Permissions: Copyrighted material from TechTrends may be reproduced for noncommercial purposes provided full credit acknowledgement and a copyright notice appear on the reproduction. Other requests for reprinting should be addressed to AECT Permissions.

Trademark Notice: Product and corporate names may be trademarks or registered trademarks and are used only for explanation and to the owner's benefit, without intent to infringe.

For advertising rates and deadlines, contact the AECT offices, 812-335-7675.

Subscription information: *TechTrends* is published six times per year by Springer Science+Business Media, LLC., Volume 52 (6 issues) will be published in 2008.

ISSN: 8756-3894 (print version)

Subscription Rates, Orders, Inquiries: Please contact our Customer Service department for the latest rates and information:

The Americas (North, South, Central America, and the Caribbean):

MAIL: Journals Customer Service

P.O. Box 2485

Secaucus, NJ 07096, USA

TEL: 800-777-4643; 212-460-1500

(outside North America)

FAX: 201-348-4505

E-MAIL: journals-ny@springer-sbm.com

Outside of the Americas:

MAIL: Journals Customer Service

Springer Distribution Center (SDC)

Haberstr. 7

69126 Heidelberg, GERMANY

TEL: 49-6221-345-4303

FAX: 49-6221-345-4229

E-MAIL: sdc-journals@springer-sbm.com

Change of Address: Allow six weeks for all changes to become effective. All communications should include both old and new addresses (with zip codes) and should be accompanied by a mailing label from a recent issue. Back Volumes: Prices for back volumes are available on request.

Microform Editions: Available from:

University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106, USA

SpringerAlerts Service: The SpringerAlert service is an innovative, free-of-charge service that notifies users via e-mail whenever new SpringerLink articles and journals become available, and automatically sends the table of contents and direct links to the abstracts of a new issue of a journal in SpringerLink. Register for the SpringerAlert service at <http://www.springerlink.com/alerting>

President's Column

Changes and Challenges: The Role of the School Media Specialist

By Barbara Lockee

It is no coincidence that I am finishing up this particular column for *TechTrends* from Hot Springs, Arkansas, in the midst of the annual meeting of the Arkansas Association for Instructional Media. At this gathering of over 500 educational professionals, it is of good fortune to not only represent AECT with our state affiliate organization, but also to learn a great deal about the pressing issues faced by school media specialists. Many of the same issues were also raised at the New Jersey Association of State Librarians (NJASL), another of our state affiliates, at their convention in December which I had the benefit of attending. AECT is the professional home of many school media specialists (SMS) across the country and around the world and our Division of School Media and Technology (SMT), comprised of SMS professionals, defines the standards and best practices for the application of educational technology in K-12 environments. It is an honor to feature in this special edition of *TechTrends* the issues and challenges related to the changing role of the SMS. Experiences I have had through SMT Division activities, as well as participation in our state affiliate conventions such as AAIM and NJASL, has helped increase my own awareness of the many changes and challenges faced by school media specialists. Likewise, the articles included in this issue reflect the changing landscape for educational media and technology professionals in K-12 schools.

While the role of the SMS is defined differently across districts and

states, one of the most common roles is that of an instructional consultant, someone to work closely with educators across disciplines to support instructional practice. The professional preparation requirements for school media professionals differ across states as well; however, some maintain teaching licensure requirements, as well as graduate degree mandates, which indicates support for the instructional consultant role, in addition to the preparation of the school media specialist as an educator of students. One of the primary challenges in this particular role is connected to how others perceive the role and related responsibilities. The ability to support instruction across the curriculum, whether working with teachers or students, suggests that school media specialists must be responsive to the differing interpretations of their role (along with being flexible, creative, and possessing endless amounts of energy!). While some teachers may draw upon SMS skills related to instructional design and technology, others may focus on the "media" aspect and perceive the SMS to be the person responsible for fixing the printer or making the SmartBoard work. It may seem at times like the SMS must be all things to all stakeholders, a professional challenge in need of examination and redress.

One contextual factor that has negatively affected the job requirements of the SMS is the reduction of school resources allocated to support the library and instructional media. In some scenarios, such reductions