

## Contents:

### Page 1

- New Dept. Chair
- Spring Schedule

### Page 2

- Certificate completion
- Corporate sponsorship
- Schedule change

### Page 3

- Masters program
- Two new courses
- Alumni update

### Page 4

- Faculty presentations
- Faculty profile

## Calendar

**January 3**— Registration begins for Spring semester

**January 18**— Spring semester begins

**January 31**— Last day to register for Spring courses

**February 7**— Last day to drop classes or apply for graduation

**March 13-18**— Spring break

**April 1**— Last day to apply to MA program for summer

**May 1**— Last day to apply to MA program for fall

**May 11** — Final exams begin

**May 22** —Summer registration opens

# EDTEConnect

*Distance Newsletter of the SDSU  
Department of Educational Technology*

Volume 3, Issue 1

January 2006

## New Department Chair takes over

Marcie Bober took over the position of Chair from Donn Ritchie on June 1, 2005, becoming only the third Department Chair in over 30 years.

Although new to the position, Marcie has lived in California nearly all her life - leaving only long enough to attend school. She earned her bachelor's degree from the University of Oregon (English/US History), her master's from SDSU (Educational Technology), and her Ph.D. from Arizona State (Learning and Instructional Technology).

She began as an instructor at SDSU in 1996. Before coming here, she was a paralegal, a secondary teacher, an instructional designer, and an independent consultant. She most often teaches the department's capstone courses

- ED 791A (Evaluation Techniques) and ED 791BC (Evaluation Practicum).

In 791A, students spend their first semester learning about evaluation - and conducting a small-scale evaluation study. In recent years, they've explored student perceptions of the SDSU/USD joint doctoral program, what people know and believe about the nation's 5-color Terror Alert System, and the impact of WebMD on the way people make health care decisions/choices.

During their second semester, students work directly with community-based clients (such as the Humane Society, Kyocera Wireless, and SeaWorld) to conduct program or product evaluations. They design comprehensive evaluation plans, collect data to address issues

of interest to their clients and then use sophisticated software to analyze and interpret their data.



Said Dr. Bober, "I thrive on new challenges - which is one reason I'm happy in my new position as Department Chair. Among the parts of my job I *most like* are meeting prospective students, working on curricular ideas, and helping to develop or refine new programs and initiatives." She continued "The Department is engaged in many activities at the moment - but one of the most

*(Continued on page 2)*

## Spring 2005 distance courses announced

**The following courses will be taught online spring semester. Registration is now open.**

**EDTEC 540**—Educational Technology

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

**EDTEC 544**—Instructional Design

**EDTEC 550**—Distance Education

**EDTEC 572**—Technologies for Course Delivery

**Note: The following are for students in the MA program**

**EDTEC 640**—Psychology for Technology-Based Learning

**EDTEC 671**—Learning Environment Design

**ED 791B/C**—Evaluation Practicum

**Note:** These courses are subject to change. Check the course schedule at <http://edtec.sdsu.edu/distance/> for the most recent version and course descriptions.

# Certificate Page

## Certificate completers

The following 20 students completed the five courses required for the *Certificate of Instructional Technology* during 2005. Those with the \* after their names have applied and been accepted to the Masters program.

Cathy Arreguin\*  
Kellie Beumer  
Megan Beyer\*  
Galadriel Chilton\*  
Michael Cooperman\*  
Lisa Prouty Corwin\*  
Susan Greenberg  
Lynn Hums  
Andreas Utomo Kuswara  
Kevin Mace  
Janet Mayer  
Robin Orloski\*  
Michelle Ouellette\*  
Christopher Pfrang  
David Ragsdale  
Steven Roberts  
Carol Saporito  
Constance Smith  
Stephanie Walden  
Kacy Whittenburg\*  
Vanessa Williams

## Certificate course changes in 2006-07

Due to an upcoming sabbatical for Dr. Saba, EDTEC 550 will move from the spring 2007 to fall 2006. It will still be offered spring 2006. The schedule of all courses can be found at <http://edtec.sdsu.edu/distance/offering.htm>

## Corporate sponsorship helps students gain knowledge

Over a quarter of the students in Educational Technology distance program receive tuition reimbursement through their company. This coming semester, the Bank of America's "Learning and Organizational Effectiveness" (L&OE) group is leveraging tuition reimbursement as an important component of a comprehensive learning initiative. Fourteen L&OE associates will be completing EDTEC 540 this spring and a second course this summer. Because of the number of associates enrolled, a separate section of 540 has been created for this cohort, tailored to best meet their schedule and needs.

*"SDSU faculty are known as experts in the human performance technology field"*

Jeri Leach

Jeri Leach, a Learning and Organizational Effectiveness Executive at the Bank of America, said their group is taking the opportunity of the curriculum to help "drive out variability in skills and approach, insure our internal clients experience a consistent, high level of performance consulting, and most importantly, increase business results." When asked why their team selected SDSU, she replied: "SDSU faculty are well known as experts in the human performance tech-

nology field. Several graduates of the SDSU program are employed by the Bank of America, and these folks are highly regarded within our organization. Also, we wanted our associates to experience the distance-learning medium at its best. This program will supplement our internally offered courses, and allow associates to 'go deep' in a topic, as well as potentially pursue an advanced degree."

The associates taking the course are coming from across the L&OE community, representing three of the major business groups - Consumer and Small Business Banking; Technology, Service and Fulfillment; and the Chief Financial Officer Group. They also hold a variety of roles within the organization, including instructional designer, performance improvement consultants, facilitator, and program development manager.

Donn Ritchie, Director of the EDTEC Distance Program, encourages all students to contact their HR or similar representative to see if tuition reimbursements are available from their organization. He also stated "With a large enough group, we are able to not only tailor a specific section but also provide a price reduction". Dr. Ritchie can be contacted at [dritchie@mail.sdsu.edu](mailto:dritchie@mail.sdsu.edu).

## Bober (continued from pg 1)

important is a proposal to offer a new *independent* doctoral program in educational technology (to launch in Fall 2007 or 2008). The California legislature recently passed a bill that would allow CSU campuses to offer education doctorates *without partners* - and we're hoping to be one of the few, and first, programs to be approved."

Like the other faculty, Marcie has several outside interests. On the professional side, she manages a topical interest group for the American Evaluation Association, sits

on the IBSTIPI board, and is active in local schools. Her non-professional moments of enjoyment come from spending time with her partner (Bill) and playing "mom" to her many dogs and cats. She also runs about 35 to 40 miles per week, volunteers for the Susan G. Komen Breast Cancer Foundation, and catches her favorite TV shows-- thanks to TIVO. Dr. Bober can be reached at [bober@mail.sdsu.edu](mailto:bober@mail.sdsu.edu).

# Master's Page

## Alumni Update

Last spring we had our first graduating distance masters students. Of the eight, two supplied updates of their current activities.

**Michael Culligan**, in collaboration with learning managers of nine international development organizations, has created an organization named LINGOS (Learning for International NGOs.) As part of the organizations activities, he participated in a plenary presentation to about 1,500 learning professionals at Elliott Masie's Learning 2005. The LINGOS website is located at [www.lingos.org](http://www.lingos.org).

**Rhea Fix** was awarded the 2005 ASTD Member of the Year Award by the Little Rock, Arkansas chapter. She also just announced her candidacy for Director of Professional Development for the Arkansas Young Professionals Network, a state-wide non-profit organization promoting the interests of young professionals. She recently accepted a post as Senior Editor of the eLearning community blog [http://www.learncentrix.com/community\\_page](http://www.learncentrix.com/community_page), and is also returning to her love for painting and photography. Rhea currently has a photograph hanging in a show at Oval Gallery (<http://www.ovalartists.com/>)

## Masters course change for 2006-07

Due to an upcoming sabbatical for Dr. Saba, EDTEC 650 will move from the fall 2006 to spring 2007. The schedule of all courses can be found at <http://edtec.sdsu.edu/distance/offering.htm>

## Two Master's level courses added

To better serve our Masters students, two new courses have been added to the curriculum. The first is EDTEC 775 *Directed Internship*.

The directed internship offers an opportunity for advanced students to use their skills in the "real world," while giving members of the business community access to trained, enthusiastic interns. EDTEC interns possess significant skills in instructional and information design, educational computing, new media and web development, distance learning, performance improvement, and evaluation.

By the time students qualify for internship opportunities, they have taken many classes and typically have already worked with at least one community-based client, helping him/her to solve a particular instructional or training problem.

Unlike their prior experiences working with single isolated problems, the directed internship is intended to provide students with opportunities to actively participate in day-to-day activities within a professional setting. Our priority is for

students - as much as possible - to become involved in all aspects of the company's work and to team with colleagues. Students can sign up for the internship on an individual basis. Advanced students interested in an internship should contact Dr. Bober at [bober@mail.sdsu.edu](mailto:bober@mail.sdsu.edu)

The second new course, offered next fall, is EDTEC 684, *Project Management*. This course provides participants with basic understanding of project management and its integration into project design, development, implementation, and evaluation. Students work in a small team to prepare an actual project proposal in which the proposed intervention is germane to the field of educational technology. To that end, you and your colleagues will brainstorm solutions and create a work plan that includes - among other things - a project schedule, a budget, and a team plan. Learning through actual project planning, case studies and interaction with practicing instructional design project managers will help develop your understanding of project management.

## Applications being accepted for Masters program

If you are considering applying to the Masters program, there are important deadlines and criteria of which you should be aware.

First, students are not allowed to take courses beyond the certificate unless they have been accepted into the masters program (beyond EDTEC 540, 541, 544, and two electives). The deadlines for applying to the Masters program are:

- April 1 for summer semester
- May 1 for fall semester
- November 1 for spring semester

By these dates, applicants need to

complete both the University application—which requires completion of the Graduate Record Exam (GRE) and the Department application—which requires three letters of recommendation. For full instructions, please visit <http://edtec.sdsu.edu/apply.htm>



Information about the EDTEC Certificates and Masters degree can be found online at <http://edtec.sdsu.edu/distance/>

## Faculty Present

Would you like to catch our faculty this spring in a live presentation? Here are some of their scheduled presentations. See <http://edtec.sdsu.edu/facpres.htm> for more.

Dodge. (Feb 8). Growing Great WebQuests. Computing Education Association, Austin TX. (Featured Speaker).

Rossett. (February 14-15). Presentations on transfer, moving a class online, and the blended learning. Ohio School Technology Educators. Columbus, Ohio.

Rossett. (March 14-15). Presentation on changes that technology and convergence make in how we plan and evaluate. Questionmark Users' Conference. SF, CA.

Rossett. (April 4-6). Presentation on blended learning. CIPD. London, England.

Wang. (April 7-11). Designing engaging online courses for students of diverse cultural background. AERA, San Francisco.

Rossett. (April 8-11). Session on transfer and convergence. ISPI. Dallas.

Bober. (April 11-14). End-of-course Evaluation. WASC/Higher Education. Irvine, CA.

Rossett. (May 8-10) Presentation on transfer. ASTD Dallas.

Wang. (May 16-20). Creating Online Diagnostic Tests for Dialects of Arabic, Chinese, Persian, and Modern Standard Arabic. CALICO, Manoa, HI.

## Faculty Profile: Bob Hoffman

Bob Hoffman is an Associate Professor in our department and has been working with us since 1995. We recently sat down with Bob and asked him a few questions about his background and what he enjoys about being a professor at SDSU.

*Bob, tell us about your professional background.*

I worked as a producer/director in educational radio and television for many years before deciding to apply my skills to secondary school teaching. In the process of getting my several teaching credentials I took SDSU's *Technologies for Teachers* course and discovered a whole academic field dedicated to uniting my two loves: learning and media. Twenty years ago I didn't even know there was such a thing as an educational technologist, and now I am one! Sound familiar?

*How long have you been teaching at SDSU?*

I began teaching after receiving my masters in 1992. As I was closing in on the end of my doctoral dissertation in 1995, the department hired me full time.

*Describe the courses you normally teach in the distance program.*

You'll come across me most often teaching *Web-based Multimedia Development* (EDTEC 541), *Advanced Development* (EDTEC 561), and *Learning Environment Design* (EDTEC 671). They're all "my favorite" in turn. I really enjoy helping folks bootstrap themselves into doing something that is, in many cases, wildly beyond their dreams in 541 -- developing the ability to jump right in and create respectable educational Web sites. The challenges of this course are keeping the technology fresh (new tools, new versions) and adapting to the ever-widening range of skills our students bring to what is often their first experience in the department.

*Advanced Web-based Multimedia Development* (EDTEC 561) lets me get back to my "roots" in television production, and I think students enjoy the opportunity to flex their creative muscles and learn some of the "tricks of the trade" that make designing and developing video so interesting and rewarding. We further develop our Web design skills as well, at the same time that we're sampling the research on how folks learn with media.

*Learning Environment Design* (EDTEC 671)



Bob Hoffman at Neolithic stone circle in Avebury, England.

is also a treat for me, because it taps into my life-long love of informal learning, particularly as that often happens in museums of wildly different descriptions. I think students enjoy this project, too, because it's so different from just about everything else they've done. We balance this rather atmospheric exercise with a very down-to-earth practicum in cobbling together individualized instruction, the workhorse of our field. Of course, individualized instruction can take many, many different forms as well, so we don't get bored!

*How have you seen the changes in technology impact your courses?*

The biggest change I've seen has been the advent of the Internet. Until the mid nineties, technology could be considered an important, but in some cases, a non-essential tool. Today, no one can consider themselves a well-educated person without at the very least being able to find what they need on the Web.

The Internet has elevated our field to one of central importance and, ironically, brought it into the common, everyday marketplace. So now everyone has access to the tools, but few know how to use them effectively. That's our challenge. To help those tasked with using the tools to understand how people learn, and apply sound information and instructional design principles appropriate to the audience and the content.

*What have you enjoyed the most about teaching in the SDSU program?*

Graduate students are the best, in my humble opinion, and I really think we in EDTEC get some of the very finest, coming as they do, with a fair bit of experience as classroom teachers, business or military trainers, media developers, or related fields. I'm constantly learning as much from our students as they from me.