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Calendar

- August 8** – Registration for fall semester begins
- Sept 2** – First day of fall classes
- Sept 22** – Last day to register or drop classes
- Nov 1** – Last day to apply for spring Master's program
- Nov 11** – No classes; Veteran's Day
- Nov 27-29** – No classes; Thanksgiving
- Dec 20** – Last day of fall semester
- Jan 10** – Spring registration (approximate)
- Jan 22** – First day of Spring courses

# EDTEConnect

*Distance Newsletter of the SDSU  
Department of Educational Technology*

Volume 5, Issue 1

August 2008

## Greetings from the Chair

Welcome to the Fall 2008 semester! This fall begins the 13th year for our distance program. Over that time we've had more than 700 students take one or more courses, 167 complete their Certificate in Instructional Technology, and 33 complete their Master's Degree (we began the Master's program in 2000). What started our in 1996 with a group of 20 students now reaches out to over 100 students every semester.

As our program has evolved, so have our course offerings. This fall is no exception. For our program "veterans," we're offering a solid "suite" of nine courses (see below). Of course, we're also offering our two "prerequisite" classes—an overview of the field (EDTEC 540) and an orientation to web-based multimedia development (EDTEC 541).



It's the diversity of course offerings that makes our program unique---in combination, of course, with the experience of our faculty and lecturers. What also strengthens the program is the diversity of our students. Each semester, Dr. Ritchie and I survey those enrolled in 540 and 541 – and what we find striking, time and time again, are the rich experiences all of you bring to the table. You represent nearly every sector in which performance technologists/consultants work—K-12, higher education, corporate, nonprofit, government, and military. You also work in an array of "settings" or industries (health care, retail, service sector, financial services); most interesting is how many of you are self-employed.

I'm thrilled that this semester, I'll be working with some of you. I'll be teaching ED 795A: Practicum, where students work

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## Fall 2008 distance courses announced

Registration is now available at <http://www.ces.sdsu.edu/edtec.html>. For course updates, visit <http://edtec.sdsu.edu/distance/update.htm>.

**IT Certificate courses:**

**EDTEC 540**—Educational Technology

**EDTEC 541**—Web-Based Multimedia Development

**EDTEC 544**—Instructional Design

**EDTEC 550**—Introduction to Distance Education

**EDTEC 561**—Advanced Web-Based Multimedia Development

**Advanced Degree courses;** In addition to the certificate courses, the following courses are open to students working towards their Master's or an advanced certificate:

**EDTEC 670**—Simulations and

Games

**EDTEC 685**—Instructional Tech for Organizations

**EDTEC 700**—Seminar in Educational Technology

**EDTEC 775**—Directed Internship

**EDTEC 798**—Independent Study

**ED 795A**—Seminar

## Greetings from the Chair

*Continued from Pg. 1*

with community-based clients on design/development “issues” of mutual interest. I’ve taught field-based courses almost exclusively in my 12 years with SDSU/EDTEC, and what I most enjoy is their spontaneity. Though we do a fair amount of planning, these projects aren’t something that I, as a professor, have “contrived” ... which means I can’t fully predict how they’ll unfold and what unexpected challenges we’ll face (or how we’ll resolve them). It’s certainly never boring!

Those of you who live in California know that the state faces tough economic times – and universities certainly aren’t exempt from the repercussions of a sour housing market, industry layoffs or cutbacks, etc. What complicates matters is that costs to run our programs (certificates and the master’s) continue to rise. Thus, after some deliberation we have opted to raise our fees this fall – the first increase we’ve instituted since 2001. Beginning immediately, our *per course* cost will be \$900, up from \$819. This is a modest increase in our view; we’re still charging far less than our competitors---but the increase allows us to keep our teaching technologies current, cover faculty salaries associated with teaching and course development, showcase our program at conferences and other major events, and sponsor symposia to which distance students are invited (whether live or via archive).

We look forward to a fabulous semester, which formally “begins” on September 2—just after Labor Day. If you have any questions at all—whether about coursework, financial aid, registration, or some other issue—don’t hesitate to contact Dr. Richie or me.

Marcie Bober-Michel  
Professor and Dept. Chair  
bober@mail.sdsu.edu (preferred)  
619.594.0587

## Transitions

*Continued from Pg. 3*

San Diego chapter of ASTD where I am currently the coordinator of the weekly Chapter Datebook (ezine) and will be a member of the Board of Directors starting next year.

## Faculty focus: Jim Marshall

*Continued from Pg. 4*

In Spring, I’ll be teaching *EDTEC 684 – Project Management for Educational Technology*. Many of our students find themselves simultaneously designing instruction *and* managing the project. This course introduces basic project management concepts, tools and techniques. It provides the opportunity to conceptualize a project and author a comprehensive project plan. You work in project teams using case studies to complete the majority of the course assignments. We benefit from a handful of guest speakers that add diverse perspectives and relate their past project management experiences.

In the past, I’ve also taught EDTEC 540 and EDTEC 590 online.

### Is there anything else you’d like to tell us about yourself?

Well, I love to travel and have been fortunate to visit Russia, Thailand and Cambodia in the past two years. I’m hoping to visit Africa in 2009.

It seems I’ve also become a dog lover over the past year, following the addition of a standard poodle to our family. It has been fascinating to apply training in the dog world. Through obedience classes and the principles of behaviorism working their magic, Wexler was top dog in his class and earned his Canine Good Citizen Certification. In September he’ll have a new sister, a Black Russian Terrier.

Fall is always an exciting time in university life. It’s a time of new beginnings and I look forward to meeting our new students and being a part of their initial EDTEC experience.

## Previous newsletters available

Since 2003 we have been producing either two or three issues of EDTEConnect each year. Our endeavor with our distance newsletters actually goes back the year 2000, but it was more occasional during the first few years.

If you would like to see previous issues of our newsletters, which include focus articles on all of our faculty, in-depth articles on some of our master’s students, lists of alumni, and other interesting ideas, point your browsers to <http://edtec.sdsu.edu/distance/newsletter.htm>. There is always something good to discover.

## The Master's Page

### Transitions

Although SDSU's Educational Technology program has been in existence for over 40 years, it wasn't until 1996 that we began to deliver our distance Certificate in Instructional Technology, and in 2000 that we were approved to deliver our distance Master's degree in Educational Technology. In 2005 we had our first graduates of the distance master's, and so far we have had 33 students graduated with the degree.

I recently emailed this select group asking what changes have happened to their lives since graduation. Five alumni from the 2006 and 2007 graduation classes responded, and their transitions are described below.

#### Lynn Cooke

Graduated: 2006

Current position: Instructional Technology Manager, Assumption College

I've seen a lot of changes in my life since graduation. I was married last October and gained an instant family, husband Charlie and two step children, Nicole (age 8) and Evan (age 12). In addition, we added a second dog to our clan, adopted from a rescue organization in Puerto Rico. As if the additions to the family weren't enough, my husband and I purchased a new home in Oxford, MA on about 3 very rural acres and are in the process of finishing the basement.

In all this I haven't changed jobs (small miracle) although the job is changing as we have a new director with plans to grow the instructional technology area of the department. This has meant more projects for me and a renewed enthusiasm for the job. In addition to managing the Blackboard system, I'm assisting faculty in implementing clicker technology into their classes, developing an evaluation process for our pilot programs, learning GIS technology, and managing a shift in support of our podcasting program, as well as consulting with faculty on technology use in their classes and instructional design issues.

#### Barbara (Delgadillo) Pugliese

Graduated: 2006

Current position: Instructional Designer

I work as an instructional designer for Apollo Group, Inc., in Phoenix, AZ. In my position I work on a large variety of projects designed for a number of different audiences. Most of my time is spent in the design phase of the ADDIE process as a consultant to the company and as a mentor to course developers.

#### Galadriel Chilton

Graduated: 2007

Current position: Electronic Resources Librarian

While I am still teaching and working in the library at the University of Wisconsin – La Crosse, my current delight is the study and practice of parenting as my husband and I had our first child, Cian, on May 14, 2008.

#### Matt McNeerney

Graduated: 2007

Current Position: Project Manager, CourseWebs.com

My position has recently expanded from Training Analyst where I produced most of the online training materials (help, quick start guides, online tutorials) for our online learning system, to product development which involves working with programmers to add/improve/modify the functionality of our system. In a related role, I help/guide new clients as they develop and/or transfer learning materials to the online environment.

#### Marjorie Old

Graduated: 2007

Current position: Clinical Instructional Designer at ResMed in Poway, CA

Since graduating I have had more time to devote to other things that I enjoy: working in our yard; planting a vegetable garden, volunteering at the KPBS Reading Room (a service where we read the local newspaper over a closed radio station for the visually impaired), and being active in the

See 'Transitions' Page 2

DEPARTMENT OF  
EDUCATIONAL  
TECHNOLOGY

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**Help Line**

Toll free help line for  
distance students is  
1-866-316-8320.

Check [http://  
edweb.sdsu.edu/iml/  
student\\_help.php](http://edweb.sdsu.edu/iml/student_help.php) for  
times.

**Need advise?**

A 'General Advising' link  
is posted on the dis-  
tance website (5th link  
on the navigation bar).  
You can get there di-  
rectly at [http://  
edtec.sdsu.edu/  
distance/advising.htm](http://edtec.sdsu.edu/distance/advising.htm).

**News and Events**

EDTEC Headline News  
and Views, a calendar  
of events, our Depart-  
ment blog, and current  
and past issues of the  
Distance Newsletter,  
are all linked from the  
website at [http://  
edtec.sdsu.edu/  
distance](http://edtec.sdsu.edu/distance). It's the 10th  
link on the navigation  
bar.



Department of  
Educational  
Technology

**Faculty focus:  
Jim Marshall**

**Jim, can you tell us a little about your-  
self?**

I've been formally working in our field for 18 years, and in the education field for 22 years. I began my career in environmental education working for both Sea-World of California and the Zoological Society of San Diego. I designed and taught classes about animals and conserva-  
tion for pretty much every-  
one – from pre-  
schoolers through senior  
citizens. During that  
time, an EDTEC alum-  
nus mentored me. She  
pushed me into San  
Diego State's EDTEC  
Masters program and,  
to this day, I'm grateful  
for her not-so-gentle  
nudging. It has bene-  
fited my career and pro-  
vided opportunities I



would have never thought possible. I  
graduated with an EDTEC MA in 1992  
and went on to earn a Doctor of Philoso-  
phy in 2000.

**What did you do with your freshly-  
minted EDTEC Masters?**

As I was finishing up my EDTEC MA, a  
friend in the program introduced me to  
his EDTEC 795A client – a Senior In-  
structional Designer at Andersen Con-  
sulting (now Accenture). She and I hit it  
off, and I ended up working for Andersen  
for two years. In 1994, a software start-  
up called Lightspan was established. I  
was the 17<sup>th</sup> employee to be hired into a  
company that would grow to over 500  
employees in five years. With over \$30  
million in venture capital, it remains the  
most heavily funded educational soft-  
ware start-up in history. With that finan-  
cial support, we spent two years trying  
different technologies and instructional  
strategies, testing products with kids and  
working with animators in Hollywood to  
produce K-6 curriculum that would enter-  
tain and educate. I spent three years as  
an instructional designer and project  
manager, then became the Director of  
Research and Evaluation. It was a rare

opportunity to both build the product,  
then research its effects in over 100  
schools nationwide. Lightspan's prod-  
ucts won multiple awards, and our re-  
search was recognized nationally as rig-  
orous evidence of the program's results.

**And more recently: What's your life  
like today?**

I've been a part-time faculty member at  
San Diego State since 1998, although I  
actually taught my first ED-  
TEC course in 1995. I en-  
joy blending the theory and  
practice sides of our field  
and strive to bring my past  
and present experiences to  
the classroom. I also am  
involved in a number of  
consulting projects at any  
given time. Here's two ex-  
amples:

I recently built a training  
and performance support  
system for the Corporation  
for Public Broadcasting to

help broadcasters, libraries and muse-  
ums in communities nationwide partner  
more frequently and more effectively.  
We created an online toolset, hosted a  
series of online seminars and produced  
two national television conferences  
hosted by Ray Suarez of NPR and *The  
Newshour with Jim Lehrer*.

I'm just starting a year-long evaluation for  
*Elephant Odyssey*, the San Diego Zoo's  
new ~\$45 million exhibit. We will be in-  
vestigating what visitors learn as a result  
of this state-of-the-art animal habitat and  
interpretive experience.

**What are the courses where distance  
students will find you?**

This Fall, I'll be teaching *EDTEC 540 –  
Introduction to Educational Technology*  
for the COMET (California K-12 educa-  
tors) cohort. I'm looking forward to intro-  
ducing the field of Educational Technol-  
ogy and making it practical in the K-12  
setting. Judging by our program applica-  
tions, we have some great new students  
joining this cohort and it will be a pleas-  
ure to assist them in building a founda-  
tion in the instructional design field.

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