

I interviewed three individuals used in my Stages of Concern activity regarding faculty and staff e-mail announcements.

David

David has been an instructor in the School of Design for 20 years. He has seen numerous and massive changes and has always performed gracefully and with confidence. The interview day David seemed pressed for time. He did however provide clues for his reaction to the innovation. He displayed a desire for more information and showed concerns about how utilization or non-utilization of this innovation would affect his standing. Also, he was generally concerned with the affect of this innovation on his students and possible implementation of it to fit his classroom needs.

David is at the Orientation/Preparation stage of the LoU. A course of action would be to start sending David URL's of subject related content. This and various school announcements would encourage him to proceed into the Mechanical Use level and everyday use by corresponding to other faculty members.

Lisa

Lisa has been Technical Director at the school for a very short time. It was her memo that inspired me to pursue the diffusion of this innovation. She is very receptive to my efforts and offers all cooperation. From her interview I gathered that she is at the preparation stage. She had not seen the value students might have from this innovation and so this consideration ranked fairly low. She uses the innovation often, but is frustrated by the lack of response.

A recommendation to help her achieve the mechanical use Level would be to provide everyone with an e-mail account, already set up with password and hardware access information. Along with this an activity to initiate the account. Such as e-mail the technical support supervisor. The TSS would then begin to e-mail announcements of school related activities requesting confirmation.

Norman

Norman has been an instructor in the School of Design for about 2 years. He is very knowledgeable of computers and their various functions. He has been using e-mail for years in his professional business. He takes a very laid back approach to e-mail announcements at the school and somewhat pessimistic about everyone's involvement. Norman is at the orientation stage of the application of this innovation. His attitude about previous use of the physical system has me concerned that he would not develop into Preparation or Mechanical Use and the full potential of this innovation.

Norman would benefit from an activity that may enhance his teaching or provide interest in the classroom. I believe that if he could show others about how the innovation is beneficial, he would progress quickly with his own levels of use.

In Conclusion

A lack of information exists about the innovation. A course of action is to provide clear, concise information about acquiring, the use of, and benefits of the innovation. This combined with an activity will stimulate awareness and begin orientation.