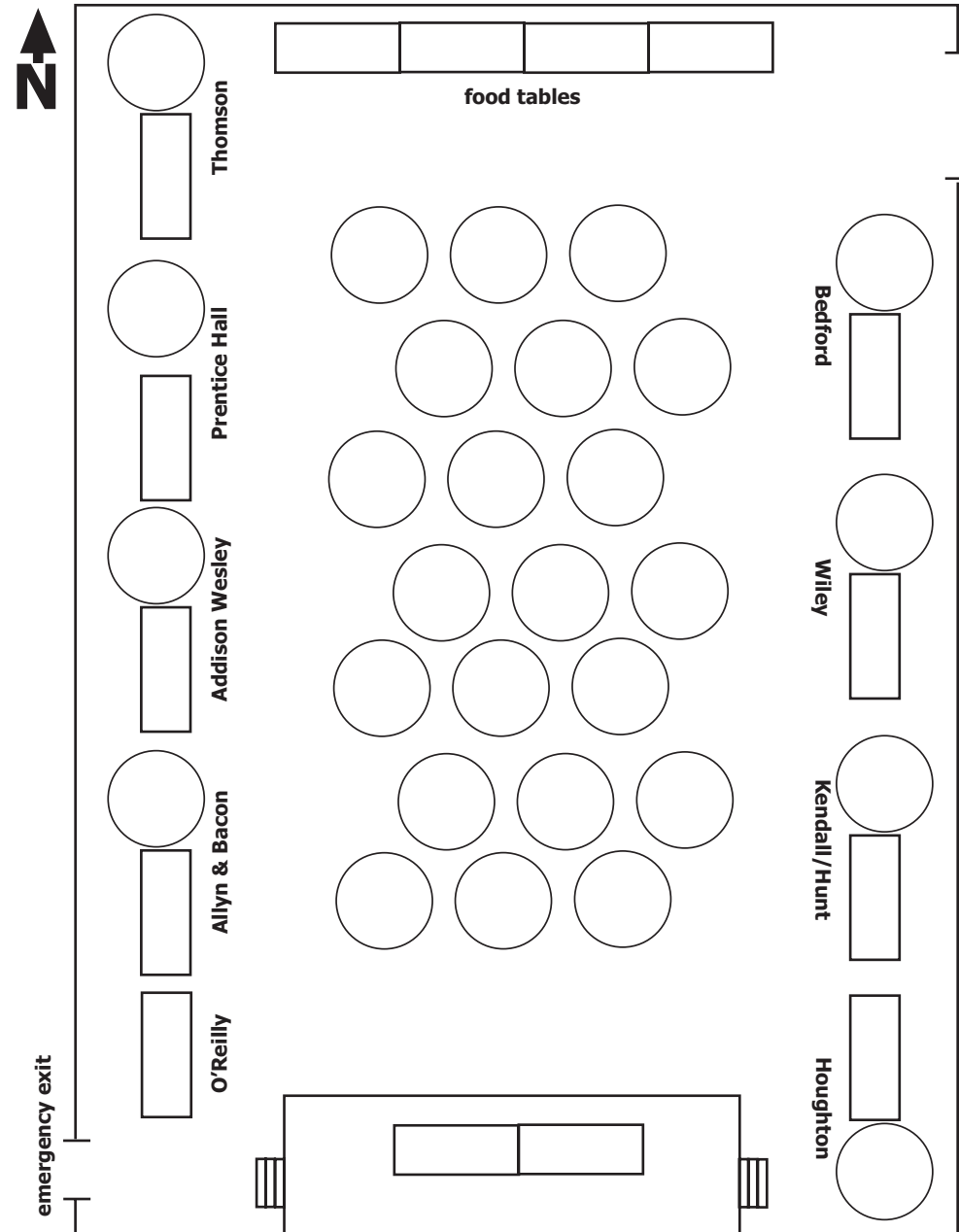


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Division of Academic Affairs

Ocotillo **mcli**

Mesa Community College, Navajo Room

MAP IS NOT TO SCALE

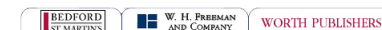


# text & tech

## Ocotillo Textbook & Technology Day 2005

Friday, September 16, 2005  
Mesa Community College  
Navajo Room  
8:00 a.m. to 4:00 p.m.

<http://www.mcli.dist.maricopa.edu/ocotillo/tnt05>



### Note to Residential Faculty

To receive 6.0 clock hours toward FPG non-academic advancement, you must sign in at the registration table at the beginning of the day and turn in your event evaluation and assessment forms at the end of the day. See additional instructions in packet.

## Agenda Friday, September 16, 2005

### 8:00-8:30 (Navajo Room)

#### Registration and continental breakfast.

Textbook and technology demonstrations will be available.

### 8:30-8:40 (Navajo Room)

#### Welcome

Welcome, Mesa Community College

### 8:40-8:50 (Navajo Room)

#### Event Logistics

Shelley Rodrigo, Mesa Community College

### 8:50-9:45 (Navajo Room)

#### Issues in Technology Enhanced Textbook Publishing: the Author’s Perspective

Authors from each of the textbook companies will each present the processes and major issues of technology enhanced textbook production and distribution.

Shelley Rodrigo, Mesa Community College (moderator)

- Rick Effland, author for Kendall/Hunt
- Brad Franklin, author for Wiley
- Christine A. Hult, author for Allyn & Bacon/Longman
- Fred Kemp, author for Thomson/Wadsworth
- Kendall E. Martin, author for Pearson: Prentice Hall
- Mike Palmquist, author for Bedford/St. Martins, Freeman & Worth
- George Woodbury, author for Pearson: Addison Wesley

### 9:45-9:55

#### Break and Move to Next Event

### 9:55-10:55

#### Concurrent Sessions

Half of the participants will go to the first session, the other half to the second. In the following hour they will switch.

#### **A** Editor and Author Discussions (choose one)

- Science & Math (**Pima Room**)  
facilitator: John Arle, Phoenix College
- Humanities & Social Sciences (**Kiva Room**)  
facilitator: Susan Miller, Mesa Community College
- Business, Economics & Computer Science (**AS 196**)  
facilitator: Greg Pratt, Mesa Community College

Editors and authors who have produced technology enhanced textbooks will discuss issues and concerns about specific disciplinary issues related to the production and distribution of the textbooks and the accompanying technologies. The more intimate dialogue will allow for more detailed discussions of faculty needs and how/why textbook companies and authors can address those needs. The session facilitator will have questions and prompts prepared to launch discussion.

#### **B** Technology Assessment—Examples Provided by the various Textbook Companies (Navajo Room)

All of the textbook companies will have areas with computers set up that demonstrate the various textbook technologies (in a variety of disciplines). Participants will be responsible for inspecting and evaluating at least two different company’s technologies (one

during this first session, the second during another session after lunch). The textbook companies will get a copy of the evaluation.

Participating publishers include:

- Allyn & Bacon/Longman
- Bedford/St. Martins, Freeman & Worth
- Houghton Mifflin
- Kendall/Hunt
- O’Reilly
- Pearson: Addison Wesley
- Pearson: Prentice Hall
- Thomson/Wadsworth
- Wiley

### 10:55-11:05

#### Break and Move to Next Event

### 11:05-12:05

#### Concurrent Sessions

Participants switch sessions from the earlier track.

### 12:05-12:35 (Navajo Room)

#### Lunch

Participants will have 30 minutes to get their food and sit down for the afternoon panel session.

### 12:35-1:35 (Navajo Room)

#### Issues in Using Technology Enhanced Textbook Publishing: the Faculty and Student Perspective

Panel of faculty with students who have used various textbook integrated technologies. Faculty and students who use these technologies will each present on the processes and major issues of technology enhanced textbooks. The remaining time will allow for audience discussion.

Shelley Rodrigo, Mesa Community College (moderator)

- John Arle and student, Biology, Phoenix College
- Alisa Cooper and student, English, South Mountain Community College
- Otis White and student, Business, Mesa Community College

### 1:35-1:45

#### Break and Move to Next Event

### 1:45-2:40

#### Concurrent Sessions

Half of the participants will go to the first session, the other half to the second. In the following hour they will switch.

#### **A** Technology Discussion Groups (choose one)

- Course Management Systems & Content Delivery (**Kiva Room**)  
facilitator: Laura Stock, Mesa Community College
- Interactive Simulations (**AS 196**)  
facilitator: Kim Grady, MATEC
- Supplemental Website (**AS 192**)  
facilitators: Lisa Young, GateWay Community College and Donna Rebadow, Paradise Valley Community College
- Assessment & Secure Online Quizzing/Testing (**Pima Room**)  
facilitator: Peggy Johnson, Mesa Community College

Editors and authors who have worked on the production of specific types/genres of technologies will discuss issues and concerns about technology specific issues. For example, the popularity and accessibility of course management systems (CMSs) are in flux right now. How are the companies handling content delivery? The more intimate dialogue will allow for more detailed discussions of faculty needs and how/why textbook companies and authors can address those needs. The session facilitator will have questions and prompts prepared to launch discussion.

#### **B** Technology Assessment—Examples Provided by the Various Textbook Companies (Navajo Room)

- Allyn & Bacon/Longman
- Houghton Mifflin
- Kendall/Hunt
- Pearson: Prentice Hall
- Thomson/Wadsworth
- Wiley

### 2:40-2:50

#### Break and Move to Next Event

### 2:50-3:45

#### Concurrent Sessions

Participants switch sessions from the earlier track.

### 3:45-4:00 (Navajo Room)

#### Wrap-Up, Door Prizes, and Event Evaluation

Door prizes drawn from submitted technology evaluation forms.

## Textbook Author Bios

### Rick Effland (author for Kendall/Hunt Publishing Company)

Richard Effland was a co-founder of Archaeological Consulting Services Ltd. and served as its first president for eleven years prior to joining the faculty at Mesa Community College in 1989. He is recognized as a leader in the use of instructional technology within the Maricopa District over the past 16 years. He teaches a variety of courses in Anthropology but focuses on Buried Cities and Lost Tribes (both Old World and New World versions of this popular course) and Bones, Stones and Human Evolution.

### Brad Franklin (author for Wiley)

Brad taught calculus, college algebra and teacher’s math for 10 years while working toward his doctorate in stochastic differential equations. It was Brad’s work from 1998 to 2000 with an NSF grant on the use of web-quizzing to foster student success in “mathematics across the curriculum” that first exposed Brad to eGrade, and revealed to him the potential of web-based instruction. As a mentor in the Wiley Faculty Network from 2001-2003, Brad worked with and led virtual presentations for faculty nationwide on the effective use of learning technologies, including eGrade. In 2003 he joined John Wiley & Sons to work full-time with the Wiley Faculty Network. As part of this team, Brad aids in the development of the network, and manages the network website at www.WhereFacultyConnect.com.

### Dr. Christine A. Hult (author for Allyn & Bacon/Longman)

Dr. Hult is Professor of English at Utah State University in Logan, Utah, where she has been teaching and working as an administrator for the past twenty years. Currently, she serves as the Associate Dean in the College of Humanities, Arts, and Social Sciences. Prior to that appointment, she served for ten years as Associate Department Head in the English Department. She teaches in the writing, honors, and English education programs, including an online graduate course in online pedagogy. She has published 12 books, 12 chapters in edited collections, and over 30 articles in various composition journals including *WPA*, *Computers and Composition*, *the Journal of Advanced Composition*, *The Writing Instructor*, and *Liberal Education*. She has authored or co-authored several very successful writing textbooks: *The New Century Handbook*, 3ed and *The Brief New Century Handbook*, 3ed (Longman 2005, with Thomas Huckin), *Researching and Writing Across the Curriculum*, 3ed (Longman, 2005), three writing in the disciplines textbooks (Longman 1996), *A Writer’s Introduction to Word Processing* (Wadsworth, 1987), and *Readings from Across the Curriculum* (Longman 1997).

### Fred Kemp (author for Thompson/Wadsworth)

After teaching English and language arts in public schools for 9 years, Fred Kemp received his Ph.D. in Rhetoric and Composition, with an emphasis in Computer-Based Rhetoric, at the University of Texas at Austin in 1988, where he was instrumental in founding and directing UT’s Computer Writing Research Lab. Dr. Kemp is currently a member of the NCTE Instructional Technology Committee and is a past chair and current member of the CCCC Computers in Composition Committee. He is co-director of the Alliance for Computers and Writing, for whom he manages a set of World Wide Web Pages. Fred is also founder and current president of The Daedalus Group, Inc, a company prominent in the development of educational software, and is co-author of DIWE, the “Daedalus Integrated Writing Environment” (1990 EDUCOM/NCRIPAL award winner for best writing software). The Internet email discussion lists he has founded include Megabyte University (MBU-L), ACW-L, and WCENTER.

### Kendall E. Martin (author for Pearson: Prentice Hall)

Kendall has been teaching since 1988 at a number of institutions, including Villanova University, DeSales University, Arcadia University, Ursinus College, County College of Morris, and Montgomery County Community College, at both the undergraduate and master’s degree level. She has industrial experience in research and development environments (AT&T Bell Laboratories) as well as experience with several start-up technology firms. She is a co-author on a textbook for the introductory computer concepts market, *Technology in Action*.

### Mike Palmquist (author for Bedford/St. Martin, Freeman & Worth Publishers)

Mike Palmquist is a Professor of English and University Distinguished Teaching Scholar at Colorado State University, where he directs the composition program and co-directs the Center for Research on Writing and Communication Technologies. His scholarly interests include writing across the curriculum, the effects of computer and network technologies on writing instruction, and the use of hypertext/hypermedia in instructional settings. He is the co-author, with Kate Kiefer, Jake Hartvigsen, and Barbara Godlew, of *Transitions: Teaching Writing in Computer-Supported and Traditional Classrooms*, published in 1998 by Ablex, and co-author, with Don Zimmerman, of *Writing with a Computer*, published in 1999 by Allyn and Bacon. He is the author of *The Bedford Researcher*, a research-writing handbook published in August 2002, with a second edition to be published in December 2005. Other Bedford/St. Martin’s books include *Writing by Design*, and a forthcoming brief rhetoric. In addition to Bedford/St. Martin’s books, he has been active in the design of software and associated WWW sites, both for the books and as a general resource for Bedford/St. Martin’s, he has also authored The Bedford Research Room WWW site.

### Randall VanderMey (author for Houghton Mifflin)

Dr. Randall VanderMey is a full professor of English at Westmont College in Santa Barbara, CA, where he teaches composition, creative writing, journalism, literary theory, British literature, classic mythology, Dante, and world visionary literature. He has also taught at Iowa State University, Dordt College, and the University of Iowa. He is the lead author of Houghton Mifflin’s groundbreaking first-edition rhetoric, *The College Writer*, and, with other members of a writing team, is bringing several new textbook projects toward completion.

### George Woodbury (author for Pearson: Addison Wesley)

George Woodbury has been teaching mathematics at College of the Sequoias in Visalia, CA since 1994. He served as the division chair of the Math/Engineering division from 1999-2004 at College of Sequoias. In addition to teaching, he is the author of an elementary and intermediate algebra book to be published in 2005 as well as an introductory statistics textbook that was published in 2002. George has been teaching an online/telecourse version of Introductory Statistics since 1998, and also teaches elementary and intermediate algebra online.