

Connections

Instructional Technology Society, CSU Chico



VOLUME 2, NO. 3

<http://www.csuchico.edu/its/>

MARCH, 1997

Field Trip Encourages ITSers

Story and Photos by Charles Finlay



Lindsay and Pat

The soft spring day boasted its presence with the sweet smell of the new blossoms. Still stressed out from

being over worked by their professors, ITSers **Lindsay Young, Pat Lang, Carrie DeLaMontana, Joel Hagedorn, Beth Christiansen, Ryan Bock, and Charles Finlay** met at the University about 11:00 am. From there the mighty band of seven set off on a field trip to Cable Data in Rancho Cordova, arranged by VP of Operations, **Lindsay Young**. Traveling through the deadly smog of rice burning, with only one short emergency stop for drive-thru burgers and fries, the ITSers arrived less stressed and happy at Cable Data's headquarters. Once inside, the group found the people friendly and willing to show off their stuff.

Taken to a training room equipped with computers and a computer viewing system, the jolly band was treated to a show of Cable Data's newest CD-ROM training program. This interactive training module simulates the true working conditions the learner will face after training. Using a set of simulated problems the learner discovers how to use the program to get the

most effective outcome. Cable Data is a fast growing corporation with plans for increasing the size of their training department. Their emphasis is on the Cable TV industry. They are hoping to begin increasing their production of CD-ROM based training, and may be looking for permanent help in the instructional design areas. They "master" on both PC and Mac using Authorware, with

output mostly for PC's.

With a cool pen and a water bottle as souvenirs, the ITSers headed home with

a feeling that there really are good jobs out there. Yes, all the studying and papers will pay off in the long run. Back in Chico, the band of field-trippers brought with them a new confidence--when it comes to jobs, "they are out there, somewhere."



Beth, Pat, Lindsay, Charles, and Joel

Social at The Graduate Was Fun!

by Sean P. Harrington

Ahhh, social! Where else can you find friends, food, beer, sexy women, and of course beer (must mention beer at least twice!)? At the Graduate, of course. March's social at the Graduate was an intoxicating blast, with around twenty members showing up to just have some old fashioned fun.

When I finally arrived at the Grad, it was not too hard to find everybody (even in my semi-blind state)--the voices of **Beth, Lindsay, Vicki, Joel and Avery** helped guide me to our VIP table. I quickly found a chair next to **Mike and Trent**, got a glass, poured a frosty beverage, and relaxed--soon forgetting all worries associated with school.

During my conversation, **Trent** suggested that we wander around the bar asking fellow patrons what their major was and what motivated (Oh NO, I said the M-word!) them to get into their major. Sounded like a good idea, so here is what we found out: "Shelly" is a Junior in Public Relations. The reason: "NO MATH!" Who could blame her? "Megan" is a graduate

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Beth, Pat, Lindsay, Carrie, and Joel



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APRIL 11

NATIONAL PAY INEQUITY
AWARENESS DAY

more info: 202-331-7343



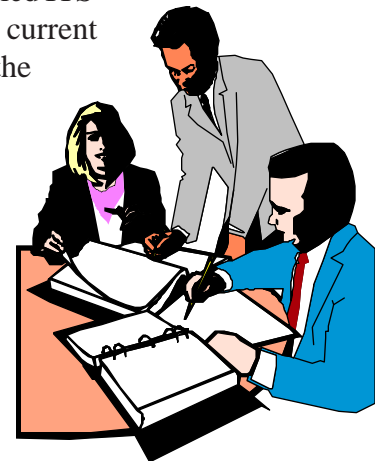
From the president...

Got summer plans yet? If you haven't already done so, look into doing an internship. There has been definite interest lately for summer interns. Tom Welsh is the internship coordinator for the CSUC Instructional Technology internship program, so just ask him where you might find some information. If you're graduating this May, then just be sure to keep your eyes, ears, and nostrils (!?) open; you're bound to find something attractive.



President Ryan Bock addresses the group

One place you might want to start checking occasionally is the newly remodeled ITS web site. Stop in, check the current member list, take a jaunt in the ITS chat room, or jump over to another ISPI chapter's site. With the continuing efforts of the chapter V.P. of Information, **Aaron Anderer**, as well as



the entire web page committee, we should continue to see some more of these great improvements.

Newsletters are another great way of scoping out potential job opportunities. Know where you want to work? Perhaps there's an ISPI chapter nearby. Check out the ISPI home page for a listing of chapters. E-mail ISPI, or feel free to e-mail me for contact information as well if you find a chapter you'd like to contact. Networking is key. If you attend the annual conference in Anaheim, you'll hear the walls whispering this phrase.

You'll also hear that phrase from all the great people you will meet. This conference is another great source of opportunity and experience in your first job search. If you can't attend this year, start planning to attend next year in Chicago. You won't regret it!

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Ryan Bock

SOCIAL...continued from pg. 1

student studying Rec. Her reason? "Developing people skills." "Josh" is a Junior in Journalism. He says, "I like to write." I would suggest a psychiatrist for this young man. "Kelly" is a senior in Rec. Her response also was "no math." I agree--math sucks. "Deanna" is a Junior studying Journalism. Her reason is honest enough: "I love to torture myself."

Of course, we all know why

we decided to get into Instructional Technology. Yep, **Dr. Main's** war stories, and, of course, a deep love for Gagne'!

Hope to see everybody at the next social. If you play pool, and are good at it, PLEASE beat **Ryan!** I think **Ryan** was a pool shark in a previous life. To end, I would like to sum up the evening through the words of **Aaron** and **Cassandra**, "I like monkeys." I believe we all can learn a little about ourselves

through that poetic phrase!
WOO-
WOO, got to go, see you all on campus!

Sean

Upcoming Events...

There were 3,333 Jelly Beans in the jar!
Becky Jones won!



Newsletter **April 8**

April 10

April 11

April 14-15

April 16-18

April 19

April 22

April 29

May 1

May 2

May 3



Newsletter **May 6**

May 10

May 19-23

May 25

General Meeting--NOMINATIONS, 6:30 PM, Temp-A 1 and Special Guest Speaker, Daniel Blair

ITS Skating Party

Last Day to Order ITS T-shirts

ISPI Pre-Conference Workshops, Anaheim

ISPI Conference, Anaheim

Disneyland Day!

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

Special Speaker, Russell Lash, 6:30 PM, BMU 107

I.T.S. Spaghetti Feed

Field Trip, Bay Area (tentative)

Camping Trip

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

I.T.S. End-of-Year Luau

Finals Week

Communication Dept. Graduation Ceremony, 9 a.m.

Special Speaker **Daniel Blair** is an educational and human performance technology leader in the Hewlett-Packard Co. He and his colleague, **Donna Price**, will be presenting their views and experiences on "The Industrial-Strength Human Performance Technologist" on April 8th.

Dr. Blair holds a B.S. in Business Management, an M.A. in Instructional Technology, and a Doctorate and Adjunct Professorship from the University of So. California.

Ms. Price holds a Bachelors Degree in Math/Computer Science, a masters in Instructional Technology, and is currently working on her Doctorate in Human Performance Technology through USC.

Special Speaker **Russell Lash** is an independent training consultant, formerly with Hewlett-Packard Company, specializing in Computer-based and Multimedia-based Training. Russ has a Masters Degree in Instructional Technology from San Jose State University.

Russ will be speaking on "Will Your CBT hit the Bull's Eye? a.k.a. The Need for Analysis" on April 29th.

VP of Information Aaron Anderer, VP of Finance Avery Calman, and VP of Operations Lindsay Young conduct an ITS meeting.



ITS Table in BMU

9:00 AM to 3:00 PM

April 8, 9, 10

April 29, 30, May 1

Silicon Valley ISPI Chapter Tells All

by Darlene Hinds

Jay Orlin, owner of Creative Solutions Consulting and President of the Silicon Valley ISPI Chapter, along with President-Elect Martha Ulrich from Lotus Development Division of IBM, VP of Programs Susan Lopez an independent consultant, and VP of Finance Ingrid Gudenas who is President of Applied Scholastics, all graciously agreed to speak to us here in Chico on March 11th.

After introductions and brief descriptions of their backgrounds, the four ISPI Officers took deep breaths and opened up the floor to our 26 members and guests in order to answer our questions. And, boy!, did we get answers!

They discussed the difference between being a consultant and a contractor, how to do the strategic thinking required to plan your proposal, distance learning, telecommuting and other technology trends, various multimedia and collaboration

tools, return on investment (ROI), working with SMEs, what instructional models companies may use, which companies have the jobs, which ones take interns, and even the salary ranges we can expect. They gave us advice on how to interview, what to bring, how to dress and act, and even some of the questions we might field during an interview. They all agreed that you must also ask the interviewer some questions at the interview, or they won't be interested in you--they'll think that you don't care about their company.

They also suggested that if we contact companies cold, we should begin by asking for an "informational interview" in order to find some things out about that company before hitting them up for a job. This will also give you an opportunity to see if that company is right for you--one that meets your needs.

TIME FOR NOMINATIONS, AGAIN

by Nathan Heinze

There are three very exciting events going on right now: 1) spring is in the air, 2) love is everywhere, and 3) our club is having nominations on Tuesday, April 8.

However, before we all start celebrating, let's realize what serious business this is. An officer's position in the ITS requires time, effort, and even brains--on occasion. To run for a position, one must be a CSUC student in good standing and must have been a club member for at least one semester previous to elections. As well, positions are for one year, so before hastily running out and nominating someone, read this rundown on what the officers do.

President - official: sets the club agenda, organizes meetings, plans events, represents the club, and keeps a log.

VP of Finance - official: in charge of fundraising, collecting dues, taking fees, and managing the bank account (no embezzling, please).

VP of Information - official: picks up mail, keeps meeting minutes, works with the club database. *unofficial:* maintains club web page, ITS alumni relations.

VP of Operations - official: takes control of the club if the president dies or is absent (we all hope the former never happens), reserves rooms. *unofficial:* coordinates field trips.

VP of Publications - official: in charge of the newsletter, postings, bulletin board, business cards, calendars, and the like.

Well, there you have it. I trust the reader has found this information to be highly valuable. For more of the same, see the club constitution located on the bulletin board.

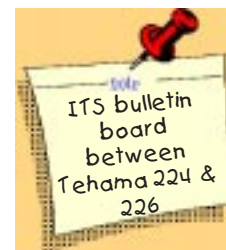
Alumni Surprise Visit Appreciated by ITSers

by Darlene Hinds

During our general meeting on March 18th, we were delightfully surprised by a visit from a group from TCT Technical Training, Inc. of Fremont. What was even more wonderful was the fact that they came up to Chico looking for people to go to work for them!

Daniel Knapp, Director of Courseware Development, along with colleagues Rayanne McLucas, Matt Cherry, and Chuck Barritt, gave us the lowdown on their company along with descriptions of job openings, requirements, and salaries to expect. They handed out job announcements and also had some newsletters available. They took sign-ups for interviews the next day, and took some resumes back with them as well. They are also looking for interns for the summer.

Ryan Bock, our ITS President, did an internship with TCT during Winter Break. Most of the ten Instructional Designers currently employed at TCT are graduates of CSU, Chico. We are always grateful to our loyal alumni for helping us ITSers get into the business. Thanks, guys!



ANDERSON SOFT-TEACH: INSTRUCTIONAL DESIGNERS, LOS GATOS.

They are currently starting the process for hiring two new instructional designers to their product development team. Qualifications they're looking for is someone with a BS or MS in Instructional Technology (or related field). Anderson Soft-Teach has designed and produced multimedia CD-ROM and video-based training courseware for personal computers since 1983. It was honored as one of Silicon Valley's fastest-growing companies for the past 3 years. Anderson Soft-Teach was recently acquired by Industrial Training Corporation (ITC), a publicly owned company that develops workplace training for business, education, and governments based in Herndon, Virginia. Interested individuals send their resumes to: Karen Troia, Anderson Soft-Teach, 983 University Ave., Los Gatos, CA 95030. For further information **contact Karen at (800) 338-4336 or ktroia@teach.com. Anderson Soft-Teach (<http://www.teach.com>)**

LOCKHEED MARTIN: SUMMER INTERN, ALSO MEDIA PRODUCTION COORDINATOR, SUNNYVALE. *Summer Intern position* requires sophomore standing in Instructional Design Technology. Experience in current multimedia technology highly desirable. Requires knowledge of graphics and multimedia software to include Authorware, Director, and PhotoShop. **Fax resume and**

cover letter to (800) 457-1049 and reference job number S441007. Mention that Ted R. Pierson referred you. *Media Production Coordinator* normally requires three years experience in multimedia technology. Degree in communications, instructional technology, or related discipline required. Requires advanced knowledge of graphics and multimedia software to include Authorware, Director, and PhotoShop. **Fax resume and cover letter to (800) 457-1049 and reference job number S441006. Mention that Ted R. Pierson referred you.**

THE MONEY STORE: INSTRUCTIONAL DESIGNER, ALSO SUMMER INTERNSHIPS, SACRAMENTO. *Instructional Designer* will design and develop training materials for Mortgage Division. May include paper-based, web-based, and computer-based products. Must possess excellent communication and computer skills. Will be required to manage training projects with internal and external vendors. Will include assessment, design, development, delivery, and evaluation stages of training development. Other duties include design and implement needs assessments tools; writing performance assessment reports; providing department staff with material on new trends in training and education fields (distance learning, computer-based training, evaluation, learning styles, etc.); compose design documents for various training formats including semi-

nars, video tapes, audio tapes and self-study materials. Requires BA (Instructional Technology or communication majors preferred), and 3 to 5 years related experience and/or training; or equivalent combination of education and experience. For further information **contact Ed Nolan at The Money Store (916) 979-5343.**

PG&E LEARNING CENTER: SUMMER INTERN, SAN RAMON. Develop job aids and users manual for instructors for operation of a power system simulator. Three month summer position. **Contact Larry Hamon, Senior Performance Consultant, T&CS training, (510) 606-2550.**

TCT TECHNICAL TRAINING, INC.: INSTRUCTIONAL DESIGNERS, MULTIMEDIA PROGRAMMER (AUTHORWARE), AND A PROJECT COORDINATOR, ALSO SUMMER INTERNSHIPS, FREMONT. This is the group that gave us a surprise visit at our March 18th ITS meeting. Most of their Instructional Designers are graduates of CSU, Chico. Our own President, Ryan Bock was an intern there this past Winter Intersession. **Contact Daniel Knapp, Director of Courseware Development, (510) 492-6600, fax (510) 492-6618.**



J.T.S. Featured Member Of The Month

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

Walter Crane

by Beth Christiansen

Mr. "Jack-of-all-trades, master of most," Walter Crane is our latest Featured Member of the Month. I met with him during spring break outside of the basement of the library where I pulled him away from his work in TLP (Technology & Learning Program) for a quick interview.

I asked Walter, "Why did you choose Instructional Technology?" He answered that it chose him. The short story is, that because of his disability (onset of Juvenile Rheumatoid Arthritis--JRA), there is a strong need to organize the events and activities of his life. Daily tasks that we take for granted can become an obstacle course of complications for him. For example, the daily task of putting on a pair of socks--how does Walter do it? "I use a cane: I'm forced to be creative." Walter likened it to reinventing of sorts. "Sometimes to accomplish daily tasks, you need to reinvent the wheel," he said.

Because his disability didn't start to affect him until he was 14 years old, Walter believes he has seen both sides of life: the healthy dreamer, and the disabled mindset. Walter says that the disability mindset cripples him physically, but with his relationship with God, he can be capable beyond his limitations.

He figured out early, after helping friends with guitar lessons, that he had the natural ability of observing his learners' abilities as well as their personal adaptations. It wasn't until two years out of Butte Community College that Walter was even aware of I.T. principles and the fact that he was already putting many of them into practice. Majoring in Instructional Technology seemed to be a natural progression.

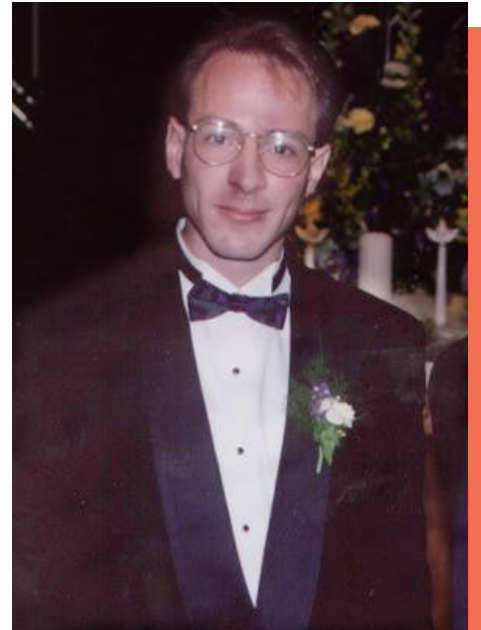
Walter has been pursuing his educational career from high school, to Ventura Community College, then to Oxnard Community College, to Butte Community College, and finally to CSU,

Chico, where he anticipates graduating in December 1997 with his B.S. in I.T. After school is done, he would like his working career to take him anywhere with a warm climate (to benefit his disability) where he can work in Instructional Design with spare time to pursue his book writing dream or any other of the many "Jack-of-all-trades" talents he possesses. Walter feels that he could not have pursued his education without the devoted financial, as well as personal, attention of the California State Department of Rehabilitation. A personal note of "thanks from Walter to the Department of Rehab for their gracious assistance and sincere advice."

Presently, while working in TLP, Walter has developed a department webpage, helped with the Biology webpage and also helped convert the Social Workers Field Manual to HTML. He is currently working on an "out-of-class," interactive Director module prototype for Maria Gonzales' Beginning Spanish class. He also has designed his own interactive resume which is accessible via <http://www.ecst.csuchico.edu/~wcrane>.

Walter's two major pastimes are playing music and cooking. He plays guitar, bass, drums, classical guitar and keyboards. Making cords for all the stringed instruments was one of the activities that needed to be reinvented before he could play them. He has performed at Park Avenue Joe's "Blues Jam" night and for his church, but likes just "jammin" his awesome sounds for the fun of it.

When I turned the interview towards cooking, Walter said, "I love to cook because I love to eat. I love the taste of good food. If that's not enough motivation, then I don't know what is! As Dr. Main says, 'motivation is the key.' A hungry learner is a motivated learner."



Some of Walter's favorites are Chicken Jambalya, pork chops with mashed potatoes and gravy, and soft tacos with his homemade salsa. Walter says the part he loves best is inviting people over to share his culinary delights. "That's the best part, is sharing all the food, fun, and forming memories." (Hey, Gena, let's ask Walter to make his dynamite salsa from scratch for our end-of-the-year Luau!)

My last question to Walter was about his relationship with God. At first, I made the mistake of asking him about his "religion," which Walter was quick to correct. Walter says he does not have a "religion" with God, but a "relationship" with God. He likens it to a relationship between husband and wife. A relationship of open communications and trust; one that is not just for special members, but for everyone--a relationship with God right here and now. "I was faced with the thought a number of years ago, early in my education: Why do I know the least about the One who loves me the most? I resolved to get to know Him, despite my continuing imperfections--that's God's desire."