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Calendar

Aug 15 – Registration open for fall semester

Aug 31 – First day of fall semester

Sept 7 – Labor Day; no classes

Sept 14 – Last day to register or drop classes

Nov 1 – Last day to apply for Spring Master's admission

Nov 11 – Veteran's Day; no classes

Nov 26-28 – Thanksgiving holiday; no classes

Dec 19 – Last day of fall semester

Jan 10 – Spring registration begins (approximate)

Jan 20 – First day of spring semester

EDTEConnect

*Distance Newsletter of the SDSU
Department of Educational Technology*

Volume 6, Issue 1

August 2009

Education and the California Economy

Message from the Department Chair

Economic news drives the headlines---and downturns like this one affect all of us, no matter where we live. Though the stock market has rebounded of late and housing prices have ticked up a bit, real recovery is still a ways off. And with problems well of its own making, California may not stabilize for quite some time.

In fact, California's woes have been the subject of both ridicule and serious reflection---in part because the process by which the yearly budget is determined and moneys allocated is seriously out of whack. What we've certainly seen over the past several weeks is that no one is well served when politics trump productive discussion.

Billions of dollars were cut from education (and other service sectors, of

course) in order to close a nearly \$30 billion deficit---and both of the state's university systems (University of California, California State University) were seriously affected.

But *distance students* are relatively immune from the issues that their *campus* counterparts face. For example:

- For the next two years (2010 and 2011) prospective *campus* students (whether certificate or master's) will be admitted only in the Fall; however, that's not the case for those applying to our distance program. CSUMentor, you'll see, is open for Spring for external programs like ours.



See "Economy" Page 2

Fall 2009 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—Educational Web Development

EDTEC 544—Instructional Design

EDTEC 561—Advanced Web-Based Multimedia Development

Advanced courses;

In addition to the IT certificate courses, the following courses are open to students working towards their master's degree or an advanced certificate:

EDTEC 670—Exploratory Learning Through Simulation and Games

EDTEC 685—Info and Instr Tech for Organizations

EDTEC 700—Seminar: Designing Dynamic Instruction for eLearning and Distance Education

ED 795A—Seminar

Economy

Continued from Pg. 1

- While *campus* students face a 30% fee increase; our distance students will see (at most) a 10% increase (in Spring 2010) — to \$330/unit.

There is, however, one budget area where repercussions on the distance side are possible. Faculty (and all other University staff) agreed to furloughs for *at least* one academic year (August 2009 thru July 2010). Simply put, we'll be working two fewer days per month, which translates to a temporary 10% pay cut. We're not quite sure how this will all play out *practically* (on a day-to-day basis) but there certainly will be specific days of the month when our Department office will be closed ... and our lab staff/coaches, support staff and faculty won't be readily inaccessible. By mid-August, we'll have a schedule in place and we'll share that with you right away.

This is uncharted territory for all of us and, I admit, we're largely disappointed with many of the choices/decisions that top administrators with the California State University system elected to make. For us, students come first--and I'm not convinced that your interests and needs have been well served by our state legislature. So while we cannot change the immediate situation, we can and will make our voices heard. Public universities are, of course, the lifeblood of our communities; when we can't do our jobs, everyone suffers both now and in the future.

Don't hesitate to contact me with any questions you might have; my (virtual) door is always open!

Marcie <bober@mail.sdsu.edu>.

500-Level Course Offering Update

Over the past few years we've tinkered with the scheduled offerings of our 500-level courses. We've done this to respond to anticipate demand as well as create a schedule to insure that our best faculty serve as instructors. The following iteration, for the 2009-2010 academic year, tries to balance your needs and our availability.

EDTEC 540 fall, spring, and summer.

EDTEC 541 fall, spring, and summer.

EDTEC 544 fall and spring.

EDTEC 561 fall.

EDTEC 570 summer.

EDTEC 572 spring.

EDTEC 590 summer.

To see the objectives, schedules, and deliverables for these courses, please visit their websites, which are linked from <http://edtec.sdsu.edu/distance/direct.htm>.

600-Level Course Offering Update

EDTEC 640, Psychology of Technology-Based Learning, taught by Dr. Frank Nguyen, will be reintroduced in the spring semester.

EDTEC 684, Management of Educational Technology, taught by Dr. Jim Marshall, will move to the summer semester, 2010.

Not Your Typical Aumni

Continued from Pg. 3

the year 2000 with the thought of possibly using it for evangelism with the immigrant population in Nebraska. Later I was asked to teach Spanish in a Lutheran high school, so I took enough Spanish courses to obtain a teaching certificate in NE. My church body was looking for people with at least some Spanish-speaking ability to serve on its Latin America committee, so I had the opportunity to serve. This committee is responsible for the administration of our work in Latin America. So far I've been able to visit mission work locations in Medellin, Colombia, and Santiago, Dominican Republic. I've come across some good friends in Colombia and Chile with whom I keep in contact regularly via Skype.

With all that you've done, do you still have aspirations for the future and your role in helping people?

My aspirations for the future involve continuing and expanding what I'm doing now. We've been using the Internet to conduct virtual worship services in Spanish and to teach classes, and we've had some promising results. I want to help explore the possibilities for expanding this work. I hope to continue serving on the Latin America committee and to keep on making more friends across the world.

The Master's Page—Not Your Typical Alumni

Editor's note: I recently had the chance to talk with Bob Smith (MA 2007) about his relationship to our department. As you'll read, he's not a typical alumni.

Robert, your life experiences are a little different than our 'typical' student. Can you give us some background on your life?

I'm from the small town of Oakfield, WI. I remember being interested in computers from early on; I'm not sure why. I had a cousin who was 10 years older and he was going into computer science. Maybe hearing about this aroused my interest. I know that his mother, my aunt, bought me a book about computers one Christmas, and I loved reading it (I loved reading lots of stuff.) Another important influence in my early life was Lutheran elementary school.

About three fourths of the way through high school -- public high school this time--I decided to become a pastor in my church body, the Wisconsin Evangelical Lutheran Synod. So I transferred to Winnebago Lutheran Academy in Fond du Lac to finish out high school, and then I attended Northwestern College, then located in Watertown, WI, for my bachelor's degree. I finished up at Wisconsin Lutheran Seminary with a M. Div. degree, and started serving as a pastor in northern Wisconsin, and later in Omaha, NE.

What was it that initially brought you to the field of educational technology, and how was it you chose SDSU for your graduate degree?

This part of my story combines sections of the first part of my story--my interest in computers and my interest in the Bible. I once wrote a Bible trivia program for computers, called Bible-Q, distributed as shareware. Then my interest turned to writing a program to help with the teaching of Luther's catechism. This was called CateQuiz'em (get it?) and was distributed by Northwestern Publishing House. There was an editor there who was also interested in using multimedia as an aid for teaching. We thought it might be useful to learn some more about the use of multimedia in education, so we attended a seminar on online learning, held in California. One of the sessions was given by Dr. Bob Hoffman from the Educational Technology department. I became interested in the concepts he presented and in the opportunity to get the Certificate in Instructional Technology. The courses I took for the certificate kept me interested in the field, and when I later had the chance to continue on for the master's degree, I took it.



The wife and National Pastor of Medellin, Colombia, and Bob Smith (right)

I would imagine that your use of educational technology is a bit different than many of our alumni. Can you tell me how you're implementing what you learned in our field?

One might wonder how a pastor could make use of educational technology. I use some of the concepts I've learned from edtec in my confirmation classes. I'm also involved in a project to develop a Bible instruction class for Spanish-speaking people to be taught over the Internet. Our goal is to have instructors located anywhere in the world, be able to teach Bible classes to Spanish-speaking students anywhere in the world.

Just this past year I've started serving as chairman of the committee of my church body that oversees our mission work in Latin America. We want to make sure that as many people as possible hear the good news of forgiveness through Jesus Christ. A way in which my edtec training helps in this regard is the study we did in the field of evaluation (thanks to Dr. Marcie Bober!). At the time I took the courses in evaluation, I wondered how practical they might be, but now these courses help me focus on questions such as "What are we really trying to accomplish?" and "How well are we accomplishing it?"

I understand that you're also doing some mission work in Latin America. What is it you're doing and how did that come about?

A lot of my life involves a convergence of different interests I've had. I started studying Spanish around

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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).

Previous newsletters

Do you want to learn
more about our pro-
gram, students, or fac-
ulty? Gain a deeper
understanding by view-
ing previous newslet-
ters. Go to [http://
edtec.sdsu.edu/
distance](http://edtec.sdsu.edu/distance), then access
the left frame for
"EDTEC Community ->
Newsletters".



Department of
Educational
Technology

**Encyclopedia of
Educational Technology**

Editor's note: This is the second in a series of articles that explores faculty interests. In the Summer 2009 EDTEConnect we focused on the work Dr. Minjuan Wang has done with new methods of mobile learning in China. In this article, we explore work that Dr. Bob Hoffman has done to help spread the knowledge about educational technology through the creation of the Encyclopedia of Educational Technology (EET).

One of the assignments for students in EDTEC 561, both in the distance and campus programs, is to research and write short, multimedia articles for the web-based Encyclopedia of Educational Technology (currently located at <http://edweb.sdsu.edu/eet>). The EET is an e-publication of the department, edited by faculty member Bob Hoffman (many of you know Bob from EDTEC 541, 561, and 671).

Each EET article focuses on a specific topic having something to do with the fields of educational and performance technology. Articles range from how the brain learns to how to design, develop, and assess learning products and instructor-led environments. For example, one of the most popular articles, based on the number of hits it receives, is on Kirkpatrick's levels of evaluation (<http://edweb.sdsu.edu/eet/articles/k4levels/>) by former student, now alum, Elaine Winfrey.

Elaine's article illustrates nicely what's meant by a "multimedia" article. The text is short, concise, and features visuals with captions that help users understand the content. In the Kirkpatrick article, for example, Elaine uses a pyramid as a visual analogy to show how each of the four levels of evaluation builds on one another (as opposed to being independent of one another). She includes a bar graph and line graph to illustrate how instructional designers use data as part of their evaluations. Links to more detailed information round out the article.



Other articles in the EET include animation, video, and sound when those delivery methods help convey the information.

The EET has been a big hit since its inception in 1994, when the delivery format was CD-ROM. By 1996 it was moved to the web to become more widely available, and it currently registers 3,000 to 4,000 hits a month. Today there are over 600 articles, arranged into sections of Cognition, Analysis, Design, Development, Implementation, and Evaluation. Bob gets a steady stream of email concerning the EET, some requesting permission to reprint articles, some offering corrections or updates, and some just to say "thanks" to Bob and the student authors.

Chinese educational technologists access the EET through a mirror site operated by Beijing Normal University (BNU). A project is in the works to translate the entire EET into Chinese over the next few years. The EET is distributed on CD-ROM to third world environments that lack good Internet access by Widernet's eGranary. Together, these delivery systems help insure that people around the globe have access to clear and concise information about our field.

Bob plans to move the EET to a wiki format, similar to Wikipedia, which will simplify authoring and updating. Stay tuned for the new URL and the next generation of the Encyclopedia of Educational Technology!