

MEMORIAL RESOLUTION
PROFESSOR EMERITUS MENDEL SHERMAN
(March 19, 1910 – October 31, 2012)

Mendel Sherman was born in Kentucky, a farm boy of immigrant parents, and died at age 102 in Clemson, SC, where he lived in a retirement community with his wife, Martha (née Steinkamp) who preceded him in death by only six weeks. They had been married for eighty-two years, one of the oldest living couples in America.

He married Martha in 1930 and together they taught in a one-room country school outside Cincinnati in the 1930s. He returned to school for a master's degree, writing a thesis outlining a program of audiovisual (AV) education for the Cincinnati public schools. At the beginning of the World War II Mendel was an assistant principal, and he was drafted into the U.S. Army to serve as motion picture photographer. He rose to the rank of captain and eventually oversaw all training film usage in the European theater. After the war, Mendel returned to Cincinnati as supervisor of the school system's AV center.

Immediately prior to coming to Indiana University he was the educational television coordinator for Cincinnati Public Schools, serving as liaison with public TV station WCET. He had previously produced a science film, "How Plants Grow," and developed AV materials integrating the film into the school curriculum. Mendel Sherman went on to complete doctoral studies at University of Southern California on leave from Cincinnati schools.

During the summer of 1953 he was invited to be an instructor at an Audio-Visual Center summer conference based in his work producing science films and adjunct materials. In 1955 AV Center executive director L.C. "Ole" Larson lured him to Indiana as an associate professor and Associate in Circulation with the "opportunity" to take on a daunting list of duties, including: heading the film library's circulation department (with twenty-five employees and annual revenue of \$200,000), coordinating state-wide efforts, such as conferences and demonstrations, to increase audiovisual materials use, and teaching Utilization and Selection courses on campus and at extension centers around the state of Indiana.

In 1955 Mendel Sherman with John Moldstad and Harvey Frye developed a multi-media presentation showing how AV materials could be integrated into lessons. The demonstration, “A Cross-Media Approach” was a big hit at the Audio-Visual Center’s summer workshops for teachers and was subsequently offered at the following summer conferences and eventually around the US for years afterward.

In addition to these duties he participated in the University’s burgeoning international programs. Beginning in 1955 the Audio-Visual Center was sending staff members to Thailand to develop an educational media program at the College of Education, and in 1959 he took over leadership of this project, spending two years in Thailand and producing a film documenting educational developments there. Upon return he was promoted to the position of director, in charge of all academic activities of the Audio-Visual Center.

From 1960 to 1968 the School of Education was an active participant in the Midwest Program for Airborne Television Instruction (MPATI), predecessor to satellite broadcasting, in which recorded programs were transmitted via a 40-foot antenna mast suspended under the plane circling over Indiana. Sherman spent half-time coordinating school use of MPATI programs in a twenty-county area.

Due to his exemplary work and the national visibility of his “cross-media” demonstration, Mendel was well known and respected nationally, and in 1963 was elected president of the National Education Association’s Department of Audio-Visual Instruction (DAVI), the premier professional association in educational technology. During his term as president of DAVI Lyndon Johnson became president of the United States and successfully passed a number of progressive social programs, including an extension and expansion of the federal education programs. Sherman was one of the education leaders invited to the White House for the signing ceremony.

Around this time the field was looking for leadership on another task—defining quantitative standards for AV hardware and software in schools. Mendel teamed with colleague, Gene Faris, to launch a national project to identify exemplary practices and to compile national standards. The results were published by the National Education Association

as: Faris, K.G. & Sherman, M. *Quantitative Standards for Audiovisual Personnel, Equipment, and Materials in Elementary, Secondary, and Higher Education*, 1966.

In 1972, "Ole" Larson, who had headed the AV Center since 1940, retired and was succeeded by Mendel Sherman as Director of the Division of Instructional Systems Technology (IST), a School of Education departmental chairmanship position he held until his retirement in 1975.

During his long career Mendel contributed to the field in innumerable ways, including as a World War II combat photographer and training film supervisor, producer of school science films, educational television pioneer, coordinator of the ambitious MPATI program of school broadcasts, head of a major educational media development project in Thailand, and co-author of the first quantitative standards for educational media in schools. Within the IST academic program he was highly regarded for his warm and compassionate leadership. He continued his professional contributions long after he retired. He published a manual, *Videographing the Pictorial Sequence*, in 1991, when he was eighty-one years old. He also left a bequest of \$800,000 to enable the School of Education to establish an online database of best practices for teaching with technology and to support scholarships for the Instructional Systems Technology program.

Mendel is survived by two brothers, Charles and Fred, and their children, including Thomas J. Sherman, an attorney in Cincinnati.

In recognition of Mendel Sherman's contributions to the university, the profession, and the world around him be it resolved that this resolution be made part of the minutes of the Bloomington Faculty Council and that copies be sent to his brothers and his nephew.

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