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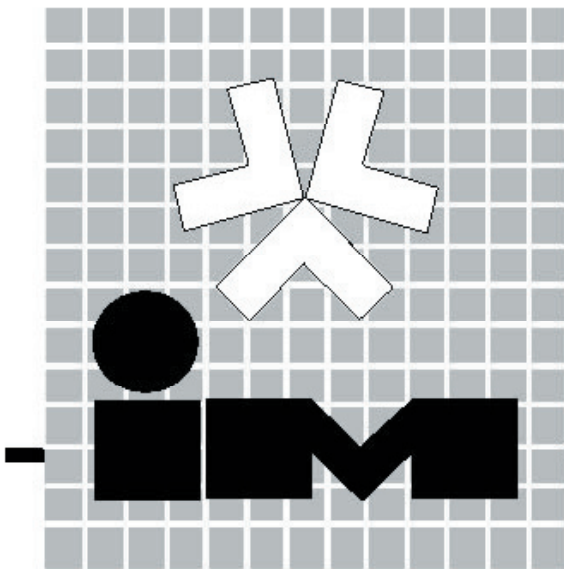
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CIM - Roots and Wings

information media news

Dean's Corner

Greetings from SCSU's Center for Information Media! As I'm writing this the Vikings are still winning, the snow has not yet started to fly, and although the ducks and geese are certainly actively heading south, there are still a few brightly colored leaves on the trees around campus. The theme of this semester's newsletter is "Roots and Wings" with a focus on the visible and invisible parts of what makes CIM so successful.

The "wings" are the public parts of what goes on in CIM: students attending class and faculty delivering lectures, oral exams and master's theses, and of course, the most public part of what we do, commencement. Our offices and classrooms in the Miller Center put a public face on how we value the instruction that we are delivering, as do our relationships with the schools and businesses that so graciously provide experiences for intern and practicum students. Our graduates then represent CIM publicly in their places of employment as they apply what they have learned. I want to take special note of the first graduate of our master's program, Jim Urbanski. Jim graduated in 1967 and was the media person in the Little Falls School District for many years. Jim passed away in September and we extend our sincere condolences to his family.

The "roots" are the many parts of CIM that might go unnoticed but are crucial to the success of our students and graduates, like the countless hours faculty spend preparing lectures and students spend studying and doing their assignments. Another important influence on the program is the CIM secretary, Lucy Supan, who celebrated 35 years of employment at SCSU this past summer. Lucy assists students with course registrations, licensure and graduation paperwork and generally keeps the office running. Another person I wish to thank for his leadership is Dr. Mert Thompson who served as the CIM faculty coordinator for the past three years. Unbeknownst to many, Mert handled numerous routine and non-routine questions from students, faculty, and alumni, in addition to developing course schedules and recruiting and assigning instructors for the program. We welcome Dr. Jeanne Anderson who assumed this role over the summer.

Finally, I wish to thank our many alumni who have come back to visit us during the past year and a particular thanks to those of you that participated in an advisory focus group last spring. Your input as to how we can improve our program is always welcome and helps us create the deep roots we need to allow our graduates to soar.

Dr. Kristi Tornquist

CIM News
by **Jeanne Anderson**

Dr. Jeanne Anderson

In a rare moment of quiet, I glance up and notice the oak tree outside my office window is taking on its fall colors. Many processes occur in the tree throughout the year, some seen and some unseen. Like the tree, many things are going on in CIM, some seen and some unseen.

Some of the visible changes include our new faculty member, Jack Lee. We are excited to have Jack with us teaching some of our training and computer applications courses. Please read more about Jack elsewhere in the newsletter. Another visible change is that Mert has stepped down as CIM Coordinator, and is pleased to back to teaching full time. In his place, I have stepped into the role of CIM Coordinator. I am particularly happy to follow Mert into the role, because his organizational skills, sense of humor, and calm approach to problem solving and advancing department priorities have placed the department in a very good position to move into the future.

Some other visible changes that have taken place include the new name change for our Track III graduate program. It is now called Instructional Design and Training. Finally, we are pleased to announce our new graduate "Design for E-Learning" Certificate, which will prepare professionals to design and facilitate e-learning. Both of these visible changes follow unseen curriculum processes which have taken place over the past year and more.

Many other activities are going on quietly, unseen in the background. We are busy revising our program assessments from program entry, to internship/practicum experiences, through program completion and follow-up. This is the year we conduct our follow up of Track III graduates. If you graduated from the Track III program (no matter what the name was at the time!), please be sure to take our Web survey (http://web.stcloudstate.edu/jeanne/survey/), so we can continue to improve the program and keep it vital for years to come.

We are also busy developing course materials for online delivery. For several years we have used a blended approach of both online and in-class course delivery. We are now venturing into the realm of fully online delivery for some of our courses. I am excited about the direction we are headed as a department.

I should probably mention a final visible change, if only to reduce confusion. The other day, I answered the phone "Jeanne Anderson." After a conversation about our master's programs lasting several minutes with a student that graduated with an IM undergraduate major, she finally said, "You know you sound remarkably like Jeanne Hites." Not really so remarkable. I'm one and the same. I remarried this summer, and did the uncharacteristically traditional thing and changed my name.

The 24th Annual Children's Literature Workshop
by Chris Inkster

The 24th Annual Children's Literature Workshop was held in June at the Holiday Inn. Emily Arnold McCully, author of award winning books such as *Mirette on the High Wire* and *Bobbin Girl*, was the keynote speaker. Kate DeCamillo, author of *Because of Winn-Dixie* and *Tiger Rising*, was the featured local Minnesota author. Jan Keaveny shared ideas for using storytelling, and Gertie Geck highlighted the best books of 2003. More than 140 participants also attended sessions on including comic books in library collections, making books, finding out what happens behind the scenes at the Newbery Award, and integrating children's literature into the curriculum.

Celebration plans are already underway for the 25th annual workshop, which will be held June 14 and 15, 2004, at the Holiday Inn in St. Cloud. The featured artist will be Brian Selznick, winner of a Caldecott Honor Medal in 2002 for *The Dinosaurs of Waterhouse Hawkins*, written by Barbara Kerley. Brian has also illustrated *When Marian Sang* and *Amelia and Eleanor Go for a Ride,* both written by Pam Munoz Ryan.

Save June 14 and 15, 2004, on your calendars and join in the celebration of 25 years of children's literature events sponsored by CIM. Workshop facilitators are Sandra Williams and Chris Inkster.

Track III Survey
by Jeanne Anderson

If you are an alumnus of the SCSU Center for Instructional Design and Training (formerly Human Resource Development and Training) Track III graduate program, we would like to invite you to participate in a Web-based survey. The purpose of this survey is to help us assess how well our program is preparing Track III graduates for human resource development careers. Using this information, we hope to strengthen the preparation our current and future students receive.

We are particularly interested in your response because your experience in human resource development will contribute significantly towards identifying areas of strength and weakness in our Instructional Design and Training graduate program. The survey has been tested and we have revised to gather the necessary data in only about 10 minutes.

We would appreciate it if you would go to http://web.stcloudstate.edu/jeanne/survey/ to complete the survey prior to January 15, 2004. Other phases of the assessment cannot be carried out until we complete the analysis phase of the data.

Thank you in advance for your willingness to participate!

CIM Track II student, Deb Craft, was honored by Resource Training & Solutions at its 12th Annual Leadership in Educational Excellence (LEEA) Banquet and Award Ceremony on Wednesday, October 29, 2003, at the St. Cloud Civic Center. Deb was voted by the staff at Maple Lake Elementary school to represent her district and receive the LEEA Award, in her first year as school library media for Maple Lake! Way to go, Deb!

Meeting of Bulgarian Librarian Consortium
New Bulgarian University (NBU),
Sofia, Bulgaria
by **Plamen Miltenoff**

On July 18, 2003, I was scheduled to present to the Bulgarian Information Consortium (BIC, http://www.bic.bg/EN/Default.asp).

The invitation came initially from the interim director of the library at the American University in Bulgaria (AUBG, http://www.aubg.bg/), Biliana Alexandrova (Billiana@aubg.bg), to present to the librarians at AUBG. After a submission of my plan for the presentation (including Julie Blake's report on SCSU library activities juxtaposed to 10 similar libraries in the US, (http://web.stcloudstate.edu/pmiltenoff/nic_Bulgaria_July_2003/lib_comparison_2000.doc)), the interest toward the presentation rose and was extended to a presentation to the Bulgarian Information Consortium.

We met at the New Bulgarian University (http://www.nbu.bg/english/index.asp). I presented Julie Blake's comparison of LR&TS services (http://web.stcloudstate.edu/pmiltenoff/nic_Bulgaria_July_2003/presentations/libraries.swf) and a PowerPoint summary of recent trends in the library world, as witnessed at recent regional, national, and international conferences (http://web.stcloudstate.edu/pmiltenoff/nic_Bulgaria_July_2003/presentations/july_03.ppt). While concentrating on the content of the presentations, I drew attendees' attention to the format of the presentations (PowerPoint versus Flash, advantages and disadvantages) and presented to the audience the services of the LR&TS InforMedia Service group (http://ims.stcloudstate.edu/). The idea of the library serving as a multimedia and interactivity broker to faculty is very appealing to the librarians in Bulgaria. A significant portion of the questions was aimed toward the role of the IMS group within LR&TS and SCSU.

Julie Blake's presentation/comparison on libraries in the U.S. (see Flash presentation http://web.stcloudstate.edu/pmiltenoff/nic_Bulgaria_July_2003/presentations/libraries.swf) spurred great interest with its quantitative approach. Some of the library administrators attending the presentation shared their desire to collect and share similar data. After the PowerPoint presentation, several of the librarians voiced their great satisfaction with the content of the presentation on present and future trends, which has been very close to the trends and ideas they have observed at other international conferences.

The colleagues from the Bulgarian libraries are very much aware of recent trends. Despite financial hardship and a lower standard of living, they are working toward establishing library standards on the Western European level. Most of the academic libraries in the country enjoy computer labs with satisfactory equipment and good Internet connection. The goal of the librarians is to streamline the access to online databases and other important information available in electronic format.

Standardization is a critical goal, mentioned by all Bulgarian participants. The lack of standard (e.g., a common library OS, such as Ex Libris) is a chronic problem throughout the countries of Eastern Europe. Since Z39.50 is a paid software and is not affordable or not present in some/most of the libraries in the country, the library guild experiences certain problems creating a unified sharable information system on a national level, and respectively, offering a unified, sharable entity of infor-

mation to be linked to the rest of the world.

The NBU is one of the youngest educational institutions in Bulgaria. It is a product of the new democratic reforms after the changes in the 1990s. Although accredited by the government, NBU is a self-sustained institution, which permits it great flexibility and opportunities. NBU and AUBG are two of the most advanced institutions in the region, in terms of technology and application of new ideas. However, those are exclusive institutions, due to the above average cost of tuition (they have the financial and ideological independence to apply new ideas).

The NBU's library staff consists of astute information specialists. Although fairly new, the library has its own rapidly growing collection. Most importantly, the librarians are developing online databases, which respond to the most recent trends in the academic and library world. For example, the NBU boasts an online dissertation and theses database which takes into account the Virginia Tech University: Electronic Theses and Dissertations.

The NBU and AUBG directors (Nadja Terzieva and Biliana Alexandrova) are working closely to identify assistance and cooperative projects with libraries from around the world. They both expressed desire and enthusiasm to work with LR&TS and SCSU. I view my presentation at NBU a great success, and I am very pleased to see the relationship with the Bulgarian librarians grow stronger and more fruitful with every summer.

New Faces

Bill Degenhard is a new reference adjunct. He grew up in Baltimore and completed his BA at Iona College in New Rochelle, NY. He then completed a masters in Library and Information Studies at Queens College in Flushing, NY, and has worked in public and academic libraries in New York, New Hampshire, and in Baltimore. He is currently pursuing a second masters degree in Theology (Church History) at St. John's University, Collegeville. Bill has a love for historical places, especially ancient and medieval sites in Europe. He is engaged to be married and plans are underway for a spring/summer 2004 wedding. Bill finds that the winters in Minnesota are a bit longer than elsewhere, but that the Minnesotans are the most friendly and kindest Americans he has met.

Robin Ewing is a new reference adjunct. She recently moved to Minnesota from Texas where she was working at Texas A&M University. Robin went to the University of Oklahoma for her BBA in Management and for her MLIS degree.

Jack Lee, Ph.D., CCNP, MCSE, A+. Dr. Jack Lee earned his B.S. and M.S. degrees in Mechanical Engineering from The Pennsylvania State University at University Park, Pennsylvania. After receiving his Master's degree in Mechanical Engineering, Dr. Lee went overseas to Taiwan and taught Mechanical Engineering classes in AutoCAD, CAD/CAM, as well as English as a Foreign Language to students at Wufeng Institute of Technology. After a wonderful fulfilling year of teaching at Wufeng Institute of Technology, Dr. Lee returned to the States and enrolled in the Ph.D. program at The Pennsylvania State University in Workforce Education and Instructional Systems. Prior to arriving at St. Cloud State University, Dr. Lee completed a series of IT certifications in Cisco, Microsoft, and CompTIA A+. At St. Cloud State University, Dr. Lee is the newest faculty member teaching both undergraduate and graduate courses in the Center for Information Media (CIM) at LR&TS. Dr. Lee's interests include leadership, management, training and development, instructional systems, virtual reality, simulations, gaming, edutainment, and web-based systems.

Minnesota LDS Library Science-Related Materials Have a New Home

by **Judith Rodgers**

As many Minnesota library supporters are aware, the resource center housed within Library Development Services (LDS) in the Minnesota Department of Education (MDE) in Roseville was closed a year and a half ago. Materials in the LDS collection were boxed up and distributed to libraries around the state.

Dean Kristi Tornquist of Learning Resources and Technology Services at SCSU agreed to accept the library science portion of the collection. This placement seemed a natural fit since SCSU is a regional center, is a public institution, and has a curriculum closely related to the resources. While preserving this valuable collection is important to the state, the location within the SCSU Miller Center also provides ready access to our Center for Information Media students pursuing graduate work in Library Science.

In February of 2003, 375 book boxes holding approximately 13,000 items were delivered to the Miller Center. Contents included books, government documents, reports, multimedia kits, and a few videos. Since February, LR&TS faculty and staff have been working to process the materials and again make them available for public use.

This is a large task. SCSU uses the Library of Congress System while the LDS collection is classified in the Dewey Decimal System. Each item added to the collection must be recatalogued, new labels printed, and barcodes added. Many of the one-of-a-kind items, such as reports not in any other collection in the State, require original cataloging, which takes even longer. An additional challenge has been that no funds for staff or materials accompanied the resources. Fortunately, we have obtained some assistance with the processing from other departments on campus.

At this time, 10-15% of the LDS library science collection has been checked for duplications and, as appropriate, added to the SCSU collection. Materials being kept include all last copies in the State, all second-to-the-last copies if the first copy isn't at SCSU, and other duplicates that support the curriculum. LR&TS faculty are investigating grant possibilities to speed up the process.

"We are doing the best we can. Work must proceed as time permits. We have been entrusted with this collection and want to do what is best for patrons, SCSU and the State," said Julie Blake, Collection Management Coordinator for the Miller Center.

Access to information is a cornerstone of the library science profession. Facilitating renewed use of a large portion of the LDS collection by the citizens of Minnesota demonstrates again that Learning Resources & Technology Services of SCSU "walks the talk" of librarianship.
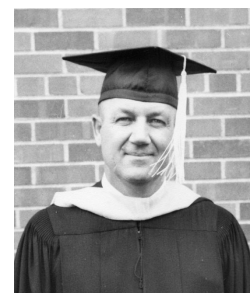
CIM Advisory Committee Meets —
"Partners in Education"
by **Karen Thoms**

On May 3, 2003, members of the CIM Advisory Committee representing our undergraduate major and minor as well as our master's programs in information technologies, educational media, and instructional design and technology met. Our thanks to those professionals who were able to attend: Brook Berg (Detroit Lakes Middle School); Ken Corens (Hopkins School District); Gary Ganje (St. Cloud School District); Limin (George) Gu (Qwest); Julie Kimmes (SCSU); Bob Kochmann (Sauk Rapids-Rice Senior High School); Judy Pulczinski (Greenbush/Middle River School District); and John VanDreser (Logicbay Corp.).   Other people had agreed to serve on the Advisory Committee but were unable to attend this meeting. CIM faculty shared "what we've done" since the last CIM Advisory Committee a number of years ago. We talked about the staffing changes, the switch from quarters to semesters, the move to the new building, our majors and minors, the certificate programs, and licensure. The group as a whole talked about the needs in the field, publicity and recruitment, types/kind of continuing education opportunities that should be offered, a general assessment of the job market, and format(s) of courses to be offered (face-to-face, ITV, Web courses, blended courses). We also discussed the need for a broader Web presence, and our CIM Web page is now being updated. Brochures are being updated, and we have graduate students on a listserv so that we can better communicate with them. Suggestions were made that CIM needs to "toot its own horn" and have a greater presence at professional organizations and conferences. A survey has been designed and piloted for our Track III (instructional design and technology) and is now on the Web for graduates to complete. We also discussed the need for more availability of courses in the rural areas of Minnesota as well as what the budget cuts in higher education have meant, especially the anticipated impact on CIM courses. The meeting was very productive, and a suggestion was made that we meet again mid-year; we're looking at the calendar now to identify a date.

It is with Sadness ...
by **Lucy Supan**

James A. Urbanski, the first graduate of the Information Media master's program, passed away on September 20, 2003, at his home in Little Falls, Minnesota.

Jim was also the first to be featured as <u>Median of the Moment</u> in the first issue of the Information Media News published in April of 1969. In each publication, an individual involved in some aspect of a media program would be highlighted. At the time, Jim, who was employed with the Little Falls school district, taught mathematics, and "since 1963 had served as Audio Visual Coordinator. He was certified in both audiovisual and library." Jim continued to serve in the media field stemming over thirty years.
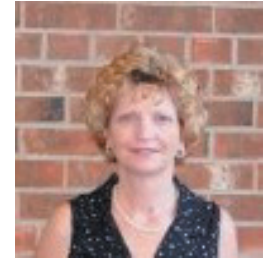

James Urbanski

Jim, a native of St. Cloud, MN, is survived by his wife Pat, and four children.

Graduate Profile

Karen LaPlant currently lives with her husband and three children in Buffalo. She completed her Bachelor's degree at St. Cloud State University. While working full-time, she went back to St. Cloud State University in August 1997, with a TIES weekend cohort group and finished up her Master's in Instructional Technology in May 1999. Many friends were made along the way and some stay in touch. She celebrated with all of her cohort group and several of their instructors at her graduation party.

Karen LaPlant

Karen has been developing and teaching computer classes at Hennepin Technical College in Brooklyn Park since 1989. She has helped the Computer Careers Program at her campus grow from one full-time instructor to eight full-time instructors with several part-time and adjunct instructors. Karen primarily teaches in the Web area (HTML, FrontPage, PowerPoint, Publisher, and Office Integration), and several years ago she helped design and create the Web Programming Diploma and Degree.

Karen has contributed to the faculty leadership team by participation in Faculty Senate, UTCE/MSCF, and now both the AASC (Academic Affairs and Standards Council) and the Faculty Shared Governance Council (FSGC). Karen has been the Chair or Co-Chair of the Technology Committee and the TLTR (Teaching and Learning Technology Roundtable) for the past 10 years. Her passion is for on-line learning, and she has attended two International WebCT Conferences. Karen is actively involved in the Professional Development Committee, in-house seminars, and serves as the campus CTL (Center for Teaching and Learning) Leader.

Faculty Update

This summer **Jeanne Anderson** went to the NECC Conference in Seattle, where she attended a workshop on educational uses of PDAs. Then she went to Colorado for her honeymoon, where she went whitewater rafting and hiking in the mountains.

Susan Schleper and **Julie Blake**, LR&TS, presented "From Data to Decisions: Using Surveys and Statistics to Make Collection Management Decisions" at the 2003 Minnesota Library Association Conference in September. They have since been asked to give the same talk at the Twin Cities Biomedical Consortium meeting in November.

Karen Thoms continues to be active in national organizations. She recently presented a round-table discussion "Wisdom of our Elders" which summarized teaching tips by senior faculty at SCSU intended to be "handed down" to newer faculty. In addition, Karen is serving on the Advisory Committee for the 2004 Instructional Technology Conference, an annual conference hosted by Middle Tennessee State University in Murfreesboro, TN. She is also serving on the planning committee for the 2004 Realizing Student Potential annual conference co-sponsored by MnSCU Center for Teaching and Learning as well as on the planning committee for iTeach, co-sponsored by MnSCU CTL and Office of Instructional Technology. Thoms has been elected chair of the MnSCU CTL Steering Committee for this year. Yes, she is still on campus, this year teaching the IM 245: Microcomputers in Education and Media Centers, working on the LR&TS Strategic Plan, and coordinating the LR&TS Communication Committee. She has recently been appointed to the Board of Teaching committee to review criteria for teaching keyboarding and computer applications in Minnesota K-12 schools. For fun, she's frantically trying to get a needlepoint holiday stocking done for granddaughter Emma Thoms-Warzecha.

Several faculty members from the Center for Information Media/LR&TS presented at the 2003 annual convention of the Association for Educational Communication Technology in Anaheim, California. **Doris Bolliger** presented the paper "Progressive Evaluation in a Media Production Course." Doris Bolliger and **Rich Josephson** presented the paper titled "The Application of Business Models to Distance Education as a Result of Experiences with Interactive Television." **Tom Hergert** and Doris Bolliger presented the session "Technology, Training, Pedagogy, and Administration: Connecting Cultures at a Midwestern University." Tom Hergert also presented the session "Connecting Literacies: The Integration of Visual Literacy, Media Literacy, and Information Literacy and How They Can Shape Each Other," which was co-authored by **James Caufield**.

Doris Bolliger and **Tom Hergert**, LR&TS/Center for Information Media, recently presented the session "Visual Perception: Possible (Mis-) Interpretation and Representation of Visual in the Media" at the annual meeting of the International Visual Literacy Association in Newport, Rhode Island. Tom also presented "Informational Dissemination of Visual Representations: A Function of Nexus Characteristics" at this conference (co-authored by Dr. Debbie Denise Reese at the Center for Educational Technologies, Jesuit College of Wheeling, W.V.).

Sandra Q. Williams gave three presentations this fall. On October 3, she presented "MARC Format Made Easy" at the Minnesota Educational Media Organization (MEMO) state conference in Fargo, N.D. On October 21, she was part of a panel presentation titled "When the Serial Set Isn't Really the Serial Set: How Selectives Cope with Congressional Reports and Documents" at the Fall Depository Library Conference in Washington, D.C. And on November 1, she presented "Genealogy Resources in Government Documents at St. Cloud State University" at the Genealogy and Family History Workshop sponsored by the St. Cloud Area Genealogists, Inc. held at the Stearns History Museum. She also attended the Minnesota Library Association (MLA) state conference in Rochester in September, and began her term serving as chair of the Minnesota Government Documents Round Table (GODORT), a group made up of government documents librarians from around the state.

While at the ALA Annual Conference in Toronto, **Renee Rude** was honored to be a member of "The World's Refugees at Your Library," which was sponsored by the Ethnic and Multicultural Information Exchange Round Table of the ALA, the Asian Pacific American Librarians Association (APALA), and the Social Responsibilities Round Table (SRRT) of ALA. A few of the very powerful presenters were:
  * Ezat Mossallanejad, Canadian Centre for Victims of Torture, Toronto, Ontario. "The right to asylum and the trauma of uprootedness."
  * Ghada Elturk, "Library Services to Refugees: An American Experience," Boulder Public Library, Colorado
  * Nanda NaChampassak, United Nations High Commission on Refugees, Ottawa, Ontario. "Who is a refugee?: An overview of the current world situation for refugees"

In addition to teaching IM 422, IM 423, IM 620 and IM 682 and representing CIM on the College of Education Curriculum, Global Studies, and Diversity & Social Justice Committees, **Judith Rodgers** has been busy with the following:
  * Spoke about library-related careers in Jack Lee's IM 302 class.
  * Celebrated Banned Books Week in September by leading a challenged books discussion at Sawatdee Restaurant for the P.O.E.T.S group.
  * Visited fantastic Fargo for the MEMO Conference and presented a session, "Whistle While You Weed."

* Was in Kansas City October 22-26 for the AASL American Association of School Librarians Conference; facilitated sessions and met with the On-line Courses and Intellectual Freedom Committees.
* Assisting in planning the MnSCU ITeach Conference for mid April.
* Helping to put together the SCSU Research Colloquium.
* Is continuing with the investigation of ALA accreditation for the CIM library science program.

Congratulations to the following graduates:

Graduates:

Fall Semester 2002	**Spring Semester 2003**	**Summer Semester 2003**
Elizabeth Bruestle	Troy Anderson	Chengxiao (Angela) Cao
Charles Christopherson	Lori Decourcy	Diane M. Hawks
Joan Nevitt	Lindy Edwards	Shu-Yeh (Sue) Lee
Jennifer A. (Crosby) Perusse	Karin Harrison	Bonnie Schmaltz
Sara (Rydberg) Stone	Randee Lee	Karla Stormgren
Donna Yliniemi	Lesli Skarphol	Lynn Tebbenkamp
	Lisa Finshess	
	Tianhui (Nina) Tao	

Undergraduates (include majors, minors and certificates):

Fall Semester 2002	**Spring Semester 2003**	**Summer Semester 2003**
Shoen Young Foo	Roxanne Chandbliss	Holly Borrelli
Janice M. Gans	Ross Gatto	Jo Flanders
Michael Hutchens	Jared L. Hancock	Michael Koski
Erin Loewen	Amanda K. Hunter	Nicholas R. Newhouse
Jennifer Lynn	Yoshino Ishikowa	John Ward
Andrea Peters	Alex J. Jankila	
JoAnne (Gardinier) Pierce	Matthew Kilanowski	
Diane Sutanto	Ryan M. Kupcho	
Boonkahi Thian	Deborah C. Loberg	
	Zachary D. Miller	
Summer Semester 2002	April Nelson	
	Debra Northburg	
Lora Bennett	Andrea Peters	
	Nathan J. Rucks	
	Laura Sandnas	
	Grant Schoenberg	
	Linda M. Strobeck	
	Timothy Zunker	

Anderson Earns Certified Performance Technologist Designation

Jeanne L. Anderson received a performance-based certification granted by the International Society for Performance Improvement (ISPI). A "Certified Performance Technologist" (CPT) systematically and systemically identifies and removes barriers to individual and organizational performance. CPTs may specialize in one or more families of solutions used to improve workplace performance, such as training, job design, process reengineering, performance support tools, or feedback systems. Anderson has worked for over 20 years improving workplace performance, focusing on Instructional Design.

The certification was developed in response to a request from public and private organizations for criteria to better distinguish proficient practitioners of human performance technology. Unlike many certifications, CPT designation does not require applicants to take a test or participate in training. Instead, individuals must prove that their work accomplishments have met the Standards of Performance Technology. The assessment process is a combination of attestations by internal/external clients and a review of work products by qualified peers. The standards are:

- Focus on worthy results (address problems clients care about).
- Consider the larger context (like the client's constraints and marketplace reality).
- Add value (the outcomes are worthwhile).
- Collaborate (work as part of a team and bring in appropriate specialists).
- Follow a proven systematic approach in all aspects of the work (assessment, analysis, design, development, implementation, and evaluation).

About ISPI

Founded in 1962, ISPI is the leading international association dedicated to improving productivity and performance in the workplace. ISPI represents more than 10,000 international and chapter members throughout the United States, Canada, and 40 other countries. ISPI's mission is to develop and recognize the proficiency of its members and advocate the use of human performance technology – a systematic and research-driven approach to improving organizational and individual performance.

About the Certified Performance Technologist (CPT) Designation

Developed by ISPI and launched in April 2002, the Standards of Performance Technology and the CPT designation were created in response to requests from members as well as public and private organizations for criteria to better distinguish performance improvement professionals. On November 8, 2002, the American Society for Training and Development (ASTD) announced its affiliation with ISPI in offering the CPT to ASTD members. This affiliation ensured that a single set of Standards and a single Certification for performance improvement professionals certified by either organization. While applicants can apply through either ISPI or ASTD, ISPI remains responsible for reviewing all applications, deciding if the Standards have been met, and granting the certification.

For more information, visit www.certifiedpt.org

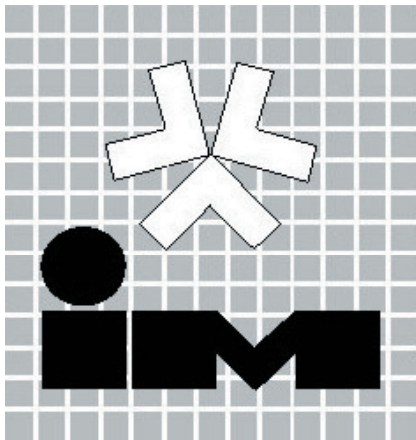* This article is cited from ISPI News Release issued on November 3, 2003.

The Center for Information Media and Learning Resources
and Technology Services welcome news of former students.
Please remember to keep us updated and that includes a
simple change-of-address notification.
Contact:
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Miller Center, Room 110
St. Cloud State University
720 4th Avenue South
St. Cloud, MN 56301-4498
Telephone: 1-320-255-2062
e-mail: cim@stcloudstate.edu
http://www.stcloudstate.edu/cim

information media news

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