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Technology Advances and the World Wide Web: An ever Increasing Demand in Colleges of Education

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While teachers must deal with incorporating technology in the classroom, academic units in universities across the nation must also deal with new technology. Colleges and departments within universities are being encouraged to provide current, accurate information to applicants, students, families, alums, accrediting agencies such as the National Council for Accreditation of Teacher Education (NCATE), the American Psychological Association (APA) and the National Association of School Psychology (NASP) and the national and international general public. Increasingly the communication is via the Internet as the primary contact medium for these purposes. The choice of Internet communication as a primary communication modality has placed increased demands for the on-going mastery of new technology on faculty and administrators of Colleges of Education. Information technology personnel do not have the expertise in educational issues which must be addressed via the World Wide Web. Faculty, on the other hand, are unlikely to have the computer/web development skills necessary for the task. Yet it is often the faculty of Colleges of Education rather than technical support personnel who are being tapped as Web developers to meet this urgent press. Thus, with the advent of the World Wide Web, the demand for information has surpassed the average expertise of both faculty and administrators within higher education. It also presents unique challenges to the ethics of the institution, which to this date, have not been addressed at the majority of institutions nor in the literature.

This presentation will focus on the essential skills of the Webmaster within a College of

Education, who may function as Web developer, internal consultant, and colleague, while meeting the demands of teaching and student advisement. The presentation will focus on the development of a College of Education Web site and simultaneously individual departmental Web sites, i.e., Educational Administration, Human Performance and Sports Sciences, Psychology, Teaching and Learning. The politics of soliciting the information from administrators and faculty, and the techniques utilizing FrontPage 2002 and PowerPoint as web authorizing software will be the focus. The numerous questions raised by faculty facing these multiple roles which increasingly involve providing ethically appropriate information to the vast audience of the World Wide Web through a technically new medium will be addressed. The issue of overcoming faculty reluctance, whether from lack of knowledge or fear of time commitment, to set up and maintain individual websites will also be a focus.

The presentation will be in the form of a PowerPoint presentation and/or an on-line visit to the Web Sites in question, as feasible. A visual display and handouts will be provided. The presentation will focus on the myriad of issues related to developing Colleges of Education and individual department web sites. The trial-and-error learning of the first author as web master, survival skills, web design software, behind the scene HTML basics, and an introduction to some of the many effects which can be incorporated into the College Web site. Issues such as editing software, including dynamic effects, and incorporating faculty personal web pages will be addressed. Finally, the appropriateness of publishing College/Department faculty information, the use of photo galleries, program information, and various administrative forms raises questions as to ethical boundaries and privacy issues as well as the technological issues related to web development. No doubt all these concerns will only grow as the world shrinks and vast communication networks continue to expand. A complete copy of the full paper is available upon request from the first author.

