Association for Educational Communications and Technology

Contents

ARTICLES
The Instructional Development Specialist as Consultant, Barry Bratton 2

A Framework for Investigating Consultation in Instructional Development, David P. Rutt 9

Understanding Psychological Styles in Instructional Development Consultation, William C. Coscarelli and Jerry K. Stonewater 16

Contracting for Instructional Development, David F. Leitzman, Suella Walter, Rodney S. Earle, and Charles Myers 23

Determining Instructional Costs Through Functional Cost Analysis, Albert Beilby 29

DEPARTMENTS
ID Training Modules, Steven G. Sachs 19
Frequently Cited Materials for Teaching Instructional Development, Edwood E. Miller and Janet Noell Neumer
ERIC Reports on ID, Barbara B. Minor 35
Instructional Systems Reviews, Curtis J. McCarthy 37
Measurement and Evaluation in Education, Gerald E. Nelson

About this issue...

JID's First Theme Issue: ID Consultation

This issue of JID introduces another first in its brief history: one issue devoted almost exclusively to one theme. In this instance, the topic is ID consultation.

Most of us working in ID today know that the quality of a developer's work is often dependent upon his ability to deal effectively with clients, as it is on his conceptual or technical skills. Our business, after all, is a people-business. In the past, many clients have tended to concentrate heavily on the conceptual and technical aspects of the task at hand (ID models, ID methodologies, administration of ID services, etc.). Lately, however, the developer-client relationship has been the subject of an increasing number of studies and presentations on this topic since 1973 to show the extent of knowledge in the area. He offers a series of suggestions and questions to stimulate further inquiry.

- David Rutt discusses several consultation models and focuses specifically on the assumptions underlying them. He raises the question: Do developers adhere to a single model of ID consultation?
- Bill Coscarelli and Jerry Stonewater speculate about ways to identify the ID client's decision-making style. They theorize that the ability to recognize a client's style will aid the developer in building and maintaining an effective relationship.
- Authors David Leitzman, Suella Walter, Rodney Earle, and Charles Myers provide us with a very practical mechanism for ensuring a good relationship with clients. It is a formal, explicit contract negotiated between the developer and client. Their article includes the elements of such a contract, suggestions for negotiation, and a sample contract.

Because this is our first theme issue, the Editorial Board would appreciate your reaction. Please address your comments to JID Editor Ken Silber.—B.B., Issue Editor