

# Connections

Instructional Technology Society, CSU Chico



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FEBRUARY, 1997

## John Keller Demonstrated His ARCS Model

by Nathan Heinze

Photos by Charles Finlay

John Keller, creator of the famous ARCS model, was in Chico February 20th and spoke to a crowd of some 50 people. The ARCS model is used in 17 countries across the world. In fact, it's known by every single CSUC instructional technology student (it's the one thing, besides our love of Dr. Bob Main's war stories, that holds us together).



Keller lectured for over an hour on his ARCS

model, and the audience couldn't have been happier, probably because Dr. Keller incorporated his model into the presentation. He kept the audience's attention, made the information relevant, increased their confidence, and left them with a great deal of satisfaction. How did he do it? You should have been there.



Dr. Keller also covered the 12 subpoints of the ARCS model, information which the audience sadly

seemed to be unaware of. Overall, though, the presentation went very well. The audience thoroughly enjoyed the chance to hear Dr. Keller in person, and a lucky few were able to shake his hand and speak with him afterwards. A few even got a chance to take pictures.



Over a week later, attendees are still abuzz about

the evening. Ask anyone who went. It was great. Everyone enjoyed themselves, and we're all waiting for the next time Dr. Keller comes to town. And for those of you who missed this presentation -- you really missed out.



*Editor's note: Dr. Keller's presentation was videotaped by ITS. That tape, along with various handouts, will be available for checkout soon.*

Special Thanks to our Welcome and Clean-up Committees for their assistance with Dr. Keller's presentation. Thanks also to Patrick Lang for videotaping, and Charles Finlay for audio taping. Thanks, Gene Lucas, for the hors d'oeuvres.

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Darlene Hinds, Nathan Heinze, Beth Christiansen, Cassandra Queen, Rebecca Berner, Charles Finlay, Sean Harrington, Dana McGhehey, Trent Watkins.

*Happy St. Patrick's Day*

*March 17*



# From the president...

Due to technical difficulties, our usual message from our President is not available this month.

--The Editor

## YOU Should Run for Office!

Have you got what it takes to be an ITS Officer? Do you enjoy making decisions, planning events, delegating assignments to others, seeing projects through, building close relationships with a core group of dedicated ITSers, and having a lot of fun? Then you should seriously consider running for an office for next year.

Nominations for the following officer positions will be taken during the April 8th general meeting: President; Vice President of Operations; Vice President of Finance; Vice President of Information; and Vice President of Publications. Nominees will have until April 22nd to inform the membership about their specific skills, desires, and experience. Elections will be held during the April 22nd meeting. Term of office is from June 1997 to May 1998.

New officers will be featured in the May 6th newsletter, given an Officer's Manual specific to their new office, and will be taught the ropes by the old officers, who will give them personal guidance as needed until the end of the semester.

Remember, if you're interested in one of the positions, find two other members who will nominate you and second the nomination at the April 8th meeting. Then it's up to you to get your votes!

If you're not sure you want to take the plunge just yet, remember that there are many committees you can serve on and many ideas to be acted on, also. So, jump right in there.

And, if you're elected, be prepared for a fulfilling and fun-filled year!



## Burger Feed at Reddengray Rocks!

by Darlene Hinds

More than 40 people came to our Burger Feed at the Reddengray, consuming about 60 burgers! ITS made a profit of \$100 which will go into our general fund to pay for special speakers, hors d'oeuvres, etc.

Those who tried Ryan's favorite brew, Celebrator Doppelbock, found it to be a

bit strong. Pitchers of wheat seemed to be the beer of choice.

We'd like to thank Mike Durand, Dana McGhehey, and Aaron Anderer who pitched in and helped out on very short notice! Special thanks, also, to Paul at the Reddengray for being so helpful.

# Upcoming Events...



Newsletter March 4

March 6

March 7

March 11

March 14

March 18

March 24-31

April 1



April 4



Newsletter April 8

April 8

April 14-15

April 16-18

April 22



May 2



Newsletter May 6

May 19-23

May 25

General Meeting, 6:30 PM, Temp-A 1

Social at the Graduate, 6:30 PM

Web Search Party, 3-4:45 PM, Teh 224

Guest Panel from Silicon Valley, 6:30 PM, Temp-A 1

Field Trip, CableData (1 PM), Sacramento

General Meeting, 6:30 PM, Temp-A 1

Spring Break, no classes

**DEADLINE to submit Conference Aid Form**

Field Trip, Money Store, Sacramento

General Meeting--NOMINATIONS, 6:30 PM, Temp-A 1

Special Guest Speaker, Daniel Blair

ISPI Pre-Conference, Anaheim

ISPI Conference, Anaheim

General Meeting--ELECTIONS, 6:30 PM, Temp-A 1

Field Trip, Bay Area (tentative)

Last General Meeting of Semester, 6:30 PM, Temp-A 1

Finals Week

Graduation Ceremony, Communication Dept.



## Aid Disbursement Criteria:

There is a total of \$1500 to be split equally among all who meet the following criteria. (Your application form will be checked over by committee heads and the Officers.)

- 1) You must be a paid member.
- 2) You must attend the meetings of: 2/18, 3/4, 3/18, and 4/8.
- 3) You must be a member of and participated on at least one committee. You will be asked to describe your contribution.
- 4) You must fulfill 5 hours of volunteer work at the ITS table or by baking items to be sold at the table. One baked item = 1 hour of volunteering.
- 5) You must submit an Aid Application Form. The DEADLINE for turning in your completed form is April 1.

## ITS Table in BMU

9:00 AM to 3:00 PM

March 11, 12, 13

April 8, 9, 10

April 29, 30, May 1

## Instructional Technology Society Membership Privileges:

- Attend Field Trips for free
- Free Admission to Special Speakers
- I.T.S. Business Cards
- I.T.S. Membership Card
- Chance to be chosen as Featured Member of the Month
- Chance to be given funding to ISPI Conference
- Become an Officer

# *J.T.S. Featured Member Of The Month*

The Featured Member of the Month is a random pick from our list of paid members.

*Ben Anderson is a graduate student in Instructional Technology*



## Ben Anderson

*by Beth Christiansen*

Busy Ben Anderson took time out of his hectic sched-

ule to talk to me on the phone as I interviewed him as our Featured Member of the Month recently.

Ben is on leave from his teaching position at Hamilton High School where he has taught Junior level English, Algebra, Keyboarding, Computer Aided Drafting, Industrial Arts, and Study Skills classes over a period of 16 years. He also managed to find time to be the Varsity Basketball Coach for 12 years as well as the Vice Principal for 3 years.

Before returning to school, Ben owned and operated a small furniture manufacturing and retail store. This follows along with his interest in woodworking.

Ben's family consists of his wife, Fran, daughter Michelle, age 12, and son Michael, age 8. Fran also teaches: she is the Athletic Director at

Chico Christian School.

Having started here at CSU, Chico with an Industrial Technology Degree back in 1981, Ben decided to return to his old alma mater to achieve his Masters Degree in Instructional Technology, possibly go on for his Ph.D., and maybe to teach at the college level. In April, he'll take the G.R.E. (Graduate Record Examination). Academia and the joy of applying Instructional Technology in the educational fields are his underlying goals.

He finished this interview with a statement and a small anecdote. He said, "It's nice to be on the other side of the teacher's desk for a change." He remembered, "when I was first in college here at CSU, Chico, there were no PCs. The computers in the library used paper punch cards! Now, I email my assignments to the instructor without even leaving my house." How times have changed!

## CLASSIFIEDS

**Hewlett Packard: Learning Products Engineer, Roseville.** Research, design, and develop product documentation and training materials. Bachelors in Instructional Design, Technical Communication or a related discipline. Experience with online documentation, www development, CBT, and/or video is desired. Experience with computer peripherals, HP-PA RISC computers and workstations is desired. Knowledge of computer concepts, such as datacom, I/O, hardware connectivity, is desired. PC Windows desktop publishing, illustration and experience with other Windows tools is desired. On-campus interviews

anticipated in late March or early April. **Contact Tom Welsh.**

**College of Communication & Education: Student Assistants, on-campus.** \$500 stipend available for students knowledgeable about certain technologies (web work and experience using First Class course support software) to work with faculty who would like to use technology in some way with regard to courses they currently teach. Start date ASAP. **Contact Tom Welsh.**

## CLASSIFIEDS

**On-Campus: Director/Multimedia Project.** Faculty member on campus is seeking a Masters student with past experience in Director to place a resource guide for teens on a CD. Size and scope of a masters project. Faculty member willing to pay money in addition to academic credit **Contact Tom Welsh.**

**FOR SALE:** 486dx4, 100MHz, 8mb ram, Soundblaster 16, 240 mb hard drive, keyboard, mouse, \$400. **Contact Dave Gullo** (pangaea@ecst.csuchico.edu).