

## NALLD PROFILES

**Editor's Note:** The following article is the beginning of what will hopefully become a continuous feature of the NALLD JOURNAL: TECHNOLOGY AND MEDIATED INSTRUCTION. The purpose behind this feature is to describe the academic training, practical experience, and administrative tribulations of in-service lab directors throughout the world. It also represents an effort to present NALLD as an organization made up of people actively engaged in the day to day use of media for instruction.

Robin E. Lawrason at Temple University, Philadelphia, Pa. Born in Ontario in 1941, Robin Lawrason received a Bachelor's degree in English and History at McMaster University before teaching high school English for five years. In 1969 he began studies at the University of Florida in Gainesville and completed a Masters in Educational Media one year later. Two years later he completed a doctorate in Educational Technology at Arizona State University in Phoenix. Returning north in 1974, he took the position of Educational Media, Communications and Technology at the University of British Columbia in Vancouver. In 1976, he became the Director of the Media Center at Temple University in Philadelphia. Upon arriving at Temple, he inherited three large but empty dial access language labs which had been built to service foreign language requirements which no longer existed at Temple. Thus Dr. Lawrason was given the task of redesigning and expanding those labs into a full service media facility to service all the liberal arts department. Four years and \$650,000 dollars later the Media Learning Center, complete with all sorts of media and computers, went into service. He soon discovered, however, that the allocation of funds, design and construction of the center were merely minor problems when compared with the task of coaxing his colleagues into effective utilization of media for teaching. As is commonly the case, many faculty members already had an ingrained distrust or outright dislike for such gadgets as television and/or computers. Overcoming these and other political hurdles usually turn out to be the Media Director's main task.

In spite of these predictable difficulties, new programs with new perspectives began to develop to fulfill specific media needs and concerns.

In basic skill programs in both foreign languages and mathematics, the advantage of technological assistance to ease staffing demands, provide individualized instruction and

create more attractive and effective materials were recognized. In an effort to attract increased student population in an era of overall declining enrollments, many faculty members and administrators have now come to realize that media techniques can be used to reach new groups. Using the flexible and well-equipped Media Learning Center, the basis for the development of new types of resources has been established.

Thus, seven years later the position remains a challenging one at Temple, one that must respond to changes in technology, College priorities, and educational approaches. It is a unique opportunity to work with both faculty and staff throughout the College and university in a variety of media and instructional design project areas in the use of language lab, video, multi-image and computer resources.

### **THE MEDIA LEARNING CENTER**

#### **Center Staff:**

The Director's duties involve supervision of five and one half full-time staff who operate the individual study facilities and production services. A Bibliographic Assistant manages the study areas and the resource collection. An Office Manager handles all purchasing and budget duties as well as routine office tasks, and is assisted by a half time secretary. An Electronics Engineer is responsible for the service of all Center equipment, and currently also manages the student part-time workers who aid faculty and students with the computer. Two production staff are employed, one for all audio services, and a second for all visual production including photography, graphics and video. During the year the Center employs up to 15 part-time student workers to help with all phases of the operation.

In addition to this supervisory role, the Center Director serves as media, resources, and instructional design consultant to faculty wishing to develop resources either for self study or classroom use. The Director occasionally teaches undergraduate and graduate courses in the Speech Department and in the Educational Media Department in the College of Education.

#### **Center Facilities:**

The Center has three individual study labs. The largest is the Audio Lab containing 130 audio positions each with its own Sony learning lab cassette recorder (ER-750). Of these, 74 are attached to two consoles giving two instructors the capability of working with 34 students each. Program units (up to 10 different sources) can be remote-controlled from the console, as well as can all 74 student positions. The Program Control Unit function on the console allows pre-recorded master tapes to STOP, START, RECORD, REWIND and SEQUENCE slides. To give students

access to tapes, a "recycle" method is used. Students purchase the first two tapes and as they require others throughout the semester they submit their used tapes to be erased and re-recorded.

The second lab includes most forms of visual media: slide and tape units (25), filmstrip and tape units (8), and video units (10). Spaces have been provided for both individual and small group viewing to allow for a variety of uses.

The third lab has recently been modified to become the computer terminal lab. Up to 24 video screen terminals link students either to the College's DEC POP 11/70 time-sharing system or to the University's academic CYBER system. Faculty can bring students in as a class for demonstrations, or students may come alone for individual work.

In addition to these self study labs, the Center has equipped several adjacent lecture theaters with public address systems, slide, video and 16mm film projection. For simple PA use, faculty need only check out a microphone and key to turn on the system without having to be concerned about additional controls. An input plug allows for playback of tapes, or for recording of lectures.

The Center's Multi Image Theater is equipped with 15 Buhl slide projectors driven by an AVL Sho-Pro V computer system with stereo sound system. Using a five image format we project onto a 28 foot screen. The Center's most ambitious project to date has been a thirty minute presentation to introduce students to the College's new Intellectual Heritage required course. The program has been well received by students, faculty and administration. The Dean was so impressed he scheduled a viewing for the President, several Vice Presidents and other Deans.

Projection facilities include broadcast quality recording studio with full dubbing, editing and mixing capabilities. Over the last year a series of 45 two-minute Philadelphia history spots to celebrate the city's tricentennial were recorded in cooperation with the Atwater Kent Museum and radio station KYW.

In the original Center design, a modest level of visual production equipment was envisioned in order to let faculty produce their own materials. It has become necessary, however, to take on more of this production since faculty has not had the time or skills to do it themselves, and the central service units have been unable to meet the demands. Partly through diplomatic efforts to amalgamate equipment and services between several liberal arts departments and those of one other College; and partly through the creative talents of one of our members, the Center is now able to operate a wide series of services including photo darkrooms, photo copy work, graphics and video production. Faced with limited equipment, staff and budgets resources have been pooled to build a faculty far superior to what any department could have developed alone.

The Center can now do remote and studio color production, edit, dub and transfer between a variety of media and video formats. This co-operation should also make it easier to amalgamate and justify the yearly capital expense requests since equipment for this system can be divided between budgets of a number of different departments.

Video projects range from simple dubbing of tapes to full scale production of instructional programs used without courses in the College. Several faculty members in the Speech Department have developed series to assist with the training of Speech and Hearing Clinicians. Currently the Center is working with the new interdisciplinary Intellectual Heritage Program. Faculty Specialists from the traditional liberal arts department are recruited to teach in this Program. In order to see that all faculty get "expert" resources to teach sections of the course with which they may not be trained, the Center is proposing to do a series of special video presentations. Specialists in specific topics in the course are being recruited to script, demonstrate and tape their presentations for use by all faculty in the course. Tapes on Islam, Rousseau and the Romantic Age, and on Shakespeare's plays are in the planning stages. The first tape in the series, on Einstein's theories, is now in post production and should be in use by the Fall of 1981.

For a more detailed survey of the original design of the Center and a description of how faculty were utilized in its planning stages, see the NALLD Journal, Volume XI, Number 2, Winter 1977.

The Center now operates within the College as an independent academic service unit. The Director now reports directly to the Dean and has a joint College administrative staff and non-tenure-track faculty position. For those interested in financial support, the Center receives an annual allocation of approximately \$150,000 for staff and \$40,000 for supplies. In addition an additional \$12,000 each year which is returned through the scale of supplies such as tape and film.

#### COMING IN THE NEXT ISSUE:

A report on the reorganization of NALLD into the International Association of Learning Laboratories

and

John RUSSELL of SUNY-Stoneybrook on the use of CAI in Foreign Language Instruction

and MORE!

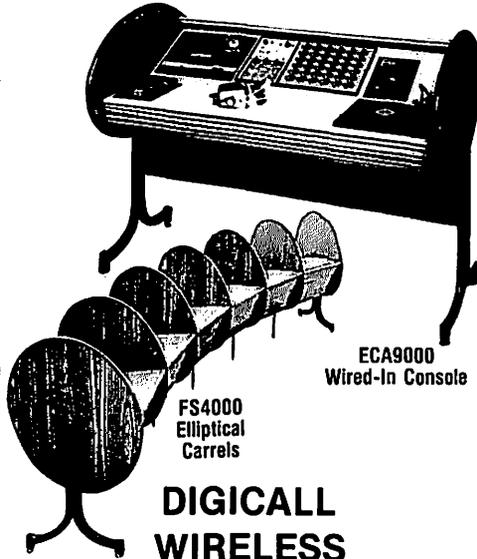


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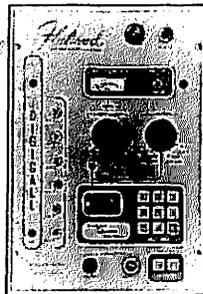
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