

DEPARTMENT OF
EDUCATIONAL
TECHNOLOGY

SAN DIEGO STATE
UNIVERSITY

Editor's Note:

Welcome to the Fall 2006 issue of the EDTEConnect distance newsletter! We hope you'll find information to inform, entertain, and intrigue. As always, we welcome your feedback and suggestions on how to make the newsletter more interesting. Please send feedback to dritchie@mail.sdsu.edu

Thanks!

Calendar

August 03— Registration begins

August 28— Fall term begins

September 11— Last day to register for Fall EDTEC classes

September 18— Last day to drop classes

September 18— Last day to apply for Fall 06 graduation

November 1— Last day to apply for Masters program for Spring term

December 9— Fall final exams begin.

Jan 18— Spring semester begins

April 1— Last day to apply for Masters program for summer

May 1— Last day to apply for Masters program for fall

EDTEConnect

*Distance Newsletter of the SDSU
Department of Educational Technology*

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SDSU's EDTEC program identified as "exemplar"

Formed in 1962, the Western Association of Schools and Colleges (WASC) is one of six regional associations that accredit public and private schools, colleges, and universities in the United States.

Although the College of Education and the Department of Educational Technology are long time WASC accredited members, the department's distance program was required to go through the WASC 'substantive change' procedure in 2006.

The 20-page proposal was reviewed by a board of three commissioners. After the process, our university received the following message:

Congratulations on the approval of your recent substantive change proposal to initiate a Master of Arts in Education with a concentration in Educational Technology. I am writing to see if you would be willing to allow us to share this proposal with other institutions as an exemplar... at (our) Annual Meeting. Unfortu-

nately, there have not been very many exemplar proposals for distance education programs.

Kind Regards

*Christie B. Jones
Asst Director for Research
& Substantive Change
WASC.*

The faculty and alumni in the EDTEC department have long been aware of the quality of our program, and it's nice to see that the accreditation board feels the same.

Fall 2006 distance courses announced

Due to continued demand, the department has expanded the offerings of distance courses for the fall 2006 semester. Registration is now open. Check <http://edtec.sdsu.edu/> distance/ for late changes to the fall schedule as well as the projected schedules for future semesters.

EDTEC 540—Educational Technology

EDTEC 541—Web-Based Multimedia Development

EDTEC 544—Instructional Design

EDTEC 550—Distance Education

EDTEC 561—Advanced Web-Based Multimedia Development

In addition to the previous courses, the following courses are open for students in the MA program

EDTEC 670—Simulation and Games

EDTEC 684—Project Management

EDTEC 685—Seminar in Performance Technology

ED 791A—Evaluation Techniques .

Students and faculty travel to China



Faculty and students in China. L to R, Cathy Arreguin (online student), Judith Paul, Joe Hartman, Antonia Chan, Dr. Minjuan Wang, Minjie Wang (Dr. Wang's sister), and Dr. Bob Hoffman

Campus students Antonia Chan and Joe Hartman, and distance student Cathy Arreguin, were awarded travel scholarships to attend the 10th Global Chinese Conference of Computers in Education (GCCCE), in Beijing, China. The scholarships are from SDSU's Office of International Programs and an endowment from Mission Federal-Credit Union to the Department of Educational Technology.

The students attended the conference with two faculty members, Drs. Minjuan Wang and Bob Hoffman. Mr. Hartman and Ms. Chan assisted Dr. Wang to

chair paper presentations in one of the major conference tracks—Social and Cultural Differences in Online Learning. Ms. Chan also presented her paper (co-authored with Dr. Wang) on Hofstede's cultural dimensions. Ms. Arreguin assisted Dr. Hoffman in presenting the department's Encyclopedia of Educational Technology (EET). In addition, the faculty members and students worked together to publicize the EDTEC programs and to further explore international exchange opportunities with universities and corporations in China.

EDTEC in Palau

Not many people know where Palau is, even though it is a United Nations member country and was also featured last year as one of the exotic locations for the TV series *Survivor*. Some faculty members from SDSU are becoming more aware of its location and its people as they travel to the island nation to instruct classes in Educational Technology.

This summer Dr. Ritchie taught the department's introductory course, EDTEC 540, to 26 students living in Palau. "The majority of the students are currently employed as teachers in Palau, although none of them have any sort of college degree" stated Ritchie. "We're working with two other departments at SDSU to provide course work towards a degree in Interdisciplinary Studies."

The department will teach EDTEC 470, 540, 570, and 572 over the next two years, both at a distance and on the campus of Palau Community College. The accelerated degree program will take the students three years to complete. "This is a very bold and progressive move for the government and people of Palau" continued Ritchie. "It's obvious that they see the need to increase the education of the society, and are taking the steps to make it happen."

To answer the question as to where it's located, it's about half way between Australia and Japan, just north of the equator.

Toll free 'Student Help Line is now available

The recently inaugurated toll-free Student Help Line (1-866-316-8320) provides access to professional staff who can answer your technical

and computer related questions, consult on hardware and software, direct callers to technical resources, and provide basic troubleshooting an-

swers related to supported software applications. The Instructional Media Lab staff will assist students with basic design and development

questions related to course work in the department. Details on hours and services at http://edweb.sdsu.edu/iml/student_help.php

The Master's Page

Internship Program

Have you ever wondered what it might be like to work as an instructor designer, learning manager technology coach, or performance technologist in large defense firm, a nonprofit agency, a community college, or a educational software company? The *directed internship* is one way to explore different positions in our field -- and different industries in which our graduates work.

The internship (EDTEC 775) is open to students who have completed 12 units toward their degree (beyond EDTEC 540 and 541). It offers students the chance to a) learn how a company or agency functions, b) work on interesting (and often amazing) projects/initiatives, and c) participate in different work-teams. The internship helps students scout the field -- and make great connections. It requires 180 hours of committed effort--and students generally earn a stipend for their effort. This is a credit/no credit experience, with many people having input into "grading"/ evaluation: the client/mentor, the student, and the graduate advisor.

During Summer 2006, eight EDTEC students interned in different settings, among them: Bank of America, the San Diego Community College District, the People,

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Information and Communication Technologies (pICT) project at SDSU, Skidmore College, and Plato Learning. To learn more about the internship experience--and access links to the companies that offered internships to students during the 2005/06 academic year, visit:

<http://edweb.sdsu.edu/courses/EDTEC775/>

Here's what you need to do when you hear about an internship in which you're interested:

Forward your resume to Marcie Bober, Dept. Chair (bober@mail.sdsu.edu). In the accompanying email message, briefly indicate why the internship appeals to you. Dr. Bober will consult with each student (by phone or email) within a day or two of receiving your materials. She will forward your contact information (and resumes) to her contact(s) at the organization --- who will then connect with you directly to schedule an interview. The selected candidate will meet with Dr. Bober once s/he is notified -- to talk thru the internship process.



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

Students and faculty receive award

Dr. Bob Hoffman, along with graduate student co-authors Anne White and Nicole Aquino, received the 2006 Editors' Choice Award for their paper entitled, "Screen text readability: Ease, accuracy, and speed of some common computer typefaces" published in "Imagery and artistry: Animating the mind's eye; Selected readings of the International Visual Literacy Association" (R.E. Griffin, B.D. Dowden, & M. Avgerinou, Eds.).

The paper details Dr. Hoffman's research comparing readability of and user preferences for a variety of fonts frequently used in Web pages and email. While there is little difference in speed and accuracy, Hoffman's team found that users overwhelmingly prefer reading fonts designed for screen reading, such as Verdana and Trebuchet. The paper contrasts these fonts with those designed for print media, such as Times and Arial, noting that screen fonts tend towards more generous letter spacing.

Dr. Hoffman presented the paper at the annual conference of the IVLA in Orlando, Florida. The paper is available at http://edweb.sdsu.edu/people/rhoffman/download/Hoffman_IVLA_2005.pdf. Dr. Hoffman teaches the beginning and advanced web-based multimedia courses, and the learning environment design course for the department both on campus and on line.

Second online M.A. cohort graduated in Spring/Summer 2006

A second group of students completed the ED 791A/B/C sequence of courses, and graduated at either the end of the spring or summer semester. The new alumni include the following students, from the home locations listed next to their names:

Lynn Cooke
Barre, MA
Rebecca Holmlund
Rochester, NY
Barbara Delgadillo
Scottsdale, AZ
Michael Cooperman
Sherman Oaks, CA

All courses completed for the Certificate can be ap-

plied to the Masters program. If you would like to apply, you should do so no later than the fourth week of the semester you begin your fifth course.

To learn more about the application process, visit <http://edtec.sdsu.edu/distance/apply.htm>

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*Previous newsletters
are available at
[http://
edtec.sdsu.edu/
distance/
newsletter.htm](http://edtec.sdsu.edu/distance/newsletter.htm)*

*Registration is now
available for the fall
semester at [http://
www.ces.sdsu.edu/](http://www.ces.sdsu.edu/)*

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

*For times, check
[http://
edweb.sdsu.edu/iml/
student_help.php](http://edweb.sdsu.edu/iml/student_help.php)*



Department of
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**Faculty focus:
Farhad (Fred) Saba**

I came to San Diego State University in 1984 in the midst of the paradigm shift from analog to digital communication in our field. My first assignment here was to change our lab and provide it with “high-tech” capabilities. We started with a single Apple II computer. Now we have multiple labs dedicated to specific functions ranging from usability testing to distance education.

Since then, I have taught a number of courses spanning EDTEC 541 to doctoral seminars. I also established EDTEC 650, Distance Education in 1987 in anticipation of the growing significance and popularity of distance education as result of the boom in communication technologies, the changing global scene, and the emergence of the post-industrial society. Later, I created 550, Introduction to Distance Education, which focuses on technologies and basic skills, as compared to 650, that is about organization development, theory building and recent research in the field.

My primary motivation for entering the field, as a teenager growing up in Iran in the 1960s, was to help the people who were living in abject poverty in that part of the world. Since most of the population was illiterate back then, it was more effective, I reasoned, to reach them via radio. I started learning about broadcasting by doing volunteer work, and began my formal training in broadcasting in 1965 at San Francisco State University. In 1973, I returned to Iran and shortly thereafter, was appointed as the Managing Director of Educational Radio and Television of Iran (ERTI).

I have kept my interest in distance education all along. My current research is focused on building a systems theory of distance education. I started this work in 1984 when I came to SDSU. By then, having worked in the field for ten years, I realized that we needed to develop the theory of distance education for the emerging post-industrial society in light of the paradigm shift from analog to digital communication. It was clear by mid



1980s that new media would change the relation between the learner and the teacher. A fresh look was necessary to see if affordances of the new media were explainable by existing theory. Since then, I have maintained this research agenda, and presented the results in several scholarly publications. I am glad that in recent years, some of our students have also joined me in this line of research and I hope that more students will join the research project in the future.

In the mid 1990s I founded Distance-Educator.com, which is a news and information resource for practitioners in the field. This project started when EDTEC alumni called and asked me about recent events in distance education. I decided to put my responses as well as recent news items on a website. EDTEC students and alumni have had an active role in starting and maintaining this service. We always look for more students who are interested in contributing to making the site more valuable.

When I am not working on a course website, or responding to student email messages, you will find me listening to classical jazz or watching classic movies. I find that each time I see one of the classics, I learn a new aesthetic principle, an editing technique, or nuances in story telling.