



Chronicle of Rural Education

Volume 1: Issue 1

Times Have Been Changing

Jessica A. Koch

Keywords

Printing industry changes; higher education expectations; scholarly publications

Recommended Citation

Koch, J. A. (2022). Times have been changing. *Chronicle of Rural Education*, 1(1).

As a daughter of a man who dedicated his career to the printing industry, I have had a front row seat to the demise, or as some would say evolution, of the industry over the past twenty years. Maybe demise is a bit harsh; however, I witnessed this industry change drastically over a 20-year period of my life. As a child in the 1980's, I attended many Printing Industry Association of Georgia (PIAG) summer conferences in Florida with my father and his printing company colleagues. The conferences were always held at all-inclusive resorts where thousands of dollars were spent. However, as I became older, these conferences become less attended or obsolete and printing associations like Printing Industry Association (PIA) combined with other associations, like Graphic Arts Technical Foundation (GATF) (American Printing History Association, 2022). In addition, as a child I had the pleasure of traveling to one of the printing industry's illustrious cities- Rochester, New York. Being the home of a mega print supplier Kodak as well as my father's hometown, I witnessed the physical evidence of the industry changes as the switch to digital mediums began and a shift from the printing industry to pharmaceuticals became the focus of this historically important printing giant (Tiffany, 2021).

Not only were social lives and structures impacted by the evolution of print to digital medium, but other careers and professions were impacted as well. For example, many photographers had to switch in the early 21st century from film to digital in order to remain competitive in their industry. Those unwilling to make the change were sometimes phased out by the competition. During the late 1990's to early 2000's, many schools made the shift from paper, pencil, and photocopies to online learning management systems and virtual gradebooks. Also, higher education has greatly been impacted by the switch from print to digital. It has impacted the way schools communicate with stakeholders, present content to students, and allow students to demonstrate knowledge

learned. However, with the changes from print to digital mediums, it does not appear to have altered how faculty in higher education have been allowed to demonstrate proficiency in scholarship.

During the three-year review as an assistant professor, I recall being told I need to work on producing more scholarly publications. In turn, I asked for recommendations. After the meeting, I returned to my office and researched three recommendations I received. All the recommendations were print periodicals no longer in circulation. Therefore, I reached out to a mentor and asked his advice. We attempted to co-author a publication, but it was not accepted. Discouraged, I focused on editorial-type publications and was published in a book collaborated on by a group of educators connected through Twitter. My publication was not viewed as scholarly, but it was timely, personal, and could be an asset to practitioners.

While I understand publishing, scholarly work is important to demonstrate competency in the field, I also wonder if the emphasis on this area should be reexamined considering the ever-evolving digital world. Bloggers, educators who brand themselves, movements such as EdCamps and digital book studies held over social media, often hold very little weight in higher education; however, these are often the areas where K-12 educators, especially rural educators disconnected from others geographically, are engaging and collaborating with one another. Furthermore, while the emphasis placed on periodicals in the field of education has remained the same, over the past 10 to 15 years the competition for publication has greatly increased due to the declining number of publications. With the change in the publishing industry since the late 1990's and the creation of the World Wide Web (McDonnold, 2018), it is time to consider other, perhaps newer, contributions to the field when demonstrating scholarly work and contributions.

References

- American Printing History Association: To Encourage the Study of Printing History (2022).
History of printing timeline. <https://printinghistory.org/timeline/>
- McDonnold, C. (2018). Evolution of photography: Film to digital [Thesis, University of North Georgia]. Nighthawks Open Institutional Repository.
https://digitalcommons.northgeorgia.edu/cgi/viewcontent.cgi?article=1063&context=honors_theses
- Tiffany, K. (July/August 2021). The rise and fall of an American tech giant. The Atlantic.
<https://www.theatlantic.com/magazine/archive/2021/07/kodak-rochester-new-york/619009/>

Follow CoRE at: <https://ojs.library.okstate.edu/osu/index.php/chronicle-of-rural-education>