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Spring 1984

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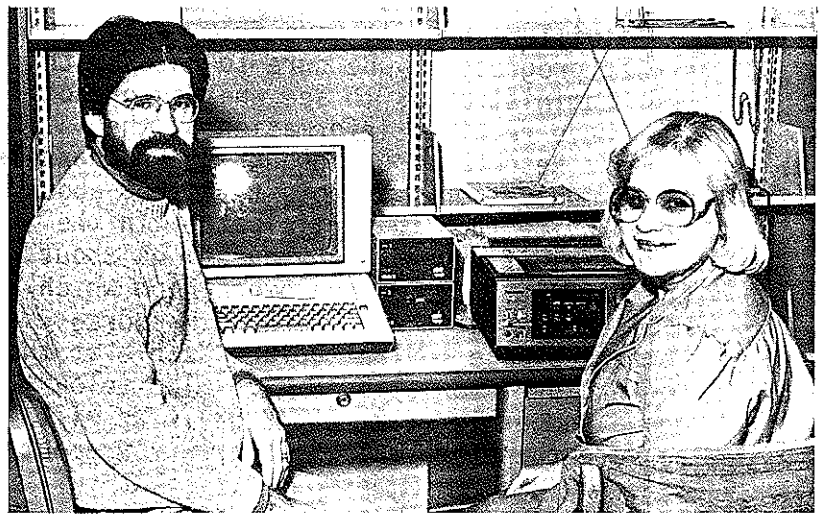
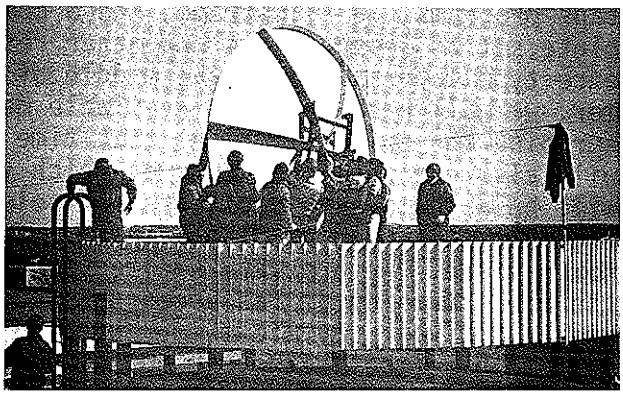
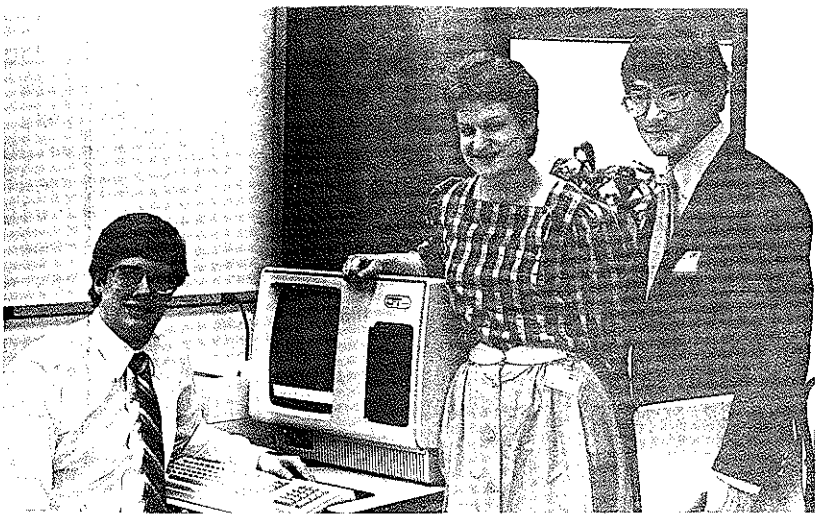
IM NEWS

Spring 1984 Volume XVIII Number 3

An Information Media Newsletter published by the Learning Resources Center and the Center for Information Media/Centennial Hall, St. Cloud State University.







FROM THE DEAN'S CHAIR

As resource (as well as resourceful) people we often find ourselves in the sharing business. In the last issue of IM NEWS I was enthused about the ideas of sharing via electronic bulletin boards and satellite receiving stations. With the advent of spring, I have some new resources that I would like you to share with us--the NASA/SCSU Teacher Resource Room.

The National Aeronautics and Space Administration (NASA) has educational service facilities nation-wide which have been set up to assist educators by providing them with print and non-print materials to be used in the K-12 curriculum. These materials have been available for the asking by simply covering the cost of the raw materials and the postage and handling. Minnesota has been in the service area of the Lewis Research Center in Cleveland, Ohio. Through a joint venture with the Lewis Research Center and St. Cloud State University, much of the material will now be sent to St. Cloud State University for the purpose of making it more readily available to educators in our area. Learning Resources at SCSU will house a collection of 1,000 slides, 100 video tapes, 15 slide/tape programs, 10 filmstrips, and a complete set of lesson plans and other reference type materials. By the middle of summer, we will have catalogs available describing the collection. At that time we will also announce the means by which you will be able to have duplicates of selected materials made available to you at a nominal fee. We are very excited about the new dimension of resources this may create for you. By mid-summer we also expect to have the Teacher Resource Room physically accessible so that you will be able to browse through the collection should you so desire.

Much of the credit for the establishment of the NASA/SCSU Teacher Resource Room goes to Dr. Ken Kelsey of the Department of Teacher Development in the College of Education. For the past four summers Dr. Kelsey has been offering workshops through NASA. During the weeks of July 16-24th Dr. Kelsey is again offering a workshop which will introduce people to the materials and provide them with ways to incorporate the materials into the curriculum. If you have an interest in the workshop itself, you can contact Dr. Kelsey at (612--255-2180).

Teachers, perhaps, will be the greatest users of this material. That does not preclude anyone else from using the duplicating services. The quality of the NASA materials is excellent and should not be overlooked by anyone.

You will be hearing more from us as the summer progresses. Be sure to check with your administrators to see whether or not they have received information on the Teacher Resource Room through their channels of communication. If not, tell them about it. Invite them to participate. In the meantime, if you have any questions about the NASA/SCSU Teacher Resource Room which will be housed in our Learning Resource Center, please contact Doreen Keable at the Center for Information Media. The telephone number is (612--255-2062). We will be more than happy to visit with you about it.

SABBATICAL REFLECTIONS

(Editor's Note: I've asked Tony Schulzeteenberg to share some of his thoughts about his visits during Fall Quarter, 1983, while on sabbatical leave.)

One of the primary purposes of a sabbatical leave is to provide a person an opportunity to enrich one's area of expertise through self-study or other types of experience leading to self improvement. There were two aspects of my plan for such enrichment--to visit a fairly substantial number of area schools to observe media programs in action and a three-week visit to Germany to see how educational technology is applied in their schools. Both experiences were not only stimulating, but also rewarding. I will endeavor to share with you a few generalizations I was able to draw from my approximately forty visits to area schools of all types, as well as a few observations about German schools and media programs.

My visits to area schools ranged from extreme southeastern Minnesota to Grand Forks, and included visits to media centers at all levels. The following are generalizations I have drawn:

1) The extent to which media programs is dependent on what the media person

wants the program to be.

2) Principals generally have a fairly good understanding of what the media center should be, but not always what a good program is.

3) Minnesota has more media centers than they have media programs.

4) There is an apparent lack of good strategies and long range planning.

5) Microcomputers have not yet been utilized to the best administrative advantage and there is no clear pattern in schools on how to administer and handle microcomputers.

6) Media people are reluctant to get involved with the new technologies.

7) Media people live, and too often die, with traditional concepts.

8) There is still a severe image problem which media people find difficult to overcome, often because of a failure to change.

9) Where media people are involved in curriculum, the general attitude and morale seem higher.

10) We talk new technologies when many media people have not accepted the library/audiovisual merger.

11) Adding audiovisual materials to the library collections does not make it a media program.

12) Too many media people have not kept up with the changes the profession demands of them.

There are, of course, many spin-off generalizations from each of the above, particularily as they pertain to individual responsibilities and tasks of media people.

The three weeks in Germany were a marvelous experience, and certainly educationally rewarding. Media programs there range in breadth and scope. Many schools, of those I visited, had little in the way of resources and several had neither libraries nor library media centers. The tracking of pupils at an early age into three types of schools (the comprehensive school movement is increasingly apparent in parts of Germany, however) has placed an emphasis on education for the more able, a fact reflected in the library/media programs. The science areas, for instance, in the Gynasium (the school for the college bound and/or the better students) are especially well equipped; so are language labs. Generally speaking, however, the American student has a much greater opportunity to learn from a variety of resources; however, the expectation of what the German student is to achieve is much greater. That expectation is realized in the German system. If we could combine our resources for learning with the German expectation of achievement, our educational outcomes would be greatly enhanced. At the moment though, I still prefer the American system for the opportunities it offers all students.

NEW SATELLITE RECEIVER "AT HOME" WITH THE PIGEONS ON CENTENNIAL ROOF

In early April, a 12 ft. "Channel Master" satellite dish-receiver was assembled and mounted on the roof of Centennial Hall. This major acquisition by the Learning Resources Center has the capability of receiving fourteen separate satellite signals with a maximum of twenty-four channels per satellite.

According to Randy Evans, LRC Technician, the installation was no easy task due to the unwieldy size of the pie-shaped sections before assembling. The sections were one inch too large to fit through the door of the roof and had to be lifted over the edge of the building with ropes and cables. Randy extended his thanks to the graduate assistants and others who helped him with this operation.

Held down by guide wires, the dish is "polar-mounted" and features a remote control, motor drive aiming device. This device has a digital read-out so that it is possible to aim the dish in various directions and match the digital read-out numbers to the desired satellite numbers.

Purchased from SCSU Foundation monies, the dish provides unique learning opportunities for a variety of users. Foreign language classes, for example, could have access to ANIK-D, a Canadian satellite broadcasting in English and French, along with WESTAR 4 from Mexico City, and SIN, a Spanish Information Network, Business tele-conferences, educational and children's programming, and live broadcasts from NASA's space center are also among the present and future viewing possibilities for satellite broadcasting. A monthly satellite digest called, "Orbit" contains listings for programming and is available in Distribution.

To improve the overall viewing quality for demonstrations and satellite programming, an "Aqua-Star" high-resolution video projector was also installed in Room 100. Utilizing rear screen projection. It is 8 ft. wide and specifically designed for high resolution computer graphics with twice the resolution of a normal TV set.

This projector can be combined with the microcomputer and/or a videotape, and features a satellite feed and new sound system. It is also possible to convert overhead transparencies to slides and project them on the rear screen. Already an invaluable aid in on-line demonstrations, and computer science classes, the "Aqua-Star" can also be used in the fine arts areas, such as theatre film classes.

VIDEO UPDATE

IM TV Studio Has a New Look

There was a "method to the madness" in the IM TV studio during the month of March with some major remodeling activity that included extensive rewiring, relocation of an editing system, and the installation of new support hardware.

According to Fred Polesak, IM TV instructor, the improvements have simplified studio operations to make the entire facility more functional and efficient for the students and himself. Major support hardware purchases included a time-base corrector, video switcher, second editing system, and two color cameras. Replacing the previous "well-used" equipment ensures a new level of quality from both an instructional and service point of view.

The new compact color camera units have already made on-location shooting significantly easier by reducing the amount of additional equipment that had to be included previously. Now the batteries are about the only major extra, and with an increasing demand for on-location shooting, the needs can be met more efficiently and with less excess "baggage". The new cameras in combination with the support hardware should result in an image that is outstanding in quality and legibility.

Video Productions

Fred also discussed past and current productions he is involved with through Instructional Development's TV productions. He most recently completed two tapes for the Highway Safety Center at SCSU. Specifically designed to instruct the drivers of eighteen wheel trucks, the tapes were entitled, "Backing Techniques", and "Mirrors, Vision, and Turns".

Currently he is in the process of taping signers/interpreters of the hearing impaired for SCSU Student Life and Development Services.

"Using Signers/Interpreters Effectively in the Classrooms", is intended for in-service faculty use and will acquaint faculty members with the needs of the hearing impaired student and the services of the signer/interpreter and note-taker. A second tape is also planned for the hearing impaired student, to take them on a "video" tour of the campus, with the aid of a signer/interpreter.

GRADUATE ASSISTANTS TRY THEIR HAND AT INTERACTIVE VIDEO

Terms such as "authoring package" or "interface" can be heard often in conversations between graduate assistants Mary Potter and Dave Nelton these days. The two are spending the entire spring quarter and possibly both summer sessions producing an interactive video program for SCSU's Joe Redding in Counselor Education.

The project is actually an internship in combination with their assistantship through the ID department in the LRC and involves the presentation of counseling skills to undergraduate students. Interactive video was chosen as an effective form of personalized instruction because of its ability to recreate realistic situations in full color and sound and to adapt its speed and rate of delivery to individual learning needs. By providing realistic simulations of a counseling situation, the student has self-paced opportunity for practice in decision-making and judgment.

With the aid of a BCD 450 Interface, Dave and Mary's interactive video combines Apple 64K microcomputer with a Panasonic VCR. The interface is actually the heart

of the system and allows the computer to control the videoplayer according to the user's responses.

For microcomputers, like the Apple, the common interface is a plug-in circuit board that is put in one of the slots inside the Apple. This board routes information back and forth between the computer and video player thus combining text, graphics, and video.

Dave and Mary began the project by reviewing the current literature on interactive video, attending conferences and workshops, and identifying authoring packages. They are now in the process of scripting, preparing for the taping, and working out a flow chart. Altogether this is an undertaking that is both challenging and ambitious.

INTERNSHIP UPDATE

An increasing number of students are obtaining practical on-the-job experience in the form of an internship. Figure 1 shows this climbing rate for each academic year since 1980.

Figure 1

Year	# of Interns (IM 444 and 680)
1980-81	10
1981-82	11
1982-83	13
1983-84	14

Much of this increase is due to the growth of the Training/Human Resources Development track, where graduate students are now required to register from 2 to 12 credits of internship.

Students are discovering the value of receiving an advanced or unique look at a working environment before they begin applying for full-time employment.

For this spring, interns include Dave Nelton and Mary Potter working on an interactive video program, Jan Turner working with the St. Cloud Children's Film Project, Allen Neff working with audio equipment, and Larry Kellerman orienting himself with Brainerd Community College library's print resources.

For the summer, figure 2 shows the diverse sites where placements have been or are being arranged if possible:

Figure 2

Intern	Company
Paul Karlsson	Plastech
Carol Quissell-Nelson	Prudential
Linda Pechous	CPT Corp.
John Pepper	Sperry
John VanDreser	Marshfield or ComServ

Other interns have been placed in schools, hospitals, libraries, AV-production houses, out-of-state locations and include the Voluntary Action Center, Custom Computer Systems, Financial Learning Systems, First Bank Systems-Minneapolis, WCCO Television, DeZurich Corp., Honeywell, and St. Cloud Daily Times.

For additional information contact Steve Koyama at the Center for Information Media (612-255-2062).

GEORGE ERICKSON TO RETIRE

Of his impending June retirement, George Erickson says he will "miss the people" but leaves his position with "a good feeling" after thirty-three years of service.

He and his wife will continue to live in St. Cloud where George enjoys fishing, golf, and the re-finishing of old furniture. Some of the advantages of retirement as George sees it is "not having to get up as early" and maybe doing a little traveling.

George began his career with SCSU in September 1951 when the AV Center was in Stewart Hall. He made the move to Kiehle Library and finally to the present location in Centennial Hall as the Facilities and Budget coordinator. The people of the LRC will miss George as much as he will miss them.

A retirement party is being planned in his honor Friday evening, June 29th at the Sunwood Inn. If you would like to bid George "farewell", contact Jerry Westby (612--255-2088) or write to him at Learning Resources Services, St. Cloud State University, St. Cloud, MN 56301.

LUTHER BROWN SCHOLARSHIP FUND AVAILABLE

The Center for Information Media and 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. There will be two (2) scholarships awarded for 1984. Last year's recipient was Mary M. Schwarze of Brooten, MN.

Persons interested in making application should write to: John G. Berling, Dean, Learning Resources Services, Centennial Hall, St. Cloud State University, St. Cloud, MN 56301 -- Phone: 612--255-2022.

Letters should be received by June 1, 1984.

FACULTY AND STAFF NOTES

Roger Sween will be leaving the LRS staff this Spring and has accepted a position at the Minnesota Office of Library Development and Services in St. Paul. He will be responsible for coordinating the multi-type libraries.

Sween has been teaching reference at LRS since September 1978 after leaving Red Wing Public Library.

He received his B.S. degree at St. Olaf College in Northfield and his M.S. degree at the University of Wisconsin in Madison.

Working at LRS has been a great learning experience for Roger; however, he feels that the Office of Library Development and Services is an opportunity for him to gain consulting experience in the library system.

Several faculty members made presentations at various conferences recently. Fred Hill, Mike Nelson, and Rich Josephson presented at the Technology in Education and Training Conference on March 30th in Minneapolis. Phyllis Lacroix and Tony Schulzetenberg both presented at the MEMO Region Conference February 7-8th in Alexandria. John Berling made a presentation at a conference on Applying New Technology in Higher Education March 5-6 in Fort Worth, TX. The title of his presentation was "Technology of Learning Resources in Higher Education".

Steve Koyama and Dennis Fields attended the NSPI Conference in Atlanta April 23-27th.

Tom Stachowski attended the Humanistic Education Conference on April 26th in Grand Rapids, MI.

Tony Schulzetenberg headed the SCSU Foundation Faculty/Staff Campaign on March 21-April 6. Doreen Keable was the team captain from Learning Resources and Center for Information Media. Tony also served on the State Department Evaluation Team at the University of Minnesota April 2-4th.

Three faculty members will be taking sabbatical leaves during the 1984-85 year. Dennis Fields will update his background on training and development in industry during Fall Quarter, Dick Busse will be on leave Winter Quarter to study the use of microcomputers in information retrieval, and Phyllis Lacroix will complete her Ph.D. dissertation during Winter and Spring Quarters.

SUMMER SCHOOL UPDATE

Due to low enrollment figures, the following courses have been cancelled:

ISS

IM 468 Section 2 Media Materials and Methods of Instruction
IM 607 Training/Human Resource Development
IM 644 Information Storage & Retrieval
IM 683 Section 3 Seminar: Repair and Maintenance of Media Center Materials
IM 683 Section 5 Seminar: Library Resources in Genealogy
IM 683 Section 6 Seminar: Teaching Via Telecommunications

IISS

IM 416-516 Television in Media II
IM 468 Section 4 Media Materials and Methods of Instruction
IM 475-575 Administration of Media

There may very well be other classes dropped, depending on enrollment, especially second summer session. All workshops and seminars remaining are on go.

Registration and drop-add began in departmental offices May 7th and will continue through July 19th. Final determination on provisional first term courses is June 12th; final determination on second term courses is July 17th. Registration by mail will not be accepted.

Center for Information Media
Summer Schedule 1984

First Session

412-512	Television in Media	1	Polesak	4-3	6TR	CH-134
445-545	Microcomputers in Classrooms and Media Centers	1	Josephson	4-3	7:00	CH-126
468	Media Materials and Methods of Instruction	1	Keable	3	7:00	CH-125
~~468~~	~~Media Materials and Methods of Instruction~~	~~2~~	~~Jensen~~	~~3~~	~~9:05~~	~~CH-125~~
473-573	Photography in Media	1	Nelson	4-3	1:15	CH-125
477-577	Reference and Bibliography	1	Sween	4-3	9:05	CH-134
478-578	Technical Processes I	1	Hedin	4-3	9:05	CH-126
603	Information Media: Theory, Research, and Practice	1	Hill	3	11:10	CH-134
606	Organization & Supervision	1	Schulzetenberg	3	7:00	CH-134
~~607~~	~~Training/Human Resource~~ Development	~~1~~	~~Koyama~~	~~3~~	~~6MW~~	~~CH-134~~
~~644~~	~~Information Storage & Retrieval~~		~~Rydberg~~	~~3~~	~~11:10~~	~~CH-125~~
646	Micro Software	1	Simons	3	6TR	CH-125
647	Instructional Development and Design for Microcomputers	1	Fields/Lacroix	3	1:15	CH-134
680	Internship in Media	1	Staff	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.

Short Courses and Workshops (June 11-July 12 -- 9:30-4:30)

432-532	Administrative Uses of a Microcomputer (June 18-19)	1	Simons	1	9:30	CH-130
495-595	Media and Multicultural Education (June 11-12)	1	Koyama	1	9:30	CH-130
495-595	Telecommunications Via a Microcomputer (June 13-14)	2	Josephson	1	9:30	CH-130
495-595	Educational Applications of Logo (June 20-21)	3	Simons	1	9:30	CH-130
495-595	Books, Media, and the Gifted Child (July 11-12)	4	Keable	1	9:30	CH-130
683	Seminar: Acquisition and Maintenance of Equipment (June 27-28)	2	Jensen	1	9:30	CH-130
~~683~~	~~Seminar: Repair and Maintenance of Media Center Materials (June 25-26)~~	~~3~~	~~Westby~~	~~1~~	~~9:30~~	~~CH-130~~
683	Seminar: Recent Trends in Technology (July 2-3)	4	Berling	1	9:30	CH-130
~~683~~	~~Seminar: Library Resources in Genealogy (July 9-10)~~	~~5~~	~~Sween~~	~~1~~	~~9:30~~	~~CH-130~~
~~683~~	~~Seminar: Teaching Via Telecommunications (June 27-28)~~	~~6~~	~~Fields~~	~~1~~	~~9:30~~	~~CH-133~~

Second Session

~~416-516~~	~~Television in Media II~~	~~1~~	~~Polesak~~	~~4-3~~	~~6MW~~	~~CH-134~~
445-545	Microcomputers in Classrooms in Media Centers	2	Stachowski	4-3	7:00	CH-126
468	Media Materials and Methods	3	Staff	3	7:00	CH-125
	~~of Instruction~~	~~4~~	~~Stachowski~~	~~3~~	~~9:05~~	~~CH-125~~
471-571	Preparation of Media	1	Keable	4-3	11:10	CH-134
~~475-575~~	~~Administration of Media~~	~~1~~	~~Schulzetenberg~~	~~4-3~~	~~11:10~~	~~CH-125~~
476-576	Selection & Evaluation	1	Westby	4-3	9:05	CH-134
481-639	Reading, Listening, and Viewing Guidance	1	Smelser	4-3	7:00	CH-134
608	Research Methods	1	Smelser	3	1:15	CH-125
658	Systems Design	1	Lacroix	3	1:15	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.

Short Courses and Workshops (July 16-August 17)

495-595	Educational Applications of Logo (July 16-17)	5	Simons	1	9:30	CH-130

Center for Information Media
Fall Schedule 1984

104	Introduction to the Learning Resources	1	Hedin	2	10TR	CH-130
		2	Blaske	2	6W	CH-130
				2		
275	The Media Profession	1	Keable	2	2MW	CH-130
412-512	Television in Media	1	Polesak	4-3	6R	CH-61
436-536	Business Information Resources	1	Clarke/Blaske/	3	6T	CH-126
444	Internship in Media	1	Staff Busse	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Josephson	4-3	6W	CH-126
468	Media Materials and Methods of Instruction	2	Keable	3	10MWRF	CH-134
		3	Schulzetenberg	3	11MTRF	CH-125
		4	Stachowski	3	12MTRF	CH-134
		5	Koyama	3	1MTWF	CH-125
		7	Savage	3	6T	CH-125
		8	Busse	3	6R	CH-134
473-573	Photography in Media	1	Koyama	4-3	6R	CH-125
476-576	Selection & Bibliography	1	Westby	4-3	6M	CH-125
483-583	Color Slide Presentation	1	Nelson	4-3	6W	CH-134
603	Information Media: Theory, Research and Practice	1	Hill	3	6M	CH-130
606	Organization & Supervision	1	Schulzetenberg	3	6T	CH-130
608	Research Methods	1	Koyama	3	6T	CH-134
646	Micro Software	1	Simons	3	6R	CH-126
680	Internship in Media	1	Staff	2-12	Arr.	Arr.
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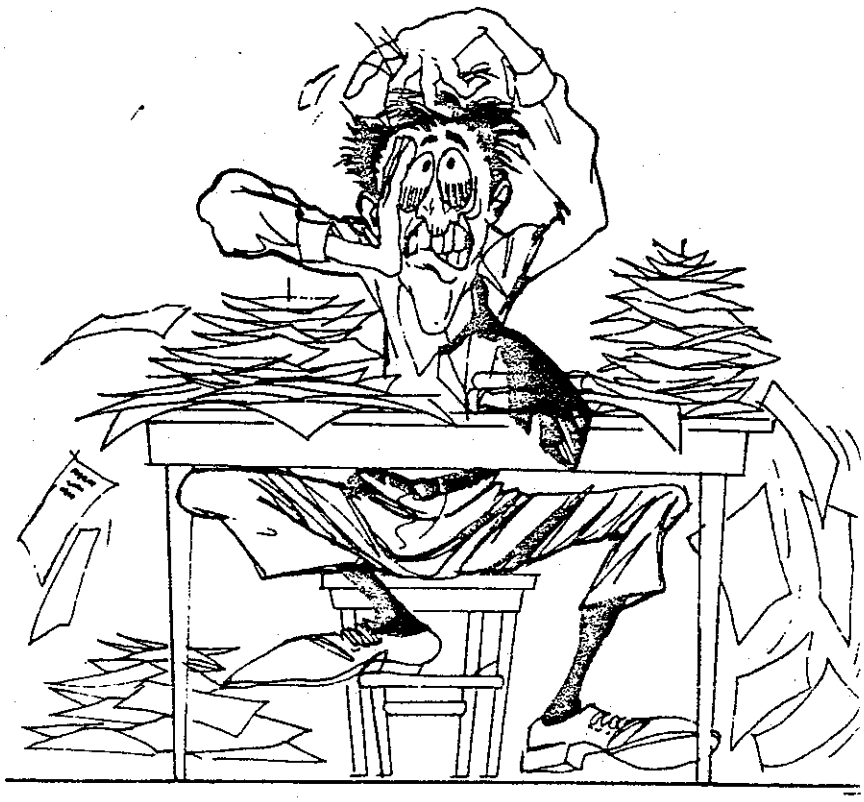
MARK

YOUR CALENDAR



MAY

7-July 19	Summer registration in departmental offices
25	Spring Quarter commencement

JUNE

11	First summer session day and evening courses begin
23-28	ALA -- Dallas
29	Retirement party for George Erickson-Sunwood Inn

JULY

16	Second summer session day and evening courses begin
16-18	Media Technology Conference -- University of Wisconsin-Stout
30-August 1	M.I. Smith Leadership Conference

AUGUST

17	Summer Quarter commencement

SEPTEMBER

5	Fall Quarter evening classes begin
6	Fall Quarter day classes begin

OCTOBER

20	SCSU Homecoming
31-November 4	AASL -- Atlanta Conference

NOVEMBER

8-10	UMMC 1984 -- Minneapolis-Sheraton Northwest

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