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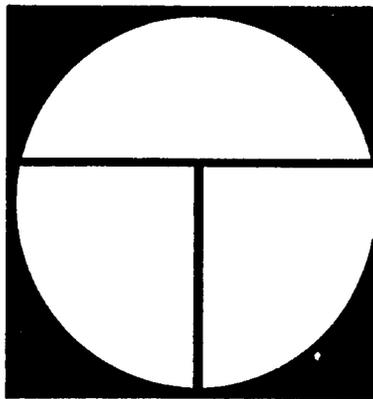
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**CAPABILITY STATEMENT**



**CENTER FOR EDUCATIONAL TECHNOLOGY**

**FLORIDA STATE UNIVERSITY**

**COLLEGE OF EDUCATION**



## CENTER FOR EDUCATIONAL TECHNOLOGY

FLORIDA STATE UNIVERSITY/COLLEGE OF EDUCATION

### PURPOSE

The Center for Educational Technology (CET) at the Florida State University was founded in 1971 to serve as a coordinating element for the total university resources. It operates within the College of Education as a research, training, evaluation, and service organization. The Center is committed to the strengthening of the university's capability to apply a systems approach to the utilization of technology in education; to mobilize and further extend its competencies in this field; and to provide a special focus of institutional capabilities and resources on the problems of education in developing nations.

CET was initially funded under the terms of a grant from the U.S. Agency for International Development (USAID). Its specific objectives are:

- *to provide training programs in educational technology for U.S. and foreign professional staff development*
- *to plan and carry out a program of applied developmental research*
- *to design and organize systematic approaches, alternative arrangements and optional models for the application of educational technology*
- *to develop an information center on educational technology*
- *to establish partnership linkages with appropriate educational agencies in order to develop action programs for the solution of agreed upon problems*

CET provides an environment in which a variety of disciplines and resources can be directed toward educational problems, especially in developing nations where educational crises are dramatic because of population growth and limited financial and human resources. By no means, however, does CET neglect domestic educational problems, as it is committed to conduct specialized research in systems and to aid in the development of professional staff in all areas of educational technology. At CET, *educational technology* is defined as the integration and utilization of knowledge, research, and invention in order to improve educational practices.

CET professional personnel engage in a variety of programs, some of which are: (a) degree programs in educational technology; (b) specialized non-degree training programs; (c) research and evaluation programs; (d) professional services, and (e) interinstitutional action programs.

## TRAINING

Training programs are designed for key educators holding positions at the decision making level, technicians, and graduate students who are preparing for specific professional positions. These programs are administered by CET staff, Florida State University faculty, and prominent visitors from all over the world. Training activities include seminars, hands-on workshops, and supplementary formal coursework encompassing such areas as:

- *systems approach techniques in defining, planning, designing, implementing, and evaluating solutions to educational problems*
- *skill development in the design and production of programmed instructional materials*
- *skill development in the selection and use of a variety of media directed toward the improvement of instruction and utilization of resources*
- *curriculum design*
- *problem-solving skills*
- *cost-reduction techniques in education*
- *evaluation systems, and*
- *communication delivery systems*

## TECHNICAL RESOURCES

Technical support for training and research activities is provided through CET's *MULTIMEDIA LAB*. The capabilities of this facility include: an instructional technology demonstration room; a closed circuit television production system; an engineering design and maintenance area; a still photography lab; a graphics design area; and a fabrication shop.

CET has also established a *TECHNICAL INFORMATION AND MATERIALS LIBRARY* which coordinates the acquisition, exchange, and dissemination of relevant

materials on educational technology and CET publications, including research reports, programmed instructional materials, annotated bibliographies, and training project reports.

## PROJECTS

Systems Training for INPE Personnel. In the summer of 1971, the Brazilian Government contracted CET to provide an educational systems training program for its Instituto de Pesquisas Espaciais (INPE), which is that country's space agency. Brazil sought this assistance from CET in support of its geostationary communications satellite program and other Brazilian efforts to improve their educational programs on a nationwide basis. Six educational specialists from INPE were sent to the Center for two months to participate in a specialized and intensive workshop in the systematic design of educational programs, and another workshop in the development and evaluation of programmed instructional materials. While at the Center, the participants applied the systems approach in developing a pre-deployment plan for a satellite to be used for educational purposes. Since returning to Brazil, the six member team has designed its own workshop for training others in the development of programmed instruction, which is the multiplier effect that CET strives to achieve as an additional benefit from all of its technical assistance efforts to developing countries.

Development of Educational Technology in Latin America. Under contract to AID, CET assisted Brazil, Colombia, Guatemala, and Panama in improving their educational systems. Specific objectives of the contract were: (1) to promote small scale experimentation designed to examine ways to lower unit costs for educational achievement; (2) to prepare guidelines for educational planning; and (3) to provide technical advisory assistance in the application of information management systems to education. The research studies were conducted by Latin Americans as an integral part of the AID sector loan program. FSU's assistance consisted of training of Latin American educators in educational research and technology at its campus, conducting educational technology workshops on site in selected Latin American countries, and providing educational facilities planning materials for use throughout Latin America.

Educational Change Through Systems Planning for the Republic of Korea. The University, under contract to AID, is assisting the Republic of Korea to systematically redesign its primary and middle school systems to make their educational programs maximally supportive of national goals in the social and economic sectors. An initial survey of Korea's social and economic needs and educational resources was conducted by a joint FSU-ROK team in 1970. Subsequently, in 1971, the Korean Government formed the Korean Educational Development Institute (KEDI) to implement the findings of that survey. With continuing technical advisory assistance from FSU, KEDI is currently conducting systems planning activities for major educational reform. Future plans call for establishing a model school

for try-out of a prototype educational system being designed by KEDI. Being considered in the instructional approach for this system are such techniques as programmed instruction, individualized instruction, and instructional television. Some of the objectives for the prototype system are more rapid advancement for students through the system, an increase in the number of students which the system can accommodate, and lower costs per student.

Technical Assistance to Latin American Countries in the Design of Instructional Systems (OAS I). The Organization of American States (OAS) sent eleven Latin American educators to FSU in mid-1971 for one year of training in the design of instructional systems. The training program consisted of selected coursework in the College of Education and relevant practical experiences provided through the students' participation in on-going projects of the Center and the College. Two students have been extended to complete graduate degrees. Four have already completed Master's degrees. Six students were selected to go to Argentina as trainee consultants on a workshop and evaluation project being prepared there. When these students return to their jobs some of them will enter at a higher level. They will be available to be called upon individually or together as a team to act as international consultants for the OAS. Their cumulative specialty areas include evaluation, educational research, communications, teacher training, systems planning, media engineering, media administration, and educational planning.

Development of Educational Media Specialists for Latin American Countries (OAS II). The Center has contracted with the Organization of American States to provide a one year training program in educational technology and media development for twelve Latin American participants, which started in March 1972. Most of the participants will take one or two courses per quarter in the specialty area chosen to pursue throughout the program. Specialty areas will include educational research, educational systems, evaluation, educational administration and management, and adult education. In addition, all students will participate in a CET designed workshop in the systematic development, implementation, and evaluation of multimedia instructional materials in the English, Spanish, and Portuguese languages. Upon completion of their training at FSU, the participants will return to their respective countries and apply various aspects of educational technology to their jobs and train others. Materials developed by the participants as part of their workshop training at CET will be used by OAS for a workshop in Buenos Aires.

Development of Programmed Instruction for Vocational Education in Thailand. The Royal Government of Thailand with assistance from AID has undertaken a major project to upgrade and expand its vocational education programs in order to provide trade and industrial training opportunities to larger segments of its urban poor and rural populations. CET, through a contract from AID, assisted Thailand in its efforts by training a group of six vocational educators in the systematic development, implementation, and evaluation of programmed instructional textbooks and manuals. To accomplish this, the six member team participated in a workshop designed

by CET. During this training program the Thai participants developed five programmed instruction textbooks on vocational subjects such as auto mechanics, electricity, electronics, agriculture, and animal husbandry. A plan for implementing and evaluating the programs in Thailand was established in which CET will provide follow-up activities. After returning to Thailand, the Thais will work together as a group in the Department of Vocational Education in the Ministry of Education to: (1) validate and publish the programs, (2) develop additional programs, and (3) train other Thais in programmed instructional materials development and evaluation to increase the number of skilled programmers in Thailand.

Domestic Public School Development Programs. The Leon County (Tallahassee, Florida) public school system has been involved with CET in developing training programs for educational managers and decision makers. Another program involves the creation of an elementary level community school program in a low income Black neighborhood.

#### CET STAFF VITAE

*ROBERT K. BRANSON*, Professor and Director of Research and Communications at CET, holds a Ph.D. in Experimental Psychology from Ohio State University. He is noted for his publications on programmed instruction and the systems approach to learning, and for many years has been a consultant in these and related areas to universities and corporations. He received national recognition for his leadership in fiscal, operational, and planning activities for the Parks Job Corps Center in Pleasanton, California. In his current position he guides the research and development efforts of CET. He works closely with officials and leading educators of developing nations and with key personnel in AID to determine requirements and evolve plans to meet emerging educational needs.

*R. CHRIS BROWN*, Research Associate, holds a B.S. in Electrical Engineering from the University of Tennessee. He has extensive background in audio design and application and also engaged in video systems design while employed by Signal Engineering and Sales, Inc. In his present position he serves as Engineer for CET's Multimedia Lab, maintaining the audio/video facility and providing technical assistance in systems design and recording procedures.

*RICHARD M. DURSTINE*, Research Associate, holds a Ph.D. in Mathematics from Harvard University. He has done extensive writing in the areas of educational accountability, educational management and budgeting. Currently he is stationed in Brazil where he works with the Ministry of Education, The National Center for Human Resources, and other Brazilian agencies as an Information Management Specialist. In addition, he provides short-term services for agencies in Peru, Colombia, Panama, and Guatemala.

*CAROLYN G. FULMER*, Research Associate, received a Master's Degree in Higher Education from Florida State University. Since joining CET she has served

as a writer, developing technical publications and instructional materials for multimedia workshops. She is presently developing a series of instructional modules for CET training programs.

*ROBERT M. GAGNE*, Professor, Department of Educational Research, holds a Ph.D. from Brown University in Experimental Psychology. His career began with a series of military positions during which time he conducted research programs dealing with testing, learning, and technical training. He later began extensive studies on the acquisition of knowledge. While serving as Director of Research of the American Institutes for Research, he was involved in general supervision of research programs on human performance, instructional methods, educational objectives, design and evaluation of curricula and educational procedures. From this work came his prominent writings on the conditions of learning. Dr. Gagne serves on CET's Executive Advisory Council and offers guidance and advice on CET activities.

*ESTELA B. GARLAND*, Research Associate, holds a Ph.D. in Education from the Catholic University, Lima, Peru. Prior to joining CET, she was a professor of communications and educational broadcasting at Catholic University, Lima and she has an extensive background in all aspects of educational radio and television. She has authored numerous articles and delivered several lectures in Latin America, Europe and the United States. At CET she designs and directs workshops in the application of educational technology to the development of multimedia instructional materials.

*SYDNEY R. GRANT*, Professor and Director of Instructional Programs and Services and Director of the Latin American Regional Contract at CET, holds a Ph.D. in Supervision and Curriculum Development from Teachers College, Columbia University. Prior to coming to FSU he served as Associate Chief of Party of the Teachers College, Columbia University US/AID Contract Team in Peru, assisting in areas of supervision and curriculum development, and teacher education. He has also had considerable experience at all levels in U.S. public education, particularly in multi-cultural urban settings.

*WALLACE H. HANNUM*, Assistant Professor, holds a Ph.D. in Educational Research from Florida State University and is responsible for the design of projects to reduce unit costs of learning achievement. He also works with Latin American educators on improving the efficiency of their systems. Previously, he was on the faculty of Florida A & M University, teaching courses in educational psychology, measurement and evaluation. He has authored several articles on educational technology and educational planning and management.

*JOHN W. McLANAHAN*, Director of Administration and Operations at CET, holds a Ph.D. in Experimental Psychology from the University of Cincinnati. He has been actively engaged in research on human behavior for the past thirteen years, five of which were spent in Korea, South Vietnam, and other developing countries. He came to CET from industry where he had spent eight years conducting applied and developmental research on man-machine systems with emphasis on training requirements and evaluation of human operator and systems performance. Since joining CET he has been managing programs in educational research, human resources development, and evaluation.

*DAVID B. McMURTREY*, Director of the Multimedia Lab, is a graduate of Ringling School of Art, Sarasota, Florida. He has served as Art Director and Producer for various research and development projects involving educational TV productions. He also has experience in graphics design and illustration as well as architectural design. In his present position he is responsible for the design and construction of CET's Multimedia Lab, and coordination of training and production activities. He serves as a consultant on technical aspects of media systems design and utilization.

*ROBERT M. MORGAN*, Director of CET, holds a Ph.D. in Psychology from Ohio State University. He has held several prominent positions with organizations such as the U.S. Office of Education, Litton Industries, and General Programmed Teaching Corporation, of which he was President. He has done extensive writing and consulting in the areas of learning processes, programmed instruction, and the systems approach to education, all of which has established his prominence in the area of educational technology. During the past year he served as a Senior Research Advisor in Korea's educational reform program for which CET is providing technical assistance.

*DOROTHY S. PAYNE*, Librarian for the Technical Information and Materials Section, received her Master's Degree in Library Science from Florida A & M University. She is responsible for organizing and coordinating the acquisition and dissemination of materials on educational technology. Prior to joining the CET staff she worked as a Personnel Specialist for Olin Corporation. In addition, she has served as Librarian and Social Studies teacher in the public high schools of Taylor County, Florida, where she was also instrumental in organizing the Head Start Program.

*GAIL T. RAYNER*, Assistant Professor, holds a Ph.D. in Educational Research from FSU. Prior to joining CET she worked in the FSU Computer Assisted Instruction Center developing an empirical study on a methodology for revision of systematically designed educational materials. She currently directs various phases of CET educational technology training workshops for groups such as Thai vocational educators concerned with the development of programmed materials and various Latin American educators interested in systems training and instructional technology techniques.

*WILLIAM M. RIDEOUT, JR.*, Associate Professor, Educational Research, holds a Ph.D. in International Development Education from Stanford University. He has been involved in educational research, planning, and project implementation in Burma, Tunisia, and Zaire under the auspices of Stanford and Johns Hopkins Universities and AID. His research has focused on education's role in human resources development and, in conjunction with this, he has served on projects and consultancies in Africa with AID, the Rockefeller Foundation, and the Overseas Liaison Committee of the American Council on Education, and the National Academy of Sciences. In addition to teaching and research, his work at CET has been largely focused on the development of interinstitutional linkages with developing countries under the auspices of the 211(d) Grant.

*BASCOM H. STORY*, Director of Program Development at CET, holds a Ph.D. in Educational Administration from the University of Texas. At CET he is responsible for developing program concepts and directions. His past experience includes public school and university teaching, administrative positions as public school superintendent, Deputy State Commissioner of Education in Texas, and Dean of the School of Education at Memphis State University. He has also served many years with the U.S. Agency for International Development and the Peace Corps in Ethiopia, Nigeria, the Philipines and Korea. For one year he was Vice-President and General Manager of the Educational Systems Division of Litton Systems, Inc.

*JAMES F. WILKE*, Research Associate, is responsible for the design and development of CET's Multimedia Workshops. He also serves as a consultant for the application of educational technology in instructional systems development. He has a comprehensive background in instructional media design as applied to vocational and industrial training. His prior experience includes serving as head of curriculum development for Litton Industries and manager of the instructional television station for the Job Corps' vocational training program in California. In other positions with Volt Technical Corp., American Airlines, and General Dynamics, he designed and conducted industrial training programs in scriptwriting, training materials design, programmed media production, and the preparation of training manuals.

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