 2

St. Cloud State University

Recommended Citation
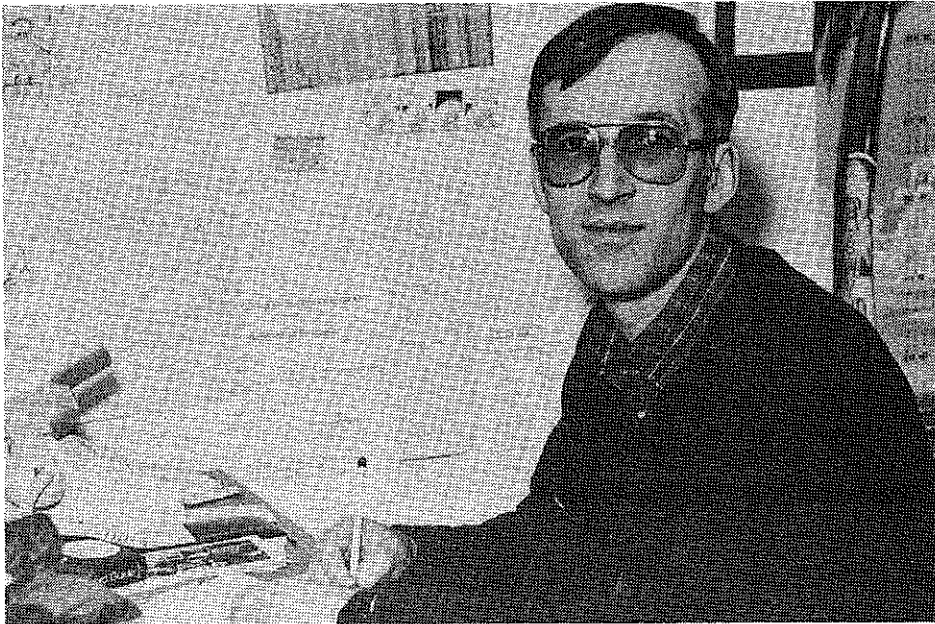
Dennis Fields

FIELDS SPENDS SABBATICAL DOING WHAT HE TEACHES

Dennis Field's idea for his fall sabbatical was to get further practice at what he has taught: consult with business and industry in the areas of Training Development, Resource Development, Organizational Development, and Instructional Design. Dennis began setting up jobs in July, with the intention of obtaining realistic experiences in as many design and development areas as possible.

Getting work as a consultant was secondary to him when compared to the opportunity for new learning experiences. He found, however, that the most realistic experiences were those where he worked as a hired consultant. Non consultant experiences, generally found people too busy to work very long, or devote enough undivided attention to the project at hand.

Although he was familiar with someone in each company he contacted he still had to aggressively sell his skills. Prospects wanted to know, up front, what he could do for *them* and how the services provided could increase productivity.

He did the majority of his work for four companies: Comserve International, Mpls.; Sperry-Univac, Mpls.; Donn Corp., Cleveland; and Technicomp, Cleveland. Much of his time was spent on three major projects involving Organizational Design; designing, developing, presenting and evaluating a National Sales Program; and working on an International Sales Program. He also did some peripheral work that included one public school job, and one university job.

Comprehensively, Dennis had the opportunity to work on skills in Instructional Design and Development, Organizational and Management Development, Evaluation (design and carry out), Standup Training and Delivery Consulting and Counseling.

He plans to give a report on his sabbatical to the University community in the near future.

GRADUATE GRAPEVINE

A brief account of some of our fellow graduates who have recently gained positions with the following places . . .

Diane Blenkush: Law Librarian, Central Minnesota Law Library.

Sue Blohm: Returns to Education with Minneapolis Public Schools.

Karen Braith: Is with Charlotte County Library in Port Charlotte, FL.

Barb Forcier: Assistant District Media Director, Duluth Public Schools.

Susan Fore: Trainer, Supreme Court of Minnesota.

Jeff Harrington: Photographer, Media Loft, Minneapolis.

Janet Joyner: Is with Sperry Corporation, St. Paul, MN.

Mary Kerns: President, National Association Regional Centers; AECT Board of Directors.

Mindy Klauer: Library Media Specialist, Delano, MN.

Jeff Korte: Is employed in Instructional Design, SCSU.

Chris Kutzko: Instructional Designer, Technicomp, Cleveland.

Ann LaRose Manske: Is with Dancer Fitzgerald Sample, Inc.

Doris Matter: Media Director, Royalton Public Schools (started Tri-County Law Library, replaced by Diane Blenkish.)

Janet Palmer: Back at Forest Lake Public Schools.

Brian Parameter: Photographic Assistant, Fingerhut.

John Pepper: Television Producer, District 742 Media Center.

Jack Robson: Library Director, Nebraska Weslian.

Susan Ruf: Trainer, Deluxe Check.

Barb Schaer: Is with Sperry Corporation, St. Paul, MN.

Mary Schwarze: Is with Wilson Learning Corporation, Eden Prairie, MN.

Du Ann Taubert: Account Executive, KDLT-TV, Sioux Falls, SD.

John VanDreser: Instructional Designer, Comserv Corporation, Mendota Hts.

Larry Wiget: President Elect, AECT School Media Specialists Division; Editor of *School Learning Resources*.

Tee Shirts Are Here ...AGAIN!

Once again, we are announcing the availability of "Center for Information Media" commemorative tee shirts.

The profits from the tee shirt sales are put into the Luther Brown Scholarship Fund, in the hopes of providing more financial assistance to qualified graduates each year.

Price for the tee shirts are $6.00 each. And, aside from becoming the proud owner of a Limited Edition Designer Tee Shirt, you'll be helping a fellow student achieve his/her educational goal.

Please make your check payable to St. Cloud State University Foundation. Oh, by the way, it's tax deductible! Just fill out the purchase order form below, and return to Dennis Fields:

IMAGES

IMAGES (Information Media Association for Graduate Education Students) was first organized in the fall of 1983. "A result of many informal discussions at Atwood and Burger King," Images' purpose was to promote communication between the three IM tracks. Also, its founders had intended it to serve members by *sponsoring activities and promoting professional growth.*

Now, unfortunately, Images seems to be little more than a vague memory. What we need are some felicitous IM grad students who are interested in breathing like back into Images.

Please send your name, telephone number, and times when you are available to the Center for Information Media, in care of "IM NEWS".
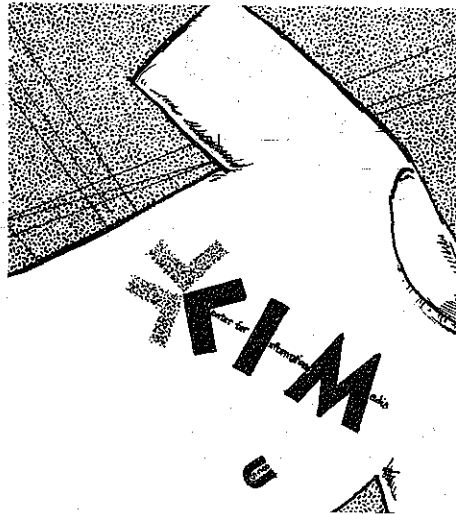
SAMPLE OF THE TEE SHIRT

Dean Berling

From the Dean's Chair

I am pleased to report that your Information Media program at St. Cloud State University is doing well. Enrollment is good, employment opportunities are excellent and the local support of the Center is sound. While the overall support and direction is good, one area which needs to be addressed is the provision for financial assistance through scholarships for deserving students.

Last year two scholarships were awarded through the Luther Brown Scholarship fund and the University Book Store fund. Both were small $350 and $250 respectively. The size of these can be increased as the Luther Brown fund in the St. Cloud State University Foundation grows. Only the interest generated each year is given out so as the fund balance increases more money can be made available for scholarship purposes.

I would like you to consider making a contribution to the St. Cloud State University Foundation (tax deductible) for the purpose of increasing our ability to provide outstanding students with needed financial support. Scholarship support is very important to the continuing development of the Center for Information Media and its programs. I hope you feel inclined to provide this type of support. Checks should be made payable to St. Cloud State University Foundation/Luther Brown Scholarship. We need the help of our alumni to continue the development of this information media program.

CENTER FOR INFORMATION MEDIA
SPRING SCHEDULE

Course	Title	Sec	Instructor	Cr	Time	Room
104	Introduction to the Learning Resources	1	Hauptman	2	10TR	CH-130
		2	Blaske	2	6T	CH-130
	Closed Section	3	Sorensen	2	10MW	CH-130
412-512	Television in Media	1	Polesak	4-3	6T	CH-60
436-536	Business Information Resources	1	Clark/Ewing	3	6R	CH-125
444	Internship in Media	1	Koyama	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Keable	4-3	6R	CH-228
468	Media Materials and Methods of Instruction	2	Rydberg	3	10MWRF	CH-125
		3	Stachowski	3	11MTRF	CH-134
		4	Savage	3	12MTRF	CH-125
		5	Jensen	3	1MTWF	CH-134
		6	Busse	3	6T	CH-125
469	Training and Media Management	1	Koyama	4	11MTRF	CH-126
471-571	Preparation of Media	1	Keable	4-3	4MW	CH-126
473-573	Photography in Media	1	Koyama	4-3	6W	CH-125
475-575	Administration in Media	1	Schultzetenberg	4-3	6M	CH-134
478-578	Technical Processes	1	Elsen	4-3	6R	CH-126
483-583	Color Slide Presentation	1	Nelson/Fields	4-3	6T	CH-134
644	Information Storage & Retrievel	1	Rydberg	3	6T	CH-126
646	Micro Software	1	Simons	3	6T	CH-228
658	Systems Design	1	Fields	3	6R	CH-134
675	Organizational Training and Media Management	1	Hill	3	6M	CH-125
680	Internship in Media	1	Koyama	2-12	Arr.	Arr.
681	Readings in Media	1	Schulzetenberg	1-3	Arr.	Arr.
682	Research in Media	1	Staff	2-12	Arr.	Arr.
683	Seminar: Specialist Degree	1	Schulzetenberg	1-4	Arr.	Arr.
683	Seminar: Organizational Development	3	Slipy	3	9S	CH-228
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.

Off-Campus Courses

Course	Title	Instructor	Cr	Time	Location
545	Microcomputers in Classrooms and Media Centers	Smelser	3	4:15W	Hinckley
606	Organization and Supervision	Schulzetenberg	3	6W	Anoka-Ramsey
607	Training/Human Resource Development	Nassauer	3	6M	Bus. College
646	Micro Software	Stachowski	3	4T	Roseville

CENTER FOR INFORMATION MEDIA
TENTATIVE SUMMER SCHEDULE 1985

FIRST SESSION

412-512	Television in Media	1	Polesak	4-3	6TR	CH-61
445-545	Microcomputers in Classrooms and Media Centers	1	Keable	4-3	7:30	CH-228
468	Media Materials and Methods of Instruction	1	Staff	3	7:30	CH-125
		2	Keable	3	9:35	CH-125
473-573	Photography in Media	1	Nelson	4-3	1:45	CH-125
477-577	Reference and Bibliography	1	Clarke	4-3	9:35	CH-134
478-578	Technical Processes I	1	Hedin	4-3	9:35	CH-126
603	Information Media: Theory, Research and Practice	1	Fields	3	11:40	CH-134
606	Organization & Supervision	1	Schulzetenberg	3	7:30	CH-134
644	Information Storage & Retrieval	1	Rydberg	3	11:40	CH-125
646	Micro Software	1	Simons	3	6TR	CH-228
647	Instructional Development and Design for Microcomputers	1	Lacroix	3	1:45	CH-134
680	Internship in Media	1	Staff	2-12	Arr.	Arr.
681	Readings in Media	1	Schulzetenberg	1-3	Arr.	Arr.
682	Research in Media	1	Staff	2-12	Arr.	Arr.
683	Seminar: Specialist Degree	1	Schulzetenberg	1-4	Arr.	Arr.
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.

SHORT COURSES AND WORKSHOPS (June 10-July 12 - 9:30-4:30)

432-532	Administrative Uses of Microcomputer (July 10-11)	1	Simons	1	9:30	CH-228
495-595	Quality Courseware: Utilizing the Minnesota Department of Education Software Evaluation Program (June 17-18)	1	Wallin	1	9:30	CH-228
495-595	Microcomputer Telecommunication for Resource Centers (June 19-20)	2	Josephson	1	9:30	CH-228
495-595	Creative Uses of Children's Literature (July 1-2) Additional Workshop Fee	4	Keable	1	9:30	CH-100
495-595	Data Bases for Educators (June 24-25)	5	Ewing	1	9:30	CH-228
495-595	Instructional Graphics: Macintosh and Macpaint (June 26-27)	6	Ewing	1	9:30	CH-228
495-595	Developing a School Media Center Computer Catalog (July 8-9)	7	Collins	1	9:30	CH-228
683	Seminar: Acquisition and Maintenance of Equipment (June 24-25)	2	Jensen	1	9:30	CH-133
683	Seminar: Contemporary Minnesota Materials (June 12-13)	3	Schulzetenberg	1	9:30	CH-133

SECOND SESSION

445-545	Microcomputers in Classrooms and Media Centers	2	Stachowski	4-3	7:30	CH-228
468	Media Materials and Methods of Instruction	3	Stachowski	3	9:35	CH-125
471-571	Preparation of Materials	1	Hill	4-3	7:30	CH-134
475-575	Administration of Media	1	Smelser	4-3	1:45	CH-125
476-576	Selection & Evaluation	1	Westby	4-3	9:35	CH-134
481-639	Reading, Listening, and Viewing Guidance	1	Busse	4-3	11:40	CH-134
608	Research Methods	1	Koyama	3	11:40	CH-125
658	Systems Design	1	Koyama	3	1:45	CH-134
680	Internship in Media	2	Staff	2-12	Arr.	Arr.
681	Readings in Media	2	Staff	1-3	Arr.	Arr.
682	Research in Media	2	Staff	2-12	Arr.	Arr.

495-595	Logo for Teachers and Media Specialists (July 17-18)	3	Simons	1	9:30	CH-228
495-595	Logo for Teachers and Media Specialists (August 12-13)	8	Simons	1	9:30	CH-228
683	Seminar: Documentary Local History (July 15-16)	4	Clarke	1	9:30	CH-133

Pre-Registration for Summer Classes Strongly Encouraged

Students planning to attend regular classes, workshops, and seminars this summer are encouraged to pre-register for classes. Student enrollments existing on the May 3 pre-registration tally sheets will be used by the College Deans in cooperation with the Departmental Chairpersons to identify which courses will tentatively be taught during the summer and which courses will be cancelled. *This includes Second Summer Session as well.* Registration for workshops will be handled the same way as regular classes.

Pre-registration can be handled by mail following distribution of the summer schedule in early March, 1985. On-campus pre-registration is also an option. On-campus pre-registration for both first and second terms will be held on May 3, 1985, in the Atwood Ballroom.

Failure to pre-register does not preclude you from registering for a class at a later date.

Summer bulletins for pre-registration can be obtained by contacting the office of Graduate Students, Whitney House 202, St. Cloud State University, St. Cloud, MN 56301, or by calling (612) 255-2113. You may also call the Office of Center for Information Media at (612) 255-2062 if you have any further questions.

Early March - May 3	1985 Mail in Pre-registration
May 3, 1985	On-campus Pre-registration
May 13, 1985	Drop-add and registraton begin in department offices
May 31, 1985	Fee payment for advance registration for first summer term due.
June 10, 1985	Classes begin for first summer session
June 14, 1985	Registration ends for first summer term
July 5, 1985	Fee payment for advance registration for second summer term due
July 15, 1985	Second Summer term classes begin
July 19, 1985	Registration ends for second summer term

CENTER FOR INFORMATION MEDIA
SUMMER 1985
SHORT COURSES AND WORKSHOPS

FIRST SESSION

IM 432-532 ADMINISTRATIVE USES OF A MICROCOMPUTER

How to apply a microcomputer and related software for data management purposes. Will explore both generic and dedicated software packages. Pre-requisite: knowledge of microcomputer operations.

July 10-11, 1 credit -- Mike Simons, Instructor

IM 495-595 QUALITY COURSE: UTILIZING THE MINNESOTA DEPARTMENT OF EDUCATIONAL SOFTWARE EVALUATION PROGRAM

An in depth analysis of the Minnesota Department of Education "Quality Courseware" evaluation project and its use as a resource for Minnesota educators.

June 17-18, 1 credit -- Joan Wallin, Instrucor

IM 495-595 MICROCOMPUTER TELECOMMUNICATION FOR RESOURCE CENTERS

The exploration and use of the microcomputer and related equipment in accessing and tranferring data electronically.

June 19-20, 1 credit -- Rich Josephson, Instructor

IM 495-595 CREATIVE USES OF CHILDREN'S LITERATURE

A look at contemporary children's literature, with an emphasis on the development of creative uses for such materials. Guest speaker: Mary Ann Pauline.

July 1-2, 1 credit -- Doreen Keable, Instructor

IM 495-595 DATA BASES FOR EDUCATORS

Access to and use of computer bibliographic and numeric data files on DIALOG and BRS of use and interest to public school educators; special attention to ERIC files and resources and non-educational data files of interest to educators.

June 24-24, 1 credit -- Keith Ewing, Instructor

IM 495-595 INSTRUCTIONAL GRAPHICS: MACINTOSH AND MACPAINT

An introduction to the creation and use of graphic images for instruction using the Apple Macintosh microcomputer.

June 26-27, 1 credit -- Keith Ewing, Instructor

IM 495-595 DEVELOPING A SCHOOL MEDIA CENTER COMPUTER CATALOG

A workshop designed to provide the participant with background information on computer catalog systems and related software, and preparing a library for implementation.

July 8-9, 1 credit -- Gayle Collins, Instructor

IM 683 SEMINAR: ACQUISITION AND MAINTENANCE OF EQUIPMENT

A seminar providing practical information on acquisitions of audiovisual equipment and simple maintenance problems.

June 24-25, 1 credit -- Harlen Jensen, Instructor

IM 683 SEMINAR: CONTEMPORARY MINNESOTA MATERIALS

A seminar on contemporary Minnesota materials of all kinds--from books to films. Minnesota writers and producers will be discussed, along with materials about Minnesota.

June 12-13, 1 credit -- Tony Schultzetenberg, Instructor

Second Session

IM 495-595 LOGO FOR TEACHERS AND MEDIA SPECIALISTS

Inrended as an introduction to educators for what LOGO is and how it wil impact a school's curriculum. Students will become knowledgable on the various facets of LOGO through a series of directed activities.

July 17-18, 1 credit -- Mike Simons, Instructor

IM 495-595 LOGO FOR TEACHERS AND MEDIA SPECIALISTS

Intended as an introduction to educators for what LOGO is and how it will impact a school's curriculum. Students will become knowledgable on teh various facets of LOGO through a series of directed activities.

August 12-13, 1 credit -- Mike Simons, Instructor

IM 683 SEMINAR: DOCUMENTARY LOCAL HISTORY

A seminar in the utilization of the various types of media to record, document, and preserve local history. Emphasis on the role of the new media, audio, visual, and computer, in this process. Techniques and technology introduced through examples of actual local history documentation projects. Directed towards history professionals, museum curators, genealogists, librarians and others with little or no media technology background.

July 15-16, 1 credit -- Norm Clarke, Instructor

The Power of Knowing

Dale S. Ironson, PHD, is a T&D consultant whose "Creatively Thinking" Column appears regularly in the **International Television** journal.

Recently, he highlighted on the topic of Intuition: a subject currently receiving a fair amount of attention for its role in psychology, art, education, and perhaps even business.

By his definition, Intuition is the power of knowing, accompanied by a recognition that our intuitive insight is true. Although they are often shadowed with doubt, these insights often turn out to be very accurate. Insights or "hunches" may occur anywhere at any time, from anticipating someone's phone call to sensing an important direction to take in solving a problem, or discovering the right strategy for a communications project.

A project may be inching its way along in a series of frustrations when it suddenly falls into place with a flash of illuminating insight. Such experience has been asociated with many scientific and artistic breakthroughs.

Intuition, like most right brain functions, are difficult to describe, operating in modes of feeling, images, and symbolism. However difficult to understand, Dr. Ironson offers some steps in enhancing intuition in ourselves.

The first step he describes is to be on the lookout for intuitive flashes and insights. One way to become more perceptive to them is to think back to the last time you had an intuitive insight. It's common that people find their insights happening during relaxation, or a relatively mindless activity.

By thinking back, and remembering our past intuitions, we should be able to discover clues to recognizing how insights come to us most naturally. The most immediate concern with recongnizing insight is the question of their truth. The only answer to this, according to Dr. Ironson, is personal experience. He explains that the task of developing and using intuition is basically one of developing a sense of discrimination and self-trust.

It also takes a lot of integrity to discern conscious wishful thinking from intuitive knowingness. One test in validating an insight is to put it aside for a few days; then come back to see if it's still as exciting as when it first occurred.

There is a different quality to hopeful delusion and the peaceful certainty of intuition. "When it's right, you know it."

Dr. Ironson stresses that the only way to develop intuition is to use it. He advises writing intuitions down, and seeing what happens. The process of recording insights and intuitions helps make them discernible.

Progress Report
International Business Project

Work continues on the International Business Information Project for small and medium size firms. The project is part of a U.S. Department of Education Development Grant with the SCSU College of Business.

Norm Clarke, information coordinator for the project, visited information centers and libraries in New York to study their services for international businesses , and to determine if their systems have any possible application to St. Cloud's future information system.

The libraries visited included:
X-Port World Trading Company Information Systems, World Trade Center
Port Authority of New York Library, World Trade Center
Chase Manhatten Bank Information Center
Morgan Guarantee Trust Library
New York Stock Exchange Library
Brooklyn Business Library
Center for Business Research, C.W. Post College, Long Island
New York University Graduate Business Library

Several of these centers had especially notable features. For instance, Chase Manhatten Bank Infomation Center is a totally computerized library system, and the only service visited to be more computerized than our own LRS.

The Center for Business Researchs international service is available by contract on a fee basis. Except for charging companies for service, The Center for Business is a conventional reference library, but is engaged in development similar to LRS.

Brooklyn Business Library is the largest business library open to the public in the United States. It is partially financed by New York for statewide business, to serve the entire state's business community.

X-Port World Trading Company Information Systems, for Norm's purposes, proved to be the most profitable experience. Although it is a division of the Port Authority of New York Library, X-Port is not a public library. Its current system evolved from a conventional library operation, and developed into the most advanced inhouse international business database. The database, unfortunately, became too expensive to maintain, and is no longer in operation. Now X-Port functions as an information brokerage service. Its Director of International Market Research, a former librarian, works as an agent for companies, doing research, analysis, and on-site marketing in foreign countries.
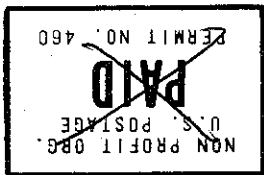
More recently, Norm was invited along with 40 leaders from business, government, education, planning, and libraries to participate in a conference

Norm Clarke

Doreen Keable (signature)

on "Good Information: The Link Between Librarians And Economic Vitality", sponsored by the Economic and Education Departments of the State of Minnesota. The conference focused on the interconnectiveness of information and the continuing development of Minnesota's economy, both domestic and international. Specifically, the conferences were concerned with how the vast store of information in libraries and other information centers could be disseminated to small and medium size businesses who may not be aware or have access to this data.

Faculty Notes

The second volume of the *School Library Media Annual* published by Libraries Unlimited, contains a chapter by Anthony Schultzenberg, entitled "Building and Remodeling School Media Facilities to Accommodate the New Technologies."

Doreen Keable reported that the NASA officials who attended the dedication of SCSU's NASA Regional Teacher Resource Room last fall were very pleased with the dedication. NASA plans to use a photograph of the SCSU event in their publicity. The Resource Room, under Doreen Keable's direction, provides instructional materials on the space program to area educators.

Harlan Jensen, Carl Savage, Anthony Schultzenberg, Doreen Keable, and Dae Lee were among those who attended the AECT Conference in Anaheim, CA.

Anthony Schultzenberg made presentations to Inservice Technology Seminars January 14 and 15 in Grand Rapids and Willmar. Steve Koyama and Doreen Keable gave mini-sessions on effective uses of film and video in the classroom at these same sites.

A series of 3 inservice workshops were given to teachers in Ogilvie, Onamia, and Isle. Steve Koyama, Doreen Keable, and Richard Josephson were presenters.

Steve Koyama was a post-secondary rep on a curriculum writing team for the Minnesota State Department of Education. He helped write some essential learner oucomes (SELO's) to be used in the area of media production in kindergarten through grade 12

Meet The Graduate Assistants

Mary Hartman is a 1980 graduate of SCSU in Elementary Education. She spent the last few years working with junior high-aged students, and has worked a variety of jobs, as the need arose. She now finds the important role of "nurturing parent" coming to an end, and has more time to pursue personal interests. She is assigned to R&I for the 1984-85 year.