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Calendar

Dec 10 – Registration for spring semester

Jan 22 – First day of spring classes

Feb 11 – Last day to register or drop fall classes

March 31 – April 4 No classes; spring break

April 1 – Application deadline for summer Masters program

May 1 – Application deadline for fall Masters program

May 10-17 – Final exam week

May 17 – Registration begins for spring term

May 27 – First day of summer semester

EDTEConnect

*Distance Newsletter of the SDSU
Department of Educational Technology*

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January 2008

New Course offered

EDTEC 590 — Evaluation Techniques for Performance Technologists

We're excited about a new course we'll be offering this Spring -- EDTEC 590: Evaluation Techniques for the Performance Technologist. And we're thrilled to have Dr. Marcie Bober, Chair of the department co-teaching it with Dr. Jim Marshall, whom many of you "know" via EDTEC 540 (Educational Technology) or EDTEC 684 (Project Management).

They're both practicing evaluators --- so this course is really a great fit. Jim's work is primarily *external*; recent clients include the Corporation for Public Broadcasting, Ford Motor Company, the Reuben H Fleet Space Museum and Science Center, the San Diego County Office of Education, and the State of California.

Marcie's work, on the other hand, is now mostly *internal*; over the past couple of

See 'EDTEC 590' Page 2

Dr. Bernie Dodge wins award



Gerry Hanley presents the 2007 Classics Award in Teacher Education to Bernie Dodge (right).

According to the Merlot.org site, "Many instructors have found WebQuests to be a successful way to engage student with an inquiry-oriented learning activity. However, most instructors are limited to using WebQuests created by others because of a lack of web authoring skills. Bernie Dodge has provided a solution to this problem by introducing QuestGarden, a low-threshold application (with) a wizard to walk through the process." Dr. Dodge created EDTEC's 570, 572, 670, and created and teaches many of the 700 seminar courses.

Spring 2008 distance courses announced

Registration for spring semester is now open. To sign up, please visit: <http://www.ces.sdsu.edu/edtec.html>. For course updates, visit <http://edtec.sdsu.edu/distance/update.htm>. To see the list of courses being offered in future semesters, please visit <http://edtec.sdsu.edu/distance/offering.htm>.

Certificate courses:
EDTEC 540—Educational Technology

EDTEC 541—Web-Based Multimedia

EDTEC 544—Instructional Design

EDTEC 590—Evaluation for the Performance Technologist

Masters Degree;
In addition to the certificate courses, the following courses are open to students working towards their Masters degree:

EDTEC 650—Distance Education

EDTEC 671—Learning Environment Design

EDTEC 700—Seminar in Educational Technology

EDTEC 775—Directed Internship

ED 690—Methods of Inquiry

ED 795b—Seminar in Educational Technology

Note: EDTEC 640—Psychology of Technology-based Learning was cancelled

30 complete Certificate in Instructional Technology

A total of 30 students completed the Certificate in Instructional Technology during 2007. The following list identifies the people, their location, and for many, their job. You may find it interesting to see the breadth of careers in which our students are employed. The 13 who are leveraging their certificate courses towards the masters degree are identified with an * next to their name.

Toni Barone, San Francisco CA – School district instructional technology coordinator
 M.E. Burke*, Honolulu HI – Apple Trainer
 Marci Campbell, Loveland OH
 Brenda Chan, Derby CT – Lab Coordinator, product evaluation, Pitney Bowes
 Maria Coronel*, Holtville CA – Community college Spanish instructor
 Debanoshee Das*, Milwaukee WI– Lead Program Developer, Technical Training, GE Healthcare
 Gerry DeOcampo*, San Marcos CA – Production Manager, Learning & Performance Solutions, SYS Technologies
 Gil Garcia, Litchfield Park AZ – Educational Consultant & Adjunct Professor, Kaplan University
 Anne Gossett, Georgetown TX – Senior Technical Trainer
 Gary Grant*, Charlotte NC – Instructional Designer, TIAA-CREF
 Jeffrey Harm, Evergreen CO – Instructional Designer
 James Harwell, Smyrna TN
 Chris Ingram*, Vista CA – Performance Improvement Facilitator, Tri-City Hospital
 Michael Jolly, Lake Forest CA – Director of Learning Technology, Hope International University
 Margaret Kitterman, Flagstaff AZ – Instructional Designer, independent contractor
 Gina Lane, San Diego CA – Senior Training & Development Program Manager
 Denise Littlefield, Strafford NH
 Su Tuan Lulee*, San Marino CA – e-coach; online coach of WIDE World program at Harvard Graduate School of Education
 Amber Lunde, El Cajon CA – Middle School Science Teacher
 Brenda McPherson-Fry, Lansdowne PA – School building technology specialist
 Stephanie Nelson*, Charlotte NC – Instructional Designer, TIAA-CREF
 Detonya Nelson*, Charlotte NC – Performance Consultant
 Kathryn Oristian*, San Diego CA – Instructional Design Coordinator, San Diego Community College District
 Jennifer Parrish, Smithfield VA
 Gretchen Regehr*, Alexandria VA – Learning Advisor, Catholic Relief Services
 Janet Saman*, Massapequa NY – Instructional Curriculum Designer, TIAA-CREF
 Howard Sandritter, San Diego CA – eLearning (CBT) developer, Goodrich
 Kathleen Skelly*, Huntersville NC – Instructional Design Manager, TIAA-CREF
 Emily Smith*, Spring TX – Instructional Technologist, St. Louis Federal Reserve Bank
 Janice Wilhelm, San Diego CA

EDTEC 590

Continued from Pg. 1

years, she's:

- helped to develop and beta-test a new end-of-course survey for the SDSU College of Education (to be implemented in Fall 08);
- assessed an undergraduate psychology course now offered in blended format;
- co-directed a federal grant that focused on making undergraduate mechanical engineering courses more learner-centered and experiential; and
- explored the ways in which elementary school teachers involved in a special program (where students spend about 25% of their instructional time in 11 different museums within San Diego's Balboa Park) integrate student experiences into their "regular" classroom instruction.

Why are Marcie and Jim so excited about EDTEC 590? It's because they see evaluation as integral to the instructional design process -- and at the heart of performance technology.

Did you know that evaluation is a discipline in and of itself? The American Evaluation Association -- which is the professional group to which most evaluation practitioners, researchers, and theorists belong -- attracts members from all walks of life. At the last conference (November, in Baltimore), Marcie attended sessions with sociologists, anthropologists, psychometricians (those who design statistically-valid tests), psychologists, economists, learning specialists, instructional designers, and more. And they hold jobs in every sector you can imagine -- nonprofits, the military, corporate, higher education, K-12 (AEA's largest topical interest group), and government or government-affiliated (like the National Science Foundation or the Institutes of Health).

See 'Evaluation' Page 3

The Master's Page

Rhea Fix Alumni interview

"There will always be a warm place in my heart for San Diego State," says Rhea Fix of Little Rock, Arkansas who one of the first online master's candidates to graduate in spring 2005. While completing the program, Rhea worked as an Instructional Designer for a Little Rock-based telecommunications company. In 2001, she made the decision to leave the corporate training department to open her own consulting firm. "I spent so many long hours at work, then spent evenings and weekends working on my degree. My family got the leftovers. So, I decided to make a change."

Influenced by a Covey course, Rhea decided to align her life with her priorities. She reflects, "I always said family and education were important priorities, but every day I made decisions that said otherwise. So, I gave my boss six months' notice, and took the first steps towards starting my own design company." She ended 2001 by leaving her staff job and started 2002 as an independent consultant and president of Red Pepper Consulting, Inc.

Reflecting on her first five years in business, Rhea states, "Your first years are focused on survival, break even, and growth. There are many lessons learned from good years and bad years and all

the surprises that come with failure and success." Her degree program contributed heavily by providing new knowledge, skills, and experiences to apply to new client relationships and projects. "I found myself using information from courses on projects the same week I'd received it. Everything applied and transferred to what I was doing regularly in the field. I also found that I was pick-



ing up things that graduates of other programs didn't necessarily have, like performance technology skills and online development experience." Those skills combined well with her radio/TV/film and writing background.

As Red Pepper Consulting approaches its sixth year in business and a tough

economy, she shares what's on her horizon. "After years of planning, my husband and I decided we were ready for two big steps: having a second child and getting my husband through his master's degree in engineering."

As a result of these changes (Rhea's second child was born in May) Rhea now focuses on training and products for small to medium businesses. She explains, "Trends show that small businesses generate an increasing volume of revenue for our economy. Small companies are interested in increasing revenue and efficiency, but they're less likely to look to training as a means of doing that. So, I have to be bottom-line focused in the solutions I present. They have to be affordable and provide direct impact to the business."

Her new marketing campaign stresses performance improvement through increased profitability: "Training Tapas: Small Bites for Big Impact," is her latest slogan. "We're focusing on coaching, off the shelf products combined with custom job aids that focus on core business tasks and business support products that aid in building the business and retaining employees." Rhea also co-teaches the online section of EDTEC 685 in SDSU's online program.

When asked what the future holds, Rhea is optimistic. "I'm interested in building my firm and attracting talented designers and consultants." She's contracted and partnered with SDSU grads in other states, "My online education at SDSU really contributed to my desire to build a virtual corporation. We don't need brick and mortar buildings to build quality work products and team with others. SDSU grads know this, because they successfully work and collaborate in cyberspace. I'm always looking for students who bring this savvy to their design skill sets."

Evaluation

Continued from Pg. 2

What will EDTEC 590 be about? The plan is to explore the art and science of program and product evaluation. In this class, you'll serve as a performance technologist who assists a community-based client with a pressing evaluation need. To complete your task, you'll conceptualize an evaluation study, conduct a brief review of relevant literature, design tools for collecting key data (surveys, observation guides, interview protocols, action plans), analyze that

data, and produce an interpretive report.

As important, you'll also have an opportunity to meet evaluators in the field (both internal and external), research hot topics in the discipline, and work with high-end technologies that are rapidly affecting how evaluation unfolds and whom it involves.

To learn more about the course, point your browser to: <http://edweb.sdsu.edu/courses/EDTEC590/> -- or email Jim or Marcie. They can be reached at: marshall@mail.sdsu.edu or bober@mail.sdsu.edu.

DEPARTMENT OF
EDUCATIONAL
TECHNOLOGY

SAN DIEGO STATE
UNIVERSITY

North Education Room 280
College of Education
San Diego State University
5500 Campanile Drive
San Diego, CA 92182-1182

Phone: (619)594-6718
Fax: (619)594-6376
Email:
dritchie@mail.sdsu.edu

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 new 'General Advising' link is posted on the distance website (5th link on the navigation bar). You can get there directly at [http://
edtec.sdsu.edu/
distance/advising.htm](http://edtec.sdsu.edu/distance/advising.htm).

News and Events

EDTEC Headline News and Views, a calendar of events, our Department blog, and current and past issues of the Distance Newsletter, are all linked from the website at [http://
edtec.sdsu.edu/
distance](http://edtec.sdsu.edu/distance). It's the 10th link on the navigation bar.



Department of
Educational
Technology

Faculty focus: Theodore (TJ) Kopcha

*** TJ, tell us a little about yourself.*

I was a public school teacher for five years. My teaching experience was in middle school and in high school. I went to Arizona State University to obtain my Doctoral degree in Educational Technology and it was there that I learned how to design instruction for both K-12 and corporate environments. In 2006 I joined the EDTEC faculty here at San Diego State University, and now coordinate multiple sections of an undergraduate class about using technology in K-12 settings.

*** What is it you enjoy about instructional design?*

As a teacher I often placed my focus on the activities I would engage my students in. I was always thinking 'What fun thing can I have students do next?' As an instructional designer I started thinking first about what I wanted the learner to be able to do as a result of my teaching. That was a big moment for me—one that not only shifted my focus, but also my career.

I fell in love with the instructional design process when I started to design my own instructional website. It was the first time in my teaching career that I was able to focus on what people were doing and how specifically those activities would lead them to my intended outcomes. As a novice teacher, the days and the weeks would go by so fast that I often lost focus of this. Now I enjoyed knowing that my forethought and advanced planning would likely lead to successful learning.

*** Tell us about your experience with distance education.*

I'll be teaching EDTEC 544 (Instructional Design) to the COMET students this spring, and in the summer I'll be teaching EDTEC 570 (Advanced Teaching with Technology) to the regular distance group. [Editor's note, COMET is the EDTEC's distance cohort program for California teachers]. I've designed courses for online delivery and held class sessions online in the past, so I'm familiar with the process. EDTEC 544 will be the first time I've taught an entire course online, and I'm excited about it.



*** Tell us a little about your experience with instructional design in the K-12 settings?*

I have written several papers exploring how teachers use educational technology as part of their teaching practice. I'm currently studying how laptop technology is used in K-12 settings. Specifically, I'm looking at the barriers that teachers face when using this technology and how using a system of technology integration can help teachers learn to use technology in a way that supports instruction.

Here are a few of those references...

Kopcha, T. J., & Sullivan, H. J. (2007). Self-presentation bias in surveys of teachers' educational technology practices. *Educational Technology Research and Development*, 55(6), 627-646.

Kopcha, T. J., Atkinson, R. A., & Lindner, E. (2007, October). *A systems-based mentoring model of technology integration*. Paper presented at the annual meeting of the Association for Educational Communications and Technology (AECT), Anaheim, CA.

Atkinson, R. K., Koenig, A., Harrison, C., & Kopcha, T. J. (2007). *An evaluation of an innovative elementary school technology integration program*. Paper accepted for presentation at the annual meeting of the American Educational Research Association (AERA), Chicago, IL.

*** Thanks TJ. We're excited to have you join our faculty and work with our distance students..*