



## Expert Communication – Teaching Skills for the Job Market

What skills will today’s students and future workforce need in order to be successful? This was part of the conversation that took place in the recent book discussion group facilitated by Lynn Lane, OTS Technical Trainer.

*The New Division of Labor: How Computers Are Creating the Next Job Market*, by Frank Levy and Richard J. Murnane, brings to light how computers are changing the workplace and how the right education can ease the transition to the new and upcoming job market.

In a three-part discussion, Lane along with faculty members, professional and support staff talked about how it was once thought that computers would eventually replace people.

“As we know – this is not entirely true,” Lane explains. “The

authors pointed out that the job market requires computers and people to complement each other. We have seen how jobs that required repetition such as some factory jobs have obviously replaced workers. But jobs that require interpersonal communication and expert thinking are elements that computers can’t replace.”

The book brought to light the changes computers have had on the workforce and impact on the economy. For instance, before computers were commonplace, it took approximately two years to build an airplane. Now with the technological advances that include everything from creating a blueprint to assembling factory components, a plane can be built within two months.

“From an economical standpoint, this raised our standard of living,” Lane says. “More planes were being built and therefore more affordable to fly. The advances also required a change of skill in that the aircraft employees had to learn how to use the computer to create and utilize the blueprint. The employee had

to gain additional expert thinking skills, more problem solving capabilities, and then, just as importantly, have the ability to communicate with other employees involved in the process.”

“The bottom line is that while computers are certainly a vital part of our workforce, they won’t take the place of communicating or thinking for us.” Lane adds. As educators, it’s vital that we incorporate expert thinking and communicating into our curriculum – those are the two skills students are going to need



Laura Kerr and Carmen Martinez, book discussion participants, have fun demonstrating “expert communication,” a skill vital to succeeding in the job market. This is one of the concepts discussed in the book, *The New Division of Labor: How Computers are Creating the Next Job Market*.

to be employable in the job market.”

Book discussion participant Bart Womack, SJC associate professor of economics, says *The New Division of Labor* gives educators an idea on where to focus their attention.

“The book creates a massive awareness of the job market and why there is a greater pay disparity of jobs,” he explains. “Not only does the book list the types of jobs that are in jeopardy, but it also enforces the importance of incorporating expert thinking and communication skills into our teaching. It’s definitely a book worth reading.”

A copy of the book can be found at amazon.com. For further information about future book discussions, call Lynn Lane at 566-3304.

## Fun News You Can Use

**Chris Schipper, SJC reference librarian, shares a blog of websites:**

From art, books and music to food and travel, Schipper has created a cross section of information on the Library News blog called “Cool Websites.” You can check them out under the library’s News link or navigate to <http://sjc-library.blogspot.com/>.

“There’s something here for everyone,” Schipper says. “The blog offers resources to explore current and new interests.”

Each month, he posts new topics and corresponding sites. For instance in February, one of the sites included *World Myths & Legends in Art* (<http://www.artsmia.org/world-myths/index.html>); March featured *All About Jazz* (<http://www.allaboutjazz.com/>); and in April, viewers could check out options for summer travel including restaurants, hotels and entertainment (<http://www.yelp.com/>). Previous months’ topics remain available to view.

The blog also offers an opportunity to comment on the existing sites, as well as mention ideas for future listings. So log on, click, and check it out!



Chris Schipper

## 2008 Technology Projects



I hope everyone's semester has gone well and you are looking forward to warmer weather and the summer months ahead.

As an ongoing commitment to exceptional customer service and support, OTS will be undertaking several projects this summer designed to increase the efficiency of technology services on campus.

First is the new Course Management System, ANGEL, which will be implemented this summer and available in the Fall for online programs PTAP, Vet Tech, and HITP as well as early adopters wishing to get a start on the new system. There will be many training classes throughout the year on the new ANGEL platform; however, we will continue to keep WebCT for a year as we make the transition to the new system.

Second, we are implementing a new portal system from Datatel called Active Campus that provides seamless integration with WebAdvisor, Exchange, and other college applications. While the portal will be operational in the Fall, we will not make the change to the new portal until returning faculty and students have a chance to become familiar with the new system.

Third, we are implementing a new Microsoft email system for students and have started the process of moving all existing student email addresses to the new system. Student email addresses will be [username@my.sanjuancollege.edu](mailto:username@my.sanjuancollege.edu) and will give the students 5GB of disk space, the ability to send and receive calendar appointments from faculty and staff, and the ability to share files with other students, faculty, and staff.

Thank you for your support, and please let us know how we can improve our communications to best serve you.

Tim Warren



Vice President for Technology Services

### Check out this site

*Merlot is more than a wine! Check out this site for great online teaching and learning tools:*

Log on to [www.merlot.org](http://www.merlot.org) where you can share and utilize a variety of multimedia resources from biology to business, and chemistry to history – just to name a few.

On Merlot, you'll find peer-reviewed online teaching and learning materials. One of the many benefits is that students who are taking distance learning courses can access the same software as students on campus. One example is StatCrunch, which allows students with internet access the ability to have a reasonably full-featured statistical analysis program for minimal cost.

## Avoiding Copyright Infringement

*What's considered copyrighted material? Doug Coyner, SJC assistant professor of the Legal Assistant Program, offers insight to this question.*

Under sections 106 and 106A of the 1976 Copyright Act, copyright owners have the exclusive right to reproduce, distribute, perform, display and create derivatives of their work. But Congress provided statutory exceptions to these rights. For us, the most important is the fair use exception found in section 107. It provides for the fair use of copyrighted materials that includes use by reproduction in copies or by any other means, for purposes of criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research.

But four factors must be considered in determining whether the particular use of the copyrighted material is a fair use and therefore an exception to the author's exclusive rights. While the statute does specifically mention teaching once and educational use once, use of copyrighted materials for educational purposes does not, in itself, constitute fair use. Each of the following four factors must be applied to determine if the use is a fair use:



Doug Coyner

- 1. The purpose and character of the use, with special emphasis on whether the use is commercial or educational, must be considered;**
- 2. The nature of the copyrighted work must be considered;**
- 3. The amount and substantiality of the portion used in relation to the copyrighted work as a whole must be considered; and**
- 4. The effect of the use upon the potential market for or value of the copyrighted work must be considered." 17 U.S.C. section 107.**

The determination of whether a particular use is a fair use has generated thousands of pages of court opinions, articles, course materials, and essays with even more on the horizon as instructors place more and more material on course management systems (CMS) such as WebCT or ANGEL. A person who infringes another's copyright is individually liable to the copyright holder, even though the unauthorized use occurred in an educational setting.

Materials may be offered on a CMS only when the instructor is the copyright owner, the copyright owner has given permission, the material used is in the public domain, the material falls within the fair use exception, or the material is covered by one of the other very narrowly construed exceptions. When placing materials on a CMS, the safest course would be to obtain permission from the copyright holder.

Online Services can assist instructors in obtaining this permission. As to fair use, there are no simple guidelines for determining whether a use falls under that exception. Instructors should evaluate the four factors in determining fair use and discuss their evaluations with others before putting the material in their courses.

**TECH Update is the bi-monthly newsletter of OTS. Our goal is to keep our customers informed and seek input. If you have questions or comments, please write to: [TECHUPDATE@sanjuancollege.edu](mailto:TECHUPDATE@sanjuancollege.edu) or call 566-3166.**