


5-1983

Information Media Newsletter Vol. 17 No. 1

St. Cloud State University

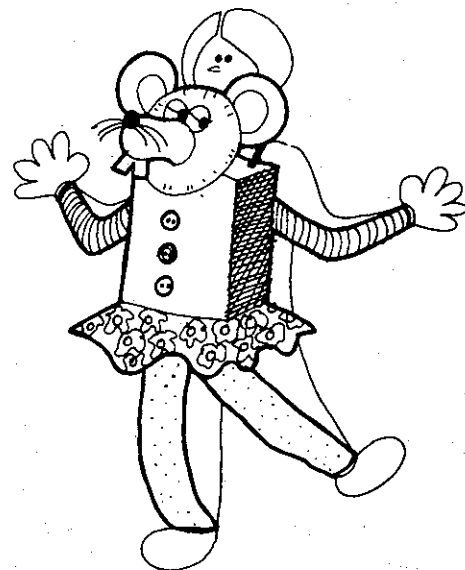
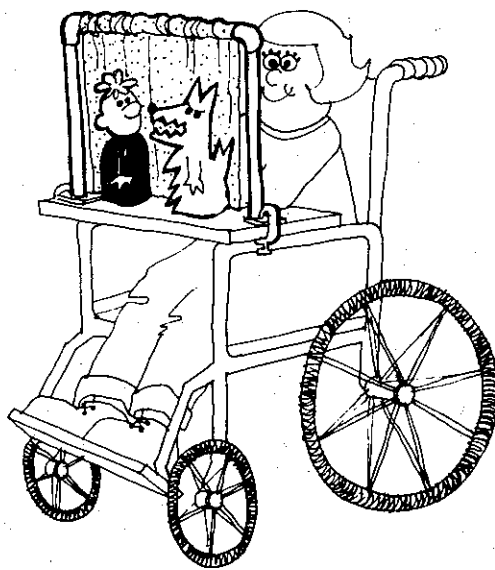
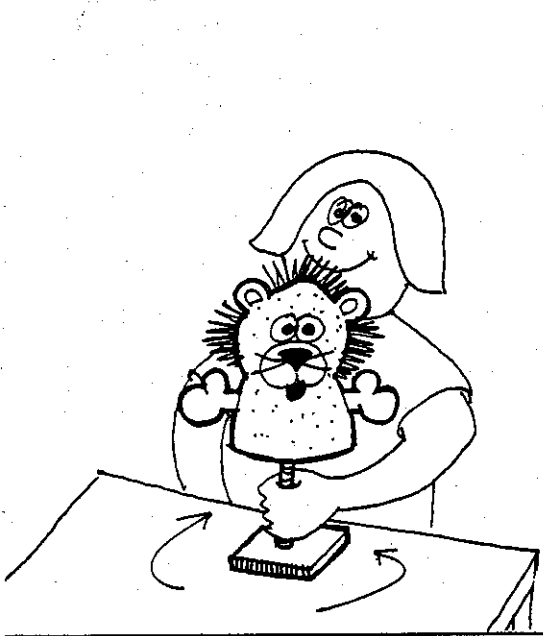
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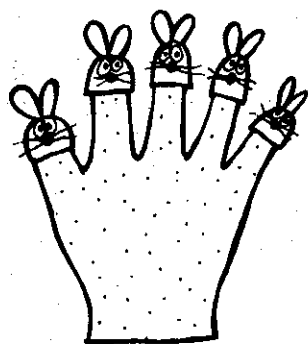
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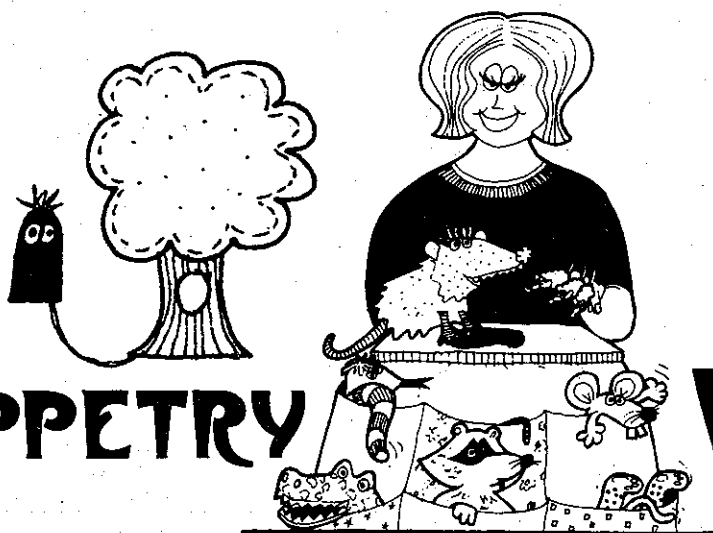
Center for Continuing Studies
St. Cloud State University
St. Cloud, Minnesota 56301



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*A workshop for media specialists, librarians, teachers
and others who work with children*

June 27 and 28, 1983
St. Cloud State University



PUPPETRY WORKSHOP

with Nancy Renfro

PUPPETRY WORKSHOP

June 27 and 28, 1983
St. Cloud State University

This workshop is sponsored by the Center for Library and Audiovisual Education and coordinated by the Center for Continuing Studies at St. Cloud State University.

The Workshop Leader

Nancy Renfro
Austin, Texas



Widely acclaimed as a lecturer, author and designer, Ms. Renfro travels internationally to stretch imaginations and spark creativity among people who work with children. Her goal is to enrich total learning experiences through the use of puppetry. As a professional puppeteer, she shares techniques helpful in building and performing puppet shows.

Ms. Renfro is nationally known for initiating the idea of loan bag puppets in libraries with the book *A Puppet Corner in Every Library*. She has also written *Puppetry and the Art of Story Creation, Make Amazing Puppets* and has collaborated on the books *Puppetry and Creative Dramatics in Storytelling and Puppetry in Early Childhood Education*.

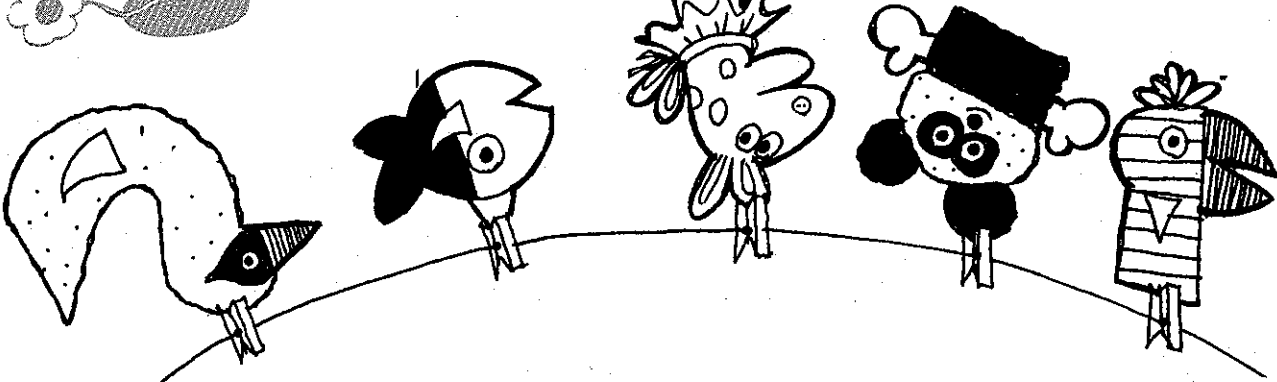
The education of children can be a joyful experience when creative involvement encourages the understanding of ideas and concepts. In this workshop you will not only learn to use puppets as a method for stimulating imagination and creativity but also as an aid to learning. As part of the workshop you will actually construct simple, inexpensive puppets.

The Schedule

Registration Monday, June 27, 8:30-9:00 a.m.
Centennial Hall Lobby, SCSU
The Workshop June 27, 9:00 a.m. - 4:00 p.m.
June 28, 9:00 a.m. - 4:00 p.m.
NOTE: Approximately one hour will be scheduled for noon lunch each day.

Workshop Fee and College Tuition

The fee of \$35 includes materials and a text, but not college tuition. Registration forms for University credit can be completed and tuition payments made on the first day of the workshop. Tuition for the workshop (subject to change): one credit undergraduate - \$17.65; one credit graduate - \$22.60.



Registration Form

Center for Continuing Studies
St. Cloud State University
St. Cloud, MN 56301

Make checks payable to St. Cloud State University and send by June 8 to:

PUPPETRY WORKSHOP

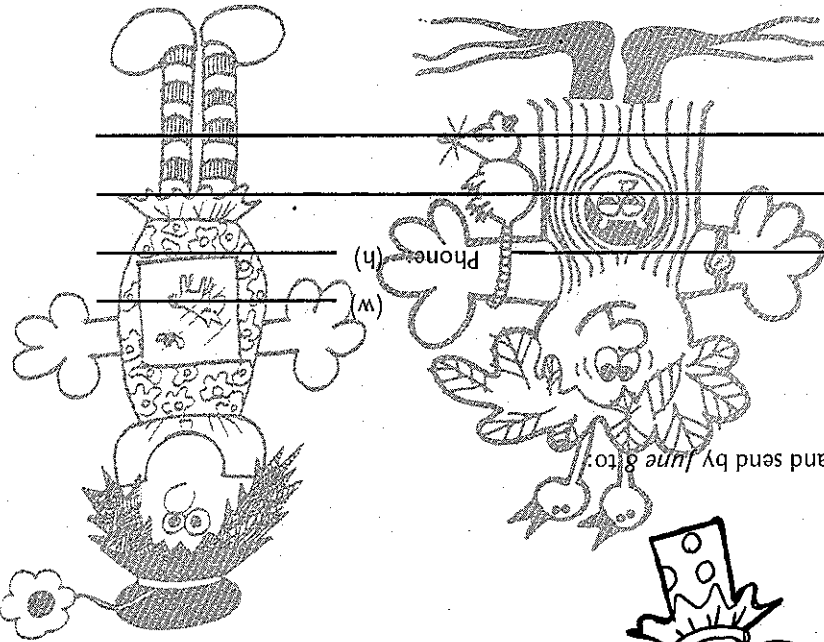
Name _____

Address _____

Affiliation _____

Enclosed \$35 workshop fee.

I plan to register for University credit.



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

FROM THE DEAN'S CHAIR

The faculty in Learning Resources Services and the Center for Library and Audiovisual Education has submitted a proposal to the appropriate faculty and administrative committees suggesting a change in the name of the Center. The proposal recommends that the Center for Library and Audiovisual Education be renamed the Center for Information Media.

Several reasons have been articulated in support of this proposed change. Faculty advisors have noted that new students are confused about the fact that the name of the Center and the degree it issues are not the same. The master's and specialist degrees which have been awarded by the Center for Library and Audiovisual Education have been identified on students' transcripts as Information Media degrees since 1966. During those formative years of bringing print and non-print formats together, the use of the name Library and Audiovisual Education to identify the department, and the more inclusive name Information Media to identify the degree awarded, was helpful. It assisted in the process which required changes in attitudes as well as changes in required competencies of the media professionals.

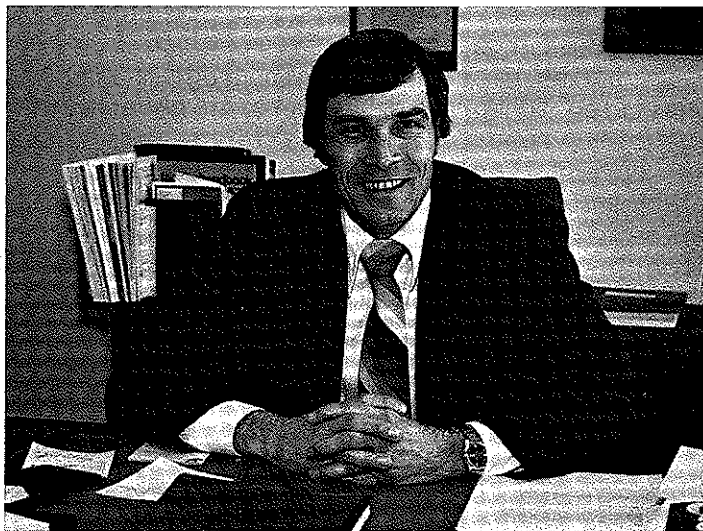
Changing requirements in professional preparation are good signals for us to begin addressing the Center needs as they relate to the information profession today. All aspects of the St. Cloud State University Information Media program must be positioned in ways which will be acceptable not only to schools and other public agencies but also to the private sector (business and industry). The program at St. Cloud is now preparing individuals to work in a wide range of settings including the private sector. The name used to describe this program to prospective students, as well as to the businesses and the industries employing the program's graduates, must be sensitive to this im-

portant dimension.

Frustration and insecurity are usual by-products of the process called change. Generally people try to keep it from happening or at worst keep it from affecting their current status quo too much. Even so, change will occur and we must find positive ways to address it. The Information Media faculty, while not free of the human difficulties described above, is turning this change situation into an opportunity and is providing the leadership necessary today so that the program can prepare students who will be willing and able to meet the challenges of the future.

We need your continuing support, and please be assured that changing the name to the Center for Information Media is an example of our collective effort to continue excellent service to those already graduated and provide appropriate opportunities for those yet to come.

It is our hope that the new name will serve the profession as well as the old one did. Those of you who may feel betrayed by change and the personal toll it extracts, can take solace from the words of William Shakespeare when he said in Act II of Romeo and Juliet, "What's in a name? That which we call a rose by any other name would smell as sweet?"



DEAN BERLING

TRAINING/HRD INTERNSHIP

St. Cloud State University's (SCSU) graduate program in training/human resource development is offering a new paid internship in suburban Cleveland, Ohio. Dr. James May, former faculty member in the Center for Library and Audiovisual Education and Learning Resources Services was instrumental in working with the St. Cloud State University Foundation in setting up the internship. Dr. May is currently a manager in training and development with Donn Corporation.

Three months in length, the internship will be served at Donn Corp., a leading manufacturer of interior ceilings, walls and floors for office and specialty buildings. The firm's training department is responsible for corporate-wide human resource development including sales training, technical training and management development.

Interns will be paid \$1,000.00 a month, plus \$250.00 for travel expenses. The first intern is expected to be placed this summer, according to Dr. John Berling, SCSU Dean of Learning Resources and Director of Library and Audiovisual Education.

Implemented in 1981 as one of three study tracks within the information media area, training/human resource development combines education, public relations, marketing, media development, personnel management and human relations skills.

Usually served midway through the master's program, internships have been completed at such locations as Prudential of Maple Grove, First Bank of Minneapolis, Combase of St. Paul, DeZurik of Sartell, Financial Learning Systems of Minneapolis and St. Luke's Hospital, Fargo, N.D.

Graduates of the 51-credit program are qualified to work as trainers in government agencies, nonprofit organizations, businesses or corporations. "We've had excellent placement of graduates so far," said Berling.

Training/human resource development is "an excellent area for the former teacher, social worker, librarian, counselor or salesperson who is looking for a challenging, fresh career experience," according to Dr. Dennis Fields, professor of learning resources and one of the program coordinators.

If you are interested in further information, please contact: Dr. John Berling, Learning Resources Services, Centennial Hall,

St. Cloud State University, St. Cloud, MN 56301.

LUTHER BROWN SCHOLARSHIP FUND AVAILABLE

The Center for Library and Audiovisual Education and St. Cloud State University Foundation have announced that monies are available through the Luther Brown Scholarship Fund. The scholarship was established last year to encourage and assist students in pursuing graduate work in the area of Library and Audiovisual Education at St. Cloud State University. Last year's recipient was Jeanne Nelsen of Alexandria, 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--255-2062.

Letters should be received by May 15, 1983.

JON HASSLER SIGNS DEPOSITORY AGREEMENT

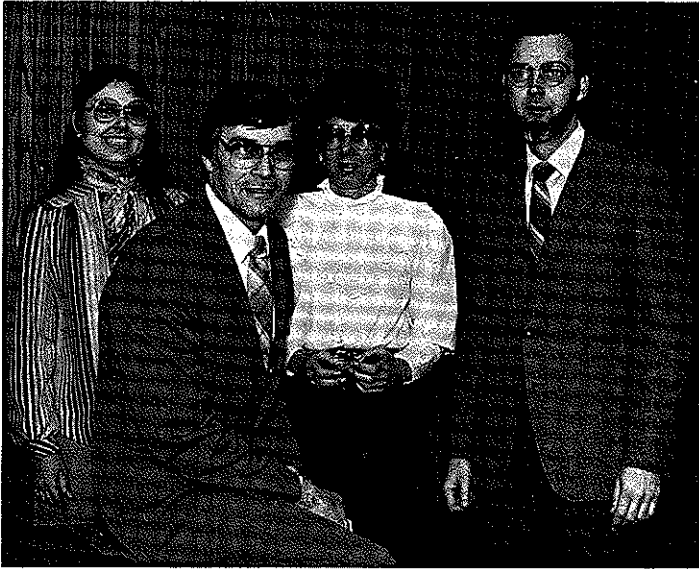
April 27th was an exciting day around here--Jon Hassler signed a depository agreement with SCSU, and the manuscripts (various versions) for *THE LOVE HUNTER*, *SIMON'S NIGHT*, and *STAGGERFORD* were transferred to the Manuscript Collection in the LRS. The 4:00 p.m. signing ceremony in Atwood was followed by a press conference. Later events at the Holiday Inn included a poolside social, and a banquet with remarks by Brendan McDonald, President, SCSU, and Mr. Hassler. The social and banquet were held in conjunction with the spring meeting of Reion 6, MEMO and CMLE.

We're really delighted that Mr. Hassler chose SCSU as the depository for his manuscripts. With his additions, the Manuscript Collection can now provide a variety of examples of the creative writing process.

STAFF HONORED FOR TEN YEARS OF SERVICE

Mary Dorio, Melodie Dukowitz, and J. Michael Nelson were recently presented with Length of Service Awards for each having completed at least ten years of service at St. Cloud State University.

Mary Dorio, office staff member in the administrative office area of Learning Resources has been in our building since 1974. Prior to that she spent 2½ years in the



MELODIE DUKOWITZ, DEAN BERLING,
MARY DORIO, AND J. MICHAEL NELSON

Office of Admissions and Records.

Melodie Dukowitz who is part of the Technical Services area in Learning Resources has spent the entire ten years with us.

J. Michael Nelson is a faculty member at Learning Resources and the Center for Library and Audiovisual Education. Currently Mike is also the division leader for the Instructional Development Division of Learning Resources.

FROM ACADEMICS TO BUSINESS: MAKING THE MOVE

Whether making a career change or going after your first job in the business world, you face challenges, hard work, and excitement.

In my case, the transition began in 1979 when I returned to graduate school at SCSU after nine years as a high school English teacher. My first goal was to obtain a degree to prepare myself as a Media Specialist. This gradually turned to an interest in training and development and the business world.

I offer here a potpourri of my experiences and insights gained while a graduate student in IM, then as Training Assistant at Gambles, and now as Retail Training Specialist at Coast to Coast.

1) Now and always, search out and accept any opportunities for experience that you

can find that will add to your credentials as a trainer. Ask questions. Volunteer. Make the most of any opportunity.

2) Check out the internship program. It will give you some experience as well as the flavor of a variety of work settings. While not a guarantee of future employment, it does give employers a chance to evaluate your work at little or no cost to themselves.

3) Join professional organizations be it ASTD, your area personnel association which may have a training interest group, or SAM, Society of American Management. All will give you insight and contacts into the business world. Read the journals put out by these associations not only because of job listings but also to get a feel for requirements of various positions, pay scales, and knowledge of trends in the field.

4) Support your knowledge of training by taking courses in business management, and organizational behavior. Unless you have business experience, you need to have a feel for the way companies are organized and how they operate. You need to know the language of business.

5) Arrange interviews with trainers now in the field. This will help you determine your preference for the public or private sector, large company or small, stand-up trainer, instructional designer, AV production specialist, script writer or a blend of them all. Most trainers will spend some time with you, answering your questions about the field and their experiences in it. Approached in this manner, they will usually be more open to you than if you come with resume in hand and there are no openings in the company.

6) When looking for a job, and while not downplaying your assets, look for a supervisor who is willing to teach you. This willingness may be very difficult to assess as it is a purely personal characteristic. But indicate your willingness to learn and find out what opportunities are available.

7) A professional resume service, a good one, will assist you in stating appropriate skills, abilities and accomplishments in concise business oriented language. They will also word cover letters and provide word processing or similar services for a professional look.

8) Your first job may not pay as much or be as prestigious as you might hope, but you need a "foot in the door" to learn about

the business world. In many cases, you need to learn a speciality whether it be in the field of computers, banking or retail.

9) When on the job, work to gain support for your programs by being a team player. Training is often a staff (support) position. Your programs, to be beneficial, must be supported by those who have responsibility and authority for those trained. Without such support, follow-through is lacking, programs fail. In like fashion, programs must support company goals to gain long term acceptance for the training function.

10) Finish your paper! Get your degree! An MS adds to your credentials, particularly where experience is not lengthy.

The transition from one field to another or into a field for the first time will take some time and preparation. Be willing to learn, look for ways to continually improve yourself and make some long range plans to realize your goals. Understand that competitiveness and ambitiousness will be both requirements and necessities for success and satisfaction in your job. With these points in mind, you will find training and business a stimulating and satisfying field to enter.



JANET NASH

Editor's note: Janet Nash is a Retail Training Specialist at Coast to Coast in Minneapolis. She graduated from St. Cloud State

University Fall Quarter 1981 in the Human Resources Development/Training track of the Information Media masters. She had kindly agreed to provide her insights into preparing oneself in this particular field.

SEARCH FOR NEW GRADUATE DEAN IN PROGRESS

St. Cloud State University will be hiring a new Graduate Dean on or about July 1, 1983. The new Dean will succeed Dr. Gillett who left last summer to become President of Bemidji State University. The position has been advertised since mid March and the University will be accepting applications until May 2, 1983.

The successful candidate will administer the various graduate programs as well as external studies, elective studies, extension services, summer school and the international education programs.

At present a search committee comprised of faculty, administrators, community representatives, and professional support personnel are reviewing credentials and should make a recommendation to the President in mid May. Dennis Fields from Learning Resources and the Center for Library and Audio-visual Education is serving on the committee.

LUTHER BROWN MEDIA EDUCATOR'S CONFERENCE

St. Cloud State University was the recent site for a meeting of the tenth annual Luther Brown Media Educator's Conference. Topics of discussion for the conference included "Media Educator and the Microcomputer," a report from the MEMO Media Licensure Committee, and "Media Educators Role in North Central Evaluation Teams." The conference featured a dinner at The Woods Restaurant with a dinner speech by Rebecca Hill, author of *BLUE RISE*.

INAUGURAL DAY ACTIVITIES

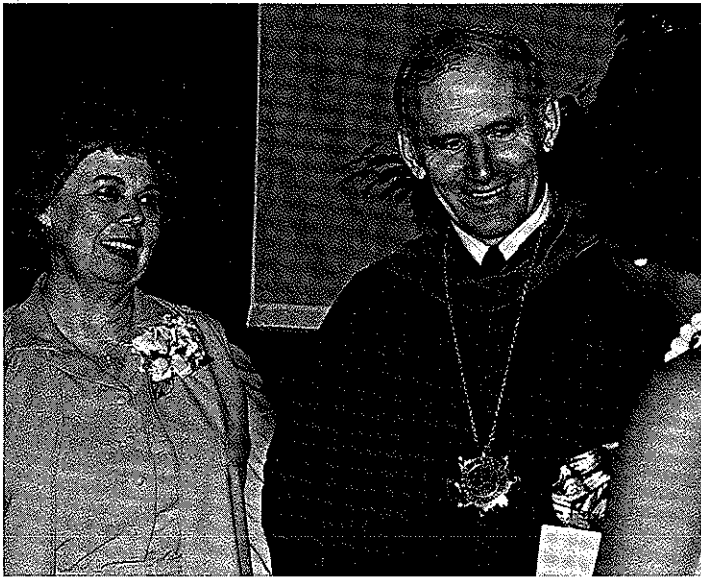
Dr. Brendan J. McDonald was inaugurated as St. Cloud State University's seventeenth president in ceremonies held at SCSU February 26, 1983. President McDonald, an alumnus of SCSU, had been the president of Kearney State College, Kearney, Nebraska

for the past ten years before being appointed President of St. Cloud State University, August 1, 1982.

The ceremony of inauguration included choral selections conducted by Stephen Fuller of the SCSU Music Department and a multi-screen slide program entitled "St. Cloud State University: An Historical Perspective." It was written and produced by Learning Resources Services under the guidance of J. Michael Nelson and Dennis Fields.

Receptions, banquets and a dance rounded out the festivities.

Marie Elsen and Doreen Keable served on the steering committee which planned the day's activities.



PRESIDENT AND MRS. MCDONALD

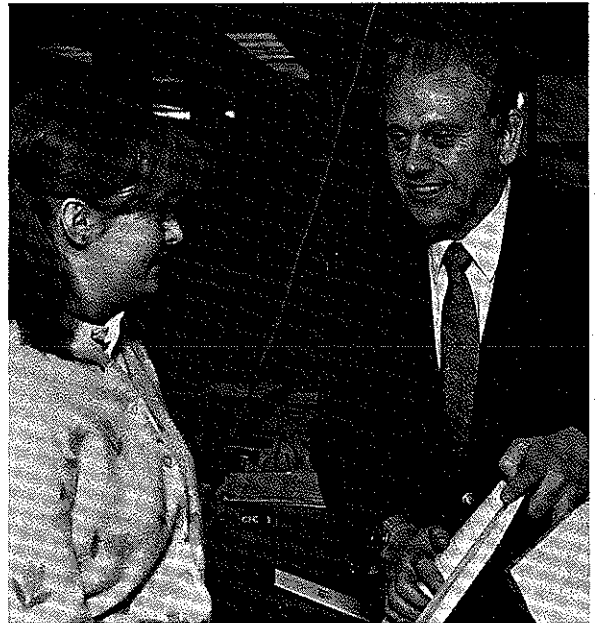
ENGLAND REPORT

Lawrence Smelser was on a sabbatical leave during fall quarter 1982-83. During the period he was on leave he visited Great Britain to study British Government Publications. He studied in the British Library, formerly part of the British Museum, in London where he and his wife, Beverly, lived with an English family for four weeks. Lawrence and Bev had become acquainted with a nephew of the man when they were in England two years ago and he had made arrangements for them to stay with the family. They were treated as members of the family and got acquainted with the children who included two hard rock stars. In addition to spending a total of about six weeks in London,

they traveled extensively throughout England and Scotland visiting both public and academic libraries which had collections of government publications and visited H.M.S.O. (Her Majesty's Stationery Office) bookstores and outlets in many cities throughout the country. For two weeks they rented a flat in Penzance and used a bus pass to travel to towns and villages throughout Cornwall. Long walks along the coasts made them wish for a car to travel when buses were not available, especially on Sundays.

Eight days were spent on a coach tour on the continent through Belgium, Germany, and Austria to Vienna where among other sites Lawrence visited the Osterreichische Nationalbibliothek.

Lawrence and his wife returned to St. Cloud in the middle of November after a ten and one-half week period spent abroad. He resumed his position at the University for winter quarter.



LAWRENCE SMELSER

NEW STAFF MEMBERS AT LRS

A number of new faces can be seen around LRS. Two new classified staff members have been with us since March.

Amy Erickson is filling a position in the R & I (Resources & Information) Division, spending most of her day in the acquisitions area. Amy joined us after working for the Department of Agriculture in St. Paul.

Margaret Lenzen is beginning her new position in the Receiving, Binding, and Repair

area of LRS. She replaces Karen Bauer Paavola who took a position with the St. Cloud Reformatory. Margaret transferred from Halenbeck Hall on this campus and has lived in St. Cloud for many years.

Two new graduate assistants have also joined us this spring quarter. They are Brian Linskens and John Van Dreser. Brian is a new graduate student from Appleton, Wisconsin. Brian's assistantship is in the Instructional Development Division. John is also a new graduate student who comes to us from Stevens Point, Wisconsin. John will be the Instructional Photo Lab Coordinator. Both had done their undergraduate work at University of Wisconsin, Stevens Point and both had IM minors from there.

Doris Busse has taken a position as night building supervisor for the remainder of the year. Doris has most recently been an elementary classroom teacher at Sauk Rapids, Minnesota.

We welcome all of these new people and hope they will be happy and successful in their new ventures.



JOHN VAN DRESER



DORIS BUSSE

WELCOME BACK, DAVE!

The entire staff at LRS extends a rousing welcome back to David Rydberg after his open-heart surgery in January of this year. Bypass surgery was done after a valve blockage of the heart was discovered. Surgery was performed at Abbott-Northwestern Hospital in Minneapolis. After several weeks of recovery at home, Dave came back to work in early March and is now back on a full schedule of work better than ever.

FACULTY PROFESSIONAL ACTIVITIES

Roger Sween spoke on multi-type library cooperation February 18th to the advisory council of the Office of Public Libraries and Interlibrary Cooperation in its hearings on the Minnesota Long-Range Plan for Library Services. Sween is the chairperson of the Long-Range Planning Subcommittee for Central Minnesota Libraries Exchange multi-type, multi-county cooperative library system.

John Berling, Tony Schulzetenberg, Mike Nelson, Doreen Keable, Phyllis Lacroix, and Steven Koyama attended the annual AECT convention held in New Orleans, LA in January.

Bonnie Hedin recently completed a master's degree in Media Technology at the University of Wisconsin-Stout.

Dave Rydberg and Mike Simons went to a conference entitled "Microcomputers and Libraries" March 19th sponsored by the University of Iowa at Des Moines. The conference centered around discussions of various data base systems with special emphasis to public access to microcomputers in public libraries.

Charles Campbell (Campus Laboratory School)



AMY ERICKSON



MARGARET LENZEN



BRIAN LINSKENS

and David Rydberg gave a slide presentation titled "Sailing in the British Virgin Islands" April 14 on campus. Their program is part of the Geo-Odyssey series.

FACULTY & STAFF NOTES

Melodie Dukowitz recently took a four stop cruise to Puerto Plata, the Dominican Republic, St. Thomas, San Juan, and Nassau. After enjoying a week of beautiful weather, great food and service and interesting people, her vacation continued with another week in Florida visiting the Hemmingway House in Key West, Disney World in Orlando, and Bush Gardens in Tampa.

During the break between winter and spring quarter a few other fortunate people found time to travel. Mike and Judy Simons took off a few days to see the wonders of Las Vegas. Tony and Mayme Schulzetenberg joined John and Pat Berling on a trip to the Ozarks.

Marlene Stangl recently took a leave of absence from her position in the periodicals area to care for her spanking new baby boy born on March 30th.

IM GRADUATES

The following people graduated with degrees in Information Media during this past year: Varland (Jay)Lenz, Mary Flekke, Carol Hunter-Johnson, Mary Negri, Jose Rodriguez, Barbara Halvorson, Judy Kunert, Doris Matter, Kathy Suchy, Kay Trapp, Marilyn Savage, Carol Mayer, and Larry Oveson.

TENTATIVE FALL SCHEDULE

104	Introduction to the Learning Resources	1	10TR
		2	6W
		3	11TR
275	The Media Profession	1	2MW
412-512	Television in Media	1	6R
444	Internship in Media	1	Arr.
445-545	Microcomputers in Classrooms and Media Centers	1	6W
		2	11MTRF
468	Media Materials and Methods of Instruction	2	10MWRF
		3	11MTRF
		4	12MTRF
		5	1MTWF
		7	6T
		8	6R
473-573	Photography in Media	1	6R
476-576	Selection & Bibliography	1	6M
483-583	Color Slide Presentation	1	6W
484	Seminar: Business Information Resources	1	6R
484	Seminar: TV Engineering	2	3TR
603	Information Media: Theory, Research and Practice	1	6M
606	Organization & Supervision	1	6T
608	Research Methods	1	6T
646	Micro Software	1	6T
647	Instructional Development for Programmed Instruction and Microcomputers	1	6M
680	Internship in Media	1	Arr.
681	Readings in Media	1	Arr.
682	Research in Media	1	Arr.
683	Seminar: Specialist Degree	1	Arr.
683	Seminar: Business Information Resources	2	6R
684	Field Study in Media	1	Arr.

SUMMER CLASSES

A full schedule of summer courses is again being offered this summer. The first term will run from June 13-July 15th. Second term is from July 18-August 19th. Students wishing to register for IM workshops for either first or second term must either pre-register or register at general registration June 13, 1983. Summer schedules are available from:

Office of Records and Registration
Administration Building - Room 118
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