

The Association for Educational Communications and Technology Division of School Media Specialists 1994_[dsms]

Elsie Husom and Jim Hayden

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Challenge and change mark the field of educational technology, and this is evidenced in our professional organization, in our schools, and in our jobs, which in 1994 brought about discussion, action, and evaluation, all evolving around the changes we encounter each day.

The Association for Educational Communications and Technology (AECT) established a task force to develop a strategic plan for the professional organization. The resulting AECT Vision 2000 is the attempt to keep the parent organization and its divisions strong and able to continue to meet the changing needs of its constituency. A new division dealing with change was established, AECT and AASL initiated the process of updating the *Guidelines* (formerly *Information Power*), and AECT ventured onto the electronic superhighway by instituting its own Internet listserv.

The Division of School Media Specialists (DSMS), the largest of AECT's divisions, has membership of more than 850 educators whose professional experiences range from directing district or building media technology programs to preparing future media specialists at the college level.

As Jim Hayden started his year as president of DSMS, he challenged its members to share their talents so that DSMS would be “renewed and recharged to better meet the ever-increasing demands of our profession.” Professional duties of school media specialists have changed rapidly over the past few years. This challenging profession includes such tasks as helping to design technology-rich learning environments; serving as tour guide on the electronic superhighway; integrating technology into all areas of the curriculum; teaching information access, analysis, manipulation, and communication skills; instructing teachers in the use of technology; and developing performance assessments for student learning while still matching the right book with the right teacher.

Mission Statement

DSMS promotes communication among school media personnel who share a common concern in the development, implementation, and evaluation of school media programs and strives to increase learning and improve instruction in the school setting through the use of educational media and technology.

Professional Growth Opportunities

A part of the AET Annual Conference, DSMS provides an exciting and revitalizing strand of sessions concerned with improving the quality of K-12 school media programs. With the theme of "Advancing Technology Together," the 1994 conference offered opportunities for professional growth through two half-day workshops, 16 concurrent sessions, and an author breakfast with Jayne Palmer, storyteller from Fremont, Nebraska. The DSMS reception, sponsored by Follett Software, the membership meeting, and the board of directors meeting were other opportunities for networking with colleagues and conducting the business of the organization.

The AECT Summer Leadership Development Conference held in Springfield, Missouri in August, 1994 focused on the theme "Electronic Leadership: Resources and Strategies." A DSMS meeting of the board of directors was also conducted at this conference.

Tech Trends, AECT's professional journal, and *DSMS Update*, the official newsletter of DSMS, provide meaningful reading on the use of media technology to improve the teaching/learning process.

Awards

AECT/DSMS School Media Specialist of the Year Award, sponsored by the Mandarin company, was received by Mary Lou Parker, media specialist of the West Ottawa High School in Holland, Michigan.

Keith Kyker, media specialist from Lewis Middle School in Okaloosa County Schools, Florida, received the DSMS Outstanding Service Award.

DSMS Governing Body

1994 Board of Directors: *President*, Jim Hayden; *President-Elect*, Helen DeWell Winn; *Past President*, Mary Mock Miller; *Secretary*, Elsie Husom; *Region 11*, Betty Dion; *Region 2*, Jim Bennett; *Region 3*, Anne Harriss; *Region 4*, Paula Galland; *Region 5*, Judith Hays; *Region 6*, Stu Edwards; *Region 7*, Pat McDonaldd; *Region 8*, Earl Phillips; *Region 9*, Linda Whitmore.

Committee Chairs: *Finance*, Linda Moore Walker; *Publications*, Burton Brooks; *DSMS Handbook*, Phyllis Joseph; *Membership*, Inez Ramsey; *Long Range Planning*, Pat Severson; *Awards*, Ralph Whiting; *White House Conference and National Guidelines*, Jim Smith.

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