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DOCUMENTS

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guide to the educational development system

EDS IS COMMUNICATIONS!

Contact us to start your project moving.

EDS--Educational Development System--if you're a content specialist, researcher or extension agent, sooner or later you'll probably be working with us. It might be just a routine order for publications, or front-to-end assistance in designing, developing and distributing a complex educational package. At either extreme or in between, when you work with EDS, you work with professionals having the special skills your project needs.

EDS has the educational development and information dissemination responsibility for the Minnesota Extension Service and the Minnesota Agricultural Experiment Station. Working with content specialists, we design, develop and distribute materials in support of our educational mission.

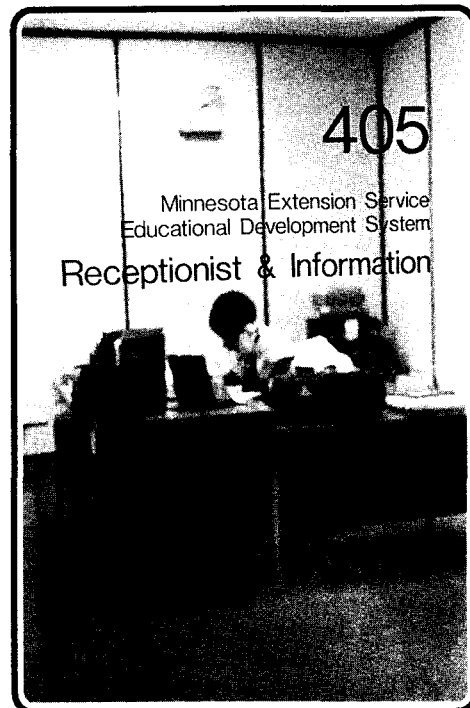
EDS responds to client needs. It responds productively, efficiently, effectively and creatively, and pays attention to technical detail, aesthetic quality, and opportunities to innovate.

EDS has a vast array of educational communication techniques, media and technologies available. It includes both traditional print production and new technologies, such as desktop publishing, interactive computer software, videodiscs, electronic mail and satellite video conferencing.

EDS uses the latest research and educational technologies to design, develop and deliver effective educational products and programs to extension and experiment station audiences. It develops computer applications, and produces and distributes extension and experiment station publications, news releases, and computer software documentation.

EDS professionals serve on system wide or program area teams. Program area core teams assist program areas in designing, developing and delivering educational programs. System wide teams are responsible for telecommunications, computer support, and product distribution.

EDS is available to assist you, but engaging our talents and skills for your program or activity requires our working together. That's what this publication is all about . . . telling you what EDS can do, and how you go about bringing our resources to bear to help you achieve your program or activity objectives.



Coffey Hall on the St. Paul Campus is the home base for most EDS staff and services.

MISSION

EDUCATIONAL DEVELOPMENT SYSTEM

*EDS Restructuring Document,
Patrick J. Borich, August 18, 1986
(modified to include Agricultural Experiment Station)*

The mission of the Educational Development System is to support Minnesota Extension Service and Agricultural Experiment Station efforts by providing technical assistance, consultation on program design and development, and production services. Its main priorities are to the central issues and priorities of Extension and the Experiment Station, established as outcomes of ongoing strategic planning and issue identification, and to the support of ongoing Extension and Experiment Station programs.

WHO TO CONTACT IN EDS FOR EDUCATIONAL DESIGN AND DEVELOPMENT

With so many options, where do you go and who do you contact to engage the resources of EDS? Your key initial contact is your program leader, and for the Experiment Station your assistant directors. These are the people who authorize project budgets according to program priorities. They evaluate, prioritize, approve and initiate projects, and these priorities and authorizations become the basis for EDS staff support to your project.

Program designers are available to help you develop your idea, and to estimate the time and cost involved. They also work with development leaders to direct an approved project into EDS production channels.

Development leaders coordinate project budgets, and work with program designers to match your requests to our available personnel and resources. Projects meeting higher priorities receive the most prompt attention.

Program designers and development leaders coordinate the execution of priorities for their core teams, initiating project design plans and developing budgets. They know the range of technologies and techniques available for developing new communication products and programs. They can tell you how EDS works, and how it can help you do your job better. They can generally tell you what can be done, how long it will take and how much it should cost.

These leaders and designers know who in their core teams can best design, develop, produce, market and deliver quality and timely programs and products meeting program needs. They know who can best write and design simple fact sheets, or produce book length manuals and reports. They know how to access specialized resources for producing radio or video material, designing graphics and displays, organizing educational conferences, and publicizing new research and information of value to Minnesotans.

Extension Program Leaders:

- Agriculture Marilyn Grantham 625-4252
Duane Schrader..... 625-1782
Tom Thorburn 625-9292
- Community Economic Development.. John Sem 624-3070
- 4-H Youth Development Dick Byrne 625-1235
Gregory Hutchins .. 625-8154
(acting) Dan Lindsey 625-5242
- Home Economics Lorilee Sandmann.. 625-4267
- Natural Resources Steve Laursen 624-9298

Experiment Station Assistant Directors:

- Signe Betsinger and Roy Thompson 625-4211

EDS Program Designers:

- Agricultural Experiment Station Paul Larson..... 625-0237
- Agriculture Gene Anderson 625-7084
and Fred Hoefer 625-4757
- Associate Director Programs and
Operations Bill Bomash 625-8776
- Community Economic Development.. Jon Groth 625-4706
- Director's/EDS Team Marsha Mueller 625-1768
- 4-H Youth Development Sharon Conlan 625-0223
- Home Economics Jon Groth 625-4706
- Integrated Programs Bill Bomash 625-8776
- Natural Resources Paul Larson..... 625-0237
- Staff and Organizational
Development Bill Bomash 625-8776

EDS Development Leaders:

- Agricultural Experiment Station Jenny Obst 625-2741
- Agriculture Gene Anderson 625-7084
and Fred Hoefer 625-4757
- Associate Director Programs and
Operations Judy Keena 625-7047
- Community Economic Development.. Dave McAllister 625-4261
- Director's / EDS Team Sandra Becker 625-2755
- 4-H Youth Development Gail Tischler 625-3141
- Home Economics Dave McAllister 625-4261
- Integrated Programs Judy Keena 625-7047
- Natural Resources Judy Keena 625-7047
- Staff and Organizational
Development Judy Keena 625-7047

WHO TO CONTACT IN EDS FOR INFORMATION AND TECHNOLOGY SUPPORT

System Wide Teams lead EDS activities in several areas. They operate a number of widely used Minnesota Extension Service facilities, and provide many essential services. For assistance in these areas you should normally contact their leaders directly.

Distribution Center

The Distribution Center is what its name implies. The majority of publications, audio-visual products, and computer software available through the Extension Service and Experiment Station is distributed from here. The Distribution Center also coordinates the loan of audiovisual and computer equipment to Minnesota Extension Service and Experiment Station staff.

The Distribution Center is located on the lower level of Coffey Hall, room 3. Telephones are answered from 8 a.m. to 4:30 p.m. on business days. Hours for Extension staff are from 7:45 a.m. through 4:30 p.m. Public walk-in transactions can be accommodated at the publications counter between 10 a.m. and 3 p.m.

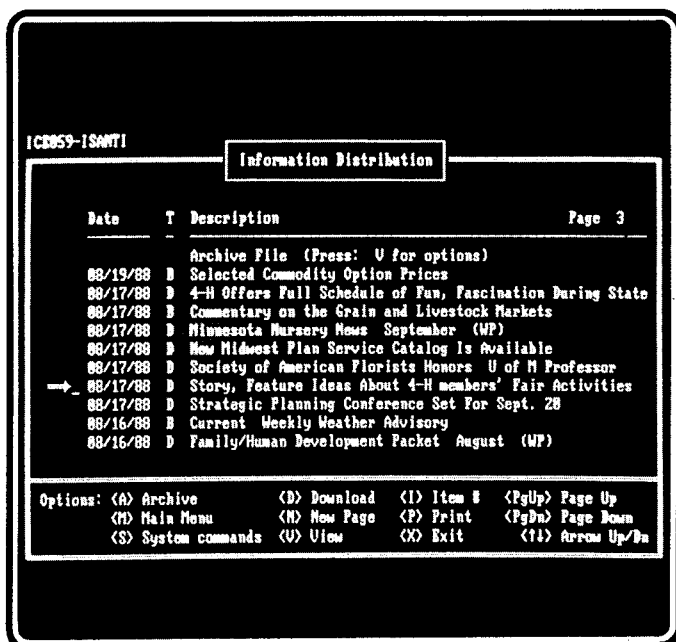
The Distribution Center has a 24-hour telephone number for placing orders, and multiple copies of publications can be picked up with 24-hour notice. Small quantities of publications generally are immediately available at the publications counter.

Earle Brown Continuing Education Center
The Earle Brown Continuing Education Center, housed in its own building on the St. Paul Campus, is a meeting, training and conference facility. It has 12 conference rooms, an advanced computer lab, extensive audio-visual equipment, teleconferencing capability, and dining facilities. As well as scheduling many of its own conferences there, Earle Brown Center is widely used by professional associations, foundations, and governmental, non-profit and University groups.

The computer lab is available for computer seminars and training. It can be rented by University and Extension groups and departments at a reduced rate. It has most popular business software available, and a hardware array including hard drives, graphics screens, printers, modems, and a large screen projector. Individualized hands-on computer instruction tutorials are available for individuals.

Electronic Dissemination (EXTEND-U)
EXTEND-U is the system for electronic distribution of information through EDS, to the statewide extension computer network.

Distribution Center	David Messick	625-6216
Earle Brown Continuing Education Center	Gerald Schmidt	624-3275
Electronic Dissemination	Tom Ehlen	624-1781
EXTEND Support	Tom Ehlen	624-1781
Management Support (supplies, labels, etc.)	Jean Bollig	624-6207
Marketing	Paul Lee	624-1297
Public Relations	Dani O'Reilly	625-4715
Telecommunication Development Center	Pat Kovel-Jarboe	624-3616



EDS is continually expanding the use of and uses for EXTEND-U, its electronic information distribution system.

It's an electronic information delivery system, educational network and database connecting EDS in Coffey Hall, to county extension offices and the agricultural experiment stations.

EXTEND-U electronically distributes newsletters, market reports, event announcements and schedules. News, informational releases and feature stories, on Extension and Experiment Station activities and developments, are partly distributed on the system. Extend-U also provides electronic mail, computer conferencing, system support, and access to a number of specialized databases and computer software applications, and a Helpline to assist people with access.

Available databases include Minnesota's Hay Market Exchange, WEEDIR (a weed control directory), Yard and Garden newsletters from 1983 (with keyword retrieval in Superfile), a Project Future database, and ZYINDEX based county work plans and follow-ups.

EXTEND Support

EXTEND Support is responsible for meeting the micro computer hardware and systems needs for extension. This involves needs analysis; hardware

selection, procurement and installation; repair and maintenance; and software application support. It also supports computer local area networks, and develops software recommendations for extension.

Management Support

Management support offers a variety of services for campus, county, area and district offices, including some printshop ordering, and providing office and computer supplies ordering, word processing, MAILES-PC training and short turn-around photocopying. This unit also provides daily penalty mail pool service, and postage metering for penalty and regular mail.

Marketing

Marketing contributes to the design of Extension offerings to help them meet both the needs and desires of target audiences, and the educational objectives of the program areas. It deals with the organizational marketing of the Minnesota Extension Service as well as marketing program activities and specific educational materials.

Public Relations

Public Relations helps Extension and the

Experiment Station define and enhance their images in all forms of communication. It works with faculty and staff to help individual programs, counties and clusters heighten their visibility with key publics in order to increase awareness of and support for their work.

Public Relations attempts to focus attention on Extension programs and Experiment Station research. It develops channels for two-way communications with Minnesotans.

Telecommunication Development Center

Our Telecommunication Development Center (TDC), located in the Classroom Office Building adjacent to Coffey Hall, provides programs, services and technical support for applied research and development projects using innovative technologies in outreach education. It also operates TechLab, a state of the art facility for research and experimentation.

TDC has a wide array of technologies available to it. These include satellite interactive video, computer graphics, audio and audiographic teleconferencing, various computer based products, audiotex, teletex, CD-ROM and others.

STAFF DEVELOPMENT

EDS provides regular development and training opportunities for extension and experiment station staff. This is especially true in the expanding areas of computer technologies and electronic communications. A variety of computer training short courses, seminars and learning resources are offered to broaden computer literacy, improving and expanding our access to these technologies, and to EXTEND-U and the software applications available through EDS.

EDS training also periodically covers such areas as the uses of video, public relations and marketing techniques. Announcements of the availability of training are distributed regularly.



Telecommunications Development Center (TDC) supports applied research and development projects using innovative communications technologies in outreach education.

OTHER EDS RESOURCES -- PUBLICATIONS

Conference planning guide provides a skeleton outline to assist individuals in planning or developing programs or conferences -- contact Nancy Harvey (625-8215)

Distribution Center Monthly Update lists new, revised or discontinued publications, audiovisual materials, computer software, educational packages and exhibits -- contact the Distribution Center (625-8173)

Distribution Center Quarterly Catalog of publications, audiovisual materials, computer software, educational packages and exhibits -- contact the Distribution Center (625-8173)

Earle Brown Center brochure describes the center's conference rooms, equipment, food service, and other available services -- contact Gerald Schmidt (624-3275)

Earle Brown Center Computer Lab brochure describes the hardware, software and staff assistance available to users of the lab -- contact Mike Amidon (624-2713)

EXTEND Hardware Catalog and *EXTEND Hardware Guide* describe and provide costs for equipment available through and supported by EXTEND -- contact Tom Ehlen (624-1781)

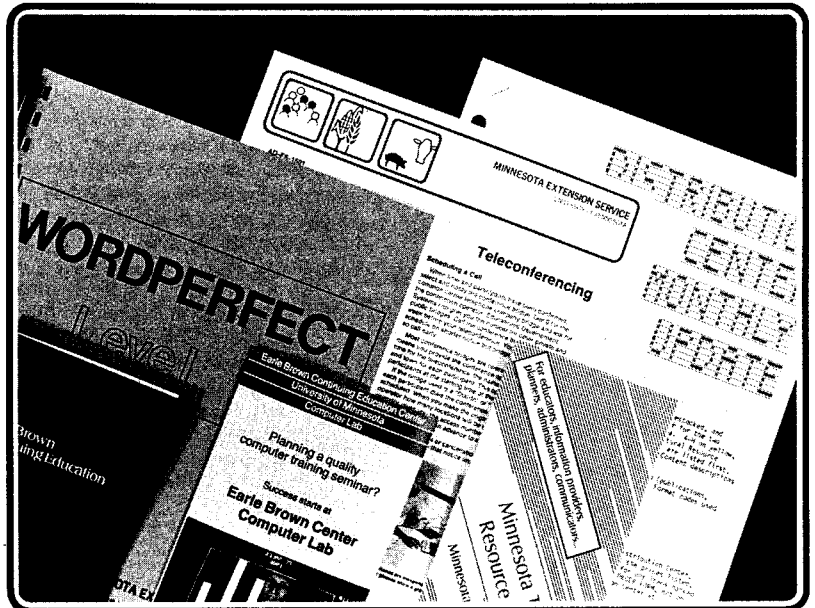
EXTEND-U Users Guide explains how to access the system; view, print and download information files; upload files and send electronic mail messages; and use its other available features -- contact Tom Ehlen (624-1781)

Extend Software Standards contains information on the process of evaluating needs, and standards for Extension developed software -- contact Patti Pavkov (625-7228)

Guide for the Development of EXTEND Educational Software for agents and specialists -- contact Sharon Conlan (625-0223)

Guidelines for producing text for submission to EDS, and for desk top publishing applications -- contact a program designer

Hard disk training materials provide instruction on effective use of subdirectories; how to copy, access and backup files; and



Published resource materials explain many EDS functions in detail, or serve as reference guides and training aids.

how to run programs and take advantage of features available through using a hard disk -- contact Karen Berg (624-4213)

Minnesota Technology Resource Notebook provides an overview of and background information on communications and educational technologies, including the appropriateness of each for various audiences and applications -- contact Pat Kovel-Jarboe (624-3616)

Penalty Mail Procedures Handbook is comprised of Chapter IX, "Penalty Mail" of the Administrative Handbook for Cooperative Extension Work, and describes the policies and procedures that must be followed in using the penalty mailing privilege -- contact Lynette Marten (624-3494)

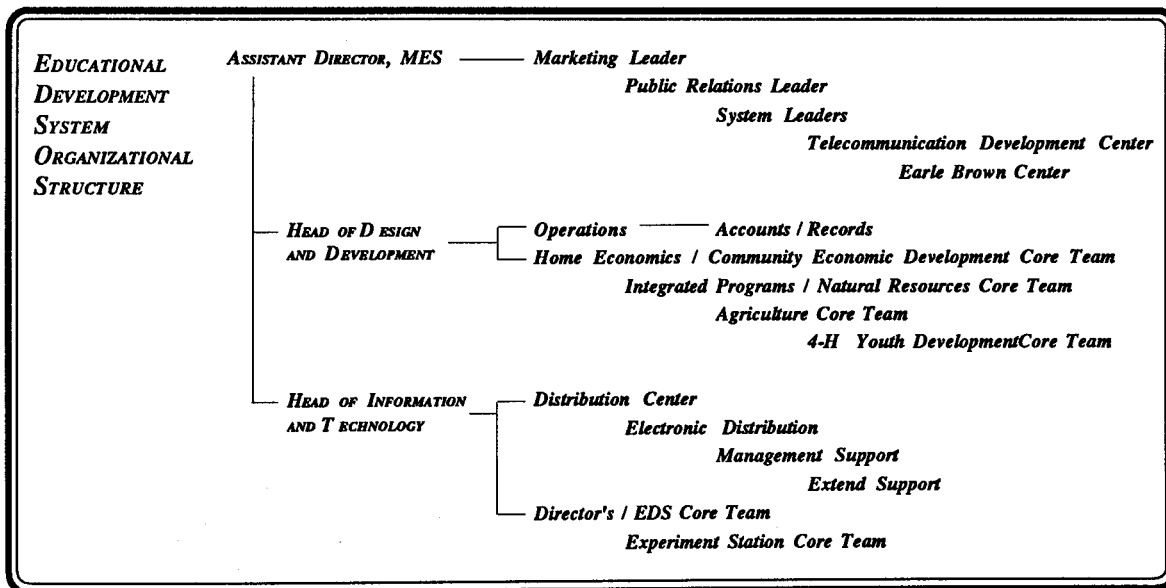
Telephone Conference Call brochure describes the process for setting them up, and the availability, from EDS, of microphones and equipment useful with conference calls -- contact Joe Jovanovich (625-5221)

WordPerfect training and reference guides provide information and instructional exercises teaching access to and use of features available in this extension supported word processing program -- contact Karen Berg (624-4213)

DIRECTORY OF ASSISTANCE AVAILABLE FROM EDS

Accounting - EDS (<i>MaryKay Huttler</i>)	625-6771
Art and graphics production	See "Program Designer"
Assistant Director for EDS (<i>David Nelson</i>)	624-4950
ATERM communications software (<i>Debbie Madison</i>)	624-7483
Audio conferencing	See "Program Designer"
Autumn/Ego graphics package (<i>Karen Lilley</i>)	624-3707
Biographical file (biofile) (<i>Marilyn Masterman</i>)	625-9251
Calling card orders (<i>Mae Schmidt</i>)	624-7773
Communications computer software (PROCOMM+, ATERM) (<i>Debbie Madison</i>)	624-7483
Computer hard disk management (<i>Karen Berg</i>)	624-4213
Computer Lab, Earle Brown Center (<i>Mike Amidon</i>)	624-2713
Computer purchasing/compatibility (<i>Tom Ehlen</i>)	624-1781
Computer technical support, repairs and pickup scheduling (<i>Kevin Duffey</i>)	624-6776
Computer training (<i>Nora Hall</i>)	624-5394
Conferences	See "Program Designer"
Copyright information (<i>Dave McAllister</i>)	625-4261
Core Team Head of Design and Development (Agriculture, Community Economic Development, 4-H Youth Development, Home Economics, Integrated Programs, Natural Resources, Operations) (<i>Larry Coyle</i>)	625-1952
Core Team Head of Information and Technology (Agricultural Experiment Station, Director's/EDS Team, Distribution Center, Electronic Distribution, Management Support, EXTEND Support) (<i>Nora Hall</i>)	624-5394
Core Teams	See "Program Designers"
Course design	See "Program Designers"
DBASE (<i>Tom Ehlen</i>)	624-1781
Desktop publishing (WordPerfect 5.0) Software use (<i>Karen Berg</i>)	624-4213
Page design (<i>Karen Lilley</i>)	624-3707
Development Leaders, Core Teams Agricultural Experiment Station (<i>Jenny Obst</i>)	625-2741
Agriculture (<i>Gene Anderson</i>)	625-7084
(and <i>Fred Hoefler</i>)	625-4757
Associate Director Programs and Operations (<i>Judy Keena</i>)	625-7047
Community Economic Development (<i>Dave McAllister</i>)	625-4261
Director's EDS Team (<i>Sandra Becker</i>)	625-2755
4-H Youth Development (<i>Gail Tischler</i>)	625-3141
Home Economics (<i>Dave McAllister</i>)	625-4261
Integrated Programs (<i>Judy Keena</i>)	625-7047
Natural Resources (<i>Judy Keena</i>)	625-7047
Staff and Organizational Development (<i>Judy Keena</i>)	625-7047
Distribution Center	Business Hours 625-8173 24-hour Ordering Line 624-4965
Earle Brown Center (<i>Gerald Schmidt</i>)	624-3275
Educational design	See "Program Designers"
Electronic mail (EXTEND-U) (<i>Debbie Madison</i>)	624-7483
Experiment Station Assistant Directors (<i>Signe Betsinger, Roy Thompson</i>)	625-4211
EXTEND-U Coordinator/training (<i>Carol Scipioni</i>)	624-0796
EXTEND-U Helpline/System Operator (<i>Debbie Madison</i>)	624-7483
EXTEND-U Host System technical support (<i>Tom Ehlen</i>)	624-1781
"Extenovations" editor (<i>Deedee Nagy</i>)	625-0288
Extension Courses/Conferences	See "Program Designers"
4-H management software (<i>Virginia Engle</i>)	625-5742
Graphics production and development	See "Program Designers"
Graphics software (<i>Karen Lilley</i>)	624-3707
Hard disk management (<i>Karen Berg</i>)	624-4213
Information Systems Leader (<i>Carol Scipioni</i>)	624-0796
Laser printer operation (<i>Karen Berg</i>)	624-4213
Mailing coordinator (<i>Mae Schmidt</i>)	624-7773
MAILS-PC (<i>Mae Schmidt</i>)	624-7773
Management Support (<i>Jean Bollig</i>)	624-6207
Marketing Leader (<i>Paul Lee</i>)	624-1297
"Minnesota Science" editor (<i>Jenny Obst</i>)	625-2741
News coordinator (<i>Sam Brungardt</i>)	625-6797
Newsletters	See "Program Designers"
North Central Regional (NCR) material (<i>Dave McAllister</i>)	625-4261
Patent information (<i>Dave McAllister</i>)	625-4261
Penalty Mail Policy, accounting, authorization (<i>Lynette Marten</i>)	624-3494
Procedures (<i>Mae Schmidt</i>)	624-7773

Photofile (<i>Don Breneman</i>)	625-4248
Portrait photography (<i>Don Breneman</i>)	625-4248
Press releases (<i>Sam Brungardt</i>)	625-6797
Printer problems (<i>Karen Berg</i>)	624-4213
Printshop requests (calling cards, misc.) (<i>Mae Schmidt</i>)	624-7773
PROCOMM+ communications software (<i>Debbie Madison</i>)	624-7483
Program Leaders	
Agriculture (<i>Marilyn Grantham</i>)	625-4252
(<i>Duane Schrader</i>)	625-7098
(<i>Tom Thorburn</i>)	625-9292
Community Economic Development (<i>John Sem</i>)	624-3070
4-H Youth Development (<i>Dick Byrne</i>)	625-1235
(<i>Gregory Hutchins</i>)	625-8154
Home Economics (<i>Lorilee Sandmann</i>)	625-4267
Natural Resources (<i>Steve Laursen</i>)	624-9298
Program Designers, Core Teams	
Agricultural Experiment Station (<i>Paul Larson</i>)	625-0237
Agriculture (<i>Gene Anderson</i>)	625-7084
(<i>Fred Hoefer</i>)	625-4757
Associate Director Programs and Operations (<i>Bill Bomash</i>)	625-8776
Community Economic Development (<i>Jon Groth</i>)	625-4706
Director's Office (<i>Marsha Mueller</i>)	625-1768
4-H Youth Development (<i>Sharon Conlan</i>)	625-0223
Home Economics (<i>Jon Groth</i>)	625-4706
Integrated Programs (<i>Bill Bomash</i>)	625-8776
Natural Resources (<i>Paul Larson</i>)	625-0237
Staff and Organizational Development (<i>Bill Bomash</i>)	625-8776



Public Relations Leader (<i>Dani O'Reilly</i>)	625-4715
Receptionist (4th floor Coffey)	625-2787
Signs (<i>Mae Schmidt</i>)	624-7773
Special Programs/Conferences	See "Program Designers"
STATPAC (<i>Dick Krueger</i>)	624-2221
SuperFile text retrieval software (<i>Tom Ehlen</i>)	624-1781
SuperCalc4 (<i>Paul Larson</i>)	625-0237
Supplies (<i>Marijo Chapman</i>)	624-5368
TechLab (TDC) (<i>Chery Hays-Wilson</i>)	624-3616
Technical Support-EXTEND (<i>Kevin Duffey and Dan Cummings</i>)	624-6776
Technology Systems Leader (<i>Bob Rubinyi</i>)	624-2708
Telecommunications Development Center (<i>Pat Kovel-Jarboe</i>)	624-3616
Teleconferencing	See "Program Designers"
Videoconferencing	See "Program Designers"
Videotape duplication	Contact University Media Resources
Visual identification orders (signs, nametags, nameplates) (<i>Mae Schmidt</i>)	624-7773
Word processing services (<i>Cheryl Liedt</i>)	624-7209
WordPerfect (<i>Karen Berg</i>)	624-4213
ZYINDEX text retrieval software (<i>Tom Ehlen</i>)	624-1781

EDUCATIONAL DEVELOPMENT SYSTEM ADMINISTRATION

David M. Nelson
Assistant Director, Minnesota Extension Service

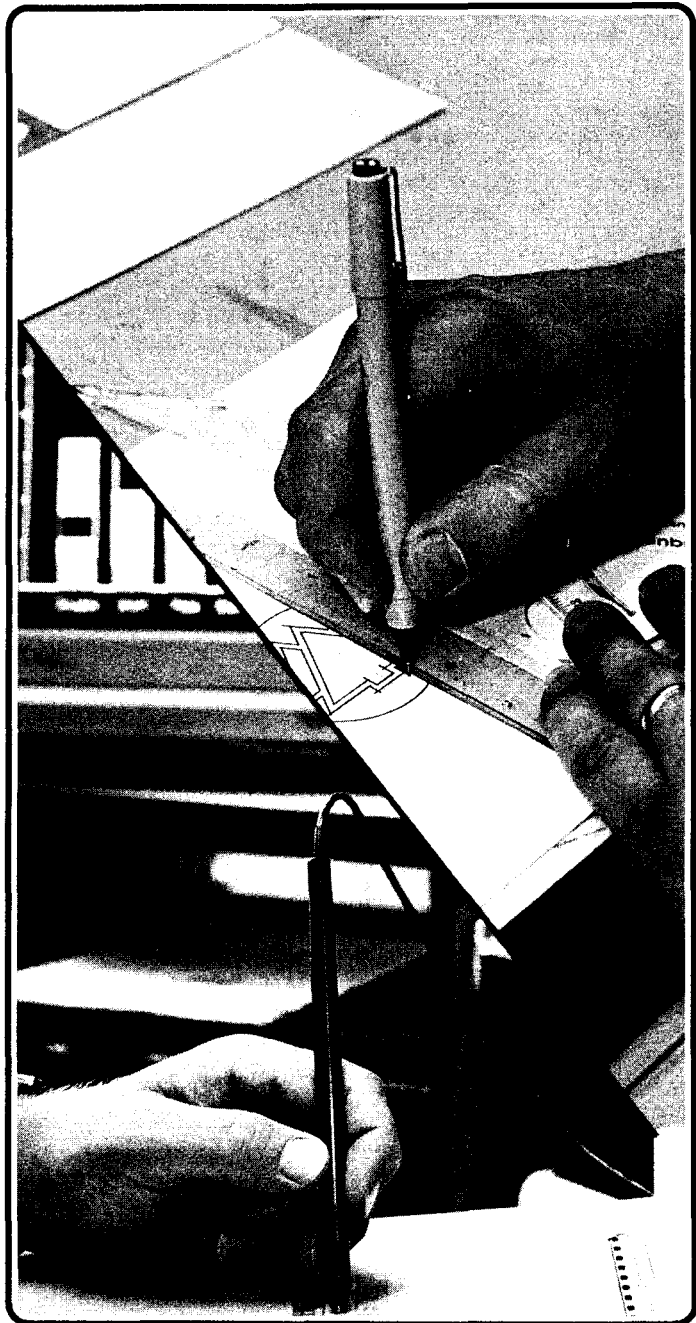
Larry Coyle
Head of Design and Development

Nora Hall
Head of Information and Technology

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The University of Minnesota, including the Minnesota Extension Service and the Minnesota Agricultural Experiment Station, is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, religion, color, sex, national origin, handicap, age, veteran status, or sexual orientation.

Publication developed by Larry A. Etkin, Editor, EDS



EDS uses both electronic and traditional technologies to meet program objectives.