

CR 80-170

RECEIVED

CERTIFICATE

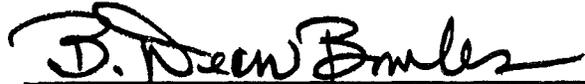
SEP 19 1983  
8:30  
Revisor of Statutes  
Bureau

STATE OF WISCONSIN )  
 ) SS  
DEPARTMENT OF PUBLIC INSTRUCTION )

I, State Superintendent of the Department of Public Instruction and custodian of the official records of said Department, do hereby certify that the annexed amendment and creation of rules concerning certification requirements for library media and instructional technology personnel was duly adopted by this Department on July 1, 1986.

I further certify that said copy has been compared by me with the original on file in this Department and the same is a true copy thereof, and of the whole of such original.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the official seal of the Department of Public Instruction at 125 South Webster Street, in the City of Madison, this 7th day of September, 1983.



Herbert J. Grover  
State Superintendent  
State Department of Public Instruction

*Deputy*

STATE OF WISCONSIN  
RECEIVED AND FILED

SEP 8 1983

DOUGLAS LA FOLLETTE  
SECRETARY OF STATE

11-1-83

ORDER OF THE  
DEPARTMENT OF PUBLIC INSTRUCTION  
REPEALING AND RECREATING RULES

1       To repeal PI 3.07(7)(a)8, 10 and 11 and recreate PI 3.07(7)(a)8 and to repeal  
2       and recreate PI 3.07(14)(g) relating to certification requirements for library  
3       media and instructional technology personnel.

Analysis Prepared by the Department of Public Instruction

The proposed amendments to the Administrative Code relating to the library media and instructional technology certification rules are for clarification and implementation purposes. These amendments clarify the competencies to be developed in the education of those professionals responsible for selecting, evaluating, locating, organizing, interpreting, designing, and producing all types of instructional materials used in schools, for dealing with the related instructional equipment, and for instructing and assisting students and teachers in their effective use.

Four new licenses--Initial Instructional Library Media Specialist, Instructional Library Media Specialist, Instructional Technology Specialist, and Instructional Library Media Supervisor--will replace the pre-1986 School Librarian, School Library Supervisor, Audiovisual Coordinator, and Audiovisual Director licenses. Persons holding pre-1986 licenses may continue to serve with these licenses. This change is proposed to provide personnel prepared to administer and provide services in library media and instructional technology programs which have resulted from combining and expanding library and audiovisual programs in Wisconsin schools during the past 15 years.

The proposed amendments will assure that, in the school library media center of the future, students and teachers will work with professionals who understand the full range of library media and instructional technology, who are professional educators, and who know what makes an instructional tool effective. Secondly, they provide a visible structure for developing both building-level and district-level supervisory personnel.

1 Pursuant to the authority vested in the State Superintendent of Public Instruction  
2 by s. 115.28(7), Stats., and interpreting s. 115.28(7), Stats., the State Superintendent  
3 of Public Instruction hereby repeals and recreates administrative rules as follows:

4 SECTION 1. Section PI 3.07(7)(a)8, 10, and 11 is repealed and s. PI 3.07(7)(a)8  
5 is recreated to read:

6 PI 3.07(7)(a)8. Instructional Library Media and Instructional Technology. Persons  
7 holding the regular or life 900 school librarian, 904 audiovisual director, or 905  
8 audiovisual coordinator licenses prior to July 1, 1986, may continue to serve with  
9 these licenses.

10 a. 901 Initial Instructional Library Media Specialist. Effective July 1, 1986,  
11 for the 5-year initial license, the applicant shall either possess a regular or  
12 a life license as a 900 school librarian or 904 audiovisual director or have  
13 completed all of the following:

- 14 1) The general requirements PI 3.07(1)(a), (b), and (c) including the  
15 approved program and institutional endorsement
- 16 2) Eligibility to hold a Wisconsin license to teach in the elementary or  
17 secondary schools or completion of an approved elementary or secondary  
18 classroom teacher preparation program
- 19 3) Student teaching in elementary and secondary library media services
- 20 4) A minimum of 24 semester credits in an approved library media ser-  
21 vices program covering the following competency areas:
  - 22 a) History, development, and content of children's and young adult's  
23 media
  - 24 b) Evaluation, selection, and utilization of media and instructional  
25 equipment for children and young adults
  - 26 c) Teaching of media, reference, research, and production skills to  
27 enable student use of media resources

- 1           d) Provision of reference, referral, and retrieval services; and
- 2           reading, listening, and viewing guidance
- 3           e) Selection of appropriate resources to meet learning activity needs
- 4           f) Basic techniques for producing graphic, projected, and electronic
- 5           media
- 6           g) Management of the school building library media program, in-
- 7           cluding the physical, technological, and financial resources;
- 8           acquisition, organization, and retrieval functions; and opera-
- 9           tional and reporting procedures
- 10          h) Direction of personnel assisting in the operation of a building-
- 11          level library media program
- 12          i) Identification of building-level library media program needs
- 13          and the use of pertinent research in seeking solutions
- 14          j) Informing the community about available library media ser-
- 15          vices and gaining the cooperation of community agencies and
- 16          professional organizations
- 17          k) Application of school laws and regulations pertinent to library
- 18          media programs
- 19          l) Personal interaction skills needed to work effectively within
- 20          the educational community and with the general public
- 21          m) Operation of common audio, projection, television and computer
- 22          equipment
- 23      5) Renewal to a 902 Instructional Library Media Specialist license requires
- 24          the completion of the requirements listed under subpar. b.

1           b.    902 Instructional Library Media Specialist. Effective July 1, 1986,  
2 for the regular license, the applicant shall either possess both a regular or  
3 life license as a 900 school librarian and 904 audiovisual director, or have  
4 completed all of the following:

5           1)    Eligibility to hold the initial instructional library media specialist  
6 license

7           2)    A master's degree in an approved library media services program  
8 or a total of 39 semester credits in an approved library media  
9 services program, 15 of which must be completed after the bachelor's  
10 degree and must cover the following competency areas:

11           a)    Identification of instructional objectives and selection of  
12 a variety of media and other resources to meet those  
13 objectives

14           b)    Principles and theories of general elementary and secondary  
15 curriculum development and educational psychology

16           c)    Promotion of effective use of media, the new technologies,  
17 and other resources by providing inservice instruction for  
18 teaching staff

19           d)    Selection and use of microcomputers and appropriate software for  
20 educational and bibliographic purposes

21           e)    Advanced techniques for producing instructional media in graphic,  
22 projected and electronic formats; ability to determine when to  
23 use local school district or commercial production facilities;  
24 ability to secure information through networks and computerized  
25 databases.

26           f)    Development of position description, performance objectives,  
27 and evaluation guidelines for building-level library media personnel.

- 1 g) Development of school building-level proposals for new or  
2 adapted instructional programs; development of educational  
3 specifications for library media centers; and planning  
4 of comprehensive annual and long-range goals
- 5 h) Establishment and maintenance of effective interpersonal  
6 relationships with the entire educational community, including  
7 students, administrators, parents, and school personnel
- 8 i) Needs assessment for building-level library media pro-  
9 grams and use of results to plan a more effective library media  
10 program.
- 11 j) Advanced knowledge of the content and evaluation of children's  
12 and young adult's literature
- 13 c. 903 Instructional Technology Specialist. Effective July 1, 1986, for the  
14 regular license, the applicant shall either possess a regular or life license as a  
15 904 audiovisual director or have completed all of the following:
- 16 1) The general requirements PI 3.07(1)(a), (b), and (c) including the  
17 approved program and institutional endorsement
- 18 2) Eligibility to hold a Wisconsin license to teach in the elementary  
19 or secondary schools or completion of an approved elementary or second-  
20 ary classroom teacher education program
- 21 3) A master's degree in an approved instructional technology program or  
22 30 graduate semester credits in an approved instructional technology  
23 program covering the following competencies:
- 24 a) Application of the principles of learning theory to the design  
25 of instructional media
- 26 b) Determination of instructional objectives and development of  
27 specifications for media appropriate to meet those objectives

- 1           c) Translation of media design specifications into workable produc-
- 2                    tion plans and production of graphic, projected, and electronic
- 3                    media
- 4           d) Planning and management of complex operations involving instruc-
- 5                    tional technology, including facility design, work scheduling,
- 6                    and budgeting
- 7           e) Training, direction, and evaluation of personnel involved in
- 8                    instructional technology activities
- 9           f) Promotion of effective use of media and other resources and tech-
- 10                   nologies by providing inservice instruction for teaching staff
- 11           g) Application of microcomputer technology in teaching and learning
- 12                    activities
- 13           h) Development and application of standards for evaluation of media
- 14                    produced by local school district staff
- 15           i) Analysis of present and future curriculum requirements to identify
- 16                    instructional technology needs
- 17           j) Planning and management of effective procedures for selection,
- 18                    purchase, maintenance, and repair of instructional equipment
- 19           k) Sources of information on current and future trends and develop-
- 20                    ments in instructional technology
- 21           l) Principles and theories of general elementary and secondary
- 22                    curriculum development and educational psychology
- 23           m) Establishment and maintenance of effective interpersonal
- 24                    relationships with the entire educational community, includ-
- 25                    ing students, administrators, parents, and school personnel

26           SECTION 2. Section PI 3.07(14)(g) is repealed and recreated to read:

27           PI 3.07(14)(g) 91 Instructional Library Media Supervisor. License not required.

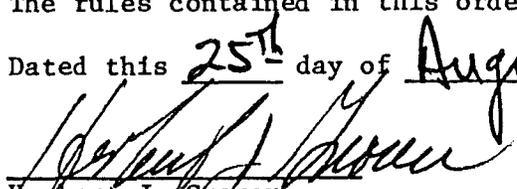
28           Persons holding the regular or life 09-900 school library supervisor license may

1 continue to serve with this license. Effective July 1, 1986, for the regular license,  
2 the applicant shall have completed or possess all of the following:

- 3 1. Eligibility to hold the 902 instructional library media specialist license
- 4 2. Three years of successful experience as an instructional library media  
5 specialist while holding either an initial or regular instructional library  
6 media specialist license
- 7 3. A master's degree from an approved library media services program  
8 plus 12 graduate semester credits in educational administration, school  
9 personnel management, supervision of instruction, and district level  
10 library media program supervision from an approved program covering the  
11 following competency areas:
  - 12 a. General principles of organizing, operating, financing, and administering  
13 elementary and secondary schools.
  - 14 b. Supervision of instruction in elementary and secondary schools.
  - 15 c. General principles of school personnel management.
  - 16 d. Administration and supervision of library media programs at the dis-  
17 trict level, including:
    - 18 1) evaluation and planning of program and services
    - 19 2) management of personnel and financial resources
    - 20 3) analysis of current trends in providing library media services
    - 21 4) application of research methodologies
    - 22 5) application of networking, automation, and advanced communication  
23 technologies
    - 24 6) application of appropriate laws and regulations.

The rules contained in this order shall take effect on July 1, 1986.

Dated this 25<sup>th</sup> day of August, 1983

  
Herbert J. Grover  
State Superintendent

FISCAL ESTIMATE

AD-MBA-23 (Rev. 11/82)

1983 Session

LRB or Bill No./Adm. Rule No.

PT 3.07(7)(a)8 & (14)(g)  
Amendment No. if Applicable

- ORIGINAL
- CORRECTED
- UPDATED
- SUPPLEMENTAL

Subject **Library Media and Instructional Technology Certification**

Fiscal Effect

State:  No State Fiscal Effect

Check columns below only if bill makes a direct appropriation or affects a sum sufficient appropriation.

- Increase Existing Appropriation
- Decrease Existing Appropriation
- Create New Appropriation
- Increase Existing Revenues
- Decrease Existing Revenues

- Increase Costs - May Be Possible to Absorb Within Agency's Budget  Yes  No
- Decrease Costs

Local:  No local government costs

- 1.  Increase Costs
  - Permissive
  - Mandatory
- 2.  Decrease Costs
  - Permissive
  - Mandatory

- 3.  Increase Revenues
  - Permissive
  - Mandatory
- 4.  Decrease Revenues
  - Permissive
  - Mandatory

5. Types of Local Governmental Units Affected:
- Towns
  - Villages
  - Cities
  - Counties
  - Others School Districts

Fund Sources Affected

- GPR
- FED
- PRO
- PRS
- SEG
- SEG-S

Affected Ch. 20 Appropriations

Assumptions Used in Arriving at Fiscal Estimate

The proposed amendments to the Administrative Code relating to the Instructional Media certification rules are for clarification and implementation purposes. These amendments clarify the competencies to be developed in the education of those professionals responsible for instructional materials and equipment used in schools and for instructing and assisting students and teachers in their effective use.

Four new licenses: Initial Instructional Library Media Specialist, Instructional Library Media Specialist, Instructional Technology Specialist and Instructional Library Media Supervisor, will replace the pre-1986 School Librarian, School Library Supervisor, Audiovisual Coordinator and Audiovisual Director licenses. Persons holding pre-1986 licenses may continue to serve with these licenses.

Effective July 1, 1983 the issuing of life licenses by the Department of Public Instruction (DPI) Certification Office will be eliminated and replaced with five year licenses. Persons holding or receiving life license on or before June 30, 1983 may retain their licenses. Holders of all other licenses will be required to renew their licenses every five years.

The increase in the number of five year licenses issued annually because of the elimination of life licenses would not occur for five years, (those who would have applied for life licenses from July 1, 1983 to June 30, 1988 would be reapplying for five year licenses beginning in 1988). Therefore, no increase in state expenses or revenues is anticipated at this time .

Long-Range Fiscal Implications

Beginning July 1, 1988 there would be an increase in the number of 5 year licenses issued annually due to the elimination of life licenses.

Agency/Prepared by: (Name & Phone No.)

Department of Public Instruction

Authorized Signature/Telephone No.

*Debra J. Byars*  
Debra J. Byars 266-1966

Date

6/14/83

The DPI Certification Office issues approximately 6800 life licenses annually. Assuming that beginning in 1988 an additional 6800 five year licenses will be issued annually due to the elimination of life licenses, it can also be expected that the 6800 license base will continue to double every five years to account for the new recipients of five year licenses who also will not be able to receive life licenses, (e.g., every five years the number of licenses would increase as follows: in 1988 an additional 6,800, 1993 an additional 13,600, 1998 an additional 20, 400 and etc.). Over the next thirty to forty years this increase in five year licenses would gradually decrease until the holders of life licenses are nonexistent. The increase in state expenses from the issuance of more licenses annually would be balanced by the increase in state revenues. It is not possible at this time to determine how much costs would increase beginning in 1988.

There would be no fiscal impact on local school districts, but persons not possessing a life license would suffer a fiscal impact since they would be required to renew their license(s) every five years.

**FISCAL ESTIMATE WORKSHEET**

1983 Session

Detailed Estimate of Annual Fiscal Effect

ORIGINAL  UPDATED

LRB or Bill No./Adm. Rule No.

Amendment No.

AD-MBA-22 (Rev. 11/82)

CORRECTED  SUPPLEMENTAL

PI 3.07(7)(a)8 & (14)(g)

Subject

Library Media and Instructional Technology Certification

**I. One-time Costs or Revenue Fluctuations for State and/or Local Government (do not include in annualized fiscal effect):**

-0-

**II. Annualized Costs:** Note: Treat fiscal costs like a "checkbook"; increased costs reduce available funds (-); decreased costs increase available funds (+).

Annualized Costs	Annualized fiscal impact on State funds from:	
	Increased Costs	Decreased Costs
<b>A. State Costs by Category</b>		
Salaries and Fringes	\$ -	\$ +
Staff Support Costs	-	+
Other State Costs	-	+
Local Assistance	-	+
Aids to Individuals or Organizations	-	+
<b>TOTAL State Costs by Category</b>	\$ - 0	\$ + 0
<b>B. State Costs by Source of Funds</b>		
GPR	\$ - 0	\$ + 0
FED	- 0	+ 0
PRO/PRS	- 0	+ 0
SEG/SEG-S	- 0	+ 0
<b>C. FTE Position Changes</b>	Increased Pos. + ( 0 )	Decreased Pos. - ( 0 )
<b>III. State Revenues</b> -Complete this only when proposal will increase or decrease state revenues, such as taxes, license fees, etc.	Decreased Rev.	Increased Rev.
GPR Taxes	\$ -	\$ +
GPR Earned	-	+
FED	-	+
PRO/PRS	-	+
SEG/SEG-S	-	+
<b>TOTAL State Revenues</b>	\$ - 0	\$ + 0

**Net Annualized Fiscal Impact on State & Local Funds**

State	Annual Increases	Annual Decreases	Local	Annual Increases	Annual Decreases
Total Costs	\$ - 0	\$ + 0	Total Costs	\$ - 0	\$ + 0
Total Revenues	+ 0	- 0	Total Revenues	+ 0	- 0
<b>NET Impact on State Funds</b>	\$ (+) or (-) 0		<b>NET Impact on Local Funds</b>	\$ (+) or (-) 0	

Agency/Prepared by: (Name & Phone No.)

Authorized Signature/Telephone No.

Date

Department of Public Instruction

Debra J. Byars 266-1966

6/14/83