

Winter 1984

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St. Cloud State University

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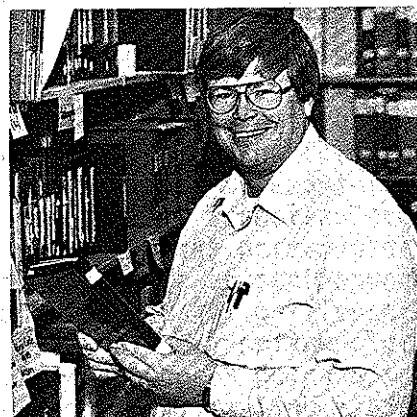
IM NEWS

Winter 1984 VOLUME XVIII Number 2

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



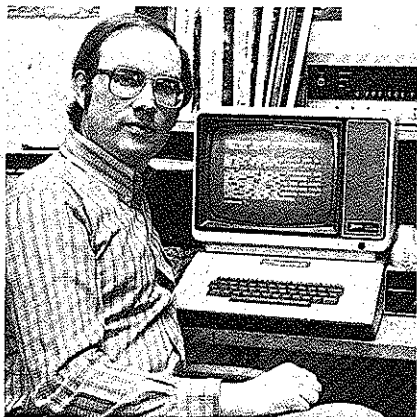
DAVE RYDBERG AND BONNIE THEIS
USE NEW TECHNOLOGY IN
CIRCULATION



PAUL KARLSSON: NEW GRADUATE
ASSISTANT



DEAN JOHN BERLING



RICH JOSEPHSON DEMONSTRATES
THE ELECTRONIC BULLETIN
BOARD



JOHN BERLING AND JAY VORA,
COORDINATORS OF SATELLITE
CONFERENCE

FROM THE DEAN'S CHAIR

The ways in which professional educators share information is not unique. Meetings, conferences, letters, journals and books have provided important communication links for the various segments in contemporary society. While all of those methods for exchanging information will probably continue to be important for some time, it is becoming apparent that the modern communication systems will play an increasingly significant role in the use and sharing of all types of information. In the future, professionals will be more likely to share information through enhanced electronic communication systems than by actually travelling for the sole purpose of sharing information face to face.

Learning Resources Services at St. Cloud State University has recently installed an information system which may be of some value to you. The initiation of an electronic bulletin board will provide opportunities for sharing. We, at the University, have some thoughts on what we might want to share with you. It is our hope that you will be willing to put some information into the system which may be valuable not only to the University but also to others using the service. In many respects, the system will be bound only by the imagination of the people using it.

Low-cost satellite receiving stations are providing all levels of education with exciting programming possibilities. Several school districts in the St. Cloud State University service area already own such equipment. St. Cloud State University is currently in the process of installing a receiving dish. The identification of appropriate programs for your curriculum looms as an important service function for you. Maybe the sharing of programming information via the electronic bulletin board will be useful to a number of us. Two modern communication systems tied together in this way can provide helpful information about in-service programs for faculty and about those programs which are more closely related to the curriculum.

I will be interested in your comments as these systems develop. Hopefully it will be one step toward making the sharing of information not only possible but also cost effective. If you have any comments,

suggestions, etc., contact Mike Nelson, (612) 255-2068. Please keep in mind that the system is in its initial stage of operation; although it has proved dependable thus far, technical problems could put us off-line occasionally. Currently the "board" is a bit bare, but we will be adding articles in the near future and the message board should become more interesting as the number of callers increase.

- To use the bulletin board system (BBS) you must have a computer with telecommunications capability. To initiate interaction, dial (612) 255-4248.
- After connection is established send a 'return' (CR).
- The system will identify itself and ask for your user number.
- Enter NONE (CR), then answer its questions until you get to command level.
- At the command level try:
 - S - to scan messages
 - R - to retrieve messages
 - HELP - to get additional information
 - G - to sign off system

BRS/AFTER DARK

Since the early '70s, librarians have used the online databases of services such as Dialog, Orbit, or BRS to access millions of references for information on a topic. As a rule, this type of service ranges from moderately to fairly expensive depending on the database accessed.

For rates beginning at \$6.00 per hour for an ERIC search to \$20.00 per hour for a Social Science Citation Index search, the user may access any one of over 20 databases available and display citations online, often complete with abstracts. These citations may also be printed at home if a printer is connected to the home computer. There is a \$50.00 sign-up fee and a \$12.00 per month minimum usage fee.

Fee-based online database searching of the databases provided by Bibliographic Retrieval Services (BRS) has been available at St. Cloud State University since 1978. BRS has just developed a system that enables users to access a limited number of databases on a home computer equipped with a

modem, a terminal communications program and a disk drive. Called BRS/AFTER DARK, this system is available during non-prime time, from 6:00 p.m. to 4:00 a.m., Monday through Friday and on weekends for a total of 89 hours per week.

BRS/AFTER DARK is a menu-driven system, allowing the novice or infrequent user to be guided through a search by following the instructions given online. To provide this 'ease of use', some of the so called 'search-refining features', available on the prime time system, allowing a user to narrow a search to the most relevant citations, are not available on the non-prime time service. Even so, at these rates, one could retrieve hundreds of bibliographic citations online in the space of an hour.

LRS has obtained access to BRS/AFTER DARK with the intention of using it at the reference desk as an aide in the process of providing some direction for users re-searching hard-to-find topics. With databases such as ERIC, Psychological Abstracts, Biological Abstracts, and Chemical Abstracts online, it should prove helpful in providing index terms to help users to locate information in the printed indexes.

CIRCULATION: NEW DIRECTION IN COMPUTERIZATION

Dave Rydberg reports that circulation is now using three different microcomputer programs to handle some specific areas of concern that were troublesome and time consuming with the manual system. These areas were targeted as: the non-student delinquent list, circulation statistics, and the faculty check-out list.

The D.B. Master II was used as a database manager for compiling a list of non-student delinquent borrowers that could be updated on demand. This list contains information on dates of overdue books, amount due, and a name and address file.

The VisiCalc program maintains circulation statistics with figures accumulated daily, weekly, and quarterly. The print outs are kept by the week and quarters.

The PFS file serves as a data base manager for faculty names and books. As additional books are checked out and returned, the file is updated and quarterly reports are sent to faculty. Under the old system,

an average of 3000 faculty cards had to be pulled, sorted, xeroxed, and sent out with the entire process taking three weeks to accomplish.

These three microcomputer applications are interim steps toward a more fully integrated system for circulation in the future.

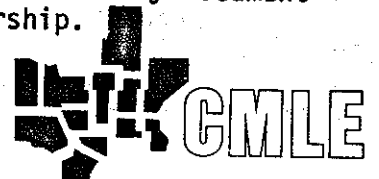
CMLE

Central Minnesota Librarians Exchange (CMLE) is one of seven state multi-county/multi-type library systems that encourages, develops, and facilitates the sharing of resources among academic, public, school, and special libraries. Through exchange services, it provides: a library directory with names, addresses, telephone numbers, and related information for area libraries; a newsletter for announcements and articles; a backup reference service with free access by telephone or mail; interlibrary loan for member libraries; workshops on continuing education opportunities for area libraries; bibliographic databases to increase accessibility and utilization; and a long range planning subcommittee to review and update the current plan.

Financed by state and federal funds, CMLE has a Governing Board, composed of nine trustees who set policy and control the budget. An Advisory Committee of librarians provides professional representation, recommends policy to the Governing Board and coordinates planning.

Trish Peterson, Room 224, Learning Resources Center, is the coordinator hired by the Governing Board to administer, coordinate, and participate in the planning and operations of CMLE services. One of her primary duties is to visit libraries in the twelve county area and facilitate communication.

Libraries of all types may join CMLE within the twelve counties of Aitkin, Benton, Chisago, Isanti, Kanabeck, Mille Lacs, Morrison, Pine, Sherburne, Stearns, Todd, and Wright. An organizational agreement signed by the institution is the only document necessary for membership.



MEET PAUL KARLSSON: NEW GRADUATE ASSISTANT

Paul Karlsson's culinary hobbies include homemade soups and special liqueurs which he enjoys concocting in his spare time. A former chef, his diverse background includes four years in the military and seven with the Rush City School District.

An unemployed teacher and media center supervisor, he joined the Track III program fall quarter. Currently he is assigned in the ITS Area to assist in the design of a new student audio room with mixing capabilities.

GUIDELINES WRITING COMMITTEE FORMED

A sixteen member Guidelines Writing Committee has been appointed jointly by AASL and AECT to prepare a new edition of the 1975 Media Program: District and School. Dr. James Liesener, University of Maryland and long active in media center evaluation, is the chairperson. Carolyn Cain, Madison (Wisconsin) Public Schools, and Tony Schulzetenberg, St. Cloud State University, are persons from the Upper Midwest who will serve on the committee. The first organizational meeting was held in conjunction with the ALA Mid-Winter Conference in Washington, D.C., January 6-9, 1984.

SATELLITE CONFERENCE

Through a collaborative effort between the Learning Resources Center and the Department of Management and Finance, a premiere satellite conference was sponsored November 16, 1983. The conference was an Operation Opportunity Broadcast entitled "Winning Overseas".

The line satellite telecast from Washington, D.C. featured an introduction by President Reagan and presentations by various government agencies on services they could provide the business community in international trade.

The telecast included discussions on market ventures, feasibility, protection, financing, reconnaissance, targeting opportunities, and training. A panel discussion on trade policy included Malcolm Baldrige, Secretary of Commerce; John R. Block, Sec-

retary of Agriculture; and William E. Brock, US Trade Representative.

This teleconference is an innovative example of how the SCSU campus can be actively involved in major and current events from specific subject areas.

ST. CLOUD TRAINING AND DEVELOPMENT GROUP

IM faculty and students organized and made presentations at two luncheons in December and January for the St. Cloud Training and Development Group. For the first presentation Dennis Fields, Fred Hill, and Steve Koyama reviewed a 1983 study by the American Society of Training and Development entitled Models of Excellence, which explains different roles and competencies that enable individuals to perform current or future jobs. More recently, at the Americana Inn, graduate students Sandy Johnson and Joanna Pucell, who are also faculty in Speech Communications, presented interesting facts on the number one communication problem identified by business executives -- public speaking anxiety. In fact, research indicates by nearly a 2:1 margin, anxious communicators would literally prefer to die than to give a public speech!

The St. Cloud Training and Development Group for area professionals is a support group which meets monthly for lunch and discussion of relevant training topics.

FACULTY AND STAFF NOTES

Tony Schulzetenberg and John Berling represented St. Cloud State University at the annual AECT Convention which took place January 19-24, 1984 in Dallas, Texas. Dr. Schulzetenberg received two service awards at the convention--one from AECT and one from the Division of School Media Specialists of AECT. Both of the awards were in recognition of his work in starting the DSMS division and for the many hours spent editing the School Learning Resources Journal for DSMS. Congratulations, Tony!

David Rydberg, a member of the OCLC Users Council for Minnesota, will represent the state of Minnesota January 30 and 31st at the OCLC Users Council in Dublin, Ohio.

Phyllis Lacroix is completing her work on the Advisory Committee on Technology in
(Continued on page)

Center for Information Media
Spring 1984 Schedule

104	Introduction to the Learning Resources	1 2 3	Hedin Sween Sorensen	2 2 2	10TR 6T 10MW	CH-130 CH-130 CH-130
412-512	Television in Media	1	Polesak	4-3	6T	CH-60
436-536	Business Information Resources	1	Clarke	3	6R	CH-130
444	Internship in Media	1	Staff	1-4	Arr.	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	Smelser	4-3	6R	CH-125
468	Media Materials and Methods of Instruction	2 3 4 5 6	Lacroix Schulzetenberg Stachowski Jensen Savage	3 3 3 3 3	10MWRF 11MTRF 12MTRF 1MTWF 6T	CH-125 CH-134 CH-125 CH-130 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 of Media	1	Schulzetenberg	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 & Retrieval	1	Rydberg	3	6T	CH-133
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	6T	CH-126
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.
683	Seminar: Public Library and Society	2	Carmack	3	6W	CH-134
683	Seminar: Organization Development	3	Slipy	3	6M	CH-125
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.

Off-Campus Courses

545	Microcomputers in Classrooms and Media Centers		Stachowski	3	3:15T	Osseo
545	Microcomputers in Classrooms and Media Centers		Josephson	3	6M	Paynesville
545	Microcomputers in Classrooms and Media Centers		Keable	3	4R	Anoka
607	Training/Human Resource Development		Hill	3	6M	Minneapolis (Brooklyn Center H.S.)
545	Microcomputers in Classrooms and Media Centers		Simons	3	3:45M	White Bear Lake

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 2	Keable Jensen	3 3	7:00 9:05	CH-125 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 Micro- computer (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 Main- tenance 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

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 of Instruction	3 4	Staff Stachowski	3 3	7:00 9:05	CH-125 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 View- ing 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-130
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
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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 April 25th pre-registration tally sheets will be used by the College Deans in co-operation 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, 1984. On campus pre-registration is also an option. On-campus pre-registration for both first and second terms will be held on April 23, 1984, in the Atwood Ballroom.

Failure to pre-register does not preclude you from registering for a class at a later date. What it does assure you is that the class will have a better chance of making.

SCHEDULE OF DEADLINES FOR SUMMER REGISTRATION

Early March-April 23, 1984 -- Mail in preregistration.

April 23, 1984 On-campus pre-registration

April 25, 1984 Pre-registration tallies will determine which classes will make

May 7, 1984 Drop-add and registration begin in department offices

June 1, 1984 Fee payment for first summer term due

June 11, 1984 Classes begin for first summer session

June 14, 1984 Registration ends for first summer term

July 6, 1984 Fee payment for second summer term due

July 16, 1984 Second summer term classes begin

July 19, 1984 Registration ends for second summer term

Summer bulletins for pre-registration can be obtained by contacting the office of Graduate Studies, 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.

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. Prerequisite: knowledge of microcomputer operations.

June 18-19, 1 credit -- Mike Simons, Instructor

IM 495-595 MEDIA AND MULTICULTURAL EDUCATION

Guidelines for building multi-cultural media collections will be given in addition to an examination of various materials including commercial media for ethnic and sex role treatment.

June 11-12, 1 credit -- Steve Koyama, Instructor

IM 495-595 TELECOMMUNICATIONS VIA A MICROCOMPUTER

Will explore ways of electronically transferring data from one locale to another using the telephone and microcomputer.

June 13-14, 1 credit -- Rich Josephson, Instructor

IM 495-595 EDUCATIONAL APPLICATIONS OF LOGO

Will develop a plan of action to incorporate logo language in the curriculum. Through hands-on activities students will become comfortable and competent using the logo software.

June 20-21, 1 credit -- Mike Simons, Instructor

IM 495-595 BOOKS, MEDIA, AND THE GIFTED CHILD

A workshop designed to share the variety of materials and strategies for using materials found in most media centers to meet the unique needs of gifted students. Students will gain perspectives concerning the role of the library/media center in gifted education.

July 11-12, 1 credit -- Doreen Keable, Instructor

IM 683 SEMINAR: REPAIR AND MAINTENANCE OF MEDIA CENTER MATERIALS

A seminar designed to provide practical experience in the care, maintenance, and repair of book and non-book materials in media centers.

June 25-26, 1 credit -- Jerry Westby, Instructor

IM 683 SEMINAR: ACQUISITION AND MAINTENANCE OF EQUIPMENT

A seminar providing practical information on acquisition of audio-visual equipment and simple maintenance problems.

June 27-28, 1 credit -- Harlan Jensen, Instructor

IM 683 SEMINAR: RECENT TRENDS IN TECHNOLOGY

A look at satellites, interactive video, cable television, micro-computers, and other high technology--and how these have been applied in education.

July 2-3, 1 credit -- John Berling, Instructor

IM 683 SEMINAR: LIBRARY RESOURCES IN GENEALOGY

How to take advantage of library references and services in conducting family history research. Covers key titles, recommended procedures, special library collections, corresponding with libraries.

July 9-10, 1 credit -- Roger Sween, Instructor

Second Session

IM 495-595 EDUCATIONAL APPLICATIONS OF LOGO

Will develop a plan of action to incorporate logo language in the curriculum. Through hands-on activities students will become comfortable and competent using the logo software.

July 16-17, 1 credit -- Mike Simons, Instructor

(Continued from page 9)

Education. The State Board of Education is now evaluating courseware for High Tech, and Carl Savage has been selected to be one of the evaluators.

Melrose Public Schools recently conducted an Apple E-Z Logo Workshop for its elementary in-service day. Rich Josephson, Mike Simons, Tom Stachowski, and Doreen Keable attended the inservice. The workshop was conducted by Judy Anderson who authored the program, E-Z Logo for MECC.

People in Instructional Development have been busy staying on the cutting edge of the latest technology. Jim Bertram and Molly Johnson attended sessions in the Twin Cities on using the varityper to generate computerized type setting for the graphics area. Each spent one week receiving specialized training on the equipment. Dan Mareck of Instructional Development's photo area recently attended a training session on process cameras.

The University recently announced its "Length of Service Awards". Gene Campbell was presented an award for twenty years of service. Dennis Murphy and Marlene Stangl each were given a ten year length of service award for their service to the University.

Harlan Jensen attended a MEMO Legislative Committee meeting in St. Paul on January 12, 1984.

Roger Sween is the incoming membership chair of the Minnesota Library Association.

LRS BASKETBALL

The IM faculty, withstanding one twisted ankle and the march of time, successfully held off a determined graduate student basketball team. Fred "Zoom" Polesak led the faculty team and was winner of the VHS Award for very high scorer. Team members included "Silk" Simons, "Right Stuff Shot" Stachowski, and "Skyhook" Schulzetenberg, who displayed the high energy usually associated with media conventions. Other team members were "Dr. D" Fields and "Zone" Koyama, who tried bracketing his shots in the available light.

Student players were "Eagle-eye" John Egnell, run and gun Dave "NRA" Nelton, Stalwart Brian "Any Which Way But Loose" Linskins, and John "Primal Scream" Pepper, who showed he was worth his salt.

COMING SOON: FACULTY-STUDENT VOLLEYBALL GAME!

Bonnie Hedlin

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