



# OSRA NEWSLETTER

Technological Solutions for Business ([www.osra.org](http://www.osra.org)) Vol. 20, # 2 November-December 1999

## 21ST CENTURY WORKPLACES: VISION TO VITALITY 19TH ANNUAL OSRA CONFERENCE Toronto, Canada



Eaton  
Centre,  
Toronto



The Hockey Hall of Fame, Toronto

SOMETHING FOR EVERYONE  
IN TORONTO!  
February 24-26, 2000



The Underground  
Pathway, Toronto



# OSRA NEWSLETTER: President's Corner



BERYL MCEWEN

## Help Build a Stronger OSRA

The Office Systems Research Association was chartered in 1982 to promote research and application of information technologies in the office environment. Now, its main purpose is to pursue research and education in

information technologies and end-user information systems. Its mission, goals, and structure are listed on the Web site at <http://www.osra.org>.

From its initial membership of 24, OSRA has grown to over 200 members—still a small, but very distinguished group of professionals. Our discipline has also changed, and we have responded to the challenges by changing along with it. Our initial emphasis on the support roles of office systems has evolved into a broader emphasis on organizational technologies and end-user computing. But, we remain committed to research that supports and enhances individual, group, and organizational effectiveness.

Our curriculum, now in its second revision, provides a model for formal education and training at the undergraduate level. It helps to ensure a qualified cadre of professionals for organizational computing. Our research conference, now in its 19th year, provides a forum for sharing research and for bringing corporate and other organizations before our members to participate in the exchange of knowledge that advances our discipline. Our Mini Grants help to support member research. The *Office Systems Research Journal* (look at the recent publication with the new name now on the Web site) shares the best of our research and the newsletter and the listserv help to keep us talking to each other. Our Web site at brings us to the public and invites others with similar interests and goals to join us. OSRA is alive and well and making every effort to remain strong and vibrant.

The next annual conference to be held in Toronto, Canada, promises to be another excellent opportunity for information exchange and professional growth. Join us. Plan to participate by presenting your research or by sharing your best practices in a workshop or panel presentation. Or just be there to participate in the conversation, to reconnect with old friends, and to make new ones.

But, all good organizations must plan for continued growth and vitality. Active members ensure a strong organization. Please share your ideas for strengthening OSRA. What types of projects would you like to see OSRA undertake? Are there other segments of academia, business/industry, and not-for-profit organizations that we should consider welcoming into our organization? How can we improve our publications (including our Web page)? Are

there other services that we should be offering our members? Are there other ways in which we should be recognizing the accomplishments of our members? Do you have colleagues who should be formally invited to join our organization?

Be a part of the conversation in OSRA. Share your thoughts, ideas, suggestions by e-mail to me or any other board member. Raise issues for discussion among all our members by sending them to the listserv. First, you must subscribe by sending a message to [listserv@listserv.vt.edu](mailto:listserv@listserv.vt.edu). The text of your message must be "subscribe OSRA-L your name" without quotation marks. Then start a discussion thread by posting your message to [OSRA-L@listserv.vt.edu](mailto:OSRA-L@listserv.vt.edu). And, come join us in Toronto for the 19th Annual Research Conference—February 24-26, 2000.

*Beryl C. McEwen*

*President*

*North Carolina A&T State University*

### 1999-2000 OSRA Executive Board

Beryl C. McEwen	President
North Carolina A&T - <a href="mailto:www.mcewen@ncat.edu">www.mcewen@ncat.edu</a>	
Linda Szul	Executive VP
Indiana University of PA - <a href="mailto:lfzszul@grove.iup.edu">lfzszul@grove.iup.edu</a>	
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Eastern KY University - <a href="mailto:finwiedm@acs.eku.edu">finwiedm@acs.eku.edu</a>	
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Mary Valenti	Treasurer
Harford Comm Coll - <a href="mailto:muvalenti@email.msn.com">muvalenti@email.msn.com</a>	
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Pace University - <a href="mailto:squill504@aol.com">squill504@aol.com</a>	
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## It's Time For a Name Change OSRA Executive Board

It's been said that if you can easily describe something, it's not very interesting. If that is true, then the Office Systems Research Association is, indeed, very interesting! Last year, you, the membership, gave the OSRA Executive Board a mandate to come up with a new name. The new name was to be descriptive and eliminate the word "office." We have worked for over a year, brainstorming, ranking, and voting on numerous terms that we felt would be descriptive of our professional organization and its goals. We just couldn't come to consensus. So the weekend of November 6, 1999, we met face-to-face in a marathon 8 a.m. to 8 p.m. meeting that resulted in a recommended name change for our organization: **Organizational Systems Research Association.**

We are a bit incredulous ourselves that the name we are suggesting simply changes "office" to "organizational." Our goal, we assure you, was not to work to keep our acronym OSRA; however, that is a side benefit. A myriad of terms fell on the table—end-user information systems, computing, information systems, performance, information technology, communications, and the like. Only *organizational* seemed to capture it all. And while we know that organizational systems can also be used to describe fields concentrating on systems analysis or "the learning organization," we suggest that our new name will give us an opportunity to develop the term as descriptive of our field. Moreover, we agreed that our subtitle will be useful in describing what we mean by "organizational systems."

So we offer you a new name, subtitle, and mission statement with the hopes that you'll find these changes as exciting as we do!

### NAME:

#### **Organizational Systems Research Association**

*Advancing research in information technology, learning, and performance*

### MISSION:

To promote research, implementation, and application of information technologies to enhance individual, group, and organizational performance.

**Take an impressive Virtual Tour of Toronto!**  
**Visit [www.toronto.com](http://www.toronto.com)**  
**Click on *Features*; then select *Virtual Theatre* to see the beauty of Toronto!**

## OSRJ to become ITL&P Journal

At its meeting on November 6, 1999, the OSRA Executive Board unanimously agreed to change the title of our research journal to the *Information Technology, Learning, and Performance Journal*. Note that our new journal name matches the subtitle of our proposed new name for the organization. Look for the Fall 1999 issue of the *ITL&P* **now** on our Web site!



On Thursday, December 2, 1999, **Virginia Hemby**, OSRA member at IUP, was hit by a car as she crossed from the parking lot to her office. She suffered a skull fracture, among other injuries. **Linda Szul** and **Dawn Woodland** have asked for cards and prayers to be sent to her. Her home address is as follows: 4853 Lucerne Road, Indiana, PA 15701. She continues to make slow, but steady improvement at home. Our hearts and prayers are with her and her family. **Whitewater Has a New Course!** UW-Whitewater has just completed a curricular revision which included a course that is sure to be popular with students: Web Design and Administration is a course which guides the student through a hands-on, step-by-step process of creating an attractive, well-designed Web site for an enterprise. Students will learn web design and maintenance, graphics development, prototyping, design methodologies, and usability testing. Also, electronic commerce technologies and practices will be overviewed. OSRA member **Jo Ann Oravec** will be teaching the course. She has experience as a web page designer.

**Team Teaching Works for Whitewater.** Over the past two years, OSRA members **Bob Schramm** and **Marcia James** received their A+ certifications. The beginning course in the Computer End-User Technologies major prepares students for this certification. Therefore, Bob is teaching hardware and Marcia is teaching operating systems and customer service information to assist students in attaining the certification. Students take computers apart, assemble them, install Windows 95, and partition a disk. Their course is the beginning course in the curriculum. The capstone course is also team taught. Students are learning help desk concepts, to set up a Web server, and how to troubleshoot problems from the supervisor of the campus's Help Desk and the multimedia specialist for the campus's Learning Center.

**Internships are Required.** Part of Whitewater's curricular action was to change Computer End-User Technologies Internship from 3 to 6 credits. This past summer, 40 interns had a well-supervised experience at companies, such as Harley Davidson, S.C. Johnson and Son, M&I Trust Company, R.W. Baird, Mark Travel Corporation, Great Lakes Higher Education Association, and others. An evaluation of the internship program was conducted and will be presented at OSRA 2000 Conference in Toronto.

# OSRA NEWSLETTER

## NEWS YOU CAN USE ABOUT OSRA

### OSRA Web Page and new Webmaster.

**Bob Brookshire** is the new OSRA Webmaster. Visit the page at [www.osra.org](http://www.osra.org) to find out more about OSRA and the Toronto Conference.

See the latest issue of our newly-named journal, *Information Technology, Learning, and Performance Journal*, now on the Web site!

### OSRA Listserv: OSRA-L. NEW ADDRESS!!

Join your colleagues at the OSRA outpost on the Information Highway where you can find "news you can use" and share your views and opinions with OSRA members. Here's how to "get on board":

- ◆ Send an email to  
**listserv@listserv.vt.edu**
- ◆ In the body of the email message, type:  
subscribe OSRA-L your first name your last name

If successful, you will receive a confirmation message from the LISTSERV management, confirming your subscription. Here's how to remove your name:

- ◆ Send an email to **listserv@listserv.vt.edu**; in the body of the message, type:  
unsub OSRA-L your first name your last name
- ◆ To send an email to the list, use:  
**osra-l@listserv.vt.edu**

### Congratulations to:

**Susan R. Feather** was promoted to Associate Professor in the Office Information Systems Department, School of Computer Science and Information Systems, at Pace University, beginning with the 1999-2000 academic year. In addition, **Susan** received the Delta Pi Epsilon (Alpha Chapter) Leadership Award on December 3, 1999, at the chapter's holiday party.

### ELECTRONIC POSTCARDS FROM KENTUCKY

*Donna L. McAlister-Kizzier, Executive Director*

As the world enters the new millennium, OSRA is boldly moving forward to address the unique needs of its constituencies. To address rapidly changing needs in our field for the next century, OSRA is proposing a new organization name, a new journal name, an updated mission, and a dynamic conference at an international site. These visions that impact the future direction for OSRA were proposed after careful consideration by Board members. The changes were not undertaken lightly, recognizing the importance of input from our membership as we profile OSRA to be a vital player in our profession.

OSRA has a strong heritage and the potential for an even stronger and exciting future. Our membership is diverse, active, and growing. Our publications are well respected and our curriculum is well received. We occupy a unique niche in a field blessed with high demand and a strong base upon which to build. Institutions that have adopted the OSRA curriculum report dramatic growth rates in student enrollment based on the OSRA model. This growth is a testament to the unique niche OSRA occupies in the IS field, bridging the gap between organizational, learning, and technical competencies.

As we move into the next century, I encourage members to continue to think creatively about our future and to promote the services of our organization, especially our curriculum and publications. We have a viable product in the collective intellectual property we have created and a vital role to play in the future development of our unique and growing field. Contact your Board members to let them know what they can do to support your efforts in your organizations. They are here to serve you and to listen to your ideas regarding directions for OSRA.

I encourage you to join us in Toronto in February to kick off the new millennium, to gain perspective on new visions for the organization, to network, and to participate in a dynamite international conference planned by Conference Director Betty Regan.

*Contact me at: Department of Information Systems  
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Combs Building 114B  
UPO Box 910  
Morehead, KY 40351-1689  
Fax: 606-783-5025  
Voice Mail: 606-783-2724  
Executive Director's Email: [info@osra.org](mailto:info@osra.org) **OR**  
[d.kizzier@morehead-st.edu](mailto:d.kizzier@morehead-st.edu)  
OSRA web site: <http://www.osra.org>*

# OSRA NEWSLETTER

## OFFICE SYSTEMS RESEARCH ASSOCIATION APPLICATION FOR MEMBERSHIP

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

School/Firm: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Business Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Internet Address: \_\_\_\_\_

Home Address: \_\_\_\_\_

\_\_\_\_\_

Home Phone: \_\_\_\_\_ Mailing Preference: Work \_\_\_\_\_ Home \_\_\_\_\_

Which of the following best describes your situation? (Please check one.)

\_\_\_\_\_ **Individual membership: \$55.** Individual involved in office systems as an educator, manager, consultant, practitioner, or one who has an interest in the results of organizational systems research.

\_\_\_\_\_ **Corporate membership: \$300.** Corporations interested in cooperating in the application of research, sharing the results of research, or sponsoring research. Membership includes all individual membership benefits plus one paid attendance at the annual research conference.

\_\_\_\_\_ **Student membership: \$35.** Student concentrating in information/office systems or related discipline.  
Faculty signature required:

\_\_\_\_\_

Faculty Member

Institution

*Return your completed form and your check (U.S. funds only) payable to OSRA to:*

Donna L. McAlister-Kizzier, Executive Director (d.kizzier@morehead-st.edu)

Morehead State University

UPO 910

Morehead, KY 40351-1689 (606-783-2724)

# OSRA NEWSLETTER

## 21ST CENTURY WORKPLACES: VISION TO VITALITY SNAPSHOT OF PROGRAM

### Thursday, February 24

9:00 - 5:00	Registration
10:00 - 11:00	Executive Board Meeting
11:30 - 5:00	Discovering Toronto
1:00 - 4:00	Tech Talk Topics Michael DuClos and Bob Schramm
12:00 - 5:00	McLuhan Centre, University of Toronto Derrick de Kerckhove <i>Connected Intelligence Workshop</i> (with Virtual Pre-Session via Net Meeting)
7:30 - 9:30	Dutch Treat Dinner

### Friday, February 25

7:45 - 8:30	Continental Breakfast
8:00 - 5:00	Registration
8:15 - 8:30	Welcome
8:30 - 9:45	<b>From Office Automation to Digital Networks: We've Come a Long Way, Baby!</b> Amy Wohl, President, Wohl Associates and Editor of Amy D. Wohl's Opinions
10:00 - 11:00	<b>Life in Networked Enterprises</b> Jan Duffy, Vice President, Management Consulting Services at LGS Group, Inc.
11:00 - 12:00	<b>21st Century Organizations</b> Myron Kellner-Rogers Founder and Director of the Berkana Institute and Principal of the education and consult- ing firm, Kellner-Rogers & Wheatley, Inc.
Noon - 1:00	Lunch on your own
1:00 - 2:00	<b>Concurrent Sessions</b> Session A: Case Studies in Implementing Collaborative Technologies Session B: Web-Based Learning
2:15 - 3:30	<b>Concurrent Sessions</b> Session A: International Panel: Implementing OEIS Curriculum Session B: Curriculum Support for Profes- sional CIS Certification Programs
4:00 - 5:15	Locknote Presentation
5:30 - 6:30	Hospitality Reception
7:00 - 11:00	Dinner/Comedy: Second City

### Saturday, February 25

7:30 - 8:30	Continental Breakfast
7:30 - Noon	Registration
8:30 - 9:45	<b>Concurrent Paper Sessions</b> Session A (3 papers) Session B (3 papers)
10:00 - 11:15	<b>Concurrent Paper Sessions</b> Session A: (3 papers) Session B: (3 papers)
11:30 - 12:30	<b>Concurrent Sessions</b> Session A: Gaining Competitive Advantage through Organizational Learning: A Study of Learning and Development Management Practices Session B: To be announced
12:45 - 2:00	OSRA Fellowship Lunch OSRA General Membership Business Meeting
2:15 - 3:15	Past President's Panel
3:15 - 4:00	<b>Concurrent Sessions</b> Session A: Enhancing Quality and Reducing Costs in the Teaching of Computer Literacy Session B: Building Virtual Relationships: The New Academic Reality
4:00 - 6:00	Executive Board Meeting

***Make the vision come true in Toronto!***



*Continued in next column*

# OSRA NEWSLETTER

## HOTEL AND REGISTRATION INFORMATION FOR 2000 CONFERENCE

### Hotel and Flight Information

#### HOTEL RESERVATION INFORMATION

##### Sheraton Centre Toronto

**Rate:** \$165.00 Canadian, Double; current exchange rate approximately 1.5 USA to Canada. Check up-to-date currency rates at [www.xe.net/currency/table.html](http://www.xe.net/currency/table.html)

**Reservations:** (416) 361-1000; mention *OSRA Conference: 21st Century Workplace. Easy walk to art galleries, museums, and restaurants.*

#### FLIGHT INFORMATION

**Transportation from Airport:** A shuttle from the airport to the Sheraton Centre Toronto is provided and leaves for the hotel every 20 minutes. Taxi services also are available.

#### REGISTRATION FORM

##### WORKSHOPS

**Workshop #1: *Connected Intelligence Workshop: The McLuhan Centre at the University of Toronto.*** See the website at [www.mcluhan.utoronto.ca](http://www.mcluhan.utoronto.ca). Hear Program Director Derrick de Kerckhove's approach to linking intelligence and information technology and the impact of technology on culture and society.

**Workshop #2: *Tech Talk Workshop with Michael DuClos and Bob Schramm***—an opportunity to enhance your technical skills.



### Registration

Registration includes all sessions, Saturday luncheon, all breaks, and a copy of the *Proceedings*.

	Pre-Registration	On-Site
<input type="checkbox"/> OSRA Member	\$165	\$190
<input type="checkbox"/> Non-Member	\$230	\$255
<input type="checkbox"/> New Member	\$220	\$245
<input type="checkbox"/> Student Member	\$ 80	\$ 90
<input type="checkbox"/> Conf. Proceedings	\$ 35	
<input type="checkbox"/> One Day Only	\$ 90	\$115

Dutch Treat Dinner  
(2/24 Thursday) \$ 30

Pre-Conference Workshops, February 24:

- Workshop #1 \$ 25
- Workshop #2 \$ 25

- Toronto Tour (2/24)
- Theatre Trip (Friday) \$31.50 - \$76.00

**Pre-Registration and Hotel Deadline January 24, 2000**

\$ \_\_\_\_\_ **Total Enclosed**

Make check payable to **OSRA** and return to:

**Donna McAlister-Kizzier**  
**Morehead State University**  
**College of Business**  
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**Morehead, KY 40351-1689**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_