

FROM THE EDITOR

CJEC in 1985

by Denis Hlynka

With this issue, CJEC enters a new year, a year filled with exciting new developments in the field of educational technology. And, this issue is packed with more

information than ever before. First, it is a guest edited issue, with Dr. Robert Bernard of Concordia University responsible for assembling an impressive array of experts in the field of distance education. We hope you enjoy their comments and their insights. Second, this is an issue literally bulging with news. Indeed, several of the news items have been separated into short features due to their length. There is so much

news to report, that inevitably some items are being omitted, by editorial discretion. I hope YOUR news item has not been deleted, but the volume of submissions requires us to be selective. Third, AMTEC in general seems to be more active than usual, as many diverse topics and activities are reaching a climax. President Hanson's remarks below convey the sense of urgency and commitment of the AMTEC "team".

Finally, a backlog of submissions to CJEC has developed. As a result, authors are assured that every effort is being made to process their work through the referee system.

The next issue (V 15, #2) is a general issue covering various aspects of educational technology. Deadlines are Feb. 1 for advertising copy and news notes. The issue is targeted for release in early March.

Vol 15 #3, targeted for early May will be a guest edited issue with Gene Burdenuk, president of CSLA and Ed Crisp, AMTEC president-elect. Their theme will be the integration of library and media. Deadlines for news and advertising is April 1.

A new Canadian white paper on copyright "From Gutenberg to Telidon" has resulted in two comments which also appear in this issue. The white paper, incidental-

ly, is available free from Consumer and Corporate Affairs, Government of Canada. Anyone who has an opinion on the future of educational use of copyright materials should act now. Let your views be known to AMTEC, to CJEC, and to your member of parliament.

Finally, a happy new year to all CJEC readers. May 1985 be the best yet...for all of us. □

PRESIDENT'S MESSAGE

AMTEC: Making a Difference?

by Bill Hanson

As your current President, I am now in my fifth year on the AMTEC Board of Directors. As a member of your leadership team I am concerned with what makes AMTEC work and how we can make it work better.

Right now I can tell you AMTEC is working. It might surprise you when and where AMTEC is working. This article outlines what is currently going on in the Association and suggests what might go on with some effort and commitment from our

members. I am indebted to past and present Board members for their ideas and more directly for their annual reports, on which this article is based.

Last January, AMTEC co-sponsored, with the Canadian Education Association, a micro-computer workshop entitled, **Educational Applications and Management Uses of the Computer**, for trustees and administrators, prior to the 1983 CEA Conference in Halifax. This workshop, chaired by Tom Rich, AMTEC Past President and assisted by several AMTEC members, was not only a moderate success financially but perhaps more importantly, provided a visibility for AMTEC and its

possible role with an audience who needs to dialogue with their respective AMTEC members.

Coincidentally in January, AMTEC published an excellent bibliography, **Micro-Computers: A Guide to Periodicals for Teachers, Librarians and Media Specialists**, authored by Ken Haycock. This bibliography was distributed free to all members of AMTEC and the Canadian School Library Association. Since its publication and two printings, it has enjoyed distribution to many non-AMTEC members and the international community.

Also last year, our biannual publication authored by Gar Fizzard **Courses in Edu-**

ational Technology was published by AMTEC. This publication has been a long standing service to educators across Canada. Courses in Ed Tech was recently complemented by the special insert in CJEC titled **Courses in Micro-Computers in Education**, prepared by Len Proctor and his colleagues. Plans are currently underway for a second microcomputer course insert in an upcoming issue of CJEC.

The **Commonwealth Relations Trust Bursary** featured in the March issue of CJEC is an exciting opportunity highlighted for AMTEC members. This bursary, providing three months of all expense paid travel and study in the United Kingdom is

a unique opportunity for media educators in Canada. This year's recipient, and AMTEC's first, will be announced this winter.

Our awards program too, has experienced growth and development. The **AMTEC Achievement Award**, sponsored by EMPDAC and awarded to our users and implementers, has become an established and regular part of our awards program. Our **Media Festival Awards Program** will soon be supplemented by the **Canadian Education Association Award** for excellence in small format media production. This award will likely be premiered at the 1985 Calgary Conference. In addition the

Canadian Education Association also carries regular highlights of the AMTEC Media Festival in their fall newsletter. This September will mark a first for AMTEC, when the AMTEC Award of Excellence winners are featured at the Canadian Education Association National Conference in Quebec City. Our Media Festival has also been refined to include the emerging technologies, specifically micro-computers, the new challenge to AMTEC members.

The progress of the **Canadian Journal of Educational Communication**, and our Annual Conference is also significant. Denis Hlynka and his network of contri-

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GUEST EDITORIAL

Technology and Distance Education

by Robert M. Bernard

Although the term distance education is fairly new, the idea that students can achieve personal learning objectives in a location that is remote from an institution is not. Correspondence schools have long served students who, for one reason or another, could not attend traditional, classroom-oriented institutions. Typically, the medium of instruction was print and the delivery system was the post office.

The change in terminology has come about, not because of any major philosophical reorientation, but because the term correspondence education so strongly connotes print-based instruction. Modern institutions offering courses at a distance use a variety of media; although

not surprisingly, print is still predominant. Broadcast, cable and satellite television, audio and video cassettes and more recently computers have become important components in the delivery of distance education.

This issue of CJEC is devoted to an examination of current and future applications of technology in distance learning systems. In the first article by Gary Coldevin and Cheryl Amundsen, both of Concordia University, the status of satellite applications in distance learning on a world-wide basis is reviewed. The authors are encouraged by results that have emerged from projects in developing and developed countries alike. They see satellite communication performing a particularly useful function in third-world countries, where unreliable postal systems or remote learner populations often preclude print-based delivery.

However, they believe that the greatest challenge to future progress in these countries lies in the areas of planning, resource utilization and courseware development.

The usefulness of computers for the delivery of course materials in distance education has only recently become a subject of discussion. While their potential, particularly in providing interactive instruction, appears to be great, the high cost of courseware development may limit their use in all but the most affluent countries. The next three articles are devoted to the role that computers do and can play in distance education. Ian Mugridge, Dean of Academic Affairs for the Open Learning Institute of British Columbia, describes recent developments in computer-based management of distance learning and the use of computers for direct instruction at this institution.

In a second article on computer applications, Gary Boyd, Professor and Director of the Doctoral Program in Educational Technology at Concordia University, argues that continuing affiliation with distance learning institutions may be greatly enhanced through communication via personal computers. A final article on computer applications is by G. A. B. Moore, Director of the Office for Educational Practice at the University of Guelph. He describes several pilot projects at his institution designed to assess the potentials of TELIDON (generically known as videotex) as an instructional medium for traditional and distance-oriented university-level instruction.

As the knowledgeable reader will no doubt recognize, the articles in this issue of CJEC address only a fraction of the topics and issues of concern relating to the

application of technology in distance learning. Additional references in this area include:

Burge, E. J., Wilson, J., & Mehler, A. (1984). **Communications and information technologies on distance education in Canada** (Paper 5). Toronto: The Ontario Educational Communication Authority, TVOntario.

Other relevant titles in the series:

- Paper 9 **Applications of new technologies in non-formal education in Canada: Two examples**
- Paper 10 **Canadian cable television and education**
- Paper 11 **Educational applications of videotex/Telidon in Canada**
- Paper 12 **Educational applica-**

tions of communication satellites in Canada

Paper 13 **Educational videodisc in Canada**

Paper 14 **Educational teleconferencing in Canada**

Daniel, J. S., Stroud, M. A., & Thompson, J. (1981). **Learning at a Distance: A world perspective**. Edmonton: ICEE Publications.

Ruggles, R. H., et al. (1982). **Learning at a distance and the new technology**. Vancouver: Educational Research Institute of British Columbia (ERIBC).

Sewart, R. H., Keegan, D., & Holmberg, B. (Eds.) (1983). **Distance education: International perspectives**. London: Croon Helm. □

PRESIDENT'S MESSAGE

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butors have made steady progress in developing the Journal over the past three years. The development of regular columns, a consistent and attractive image, the guest editor concept, and the combined appeal of a refereed academic journal and applications publication are significant developments for CJEC. Similarly too, AMTEC '84 Chairman, Ed Crisp and co-chairman Ken Everest and his network of hardworking colleagues put together an excellent conference in London, Ontario. AMTEC '84 successfully ran several well attended and useful pre-conference workshops focusing on the micro-computer in education. Ed and his conference planning team capped off their success in London with a comprehensive conference evaluation document. This document and its recommendations, combined with that completed by Gerry Brown from AMTEC '82, will form the basis of the revised **AMTEC Conference Handbook**, which will no doubt be invaluable to future conference planners.

Yes Virginia, there is an AMTEC! And yes Virginia, there will be an AMTEC! Recent initiatives on the part of the Board members and AMTEC members hold the definite possibility of development and growth for the Association and its membership.

Bob Graham has recently accepted the position of **Publicity Chairman** for AMTEC. Bob's experience in the promotion of AMTEC '84 will serve him well in his new role with the Association. Bob has presented to the Board a comprehensive plan which will begin with an internal publicity program and culminate in an outreach initiative, providing AMTEC and its members with new contacts and relationships. In partnership with that, Don Bates has accepted a complimentary Chairmanship of **Membership Promotion** for the Association. Don's assignment is to promote awareness and regard for the Association, with individuals, institutions and agencies beyond AMTEC with a view to their taking out a membership and participating in Association activities.

Our **Awards System**, chaired by Mal Binks, has been passed to Dave McDougall for further development and growth. Similarly, the **Media Festival Liaison Chair**, performed by Ross Mutton for the past three years has been assumed by Greg MacDonald for further development. In particular Greg's work on our growing relationship with the Canadian Education Association will be of considerable benefit to our Association.

The **AMTEC Ideas Committee**, conceived of by John Morrow and now headed by Dave Bell is an exciting project which when completed will be a valuable resource for AMTEC members. This continu-

ing compendium of resource development ideas from the overhead transparency to micro-computer software will prove to be a valuable addition to AMTEC publications.

AMTEC is also active internationally. We have successfully developed a working liaison relationship with the **Association for Educational Communication and Technology**. AMTEC now has an official position on the AECT Advisory Council and regularly exchanges presidential attendance at our respective national conferences. This relationship will hopefully develop into a number of mutually beneficial endeavours. AMTEC has recently had an international presence at the **International Council of Education Media Conference** held this year in Banff, Alberta. As President, I had the opportunity to address our international guests bringing greetings from AMTEC and also acquainting them with the activities and thrusts of our national educational media and technology association. In addition, both our past President-elect, Ed Crisp, and our President-elect, Ed Crisp, were present to encourage and affirm our national and international relationships.

This fall, AMTEC participated in a **copyright symposium** in Vancouver, hosted by the **Pacific Instructional Media Association** and its President, Gary Karlson. The accompanying articles in this issue of the Journal provide an opportunity for AMTEC members across Canada to benefit from this important event. AMTEC also was invited to become a member of the **National Caucus of the Inter-Provincial Association for Telematics and Telidon**. The National Caucus is a group of representatives from Canadian association who have an interest in the developments in telematics. IPATT is an experimental advisory body to the Federal Department of Communications, which is becoming increasingly involved in the emerging technologies as they are applied in education. It is hoped that this relationship will bring AMTEC and its members closer to federal developments in the educational technology field.

AMTEC is establishing a dialogue with other associations and agencies. The **Canadian Association for Distance Education** has much crossmembership with AMTEC and could embark on a number of mutually beneficial initiatives involving our Journal and our national conference. Similarly the **Canadian Learning Materials Centre** in Halifax is another agency that is of interest to AMTEC members. Their plan for a national seminar on educational technology, with a view to Canadian content in software, could easily involve AMTEC formally as an association and several AMTEC members. The **Council of Canadian Education Ministers** is also developing a project to establish a Canadian clearinghouse for pro-

vincially evaluated computer software. Work on this CCEM project is progressing and when completed will definitely be of interest to AMTEC members.

The rapid developments in micro-electronics and telecommunications are expanding the communication horizon as well. The AMTEC Board in currently considering an initiative to establish a cross-Canada information/application data base and electronic bulletin board for professionals working in the educational media and technology field. This project could take the form of a companion system to AECT's **Tech Net** in the U.S. or a partnership with another Canadian system. This project could dramatically improve communication amongst educational media and technology professionals in Canada.

Plans are currently underway for AMTEC to host a **Symposium on National Issues in Educational Technology** associated with the World Congress on Educational Technology planned for 1986 in British Columbia. This very exciting venture could prove to be one of the more significant national policy advisory roles for our Association.

Many of these new developments will become highlighted at our **National Conference in Calgary** this June and in upcoming issues of the **Canadian Journal of Educational Communication**. Bob Sivertsen, the AMTEC '85 Conference Chairman and his planning committee are well on their way to host our membership this June. Bob Bernard, CJEC's editor appointee will assume his new duties as editor this fall.

In addition to the above initiatives one of the more subtle but important developments is increasing the effectiveness of communication within the Association. This article is one of a number of communication thrusts that we hope see established as a regular part of AMTEC business. Others include the appointment of Chairmen of Membership Promotion and Publicity noted above and a regular and consistent communication between the Board of Directors and AMTEC Project and Committee Chairmen.

Yes Virginia, there is an AMTEC! The formula for making all of the above activities work is a committed Board of Directors, enthusiastic and hard working committee and project chairmen and an involved membership. Accompanying this article is a complete listing of names and addresses of AMTEC Board Members and Chairmen. As your President, I encourage you to make contact with one or more of these people to contribute to a developing and responsive Association. Together we can make a difference.

W.R. HANSON
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November 30, 1984

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