

ORGANIZATIONAL SYSTEMS RESEARCH ASSOCIATION

ADVANCING RESEARCH IN INFORMATION TECHNOLOGIES, LEARNING AND PERFORMANCE

Newsletter

Volume 21, No. 1 July/August 2000

THE TALE



Then said a teacher, Speak to us of *Teaching*. And he said:

No man can reveal to you aught but that which already lies half asleep in the dawning of your knowledge.

The teacher who walks in the shadow of the temple, among his followers, gives not of his wisdom but rather of his faith and his lovingness.

If he is indeed wise he does not bid you enter the house of his wisdom, but rather leads you *to the threshold of your own mind*.

The astronomer may speak to you of his understanding of space, but he cannot give you his understanding.

The musician may sing to you of the rhythm which is in all space, but he cannot give you the ear which arrests the rhythm, nor the voice that echoes it.

And he who is versed in the science of numbers can tell of the regions of weight and measure, but he cannot conduct you thither.

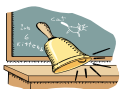
For the vision of one man lends not its wings to another man.

And even as each one of you stands alone in God's knowledge, so must each one of you be alone in his knowledge of God and in his understanding of the earth.

*Kahlil Gibran, 1923
From The Prophet by Kahlil Gibran*

Moral: *As teachers we should consider it a privilege to lead our students to the threshold of their own minds.*

(From *Tales for Trainers: Using Stories and Metaphors to Facilitate Learning*. Margaret Parkin, 1999. London, England: Kogan Page Limited.)



OSRA NEWSLETTER



President's Corner

"Walk toward tomorrow, knowing that yesterday paved the road for today."

This statement, sent to me by a friend, is the essence of my first message to you as OSRA president. Over the past years, I have had the opportunity and good fortune to work with outstanding board members. I thank them for their commitment, vision and efforts. Together we paved the way for the Organizational Systems Research Association to assume a leadership role for IS professionals in the next century. Special thanks to Heidi Perrault; Heidi is leaving the board this year after several years of outstanding service. We will miss you!

The 2000-2001 year promises to be exciting for OSRA, and I am honored to serve as your president. Join me in welcoming our new and returning board members: Janice Schoen Henry, Zinna Bland, Linda Kavanaugh, Cheryl Wiedmaier, James Bartlett, Bob Brookshire, Susan Feather, Mary Valenti, Donna Everett, and Beryl McEwen.

Bridgett O'Connor will continue as editor of our journal, *Information Technology, Learning, and Performance Journal*.

The position of executive director has changed hands; however, the office will remain at Morehead State University under the leadership of Donna Everett.

Have you seen our web site? Bob Brookshire continues to update and enhance the information contained on the pages.

The board met early in June to transition and set goals. The goals set will enable us to grow professionally and to expand the role we play in assisting others to use technology to improve performance and effectiveness. Several initiatives, including working with the student chapter at the University of Wisconsin-Whitewater to design a new logo, are already underway this year.

The 2001 Conference Team, Bill McPherson, Wayne Moore, and Dawn Woodland, has in place dynamic speakers and a motivating program for our 20th Anniversary Conference. The conference affords a wonderful opportunity to renew acquaintances and meet new colleagues. Please note the Call for Papers deadline and submit your papers early. Visit our web site at www.osra.org for conference details.

Please continue to keep K. Virginia Hemby (Indiana University of Pennsylvania) and Janice Kiel (Bloomsburg University of Pennsylvania) in your thoughts; they are still coping with illness.

I look forward to working with you this year as we "walk toward tomorrow." See you in Cleveland!

Linda F. Szul
President

Indiana University of Pennsylvania

2000-2001 Executive Board

Linda Szul, Indiana University of Pennsylvania	President lfszul@iup.edu
Janice Schoen Henry, Southern Illinois University	Executive VP jshenry@siu.edu
Zinna Bland	VP Professional Studies bland@cmsu1.cmsu.edu
Cheryl Wiedmaier, University of South Carolina	VP Membership Email not available at press time
James Bartlett II, Ball State University	VP Research jbartii@aol.com
Mary Valenti, Harford Community College	Treasurer mvalenti@harford.cc.md.us
Susan Feather, Pace University	Secretary sfeather@pace.edu
Bob Brookshire	VP Publications brooksrsg@jmu.edu
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Ray Terlaga, N. Dean Meyer & Associates	Business Consultant ray@pcnet.com
Donna R. Everett, Morehead State University	Newsletter Editor d.everett@morehead-st.edu
Linda Kavanaugh, Robert Morris College	Member-At-Large Research kavanaugh@robert-morris.edu
Bill McPherson, Indiana University of Pennsylvania	Member-At-Large Conference mcperso@iup.edu
Wayne Moore, Indiana University of Pennsylvania	Member-At-Large Conference moore@iup.edu
Dawn Woodland, Indiana University of Pennsylvania	Member-At-Large, Conference woodland@iup.edu
Beryl McEwen, North Carolina A&T State University	Past President mcewenb@ncat.edu
Donna R. Everett, Morehead State University	Interim Executive Director d.everett@morehead-st.edu

Kudos to Donna Kizzier

Over the past 3+ years, Donna Kizzier has served as our Executive Director. During that time she has worked diligently with the Executive Board and the membership to help our organization grow and remain vital.

Because of added professional and personal responsibilities, Donna has submitted her resignation as Executive Director, effective June 1, 2000. The entire board understands her reasons and has accepted her resignation.

On behalf of the board, I would like to thank Donna for all her work and effort over the years. At our 2001 Conference, Donna will be officially recognized for her contribution as Executive Director. Join me there in showing Donna our appreciation for a job well done. We will miss you on the board.

Linda Szul

OSRA NEWSLETTER

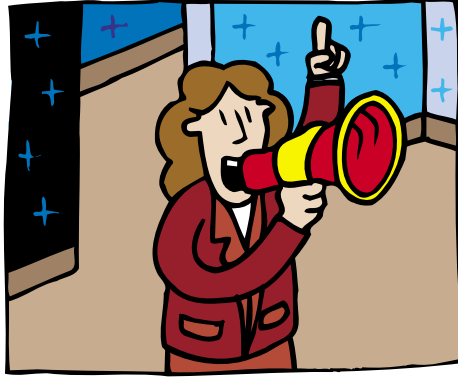
News!!

The Office Information Systems Department in the School of Computer Science and Information Systems at Pace University will be known as the **Technology Systems Department** effective September 2000.

Susan Feather received the annual Excellence in Teaching Award from the School of Computer Science and Information Systems, Pace University, at the spring Faculty Council meeting. **Susan** is also secretary of OSRA.

Beryl C. McEwen, past president of OSRA, has been promoted to full professor in the School of Business and Economics at North Carolina A&T State University.

Sarah O'Donnell, OSRA Board member, has been promoted to senior systems engineer with Telcordia. She will be working with the SOAC system.



CALL FOR MANUSCRIPTS FOR *ITL&P* JOURNAL

The journal of the Organizational Systems Research Association--*Information Technology, Learning, and Performance*--invites your articles for the next issue--Volume 18, No. 2.

Manuscripts should be submitted exclusively to the *Journal*. Previously published manuscripts are not acceptable. Manuscripts are selected through a blind review process involving the editors and referees selected from the Editorial Board. The *Journal* is indexed in the *Business Education Index*, the *Current Index to Journals in Education*, and the *Computer Literature Index*. Submission deadline is ongoing.

Send four (4) hard copies of your manuscript to:

Dr. Bridget N. O'Connor, Editor
Information Technology, Learning, and Performance Journal
New York University
239 Greene Street, Suite 300
New York, NY 10003
Voice: 212-998-5488; FAX: 212-995-4041



Hats Off to Donna Everett!

Donna Everett has accepted the Executive Board's appointment as Interim Executive Director effective June 1, 2000. She and Donna Kizzier have been working closely to achieve a smooth transition. Donna E. will continue as newsletter editor.

Congratulations, Donna, on your appointment. Thank you for agreeing to wear two hats!!

Linda Szul, President



20th ANNUAL RESEARCH CONFERENCE

February 22-24, 2001
Cleveland, OH

*Moving into the New Millennium:
Conference for advanced research in information
technology, learning, and performance*

For more information, visit the OSRA web site:
www.osra.org

or

see pages 6 and 7 in this newsletter



MUGS FOR SALE!!

Order your OSRA mug today with the new name and logo. Here's how:

Contact **Steve Hunt** at s.hunt@morehead-st.edu or use the POTS at 606-783-2743.

The Louisville Stoneware Company has agreed to work with OSRA on screen printing for orders of 10 or more. Call or email Steve to get your name on the order list.



OSRA NEWSLETTER

Press Release

For release August 15, 2000

WOMEN STUDENTS NOW MORE POSITIVE ABOUT COMPUTERS THAN MEN

New York, NY — Women business students hold more positive attitudes about using computers, are more convinced of their computers' usefulness, and are more comfortable in using computers than their male counterparts. These unexpected results come from research first published in the *Information Technology, Learning, and Performance Journal*, a publication of the Organizational Systems Research Association.

This new research challenges the prevailing assumption that men are more comfortable with computers than women. The shift in attitudes has important implications for teachers, curriculum developers and career counselors.

"Because females have a higher regard for the contribution of technology to productivity improvement and are more comfortable with technology than men, they should be encouraged to pursue technology-related careers," say researchers Charles Ray, Carolee Sormunen, and Thomas Harris, professors in the College of Business at Ball State University. "Their positive attitudes and comfort levels with technology may make women especially adept at creative applications of technology."

There are implications for the business world as well. In an interview, Professor Ray noted that this study "could contribute to a reversal of frequent stereotyping in assumptions about females and computers. If managers who make decisions about promotions, employee training, and employee development believe that women are less interested in technical positions that involve computers extensively, females may be overlooked."

"We believe that the perceptions of management about technology and gender are pivotal when diversity issues are involved," add the researchers.

The Organizational Systems Research Association (www.osra.org) brings together professionals from the business and academic worlds with a focus on information technologies and their impact on learning and performance. The *Information Technology, Learning, and Performance Journal* presents refereed research articles in the field of organizational and end-user information systems.

For more information, contact: Bridget N. O'Connor, Ph.D.

Associate Professor and Director
Business Education Program

Editor, *Information Technology, Learning, and Performance Journal*
New York University
239 Greene Street Suite 300
New York, NY 10003

THE LAST ELECTRONIC POSTCARD FROM NEBRASKA . . .

Donna L. McAlister-Kizzier, Executive Director

Thank you for the opportunity to serve OSRA as its fifth Executive Director; it has been a distinct pleasure to work with so many talented people on the board and in the membership ranks over the last three years and three months. Effective June 1, 2000, I am stepping down as Executive Director in order to focus on other professional and personal interests. While a new Executive Director is being appointed, Dr. Donna Everett, also of Morehead State University, has graciously consented to serve as the interim director, providing OSRA with a seamless transition. I can assure you that OSRA is in good hands with Dr. Everett. Please join me in offering her your support and thanks for her commitment to our association.

Unless you remember my first executive director message, written from the University of Nebraska-Lincoln over three years ago, you probably are not aware why I entitle my quarterly message "Electronic Postcards from Nebraska." Bridget O'Connor gave me the idea upon my appointment as Executive Director in 1997. Bridget is a fan of Nebraska's Roger Welsch, who has a popular public national program entitled, "Postcards from Nebraska." A few times, I called the message "Electronic Postcards from Kentucky," but it just didn't have the right ring to it. Coincidentally, when I began to contemplate stepping down as OSRA Director, I was in Nebraska, keynoting a conference with Roger Welsch in May, 2000. It struck me at that conference in May, exactly three years after I began my OSRA appointment, that it would complete the circle to resign from OSRA after joining Roger Welsch at the keynote podium! Consequently, I returned to Kentucky and submitted my resignation and you are now reading the "Last Electronic Postcard from Nebraska."

Only people who have served in this capacity can truly appreciate the commitment being Executive Director requires. When former Executive Director Heidi Perreault began shipping me boxes that filled a complete office during the Spring of 1997, I wondered what on earth Charlie Ray had talked me into! As I learned the ropes of this consuming job, I told Heidi repeatedly that my already high respect for her continued to rise. If my research from our archives is correct, Heidi is the only OSRA director who served more than three years—a valiant effort indeed! I would like to take this opportunity to officially honor each former OSRA director: Edward G. Thomas (1984-1987), John J. Stallard (1988-1991), Pat Magee-Taylor (1991-1992), and Heidi Perreault (1992-1997). These are special professionals who have provided a tremendous service to the continued evolution of OSRA.

I would also like to thank the OSRA Presidents with whom I worked during my three plus years as Executive Directors: Charles Ray, Marcia James, Heidi Perreault, and Beryl McEwen. These individuals are class acts who have made my duties extremely pleasurable. Under their leadership, OSRA has experienced many substantial positive changes. In addition, I would like to thank the members of the board and the membership for their support during my tenure as Executive Director. OSRA is blessed with a number of high calibre professionals and, I believe, some of the best intellects in the field. It has been an honor to serve OSRA since 1997. I hope to see you all in Cleveland in 2001; however, you may not recognize me, for I will appear more relaxed that you have ever seen me at an OSRA Conference.

ORGANIZATIONAL SYSTEMS RESEARCH ASSOCIATION

ADVANCING RESEARCH IN INFORMATION TECHNOLOGIES, LEARNING AND PERFORMANCE

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 office 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 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 R. Everett, Interim Executive Director (d.everett@morehead-st.edu)
Morehead State University
UPO 2478
Morehead, KY 40351-1689 (606-783-2718)

OSRA NEWSLETTER: REMINDER

OSRA 2001 February 22-24, 2001 Call for Papers

The OSRA Conference Committee invites research paper submissions for the 20th Annual Research Conference.

Suggested Topic Areas:

- √ Business Process Reengineering
- √ End-User Training
- √ Organizational and End-User Information
- √ Systems (OEIS) Implementation
- √ OEIS Technologies
- √ Human Factors
- √ End-User Collaboration
- √ The Internet and the World Wide Web
- √ Multimedia
- √ Collegiate Education
- √ Industry/Collegiate Partnerships
- √ Management Issues

Process for Submission

Both refereed and non-refereed presentations are sought. Submissions should address topics relating to the application of information technologies to solve organizational problems and to support end users.

Guidelines for Manuscripts

- √ 12 point font
- √ single-spaced paragraphs
- √ double-space between paragraphs
- √ names of all authors with email addresses
- √ submit electronically as an email attachment
- √ submit in hard copy if cannot submit electronically

Your proposal must be received by the Call for Papers Coordinator on or before **October 15, 2000**. No submissions received after that date will be considered for presentation.

Refereed Track

The refereed track is limited to presentations that present **research findings**. Authors of manuscripts selected for the refereed track are expected to publish either an abstract or the complete manuscript in the *Conference Proceedings*. Manuscripts to appear in the proceedings should not have been previously published or be in review for a journal.

Proposals for Refereed Track

You do not have to submit a complete manuscript for consideration. You may submit a proposal for a research project in which you are currently engaged.

Please include the following headings in your proposal:

- √ Introduction
- √ Purpose of Study
- √ Brief Review of Literature (1-3 paragraphs)
- √ Research Questions or Hypotheses
- √ Methodology

Non-Refereed Track

The non-refereed track includes **panel discussions, curriculum materials, current issue discussions, and other sessions** of interest to practitioners and educators.

Proposals for Non-Refereed Track

You may submit either a proposal or a complete manuscript. Proposals should include:

- √ Type of presentation (i.e., panel discussion, curriculum materials, current issues discussions, etc.)
- √ Topic for discussion
- √ Background for presentation

Non-refereed submissions are not eligible for "Best Paper" consideration.

Call for Papers Coordinator

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Indiana University of Pennsylvania
224 Eberly
College Of Business and Information Technology
664 Pratt Drive
Indiana, PA 15705-1087
Phone: 724/357-7782
Fax: 724/357-3013
Email: woodland@grove.iup.edu

Note: In an effort to have the submission procedure more technologically oriented, OSRA is requesting that authors submit proposals **electronically** as email attachments. If email is not possible, hard copy may be used. However, **both** email and hard copy are not necessary.