Association for Educational [aect] Communications and Technology, 1994

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Stanley D. Zenor has been Executive Director of the Association for Educational Communications and Technology (AECT) since 1986. Prior to AECT, he was Director of Media Services and Associate Dean of Instructional Resources at St. Louis Community College at Forest Park. He received a Bachelor of Science in Communications and Master of Science in Educational Media from Indiana State University and has completed doctoral course work in Higher Education Administration at St. Louis University.

1994 was a year of new direction, excitement, and energy for the Association for Educational Communications and Technology (AECT). Virtually every area of the association was effected by new initiatives, ventures, membership services, and activities during the year.

The 1994 national convention, February 16-20 at the Opryland Hotel in Nashville, Tennessee, marked the debut of the association's International Computing and Instructional Technology Exposition (InCITE). After three years of extensive planning and preparation, AECT once again provided its members with an exposition featuring instructional technology hardware and software, held in conjunction with its annual convention. The convention and exposition were enthusiastically received by a record number of participants. The presentation sessions were filled to capacity throughout the convention, and the exhibitors experienced heavy traffic as participants sought out the newest software and hardware products.

Following the convention, an AECT gopher was established on the Internet through the University of South Dakota at Vermillion. The gopher quickly gained recognition as a resource for instructional technologists. Throughout the year, the gopher contained information about AECT and AECT publications, conventions, seminars, and conferences; division newsletters; job placement information; and other items of interest to members and nonmembers. During this same period, the association's listserve at the University of West Virginia, AECT L, served as a focal point for individuals discussing a wide range of topics related to AECT and the profession. As a result of its experience in 1994, the association will expand its presence on the Internet in 1995.

Following many months of work, thought, debate, and revision, the AECT board of directors adopted the Vision 2000 Strategic Plan in the summer of 1994. The board adopted as its first priority the expansion of electronic membership services. During the fall, the association worked with a commercial vendor to establish an AECT domain on the Internet. The AECT gopher and listserve will move to the aect.org Internet domain in the spring of 1995. Plans are in place to expand the resources available through the gopher and to develop an AECT home page on the World Wide Web. The association views the aect.org domain as an important new mechanism to

deliver membership services and information to AECT members and instructional technology professionals.

During 1994, the board of directors approved the formation of two new special interest divisions, bringing the number of AECT divisions to 11. The Systemic Change in Education Division (CHANGE) focuses on promoting systemic change in schools, businesses, and higher education and technical institutes, primarily through systems design approaches, to meet learner's needs, improve the quality of education, and enable technology to reach its potential in all educational settings. The CHANGE division is growing rapidly, attracting new members to the association and capturing the interest of existing members. The second new division, the Division of Learning and Performance Environments (DLPE), is focused on human learning and performance through the use of computer-based technology; design, development, evaluation, assessment, and implementation of learning environments and performance support systems for adults. That the board of directors approved both new divisions shows that AECT must evolve to better serve the needs and interests of its members as the field and profession evolve.

The association's publication program continued to expand in 1994. Following nearly five years of research and writing, the association published *Instructional Technology: The Definition and Domains of the Field* by Barbara Seels and Rita Richey. This book, a landmark publication for the field, addresses new developments in theory and practice and reexamines the definition of the field outlined in *The Definition of Educational Technology* (published by AECT in 1977). The association also published *Distance Education: A Review of the Literature, Educational Technology: A Review of the Literature, and Quality Management for Educational Technology Services.* Additionally, the association continued to work with other publishers to make their books available through AECT.

The association continued to work with the American Association of School Librarians on the framework for the revision of *Information Power*. As a result of rapid changes in educational and instructional technologies, *Information Power* must be updated and expanded to reflect the use of technology in our schools today and to project how it will impact our schools in the future.

As a result of actions taken by the Association for Educational Communications and Technology's board of directors, the success of the association's new InCITE Exposition, and the increased emphasis on delivering new and expanded membership services, AECT has positioned itself to be the leading association for educational and instructional technologists working to promote, implement, and manage the effective application of technology in the teaching/learning process at all levels.