

ORGANIZATIONAL SYSTEMS RESEARCH ASSOCIATION

ADVANCING RESEARCH IN INFORMATION TECHNOLOGIES, LEARNING, AND PERFORMANCE

Back-to-School Newsletter

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*Once a new technology rolls over you, if you're not part of the steamroller, you're part of the road.
Author: Stewart Brand*

2005-2006 Executive Board

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Ray Terlaga ray@pcnet.com
N. Dean Meyer@ Associates, Inc.

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Donna R. Everett Morehead State University



NOTES FROM THE KNOBS

Donna R. Everett, OSRA Executive Director

Greetings once again from the beautiful knobs of Kentucky! Where has the summer gone? Thankfully, a new school year affords us the opportunity to begin anew. Change is in the air!

Congratulations to the new Executive Board members who took office in June 2005. They are geared up to work on a variety of issues related to OSRA: membership, affiliation with FBD for future conferences, the silver anniversary research conference in New Orleans, and a research agenda of theorizing our curriculum.

And speaking of the curriculum, the office here at MSU continues to receive information from our members in near and far universities who are using the revised OEIS curriculum. The most recent report was from Raja Munirah at the University of Technology MARA in Malaysia. Let us hear from you if your institution is using the new curriculum.

Please make note of the deadlines for submitting papers to Josie Walker (jwalker@selu.edu): **September 15, 2005**, for proposals and **September 30, 2005**, for consideration for the best paper award. The best paper award will be presented at the FBD Dinner hosted by Irwin McGraw-Hill. These deadlines are firm.

Please let me know if I can assist you in any way.

PRESIDENT'S CORNER

*K. Virginia Hemby
2005-2006 OSRA President*

Are you feeling the excitement in the air yet? The beginning of a new academic year is right around the corner! As a child, I loved the beginning of a new school year and relished the opportunity to shop for school supplies. The air even seemed different when August rolled around. While I am no longer a student, I still enjoy new beginnings—starting a new semester, meeting new students, teaching new classes, and serving as OSRA President for the upcoming year. And speaking of new beginnings, please join me in welcoming the Executive Board for 2005-06. Some of the faces are familiar but several are new to the Board.

During the upcoming year, OSRA will be facing two major challenges: membership and conference participation. These two issues are at the heart of the organization and will determine OSRA's survival.

Kitty Daniels, Vice President-Membership, has been asked to form a committee to create and implement strategies for recruiting new members, retaining current members, and encouraging former members to return to OSRA. One area of special interest for the committee will be community college professionals. Several community colleges have adopted the OSRA curriculum, perhaps creating an untapped market for membership.

As most of us tell our students, membership in an organization is not simply a matter of paying dues and not just a line on the resume. Membership is the active participation in the growth and development of the organization. Membership means accepting responsibility for recruiting new members, mentoring junior members, encouraging senior members to share experiences and participate in myriad ways—all of which produce a stronger organization. OSRA has experienced a decline in membership over the past three years.

Some of the anecdotal reasons given by individuals for this decrease include membership lapses due to retirement, lack of institutional support, failure to see value in the organization and conference, and the number of competing organizations seeking membership dues and participation. Aside from the non-renewals, though, OSRA has also seen little growth in new members. Is OSRA experiencing the same membership issues as other organizations? Maybe, perhaps—BUT can you say that you have been encouraging colleagues to join OSRA, telling them the reasons why membership would benefit them, showing them copies of the *Information Technology, Learning, and Performance Journal* and the Newsletter, and taking them to the OSRA web page so they can see photographs and presentations from conferences? Are you a member of OSRA or simply using OSRA as a line for your vita?

While discussing membership, I cannot avoid the topic of conference participation as the two are intertwined. For the 2006 conference, OSRA will continue its experiment with a linkage with the Federation of Business Disciplines (FBD). The 2006 OSRA conference will be in New Orleans, LA, and the theme is "OSRA's Silver Anniversary: Celebrating 25 Years of Change." The Call for Proposals is included in this issue of the newsletter and online. For hotel accommodations and other information, please see FBD's website at www.fbds.org.

A couple of years ago, Marilyn Chalupa surveyed the OSRA membership seeking information regarding preferences for conference locales. The overwhelming majority favored warm climates. The 2005 conference was held in Dallas, TX. However, despite the warm and hospitable climate, the excellent speakers, and the opportunities to network with individuals from other disciplines, the 2005 conference was poorly attended.

FROM THE CONFERENCE COORDINATOR ...

Submitted Kelly Wilkinson

While I can understand that some institutions are limiting travel reimbursement to only those conferences where individuals are presenting, I have traveled to many conferences—both those where I was scheduled to present and those where I was not—and paid my own expenses without the possibility of reimbursement. Moreover, I have met many individuals at various conferences who were attending during their spring breaks, fall breaks, or sabbaticals. These dedicated professionals believed in the organization and sought to ensure its continued success—they did not want to lose an opportunity for presentations and networking.

At the 2006 conference, OSRA will be celebrating its 25th Anniversary, a milestone of which to be proud. The organization has undergone tremendous change—from Office Systems Research Association to Organizational Systems Research Association, among others. Make plans now to attend the conference and celebrate in the style which has made New Orleans famous!

OSRA will face many challenges in this upcoming year. As part of the membership, you will again be called upon to assume leadership positions, to engage in recruitment and retention of members, and to attend the conference in support of OSRA. Should FBD offer OSRA a permanent linkage, the membership will be asked to decide whether that option is the best for the organization. The membership will also be asked to decide whether to continue or suspend conferences if an invitation is not forthcoming from FBD or if the membership desires not to affiliate/link with FBD.

Thank you to Marilyn Chalupa and the outgoing Board for their hard work and dedication. Marilyn, Kelly Wilkinson, Marcia James, and Donna Everett are also to be especially commended for their work to ensure the smooth trial linkage of OSRA with FBD. I would like to leave you with a quote from Winston Churchill—*"Sometimes it is not good enough to do your best; you have to do what's required."* I look forward to the upcoming year and to serving OSRA.

Please plan to celebrate with your colleagues the 25th anniversary of OSRA in the "Big Easy"- New Orleans on March 1 - 4, 2006. The celebration will be held in the Sheraton on Canal Street within walking distance from the French Quarter. Rooms will be available at the conference rate at the hotel for the whole week so if you want to celebrate "Fat Tuesday" with one million of your closest friends, you can!

We are planning a conference that will be entertaining and thought provoking. Please note the deadline dates of the Call for Papers in this newsletter. Consider submitting a research paper or a training session. Share your knowledge and practices.

This will be the first year OSRA will have the educator of the year award. If you know someone who is an OSRA member and exemplifies good teaching techniques, nominate him/her. The forms are available online at the OSRA homepage (www.osra.org).

Come celebrate OSRA's successful past and challenging future in New Orleans. Share your practices and knowledge with your colleagues and network with members of your profession. You will be glad you did.





OSRA Conference in New Orleans
March 1-4, 2006
**OSRA's Silver Anniversary:
Celebrating 25 Years of Change**

The OSRA Conference Committee invites research paper submissions for the 25th Annual Research Conference in New Orleans, Louisiana. Both refereed and non-refereed presentations are sought. Submissions should address topics relating to the application of information technologies with regard to the following:

Effective methods for addressing international or ethical issues in IT and OEIS courses/curricula
Effective approaches for addressing digital commerce, e-business, project management, and systems security in the new OEIS Model Curriculum:

- Incorporating the case approach into the IT curriculum framework
- Impact of emerging information technologies on the OEIS curricula
- Instructional, pedagogical, and curriculum-oriented topics associated with End-user Information Systems
- Issues and Concerns Relative to Design, Delivery, and Implementation of ONLINE IT related courses
- Web Collaboration Tools for Group Support--Use, comparison of capabilities, implementation issues, and standards
- Innovations Through Information Technology
- Distance learning technologies
- Mobile computing and the knowledge economy
- Virtual organizations and the implications for e-Internships
- Knowledge Management--models for delivery, design, and implementation
- Qualitative and ethnographic research strategies/methodologies

Please submit your proposal electronically to the Call for Papers Coordinator, Dr. Josie Walker (jwalker@selu.edu) on or before **September 15, 2005**. **All authors must register with both OSRA and FBD.**

For consideration for the best paper award, submit the full manuscript by **September 30**. See the submission guidelines at www.osra.org for more details. The Call for Papers Coordinator is:

Dr. Josie Walker, Director
Graduate Business Programs
Southeastern Louisiana University
(985) 549-2146 / jwalker@selu.edu

**SUBMIT YOUR PROPOSAL,
AND HELP OSRA CELEBRATE 25 YEARS OF CHANGE!**

A WORD ON WEBQUESTS

*Reprinted with Permission from
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Part scavenger hunt, part virtual field expedition, part classroom laboratory, WebQuests represent an exciting way to organize classroom learning — a method in which the process itself is as much a point of learning as the topic being researched.

According to Bernie Dodge, WebQuest inventor and Professor of Educational Technology at San Diego State University, a WebQuest is an “inquiry-oriented activity in which some or all of the information that learners interact with comes from resources on the Internet, optionally supplemented with videoconferencing.”

He points to two different types of WebQuests, short-term (lasting anywhere from one to three class periods) and long term (one week to one month). In a short-term quest, the goal of the student is acquiring knowledge to meet a specific goal or solve a specific problem, then organize that new knowledge in a workable manner. A long-term quest begins with information gathering, but moves into much deeper work — students must create something new from that information.

Every WebQuest has six basic components:

1. Introduction. This is an overview (often a simple one) of what is to come. Many WebQuests take place within a story setting; in these instances, the Introduction is where the plot and characters are introduced.
2. Task. This page details the assignment that is to come. Tasks are often comprised of numbered lists of items that must be accomplished to complete the quest.
3. Process. The Process is the meat of the quest — it is here that students work together, develop plans of action, and find ways to solve the presented problem. Often, quest processes may involve role-playing and other off-line methods.
4. Evaluation. The evaluation phase centers on a “rubric,” a carefully designed chart listing goals for the quest and the standards by which performance will be measured. This can be thought of as a great widening of the typical letter grade usually given to

classroom assignments. Rubrics are highly annotated “grades” with extensive annotation detailing many aspects of the project.

5. Conclusion. This is a brief summary, usually congratulatory in tone that wraps up the project.

6. Teacher page. Instructors are provided with their own subsection of the WebQuest site, with instructions for each of the above sections. Teachers who develop WebQuests often fill this section with information to help other educators adapt the quest to their own class.

Dodge told *Education World* magazine that he knew from the beginning that he had stumbled onto something special:

“It was great! Having done my part ahead of time by organizing the resources, I had to speak very little during the two hours they worked on it. I enjoyed walking around and helping where necessary and listening to the buzz of conversations as students pooled their notes and tried to come to a decision. The things they were talking about were much deeper and more multifaceted than I had ever heard from them. That evening I realized that this was a different way to teach —and that I loved it!”

Ultimately, the WebQuest idea is about more than simply using the Web for research. It is a structured process for introducing problems, building methodical approaches to solving those problems, and then getting students to tackle them.

WebQuest Examples:

The E-Business WebQuest

<http://student.dcu.ie/~henryk2/index.shtml>

Basic Network Design

<http://www.yorkville.k12.il.us/webquests/webqplunkett/webqsplunkett.html>

Computer Applications for CEOs

<http://projects.edtech.sandi.net/miramesa/ceos/>

Computer Science Project Research & Development

<http://www.gecdsb.on.ca/d&g/cswebquest/>

Fact or Fiction?

<http://education.nmsu.edu/webquest/truth/truth.html>

POSITION ANNOUNCEMENT

Want to work at a university that has implemented the new 2004 OSRA curriculum?

Morehead State University invites applications for the tenure track position of Assistant Professor of Business Information Systems beginning January 2006 or August 2006. The College of Business is accredited by AACSB. The Department of Information Systems offers the Bachelor of Business Administration with a choice of three concentrations in Business Information Systems, Computer Information Systems, or Business and Technology Teacher Education plus a graduate concentration in the MBA program and a new Masters of Science in IS (MSIS).

Responsibilities: Teach undergraduate and graduate courses in two or more areas of business information systems; conduct basic or applied research; participate in instructional development; advise students; and provide professional service. Successful candidate must be willing to teach using distance-learning technologies, such as compressed video or Blackboard courseware. Scholarly productivity and service are required for tenure consideration. (See website- <http://www.moreheadstate.edu/colleges/business>)

Qualifications: Doctorate in information systems or related field that meets AACSB and SACS guidelines (minimum of 18 hours in field). ABDs with imminent completion will be considered. Expertise in two or more of the following areas: web design and technologies, systems security, advanced microcomputer applications, knowledge management, collaborative technologies, enterprise resource planning (ERP), systems planning and implementation, training and development, or communication and networking. Excellent communication and interpersonal skills. **Desired Qualifications:** Record of published research. Successful teaching at the collegiate level. Industry work experience in information systems and web technologies. Commitment to excellence in teaching, scholarly research, professional service, and curriculum planning, development, and improvement.

Review of applications will begin October 1, 2005, and will continue until position is filled. For more information about this position, contact Dr. C. Steven Hunt, IS Faculty Search Committee Chair, by phone at 606-776-6565 or by e-mail at c.hunt@moreheadstate.edu or Dr. Elizabeth Regan, Chair of IS Dept. at e.regan@morehead-st.edu, or 606-783-2730.

**Email letter of application, curriculum vitae
(including four references with email addresses)
and a statement regarding teaching philosophy and research agenda to:**

MSUapplication@moreheadstate.edu
AND
c.hunt@morehead-st.edu
(Dr. C. Steven Hunt, Chair of Search Committee)

Also, indicate position "BIS #1195" when applying.
To apply on-line, visit: <http://www.moreheadstate.edu/prospects/jobapp.html>
and attach required application materials.
MSU is an EO/AA employer.



Application for Membership

Name: _____

Job Title: _____

School/Firm: _____

Mailing Address: _____

Business Phone: () _____ Fax: () _____

Home Phone: () _____ Internet _____

Mailing Preference (circle one) Work Home

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

- _____ **Individual Membership:** \$55.00. 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:** \$300.00. Corporations interested in cooperating in the application of research, sharing the results of such research or sponsoring same. Membership includes all individual membership benefits plus one paid attendance at the annual research conference.
- _____ **Student Chapter Membership:** \$55.00. An educational and research association whose mission shall be to get individuals involved in the organizational systems major.
- _____ **Retired Membership:** \$35.00. Must have been a former OSRA member.
- _____ **Student Membership:** \$35.00. Student concentrating in organizational systems or a related discipline. Faculty signature required:

Faculty Member

Institution

Enclose a check (U.S. funds only) payable to OSRA and mail to:

Dr. Donna R. Everett, Executive Director
Organizational Systems Research Association
Morehead State University
150 University Blvd., Box 2478
Department of Information Systems
Morehead, KY 40351-1689

Phone: (606) 783-2718
Fax: (606) 783-5025
Internet: d.everett@moreheadstate.edu
Web: www.osra.org

_____ Check enclosed

OR

_____ PayPal