

Editor's Note:

Welcome to the newest issue of the EDTEConnect distance newsletter! In it, you'll find interesting articles about programs, students, and the department! We welcome your feedback and suggestions on how to make the newsletter more interesting. Please send feedback to edtec@mail.sdsu.edu. Thanks!

-Andrea Reese
Editor

Calendar

Dec. 20 Notification begins for spring registration.

Jan. 6 Fall '03 grades available on GradeLine

Jan. 12 Spring semester begins

Jan. 23 Last day to register for Spring 2004 distance courses

Apr. 1 deadline to apply to M.A. program for Summer term

May 20 Summer term begins

EDTEConnect

*Distance Newsletter of the SDSU
Department of Educational Technology*

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December 2003

Training in the TSA: Terry Bickham helps make the skies safe

Professor Allison Rossett interviews EDTEC grad Terry Bickham (M.A. '93) about his career path and his new job directing training for the Transportation Safety Administration (TSA), part of the United States' Department of Homeland Security.

Allison: What did you do after you graduated? How did your positions use your EDTEC skills?

Terry: After graduating, I was still on active duty with the US Coast Guard. I led Pacific regional operational training teams, and later ran the training division for the Coast Guard's technical training center. That was a wonderful job because of the variety—it was like running a technical college. In 2000, I joined Peregrine

Systems, and eventually became director of worldwide education services. With the help of several SDSU EDTEC alumni, we expanded software training from a small, traditional stand-up system into an international multi-million dollar business blending classroom and online instruction.

I think I was successful in each of these positions largely due to the broad base the EDTEC program provided. While I love instructional design, exposure to other aspects in the program at SDSU provided me the opportunity to branch out. The "jack of all trades, master of none" approach worked well for me since I knew I wanted to continue in management.



EdTec grad Terry Bickham ('93), Assistant Administrator for Workforce Performance and Training at the Transportation Safety Administration.

Allison: Tell us about your current position. What do you do there?

Terry: It may sound corny, but the truth is that after September 11, I wanted to somehow be involved again with public service. Several former Coast Guard colleagues worked at the TSA.

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Online masters degree comparable to on-campus degree

The establishment of the online masters degree last year allowed students to earn all or part of the degree from a distance. But how does the online degree compare to its on-campus counterpart?

Department chair Donn Ritchie says, "the courses and the demographics of the students are basically identi-

cal." However, he notes that the online program requires more self-directed learning because students do not have weekly face-to-face sessions with their professor.

Currently 20 online EDTEC students are masters candidates, compared with approximately 120 masters candidates on campus. The

first online M.A. cohort is expected to graduate in May of 2005.

All courses available on campus are now offered online. You can view the tentative course schedule at

<http://edweb.sdsu.edu/Edtec/distance>.



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

Attention— Students planning on entering the Masters degree program must matriculate sometime before registering for their 6th class in order for it and subsequent classes to count toward the degree. Otherwise, they won't count!

Please contact Elsa Tapia for further information.

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"I got involved and demonstrated how performance technology could help point folks toward the right solutions, versus just doing more training"

—Terry Bickham

Students earn Instructional Technology Certificate

Forty-nine students have completed the courses to earn the distance certificate in Instructional Technology from Spring 2000 through Summer 2003. To earn the certificate, students complete a series of five courses. All certificate courses count toward the masters degree, which may be taken online or on campus. Congratulations to the following certificate holders!

Joan Anderson (CA)
John Andrews (CA)
Judy Armer (CA)
Patrick Sven Arvidson (WA)
Dale Bailey (CA)

Michele Barishman
Bradley Bickers (CA)
Barry Bocinski (NY)
Rhea Borysiak-Fix (AR)
Betsy Bruce (WA)
Mary Brueckmann (McGibbons) (CA)
Tony Brunelli (Japan)
Richard Clark (CA)
John Comerford (Japan)
Lynn Cooke (MA)
Adam (David) DeFields (IL)
Gary Dunsmoor (CA)
Galina Dynkin (Canada)
Alfredo Elias-Calles (CA)
Deborah Farber (CA)
Bob Fisk (WV)
Victoria Fodale
Scott Friedman (PA)
Carolyn Gibbons
Alfonso González Navas de Bettini (Venezuela)
Brek Hufnus

Vicki Ibaugh
Kyoko Ishizaka (MN)
Lori Kaufman (NV)
Alston (Chi-Wai) Leung (Hong Kong)
Mercedes Luna (Argentina)
Melissa Marinello
Bruce McGraw (CA)
Suzanne Moore (CA)
Lynn C. Nakamura (OH)
Yara Nielsenshultz (CA)
Mandy Osrin-Katz (South Africa)
Mark Pope (AK)
Daniel Roggenkamp (Taiwan)
Sherry Ryan (WA)
Robert Smith (NE)
Mike Smith
Barry Spencer
Iris Stein (Israel)
Villetta Stoll (CA)
Phyllis Timmons (TX)
Matthew Warwick (IL)
Nancy Woolf (OR)

Terry Bickham helps make the skies safe (continued)

(Continued from page 1)
They recruited me into a lower level training management position. TSA had pretty significant workforce performance problems. I demonstrated how performance technology could help point folks toward the right solutions, versus just doing more training.

I was very fortunate recently to be offered a senior executive position as Assistant Administrator for Workforce Performance and Training, running all training programs for the TSA.

With a workforce scattered through approximately 450 commercial airports across the country, I measure our success in a few ways:

First, we will establish a solid curriculum of world-

class security and world-class customer service. This is mostly complete, but balancing the two has been an enormous challenge.

Secondly, we need a state-of-the-art learning management system to support new learning programs, such as online training for a workforce that works around the clock, in shifts, with little time for classroom training.

However, we will only be successful if we focus on human performance improvement, and actually solve performance problems.

Allison: Who would the TSA hire? What skills, knowledge and predisposition are needed?

Terry: We hire instructional designers, content develop-

ers, and performance consultants who are creative and energetic and aren't discouraged by almost daily setbacks.

TSA is evolving rapidly into what we hope will be a model agency. In fact, I have been asked to give a presentation on our successes with Human Performance Technology to a major U. S. Senate committee next week.

Allison: What advice do you have for students as they contemplate courses, projects, and priorities?

Terry: Go with what interests you. If the technicalities of instructional design are your passion, go there. If you want to manage training organizations, go broader. Get a little of everything.

Masters candidate balances work, family, and school

Amid a busy career in corporate training and her role as mother of two teenage daughters, Suzanne Moore, part of SDSU's first cohort of online Masters candidates, makes time to progress toward her degree in Educational Technology.

Suzanne currently works as Manager of Training and Organization Development for a division of St. Jude Medical. When she started the Certificate in Instructional Technology in 2001, she had already accumulated 15 years of training and organizational development experience, including positions as Supervisor of Courseware Design for one bank and Vice President of Training for another.

She began looking at degree programs in educational technology, since she felt that this program would provide important enrich-

ment to her career and would be a natural extension of her work.

Suzanne chose SDSU's EDTEC program largely because of its reputation in the field. Since entering the program, she says, "I have been fortunate to work with some of the industry's best in the professor ranks." Although she lives in southern California, Suzanne chose to complete the Masters degree online so she could fit it into a busy career and family life.

Spending time with her daughters, Michelle and Karen, is an important part of Suzanne's life. "On any given weekend, you can typically find me on a soccer field somewhere in southern California watching Michelle and her team," she notes. Her hobbies include skiing, cooking, exercising, and, of course, lifelong learning. She admits,

"Completing the work for my master's degree takes up a good portion of my free time."

In Suzanne's current job at St. Jude Medical, she manages the Training and Organizational Development Department for the Cardiac Rhythm Management Division, which manufactures devices such as pacemakers and ICDs. She oversees leadership training, professional development, and manufacturing certification.

Out of all her duties, though, she most enjoys helping senior management, engineers, project managers and manufacturing personnel meet their learning objectives. Suzanne reaffirms that the EDTEC program heightens her awareness and effectiveness in her current position. "Every class is relevant to what I do and it is extremely satisfying."



Suzanne Moore, an online Masters candidate, balances the demands of her graduate work with those of career and family.

Spring 2004 Online Courses

EDTEC 540—
Educational Technology

EDTEC 541—
Web-Based Multimedia Development

EDTEC 544—
Instructional Design

EDTEC 550—
Introduction to Distance Education

EDTEC 653—
Cyberculture and Learning Systems

EDTEC 685—
Seminar in Performance Technology

Department announces new international internship program

The EDTEC Department, in conjunction with five other universities, recently announced a new educational technology internship program in England, the Netherlands, and Spain.

The program will make it possible for five SDSU masters or doctoral students in EDTEC to go abroad over the next two years. The first

interns will begin in the summer of 2004. They will intern at schools or companies near one of the three participating European universities: the University of Barcelona, the University of Lancaster, or the University of Twente.

The department will partially fund the internships, with the amount reflecting

the financial demands of the internships. Students will be expected to cover the remaining cost.

Masters candidates who have completed the bulk of their coursework are eligible to apply. For language, academic, and other requirements, see <http://coe.sdsu.edu/chexit/>

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EDTEC Department named ASTD "Organization of the Year"

The department recently won the 2002 Organization of the Year Award from the San Diego chapter of the American Society for Training and Development (ASTD).

ASTD San Diego honored the department in the Not-for-Profit division for its community service project, which has been running for more than 20 years. The project pairs students with community partners to work on training and development issues.

The department demonstrated solid performance throughout a competitive, three-phase screening process that included a formal presentation and site visit.



Marcie Bober, EDTEC professor, holds the Organization of the Year award from ASTD San Diego

The community service outreach effort includes Marcie Bober's Program and Product Evaluation (EDTEC 791) and Allison Rossett's Advanced Instructional Design

(EDTEC 644) classes, which emphasize partnering with clients in the community. Every year approximately 60 students from these classes focus on their community partner's specific problems and formulating solutions.

Among the several projects completed in the past academic year are a descriptive study of Sea World's interactive summer camp, an objectives-oriented examination of fighter ejection training for Navy pilots, and a return on expectations assessment for purchasers of selected Kyocera products, who must turn to the web for phone set-up and troubleshooting.