

**2001 - 2002 Audit and Review**

**Computer End-User Program**

## **I. Academic Assessment**

### **A. Highlights/Initiatives**

#### **Curriculum**

The Computer End-User (CEUT) major has been consistently upgraded to keep pace with technological advances. The CEUT faculty realize that they need all of the latest technology to keep their students on the leading edge of technology. Teaching methodology changes with the advancements in computer technology provided on campus.

Lab modernization proposals and a limited budget have ensured that products such as a Cisco lab are accessible to students. All majors are required to take courses in computer hardware/software and network administration. Many undergraduate CEUT majors/minors have earned computer certifications as a result of their course work and additional study.

Faculty members have served as advisors on business projects conducted in the community. Our role has been providing CEUT interns to fill the voids in the job market.

The CEUT program was one of five units named by Chancellor Jack Miller in EM21 proposal. Since the CEUT program has grown from 19 majors in 1991 to 142 majors in 2001, the university has allocated additional resources to the program.

In Spring 2001, the first UW-Day was held in Madison. The new event allowed System to showcase its programs to executives in the public sector. The CEUT program was one of four units selected from UW-Whitewater to participate in the event.

The Department is currently accepting computer donations from the corporate and private sector for networking and hardware instruction.

Alumni continue to support our program, by serving on advisory boards, providing equipment, internships, and job opportunities for our majors.

(See Appendix A for APRs.)

### **B. Educational Objectives and Assessment Techniques**

Computer End-User Technologies majors upon graduation will have the knowledge to:

- a. perform network administration duties (220-347)
- b. install software (220-255 and 220-454)
- c. trouble shoot hardware and software (220-255)
- d. replace PC hard drives (220-255)
- e. create multimedia and web page presentations (220-357 and 220-457)

End-user computing, network administration, telecommunications, human

factor considerations are learned and applied in realistic business projects and internships. Graduates are qualified for positions such as corporate trainers, PC support specialist, and network administrators.

An independent evaluator for the **Computer End-User Internship program** in Fall 2000 and Spring 2001, surveyed participating students of their thoughts on their internship as well as the CEUT program as a whole. Most students felt that their internships were highly valuable experiences and would recommend an internship to all students. The interns also felt that often they were lacking in application skills when entering their internship. Students affirm that the program gives a good, broad overview of networking, PC support, web design, corporate training, and help desk, but without getting into detail in any one area. The students would recommend incorporating more application and real-life simulation into the curriculum, offering more in-depth courses to gain a deeper knowledge of each area, and providing a more up-dated lab in which to work. Several ways which the students would recommend achieving these changes is by having CEUT majors declare an emphasis, then take advanced courses in their chosen area. Second, students recommended creating partnerships with larger companies with which to secure more CEUT internships with as well as soliciting monetary donations from to keep the labs up to date. In general, the students have been pleased with the CEUT program and are aware that in the field of technology not only does education occur in the classroom, but they must also take initiative to learn independently.

(See Appendix B1 for a list of Dual level courses)

(See Appendix B for a list linking courses to assessment objectives.)

### **C. Assessment Data**

A survey completed in December 1998 revealed that student perceived three primary program weaknesses. The weaknesses are:

1. The need for more hands-on experiences
2. The need to go more in depth in course material and not overlap course material.
3. The need to provide more emphasis on core concepts of computer technologies.

As a result of a survey the following changes were implemented:

Lab modernization proposals and a limited department budget have ensured that products such as a Cisco lab are accessible to students. All majors are required to take courses in computer hardware/software and network administration. Many undergraduate CEUT majors/minors have earned computer certifications as a result of their course work and additional study.

As the unit that provides the upper-level business division course of business communication, instructors believe that electronic communication be incorporated in course offerings by placing documents on ROAD, supplementing courses with Blackboard,

and in some instances putting an entire course online.

**D. Program Improvement Resulting from Assessment Efforts**

1. An on-going assessment of the program is completed by Computer End-User Technologies interns each semester. These individuals have completed 66 percent of the course work before applying their knowledge in a realistic setting. Feedback from their employers has consistently stressed that the interns are technically prepared but that they lack customer service skills. Interns continually want a resume-enhancing curriculum that is more focused on one career track.
2. A lab modernization proposal for updating the Computer End-User Technologies lab was completed prior to November 1997. Since that time, new computers, two cameras, and software to support the new direction of the curriculum—webpage development and internet applications—have been secured.
3. Since creating the webpage courses, the CEUT committee is now focused on wireless technology. A course “Wireless Technology in Business” is in place. EM21 monies may be used to purchase a wireless lab.
4. The internship program continues to grow. Thirty-seven students interned last summer; in addition, some majors and minors worked but chose not to sign up for credit—for financial reasons. In Fall 2001, over thirty interns are placed.
5. A good working relationship exists between MCS and CEUT. Many majors belong to student organizations associated with both majors. Some MCS majors are CEUT minors. An interdisciplinary effort was initiated successfully in 2000 to provide the webpage course for the Math Department’s website minor and certificate program.
6. Although mergers of programs have not occurred, the MBA program uses three of our graduate technology courses in either the Technology and Training emphasis as well as the technology module of the MBA core. Also, the library media program uses 220-778 Network Administration for the End User as one of its elective courses.
7. Roger Yin has been added to the CEUT faculty. His doctorate is from Indiana University. Jo Ann Oravec’s terminal degree is from UW-Madison. But unlike Dr. Yin, Dr. Oravec has experience at two other universities: Baruch and Ball State.
8. Dean Domitrz reallocated a position from the Economics Department that resulted in our being able to hire Jo Ann Oravec. Additionally, the Chancellor allocated a position from his pool that allowed us to hire Roger Yin. This year, the MCS program has loaned us a faculty member .75 in the fall and .50 in the spring.
9. Roger Yin has been successful in receiving grants to aid in the recruitment of students for the campus. Robert Schramm received an Excellence 2000 grant for \$12,000 to plan, develop, and train faculty to use Learning Space for Distance Education in

1997. Marcia James solicited over \$10,000 worth of donated computers in 2000-2001.

(Attach Audit and Review Evaluation Report from last review as Appendix C.)

### **E. Information Shared with Constituencies**

The Department sponsors a Student Orientation meeting each Fall. During this function graduates are recognized, scholarship winner are introduced and each organization give a presentation regarding the activities in which they are involved. Curricular changes are also discussed at this time.

A departmental newsletter *Information Forward* is published each spring and mailed to business education teachers in the state. Copies of the newsletter are made available to students on campus through their organizations.

All department news is featured in *News and Views* a newsletter published by the Wisconsin Business Education Association three times a year. Teachers in the field are informed on events; students in the business education program have access to the publication

Delta Pi Epsilon also publishes a newsletter three times a year. The newsletter, *Beta Theta Educata* is distributed to members.

## **II. Strategic Purposes and Performance**

### **A. Centrality**

The CEUT program is the only one of its kind in the state of Wisconsin. While other schools offer basic computer skill courses, the CEUT program prepares students to be supervisors, managers, and trainers in the business world. Some of the most common job titles for new CEUT graduates are: Software training specialist/managers, Network specialist/administrator, and PC management support specialist/hardware/ software.

Many students with majors outside of the College of Business and Economics choose the CEUT as a minor.

### **B. Goals and Objectives**

1. The CEUT major emphasizes non-programming computing skills and offers courses including PC hardware and software troubleshooting techniques, network administration, and software training methodologies. The mission of the program is to “prepare a workforce with complete business background and a strong ability to adopt and adapt to ever-evolving information technologies.”

2. The recent CEUT graduates received high placement rate (between 94.12% in 1995/96 and 100% in 1998/1999) and had applied their knowledge and skills to perform network administration duties, install and update software, troubleshoot hard and software solutions, manage and replace hardware, and create multimedia and Web-based presentations. CEUT graduates are well prepared for a broad range of information technology support positions.
  
3. In the midst of the information age, the use of computer technology has increased the demand for IT administration and support personnel. The CEUT curriculum focuses on learning state-of-the-art technology and soft skills to provide end-user support in a variety of environments. With the assistance of an active advisory board and credible internship sites, the CEUT curriculum prepares students to meet with technological demands and needs of the constantly changing workplace.
  
4. In summer 2000, the Lab in Carlson 3003, which the Department supports, was updated. The room was carpeted and 12 new tables were added to accommodate students. A CISCO Lab was added along with 5 routers, 2 Hitachi 776 monitors, a JVC SVHS Video cassette recorder, a digital camera, a DF108 Smart Hub, a Linux Web Server, and numerous software. The Lab is networked to qualify as a Microsoft Training Center.

New courses such as Wireless Technology for Business and WebPage Development and Design have been added to the curriculum. In addition, the Department is the process of updating existing courses, such as Document Processing to Technology Applications for Business Teachers. The Office Suite, grammar skills, and study skills will be addressed in this class.

### C. Trend Data

#### Number of Undergraduate Students Enrolled Each Fall for Each of the Past Five Years

Year	1996	1997	1998	1999	2000
Number Enrolled	78	78	91	138	141

#### Number of Degrees Granted Each of the Past Five Years

Year	1996	1997	1998	1999	2000
CEUT Graduates	0	0	0	11	49
Office Systems Graduates	24	34	42	21	4

#### Average Number of Total Credits Completed

**by Those Earning Degrees for Each of the Past Five Years**

Year	1996	1997	1998	1999	2000
Number of Credits	127	130	Not Available	Not Available	Not Available

(See Appendix D for data from the University's Fact Book.)

**D. Demand for Graduates**

**Placement Statistics for the Last Five Years**

Year	12/1995-8/1996	12/1996-8/1997	12/1997-8/1998	12/1998-8/1999	12/1999-8/2000
No. of CEUT Graduates				7	53
No. of OS or OA Graduates	24	36	45	15	
No. Reporting	19	24	33	13	40
No. Employed	18	23	32	13	38
Percent Placed	94.12%	97.52%	96.97%	100%	97.50%

The data supplied by Career Services shows 100% placement (See Appendix D).

**E. Accreditation**

The College of Business and Economics is accredited by the American Assembly of Collegiate Schools of Business (AACSB). The accreditation applies to the undergraduate CEUT program.

**F. Location Advantage**

The BE/C&NA Department is housed in the AACSB accredited College of Business & Economics with an undergraduate business enrollment of 4,000 students.

Situated within convenient driving distance to the metropolitan areas of Milwaukee and Madison, provides an excellent opportunity to call upon leaders in education to meet and talk with students. With the larger cities of Madison and Milwaukee coupled with many surrounding smaller cities, a rich reservoir of business professionals is available to serve as consultants for the business courses and to serve as an advisory board for curriculum and course content.

**G. Comparative Advantage**

Employer demand for CEUT majors/minors is at an all-time high. While other schools offer basic computer skill courses the CEUT program prepares students to be supervisors, managers, and trainers in the business world. Some of the most common job titles for new CEUT graduates are: Software training specialist/managers, Network specialist/administrator, and PC management support specialist/hardware/ software.

CEUT majors/minors have had success in gaining well-paying positions. Most of the offers follow successful internships. Salary offers range from \$35,000 to \$60,000.

Course work, internship experiences, and involvement in student organizations lead to the assurance that written and oral communication skills, case studies, critical thinking skills, and group work are included. Ethical issues are also addressed in business communication and computer-related courses.

## **H. Community Impact**

The Department is committed to a high level of experiential opportunities including internships, undergraduate research, community service, and other forms of clinical work, to augment on-campus work.

Area businesses make use of the CEUT majors who assist in developing training manuals, giving instructions in the use of manuals, helping to develop networks, etc.

Each Spring, ITA members sponsor a PC Day for area high school students.

## **I. Strategic Planning**

BE/C&NA represents the new name of our Department. The terms Business Education/Computer and Network Administration best describe the mission of our unit.

Several curricular actions keep us popular with students:

- \* New course: Wireless Technology for Business
- \* Renaming courses: Principles of Vocational Education to Principles of Career and Technical Education; and Organization and Administration of Vocational Programs to Organization and Administration of Career and Technical Programs.

The Department is also in the process of changing the 220-245 Document Processing class to Technology Applications for Business Teachers. The Office Suite, grammar skills, and study skills will be addressed in this class.

The Department is currently in the process of conducting two National Searches. One search is to fill the vacancy left when Dr. Herbert retired in Summer 2000 and the other is to replace Dr. Schramm, who is now with the On-line MBA program.

## **III. Resource Availability and Development**

### **A. Faculty and Staff Characteristics**

The following information summarizes faculty activities in the areas of teaching and learning enhancement. The information illustrates the many ways in which the Department members strive to provide the best environment for students in business education through self-improvement, curriculum development, and work with student majors.

Two faculty members completed sabbaticals in the fall and spring semesters of 1997-98 at ValCom Computers and More. The semester sabbaticals included taking classes in technology and accompanying technicians as they made field visits to company sites.

Faculty members participate through presentations and attendance at local, state, regional, national, international conferences. Faculty members also serve as officers and committee chairs and members for many of these organizations. Contributions by individual faculty members are listed at the end of this section.

Faculty members read professional journals to keep current in business education and technology issues. They also have access to current technology with personal computers at home and in their offices.

Faculty members teach the following courses, which are required of all CEUT majors:

220-255	Computer End-User Technologies - Yin and Norris
220-344	Consumer Education and Personal Finance - Dortch and R. James
220-347	Network Administration for the End-User - Norris and Schramm
220-353	Dortch, Hosler, M. James, Mausehund, Norris, Oravec, Statz, Stone
220-348	Microcomputer Applications - Norris and M. James
220-357	Web Page Development - Oravec
220-388	Career Information - Dortch and Hosler
220-445/645	End-User Information Systems - Oravec
220-454/654	Computer End-User Systems Management - Yin and Schramm
220-493	Internship - M. James

(See Appendix F for a table of faculty and staff.)

## **B. Teaching and Learning Enhancement**

The following information summarizes faculty activities in the areas of teaching and learning enhancement. The information illustrates the many ways in which the Department members strive to provide the best environment for students in business education through self-improvement, curriculum development, and work with student majors.

\* Two faculty members completed sabbaticals in the fall and spring semesters of 1997-98 at ValCom Computers and More. The semester sabbaticals included taking classes in technology and

accompanying technicians as they made field visits to company sites. Both faculty member achieved their A+ Certification.

\* Faculty members participate through presentations and attendance at local, state, regional, national,

international conferences. Faculty members also serve as officers and committee chairs and members for many of these organizations. Contributions by individual faculty members are listed at the end of this section.

\* Faculty members read professional journals to keep current in business education and technology issues. They also have access to current technology with personal computers at home and in their offices. A new faculty member participated in Cisco training.

\* An undergraduate student published an article in *The National Business Education Association Forum* on recruiting students for professional business organization. He was assisted on the writing of the article by the faculty adviser of the Phi Beta Lambda (PBL) organization (the collegiate division of Future Business Leaders of America).

\* The department sponsors five professional student organizations—four at the undergraduate/graduate level and one specifically at the graduate level. These organizations are the Marketing Education Association, Information Technology Association, Phi Beta Lambda, Pi Omega Pi, and Delta Pi Epsilon (graduate only).

(Include in the table of faculty and staff in Appendix F).

### **C. Research and Other Scholarly/Creative Activities**

Faculty members submit monthly reports to the department on professional activities. A summary of achievements by individual faculty members shows the continued interest in maintaining professional development:

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## **R. Neil Dortch**

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### **Presentations**

“Diversity in Communication,” - ABC Midwest Regional Convention in Dayton, Ohio, April 18, 1997.

“Business Protocol,” - Wisconsin Articulation Conference in Stevens Point, WI, April, 1998.

“Finding Ourselves Across the University: Strengthening Our Position,” - ABC in Minneapolis, MN, April 23, 1998.

“Letter and Memo Writing and Grammar Review,” to the employees of the Janesville Gazette in Janesville, WI on June 19, 1998.

“Using Games to Teach Diversity,” - Northern Illinois University in DeKalb, IL on June 24, 1998.

“Developing a Positive Attitude,” - National Association of Credit Managers in Rockford, IL on September 23, 1998.

“Celebrate Diversity,” - National Association of Credit Managers in Madison, WI on October 27, 1998.

“Only connect: Internship Program Management at Home, Abroad, and Via the World Wide Web,” - ABC Convention in San Antonio, TX on November 12, 1998.

“Faces and Facets of Diversity,” - ABC Convention in San Antonio, TX on November 12, 1998.

“The Status of Business Communication in the University,” - ABC Convention in San Antonio, TX on November

13, 1998.

“Oral Communication,” - National Association of Credit Managers in Delavan, WI on January 27, 1999.

“Having Fun With Diversity,” - The Business Communication: The Wisconsin Articulation Conference in Stevens Point, WI on March 26, 1999.

“Diversity Issues in Business Communication,” - Association for Business Communication Midwest Regional Convention in Chicago, IL on April 15, 1999.

“Making Diversity a Part of the Business Communication Course,” - Association for Business Communication Southeast Regional in Charleston, SC on April 16, 1999.

“Dealing a Winning Hand in Diversity,” - ABC Annual Convention in Los Angeles, CA, November 3 - 6, 1999.

“Business Ethics,” - Mini-Business World at UW-Whitewater on February 29, 2000.

“Do’s and Taboos Around the World,” - Conference on the Process of Communication at Stevens Point, WI on March 10, 2000.

“Making Diversity Employable As Well As Educational,” - ABC Southeast Regional Conference in Nashville, TN in March 30 - April 2, 2000.

“Team Building in Business Communication,” - ABC Midwest Regional Conference in Indianapolis, IN, April 27 - 29, 2000.

“Using Team Building Exercises in the Business Communication Group Process,” ABC National Conference in Atlanta, GA, October 18 - 21, 2000.

“Do’s and Taboos Around the World,” - The Business of Communication Conference at Stevens Point, WI, March 16 & 17, 2001.

“Matching Business Students’ Expectations with Those of Business,” ABC Midwest Regional Conference in Kansas City, MO, March 27 - 30, 2001.

### **Publications**

“Etiquette: An Essential Business Skill,” *Instructional Strategies*, Delta Pi Epsilon Applied Research Series, June 1996.

“Communication–Presentation Skills in the Digital Age,” *Business Education Forum*, April, 1999. (Co-authored with Jean Mausehund).

“Developing Job Survival Skills,” *Best Practices in Business Instruction*, Spring 2001.

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### **Mellanie Herbert**

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### **Presentations**

“Employment Application Process,” - Counselor Education at UW-Whitewater on March 12, 1997.

### **Publications**

“Longitudinal Perspective and Current Profile: Eighteen Years of Office Systems Graduate Follow-Up,” (co-authored) *Journal of Education for Business*, January/February 1997. (refereed).

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## Mary Margaret Hosler

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### Presentations

- “The Status of Abbreviated Writing Systems in Wisconsin,” - North-Central Business Education Association Convention, Spring 1997.
- “National Programs of Excellence,” - AVA Convention, in New Orleans, LA on December 10, 1998.
- “Where We’ve Been and Where We’re Going,” - Keynote, Wisconsin Business Education Association Convention in Madison, WI on April 16, 1999.

### Publications

- “Longitudinal Perspective and Current Profile: Eighteen Years of Office Systems Graduate Follow-Up,” (Co-authored) *Journal of Education for Business*, January/February 1997. (Refereed).
- “Is a Basic Business Course Required for Graduation?” *New and Views*, Spring, 1999.
- “Incorporating International Business Content Into the Curriculum,” *NBEA Forum*, April 2000.
- \_\_\_\_ *Quick Speller*, 11th. Edition, published by Glencoe/McGraw-Hill, copyright 2001.
- “A Chronology of Business Education in the United States 1635 - 2000–2000 Update,”  
\_\_\_\_ *National Business Education Association*.

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## Marcia James

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### Presentations

- “Delivering the MBA on the Internet: Where Do We Begin?” - International Conference of the Allied Academics in Maui, Hawaii on October 10, 1996.
- “Internship in End-User Computing,” - OSRA conference Panel Presentation in Nashville, TN on March 1, 1997.
- “Teacher As a Facilitator,” - NBEA Convention in New York on March 27, 1997.
- “Bridging the Gender Gap in Business Communication,” - International Conference of the Allied Academics in Maui, Hawaii, on October 16, 1997. Paper received the Distinguished Paper and the Outstanding Paper Awards.
- “Demonstration of Presentation Software” and “Increasing Your Teaching Effectiveness,” - Marketing Education Conclave in Portland, OR, June 25 - 28, 1997.
- “Promoting Your Marketing Program with Presentation Software,” - Marketing Education Institute at UW-Whitewater on July 16, 1998.
- “The OIES Curriculum,” - International Society for Business Education Conference in Bologna, Italy on July 30, 1998.
- “Using Presentation Software to Present Your Research,” - Delta Pi Epsilon Research Conference in Louisville, KY on November 21, 1998.
- “Revitalizing Career Opportunities for All,” Keynote Speaker, Emporia, KS on February 20, 1999.
- “End-User Technological Solutions–OIES - 2,” - OSRA National Conference in Atlanta, GA on February 27, 1999.
- “The Sabbatical - A Necessity in the Millennium,” - Allied Academies International Convention in Las Vegas, NV on October 14, 1999.

- “Components of a Successful CEUT Internship,” - OSRA International Convention in Toronto, Canada on October 14, 1999.
- “Professional Development for the Millennium,” NBEA Convention in Anaheim, CA on April 20, 2000.
- “Vendor - Neutral Certification,” - N-CBEA Convention in Columbus, OH, on October 21, 2000.
- “Making the IT Curriculum Work,” - OSRA National Convention in Cleveland, OH on February 24, 2001.
- “Distance Learning: Business Communication,” - Business Education Symposium in Stevens Point, WI on March 16, 2001.

## **Publications**

- “In Step With Technology: Can We Keep Up?” *OSRA Journal*, Fall 1996.
- “MBA on the Internet: Where Do We Begin?” *Educational Leadership Journal*. Winter 1997.
- “Using Technology to Assist Disabled Students in Their Quest for Success,” pg. 45,46, and 49 \_\_\_\_\_ *Business Forum*, April 1998. (Co-author Margaret Way Meske).
- “Bridging the Gender Gap in Business Communication,” *Academy for Managerial \_\_\_\_\_ Communication*, Summer, 1999. (Co-authored with Jimmy Peltier).
- “Course Guide for Business Unit 216 - 354, Business Communication,” *Learning \_\_\_\_\_ Innovations*, Madison, WI, Revised 1999.
- “Components of a Successful CEUT Internship,” proceedings, pp. 89 - 93 , from OSRA’s 19th. Annual Research Conference.
- “Sabbatical: A Necessity in the Millennium, *Academy of Education Journal*, Vol. e, No. 1, pp. 55 - 62.
- “Tips From the Trenches: Delivering Online Courses Effectively,” *Business Education Forum*, February, 2001.

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## **Richard James**

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## **Presentations**

- “Introduction to Presentation Software,” - Marketing Education Conference in Atlanta, GA on June 26, 1996.
- “Entrepreneur Education–Active Learning Using Business Partnerships,” - Allied Academic Conference in Maui, Hawaii on October 10, 1996.
- “Using Presentation Software to Enhance Your Lesson,” and “Using Financial Software for School Store Operation,” - Marketing Education Conclave in Portland OR., June 25 - 28, 1997.
- “A Model for Delivering Marketing Teacher Education VIA Distance Education,” AVA - Marketing Education Research Association in Las Vegas, NV on December 11, 1997.
- “Using Integrated Software, - MEA in Dallas on June 24, 1998.
- “Using Financial Software for School Store Management,” - Marketing Education Institute on July17, 1998.
- “Supply and Demand Study for Secondary Marketing Teachers with Implication for Pre-Service Distance Education Courses,” - Allied Academies in Las Vegas, NV on October 25, 1998.
- “Planning & Implementing Mini Business World,” - CESA 12 in Ashland (Via distance Education).
- “Power Up with Power Point,” - MarkEd Conclave in Boston, MA on June 22, 2000.
- “School Store Profile,” - MarkEd Conclave in Boston, MA on June 23, 2000.
- “I B Curriculum and Related Resources,” - Two Year Campus International Business Conference on

April 6, 2001.

“Comparison of Educational Outcomes Between Secondary and Post Secondary School Stores,” NBEA Conference in Atlanta, GA on April 11, 2001.

### **Publications**

“Internet Retailing Fad or Trend,” *Marketing Education Case Study*, 1998.

“Mini Business World = Maxi Success,” *News and Views*, 1998.

“Supply and Demand Study for Secondary Marketing Teachers with Implication for Per-Service Distance Education Courses,” *Academy of Educational Leadership Journal*, 1998.

Conference Proceedings–“School Based Enterprise-The School Store: A Wisconsin Profile,” proceedings from Allied Academies, Fall 1999 Conference.

### **Honors**

Recipient of the Freedoms Foundation at Valley Forge Leavey Award for Excellence in Private Enterprise Education in 1998.

Received two grants totaling \$4,925 from WIDS for Site License Software in February 1998.

Received grants totaling \$6000 for the Prairie Restoration Project in Fall 2000.

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### **Jean Mausehund**

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### **Presentations**

“Survey of Writing Practices and Preferences Among Business Communication Students Using Traditional or Electronic Format,” - Association of Business Communication Convention in Chicago, IL, November 6 - 9, 1996.

“Development of Team Structure in the Business Communication Classroom,” - Delta Pi Epsilon Research Conference in Indianapolis, IN, November 14 -16, 1996.

“An Experience in Diversity Training and the Effect on Student Awareness in Business and Non-Business Classes,” - Association for Business Communication in San Antonio, TX, November 13 - 15, 1998.

“Expanding the Learning Process with Publisher on Teacher Prepared Materials,” - Association for Business Communication in Los Angeles, CA, November 3 - 6, 1999.

“Is Your Best Images Showing?” - Empowering Women - President’s Council at Northern Illinois University on October 21, 1999.

“Teaching Styles and Learning Styles - Making the Most of Differences,” - NBEA in Anaheim, CA, April 19 - 22, 2000.

“Case Development for Business Communications,”- ABC Midwest, East, Southeast Conference in Kansas City, MO, March 29 - 31, 2001.

### **Publications**

“Etiquette An Essential Business Skill,” *Instructional Strategies of DPE* in July 1996.

“Incorporating Managerial Ethics Into the Business Communication Curriculum,” *The ABC Quarterly*, March 1997.

“How to Infuse Communication Skills Throughout the Undergraduate Business Curriculum,” \_\_\_\_\_

“Teaching Shortages Call for Increased Recruiting in Wisconsin Business Education,” *News and Views*, Fall 1998.

“Communications–Presentation Skills in the Digital Age,” *Business Education Forum*, April 1999.

Co-authored with Neil Dortch).

“Looking Beyond the First Job or Career,” *Best Practices in Business Instruction*, DPE, Vol1, 2001.

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## Daniel Norris

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### Presentations

“Adaptive Technology Literacy in a CEUT Curriculum,” - OSRA National Conference in Cleveland, OH on February 24, 2001. (Co-presented with Roger Yin.)

“Inspiration 6.0 for the Business Educator Workshop,” - WBEA Conference in Milwaukee, WI in April 2001.

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## Jo Ann Oravec

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### Presentations

“Reinventing Recreation in the Next Millennium: Computer Based Play in Office Environments,” - OSRA National Conference in New Orleans, LA on February 27, 1998

“The Shape of Futurist Things to Come: Critical Perspectives Toward Futuristic Approaches,” - ISECO in San Antonio, TX, October 16 - 18, 1998.

“International Marketing and Electronic Commerce Implications for Curriculum” - National Association of Small Business International Trade Educators (NASBITE) Conference in Detroit, MI, May 1 - 5, 1999.

“Marthastewart.com: The Wedding of Technology and Style in the Wired Household,” - Sixth Annual Women’s Studies Conference at Marquette University, March 22 - 23, 2000.

“Empowering Computer Technology Students to Advocate for Accessibility and Universal Design,” - Disabled, Enabled, Empowered, Determined Conference in New York, April 28 - May 1, 2000.

“E-Commerce in Undergraduate Business Classrooms,” - Wisconsin Technologies Conference October 13 & 14, 2000.

“What Students Should Know About Electronic Commerce,” - Classroom Technology Conference in Oshkosh, WI on January 24, 2001.

“Interactive Toys and Children’s Education,” - Early Childhood Conference at UW-Whitewater on April 6, 2001.

### Publications

- “About Time: Time Management Issues and Technologies for a New Millennium,” \_\_\_\_\_
- “The ‘Millennium Bug’: Exercises for Exploring the Year 2000 Problem in Business Education Classrooms,” *Business Education Forum*, October 1998, pp. 45-57.
- “Futurism in the Organizational and End-User Information Systems Curriculum: Critical Perspectives and Classroom Exercises,” *OSRA Journal*, 16(2), Fall 1998. pp. 35-42.
- “Lessons That Businesses Are Learning About Information Technology from the Year 2000 Problem,” *Ivey Business Quarterly*, (Canadian), 63(2), Winter 1998-1999, pp. 20-25.
- “On-line Recreation and Play in Organizational Life: The Internet as Virtual Contested Terrain,” - *Our Virtual World*, 2000 (edited by Laku Chidambaram, Indiana University and Ilze Zigurs, University of Colorado).
- “Working Hard and Playing Hard: Constructive Recreation in the Workplace,” *Journal of General Management*, 24(3), Spring 1999, pp. 77-88.
- “Integrating Privacy Studies into Teacher Education Curricula,” *Information Technology and \_\_\_\_\_*
- “The Year 2000 Problem: Issues for Business Educators,” *Journal of Education for Business*, 74(5), May/June, 1999, pp. 297-300.
- “Every Picture Tells a Story: Digital Video and Photography Issues in Business Ethics Classrooms,” *Teaching Business Ethics*, 3, 1999. pp. 269-282.
- “Internet and Computer Technology Hazards: Perspectives for Family Counseling,” *British Journal of Guidance and Counseling*, 28(3), 2000, pp. 309-324.
- “On the ‘Proper Use’ of the Internet: Self-help Medical Information and On-line Health Care,” *Journal of Health and Social Policy*, 14(1) pp. 37-60.
- “On-Line Medical Information and Service Delivery: Implications for Health Education,” *Journal of Health Education*, 31(2), March/April 2000, pp. 105-10.
- “Countering Violent and Hate-Related Materials on the Internet: Strategies for Teacher Educators,” *The Teacher Educator*, 35(3), Winter 2000, pp. 34-45.
- “Interactive Toys and Children’s Education,” *Childhood Education*, Winter 2000/2001, 77(2), pp. 81-85.
- “On-Line Counseling and the Internet: Perspectives for Mental health Care Supervision and Education,” *Journal of Mental Health*, 9(2), 2000, pp. 121-135.
- “A Community of Iconoclasts: Art Bell, Talk Radio, and the Internet,” *Journal of Radio \_\_\_\_\_*
- “Internet Rumors, Misinformation, and Consumer Opinion: Some Implications for Business Education,” *Wisconsin Business Education Association (WBEA) Journal*, Spring 2000, pp. 51-54.
- “Teaching Risk Assessment,” *Business Education Forum*, October 2000, 55(1), pp. 39-45.
- “Technologists as Prophets and Preservationists: The Long Now Foundation,” *Futures \_\_\_\_\_*
- “Emerging Roles of Counselors in On-Line Counseling,” *California Association for \_\_\_\_\_*
- “Hanging Out at Work,” *Boss: Australian Financial Review*, March 2000.
- Book Review, “The Clock of the Long Now,” *Journal of the American Society for Information Science*, August 2000, 51(10), pp. 966-7.

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## Robert Schramm

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### Presentations

- “Comparison of Multimedia vs Traditional Instruction: An Experiment,” - ABC Conference in November 1996.
- “Implementing the OSRA Curriculum,” - International Office Systems Research Conference in Nashville,

TN on February 28, 1997.

“Learning Space - A Classroom in Cyberspace,” - OSRA Conference in Orlando, FL, February 28 - Mar 2, 1997

“The Challenges (and Prospects) of Presenting Seminar in Business Communications Course On-Line,” - Allied Academies in Las Vegas, NV on October 25, 1998.

“Basic PC Troubleshooting Workshop,” (with Mike DuClos) - OSRA International Conference in New Orleans, LA on February 26, 1999.

“Learning Space: A Cyberspace Classroom,” - OSRA International Conference in New Orleans, LA on February 27, 1999.

“Quality Issues In Distance Learning,” - AACSB Technology Mediated Learning: Enhancing the Management Education Experience in Houston, TX on February 4, 2000.

“Technology Workshop: Installing Windows NT Server,” - International OSRA Conference in Toronto, Canada on February 23, 2000. (Co-presented with Mike DuClos).

“OSRA Curriculum Panel,” - International OSRA Conference in Toronto, Canada on February 25, 2000.

“On-Line Courses: Lessons From the Front,” - International OSRA Conference in Toronto, Canada on February 25, 2000.

“Assessing the Consequences of Online Learning: Issues, Problems, and Opportunities,” - Annual Conference of Assessment Institute in Indianapolis, IN in November 2000. (Co-presented with R. Yin, R. Friedman, and L. Urvenu).

“Distance Delivery: A View from the Trenches,” OSRA National Convention in Cleveland, OH on February 22, 2001.

“Proposal for Online Education Support,” OSRA National Convention in Cleveland, OH, on February 22, 2001.

### **Publications**

“Effectiveness of Multimedia Versus Traditional Instruction,” *NABTE Review*, Fall 1997 - 1998.

“Perceptions of the Effectiveness of Web-Based Courses,” *Distance Education Report*, September 15, 2000. (Co-authored with Dr. Richard J. Wagner and Dr. Jon M. Werner).

### **Honors**

Recipient of the College of Business & Economics Research Award, 1997-1998

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**Bambi Statz**

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### **Presentations**

“Money Matters . . .and So Do Our Children,”- WASDA Winter Finance Seminar in Madison, WI on December 12, 1995.

“Funding Alternatives and Revenue Enhancement for Rural Small Schools,” - AASA Rural/Small Schools Conference in Hilton Head, South Carolina, July 14-17, 1996.

“Examining Your Policies and Philosophies: Why Are Your Students Generating Income? How Is It Being Spent?” Keynote address - AWSA/WASBO School Activity Account Conference in Wisconsin Rapids, WI on October 6, 1999.

“Creating Resources With Innovative Management and Avoiding the Pitfalls That

Accompany New Revenue Sources,” - ASBO International 85th. Annual Meeting and Exhibit in Orlando, FL on October 17, 1999.

“The Business Affairs of Schools: Perspectives and Challenges for Educational Leaders,” - Educational Leadership in the New Millennium: A Symposium, in Madison, WI on April 19, 2000.

“Tips for Managing On-line Classrooms: How to Assess and Maintain Records on Student Participation,” - Allied Academies International Conference in Nashville, TN on April 5, 2001.

“Wisconsin School Finance Workshop,” A Workshop for School District Administrators and School Board Members in CESA #8 at Kelly Lake, WI on May 23, 2001.

“Philosophy Matters: Educational Philosophies As Expresses in Online Teaching,” - Panel Presentation at Virtual Pedagogy: A conference on Web-based Teaching and Learning at Oshkosh, WI on July 18, 2001.

## **Publications**

“The Wisconsin State Aid Formula: How It Works and the Disqualifiers That Exist,” *Public School Finance in Wisconsin*, once each year from 1990 - 1995.

“Windfall of the Wealthy: The Impact of the 1995 Property Tax Relief Legislation on Wisconsin Households, *Institute for Wisconsin's Future*, December 1996.

“Handbook for Evaluation and Improvement of Business Office/Support Services functions,” *Wisconsin Association of School Business Officials and the Wisconsin Department of Public Instruction*, July 2000. (Co-authored with Todd Gray and Dr. Howard Sampson).

“Escalating Student Fees: Do They Treat Students and Taxpayers Equitably?” *School Business Affairs*, (ASBO), Volume 66, Number 8, August 2000.

“Tips for Managing On-line Classrooms: How to Assess and Maintain Records on Student Participation,” *Allied Academies*, April 2001.

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**Roger Yin**

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## **Presentations**

“Dynamic Learning Patterns: Temporal Characteristics Demonstrated by the Learner,” - Proceedings of International Conference of Educational Multimedia and Hypermedia ED-MEDIA 2000 in Montreal, Canada Summer 2000.

“Assessing the Consequences of Online Learning: Issues, Problems, and Opportunities,” - Annual Conference of Assessment Institute in Indianapolis, IN in November 2000. (Co-presented with R. Schramm, R. Friedman, and L. Urvenu).

“Consequences of IT in Education: Problems, Issues and Opportunities,” Seminar presented at Open Day of Hong Kong Institute Education, Hong Kong, December 1, 2000.

“Adaptive Technology Literacy in a CEUT Curriculum,” - OSRA National Conference in Cleveland, OH on February 24, 2001. (Co-presented with Dan Norris).

## **Publications**

Urven, L.E., Yin, L.R., Eshelman, BD. and Bak, J.D. (2000). Presenting Science in a Video-Delivered, Web-Based Format. *Journal of College Science Teaching*, 30 (3), 172-176.

Yin, L.R. (2000), Dynamic Learning Patterns: Temporal characteristics demonstrated by the learner. *Proceedings of ED-MEDIA 2000 International Conference of Multimedia, Hypermedia, and Telecommunication*, Montreal, Canada, June 2000.

“The Paradox of the World Wide Web in Education: An Investigation of the Links Between Power, Knowledge, and Human Interest of Inquiry,” this paper was officially included in Educational Resources Information (ERIC) Databases, ED437019.

(See Appendix F for the table of faculty and staff.)

#### **D. External Funding**

Richard James received two grants totaling \$4925 from WIDS for Site License software in February 1998. Robert Schramm received an Excellence 2000 Grant for \$12,000 to plan, develop, and train faculty to use Learning Space for Long Distance Education in 1997.

Roger Yin received an \$5,000 color laser printer from XEROX and donated it to the department office in March 2001.

Marcia James solicited over \$10,000 worth of donated computer equipment in 2000-2001.

(Include in the table of faculty and staff in Appendix F.)

#### **E. Professional and Public Service**

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#### **R. Neil Dortch**

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##### **Professional and Public Service**

ABC Diversity Initiative Committee, Chair

Member of the NABTE Editorial Review Board.

Reviewed *Business & Administration Communication* (textbook) for Harper Collins, July 1997.

Reviewed 29 articles for *NABTE Review*, September 1997.

Review 6 articles for *DPE Research Journal*, 1997.

Supervised cases for Small Business Development Center.

Sponsored State PBL Conference at UW-Whitewater in Spring 2001.

##### **Memberships**

Association for Business Communication

National Business Education Association

North-Central Business Education Association

Wisconsin Business Education Association

Delta Pi Epsilon

Pi Sigma Epsilon

Beta Gamma Sigma

Member - College Promotions Committee

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**Mary Margaret Hosler**

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**Professional and Public Service**

Special Features Section Editor for *National Business Education Association Forum*, 1998-1999.

“National Programs of Excellence in Business Education,” Chair

National Business Education Association Scholarship Committee Member

Liaison “Bridging the Gap” NBEA and Manpower, Inc.

Member - College Research Committee

Member - College Long Range Planning Committee

**Memberships**

Association for Business Communication

National Business Education Association

North-Central Business Education Association

Delta Pi Epsilon

National Association of Business Teacher Educators

Wisconsin Career Development Association

Organizational Systems Research Association

Wisconsin Vocational Association

American Vocational Association

PBL Alumni Association

Association for Guidance and Counseling

Wisconsin Business Education Association

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**Marcia James**

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**Professional and Public Service**

Sponsored two teleconferences on November 20, 1997:

a. “Putting Your CIS Course on the Internet”

b. “Preparing Your Students for the Office of the Future”

Member - Editorial Board for the *Journal of Business and Training Education*.

Served - International Business Section Editor for the *Business Education Forum*.

Evaluator - Department of Technology and Training, Indiana University at Pennsylvania, January 1999.

### **Memberships**

National Association of Teacher Educators for Business Education  
National Business Education Association  
Organizational Systems Research Association  
Wisconsin Business Education Association  
Delta Pi Epsilon  
International Society for Business Education

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### **Richard James**

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### **Professional and Public Service**

Conducted Mini Business World at various educational sites throughout the state every year.  
Appointed - Marketing Section Editor for the *Business Education Forum*.

Member - College Salary Committee  
Member - College International Committee

### **Memberships**

National Business Education Association  
Marketing Education Association  
Wisconsin Marketing Education Association  
Delta Pi Epsilon  
Vocational Education Research Association  
North-Central Business Education Association  
Wisconsin Business Education Association  
International Society for Business Education

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### **Jean Mausehund**

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### **Professional and Public Service**

Appointed - Communications Section Editor for the *Business Education Forum*.  
Audit - Business Education Department at West Bend, WI - November 18-20, 1998.  
Supervised cases for Small Business Development Center.  
Sponsored State PBL Conference at UW-Whitewater in Spring 2001.

Member - Library Committee  
Chair - Teacher Education Committee

### **Memberships**

National Business Education Association  
North-Central Business Education Association  
Illinois Business Education Association  
Illinois Vocational Association  
Chicago Area Business Education Association - served as President during 1999-2000.  
Delta Pi Epsilon, Alpha Phi Chapter  
Phi Beta Lambda - Professional Division  
Association for Business Communication  
Kappa Delta Pi  
Phi Kappa Phi  
Wisconsin Business Education Association  
Chicago Area Business Education Association, President

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### **Daniel Norris**

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### **Memberships**

American Society for Training and Development  
Association for Educational Communication and Teaching  
Organizational Systems Research Association  
Wisconsin Business Education Association

Member - Kemper Scholarship Committee

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### **Jo Ann Oravec**

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### **Professional and Public Service**

Member - Review Board for the *Office Systems Research Association Journal*.  
Reviewer for *Informing Science Journal*.  
Board Member - AM/IAM (Association of Management/International Association of Management)

Member - College Undergraduate Curriculum Committee

### **Memberships**

Organizational Systems Research Association

National Business Education Association  
Computer Professionals for Social Responsibility

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## **Robert Schramm**

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### **Professional and Public Service**

Reviewer for *Instructional Strategies: An Applied Research Series* (Journal), Published by Delta Pi Epsilon, Main Editor was Zane Quible. July 1, 1996 - June 30, 1997.

### **Memberships**

National Business Education Association  
Organizational Systems Research Association

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## **Bambi Statz**

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### **Professional and Public Service**

Director, Waunakee Community School District Board of Education, June 1998 to Present.  
Independent Education Consultant, August 1995 to Present.

Acted as a consultant for:

Association for Equity in Funding  
Milwaukee Teachers Education Association  
Wisconsin Heights School District  
Ministry of Education in Barbados through Edusystems, Inc.

Member - Graduate Studies Committee

### **Memberships**

American Education Finance Association (AEFA)  
Association of School Business Officials (ASBO)  
Government Finance Officers Association (GFOA)  
International Association of School Business Officials  
Wisconsin Association of School Business Officials (WASBO)  
Wisconsin Association of School District Administrators  
Wisconsin Rural Development Partnership

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## **Roger Yin**

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## **Memberships**

Organizational Research Association  
American Educational Research Association  
Association for Advanced Computing in Education  
Association for Educational Communication and Technology

Member - University Technology Committee  
Faculty Grievance Committee

(See Appendix F for a table of faculty and staff.)

## **F. Resources for Students in the Program**

The Department has a work-study allocation of \$13,000 and service and supplies allocation of \$27,061 per year. The work-study allocation is used to staff two of the computers labs in Carlson which the Department maintains. Part of the Department's service and supplies allocation is used to maintain and update the computer labs.

The Department has seven tenured members, three who are tenure track and one academic staff. The faculty members advise 81 Business Education majors and 142 CEUT majors. The faculty members also are assigned to advise student who are enrolled in the Master's program.

## **G. Facilities, Equipment, and Library Holdings**

The Andersen Library is centrally located and accessible to the student body. The library hours are designed to meet students' needs for prime study and research.

The Library Services provides a variety of print, non-print, and electronic materials to meet the information needs of students and their faculty.

In summer 2000, the Lab in Carlson 3003, which the Department supports, was updated. The room was carpeted and 12 new tables were added to accommodate students. A CISCO Lab was added along 5 routers, 2 Hitachi 776 monitors, a JVCSVHS Video cassette recorder a digital camera, a DF108 Smart Hub, a Linux Web Server, and numerous software. The Lab is networked to qualify as a Microsoft Training Center.

## **Appendix A**

## **Appendix B**

- a. Majors will be able to perform network administration duties (220-347).
- b. Majors will be able to install software (220-255 and 220-454).
- c. Majors will be able to trouble shoot hardware and software (220-255).
- d. Majors will be able to replace PC hard drives (220-255).
- e. Majors will be able to create multimedia and web page presentations (220-357 and 220-457).

## **Appendix B1**

## Dual-Listed Courses and Graduate Requirements

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Course Number	Course Title	Graduate Requirement (If Applicable)
220-445/645	Computer End-User Information Management	Extra projects and a paper

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## **Appendix C**

## **Appendix D**

## **Appendix E**

## Computer End-User Technologies Assessment Report 1998-1999

The Computer End-User Technologies major is undergoing a major transformation based on upgraded equipment and student input. The Computer End-User Technologies Committee plans to meet with the advisory board in Fall of 2000 to discuss the changes in the curriculum and evaluate the program more intensely via board members and student input.

The attached survey completed in December of 1998 reveals that the students perceive the three primary program weaknesses are:

1. The need for more hands-on experiences
2. The need to go more in depth in course material and not overlap course material.
3. The need to provide more emphasis on core concepts of computer technologies.

As a result of the survey and a lab upgrade the following changes are being implemented.

Courses are focusing more on specific certifications, which require hands-on activities, and in depth discussion. For example, the Computer End-User Technologies course focuses on the A+ Certification. This certification is a standard PC troubleshooting certification. Students dismantle and reassemble computers and perform various hands-on troubleshooting activities. The Network Administration for the End-User course now focuses on Windows NT Server 4.0 and Netware 4.0 network administrator activities.

A new course, Web Page Development and Administration has been proposed and is currently being pilot tested. The increased demand for Web Masters has created a niche, which we believe Whitewater can fill. Web Page development is quickly becoming a core technology, which the students referred to in the survey.

Note: The survey results reflect a year when a new Computer Technologies faculty member joined the department and another was on sabbatical. This resulted in different faculty teaching courses for the first time to larger than normal sections. These conditions contributed to the lower than expected average survey scores provided by the students.

While the computer end-user technologies major made significant progress towards improving the courses based on the 1998 survey, teaching efforts were once again hampered by the absence of one faculty member due to a leave of absence. All Computer End-User Technologies faculty will be teaching in the 1999-2000 school year. We believe improved student surveys will result. It should be noted, that even with the shortfall of available tenured instructors, the computer end-user technologies major was impressive enough to grow 33 percent from December, 1998 until April 1999.

Computer End-User Technologies Survey																			
Major	Minor	DN	Core Courses					Electives					Score						
			220-255	220-345	220-347	220-348	220-454	220-445	220-493	220-354	220-365	250-428							
26	5	1	3	6	0	2	4	3	0	0	2	3	1						

			2	5	0	5	12	2	1	5	4	1	2
			6	6	2	6	6	5	1	6	4	3	3
			8	10	4	12	6	17	2	2	6	6	4
Total pop.	32		4	1	23	4	3	3	12	3	8	4	5
			8	4	3	2	1	2	12	14	6	12	DN
Total answers			31	32	32	31	32	32	28	30	30	29	
Answers w/o DN			23	28	29	29	31	30	16	16	24	17	
Total scores w/o DN			77	79	137	98	85	105	73	51	86	58	
<b>Avg. score w/o DN</b>			<b>3.35</b>	<b>2.82</b>	<b>4.72</b>	<b>3.38</b>	<b>2.74</b>	<b>3.50</b>	<b>4.56</b>	<b>3.19</b>	<b>3.58</b>	<b>3.41</b>	
Note: DN = Do not know													
<b>Three Strengths:</b>													
1) Current and up to date software, technologies, and programs.													
2) Learn fundamental of networking (marketable area in IS today)and many aspects of computers.													
3) Guarantee job placement													
<b>Three Weaknesses:</b>													
1) Need more hand's on and experiences with troubleshooting and Windows NT.													
2) Courses do not go in depth. Also need to coordinate courses to avoid overlapping.													
3) Too much focus on MS Office and other things that are not really benefit the core concepts of technologies. For example presentation, developing business plan, etc. Too many curriculums that require two or more presentations per semester.													

## **Appendix F**

## Business Education/Computer & Network Administration Faculty and Staff

Name	Rank	Degree	Year Granted	Year Appointed
Dortch, R. Neil	Professor	Ph.D., UW-Madison	1968	1968
Herbert, Mellanie L.*	Professor	Ph.D., UW-Madison	1977	1982
Hosler, Mary Margaret	Professor	Ph.D., UW-Madison	1967	1967
James, Marcia L.	Professor	Ed.D., Northern Illinois	1979	1986
James, Richard	Professor	Ed.D., Northern Illinois	1978	1986
Mausehund, Jean	Associate Professor	Ed.D., Northern Illinois	1993	1992
Norris, Dan**, †	Instructor	M.S. UW-Whitewater	1995	2000
Oravec, Jo Ann**	Assistant Professor	Ph.D., UW-Madison	1992	1997
Schramm, Robert**	Professor	Ed.D., Northern Illinois	1989	1988
Statz, Bambi	Assistant Professor	Ph.D., UW-Madison	2000	1996
Yin, Roger**	Associate Professor	Ph.D., Indiana University	1998	2000

\*Retired at end of 1999-00 academic year

\*\*Primary assignment to Computer End-User Major courses

†Currently enrolled in doctoral program