Curriculum Vitae (CV)

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Education

Degrees

- Currently pursuing a doctoral degree in Instructional Systems and Learning Technologies; Florida State University; expected completion date 2021
- Master's Degree
  Educational Technology; University of Texas at Brownsville; May 2012
- Bachelor's Degree
  Business Management; Indiana University; December 2003

Certifications/Certificates

- Microsoft Certified Trainer (MCT) – February 2021
- Modern Classroom Certified Trainer (MCCT) – July 2020
- Master Certificate in IS/IT Project Management – 2016
- Certified ScrumMaster (CSM®) – 2015

Experience

Projects

Corporate & Government Projects

- Program Creation
  - Training program for police officers for conducting safe and consistent search techniques of a subject (*Storyline, Camtasia, and Rise*)
  - 8-week Training for Coast Guard Guardian Spouses - ILT conversion to online program website with elearning modules (*Storyline & WordPress*)
  - 90-Day Onboarding program for sales reps in the ethics and compliance (*Confluence, collaborative tools*)
  - 4-Day Workshop for a leadership workshop (*Collaborative tools*)
  - 3-Week Onboarding program for various roles in the mortgage industry: customer service, underwriters, and loan processing (*Vyond, Storyline, Camtasia, Rise*)
- Software Simulation Design and Development
  - Encompass (Mortgage Lending) software simulations (*Storyline & Camtasia*)
  - Cerner EHRS (Electronic Health Record System) software simulation training for state government prison medical staff (*Captivate*)

    - Dentrix EHRS software simulations for state government prion dental staff (*Captivate*)
    - Veeva Mobile (Animal health) software simulations for account managers in the animal health industry (*Storyline & Rise*)
- Elearning Storyboard Creation
    - Food service associate customer service training
    - Rental car sales agent training in the rental car industry
    - Call center sales agent training in the technology hardware distribution industry
    - Employee training in technology software and SAAS industry
    - Military staff acquisition training
- Elearning Creation
    - Microlearning video creation for health care industry (*Vyond*)
    - Steps to conducting literature review for a Professional research association recording and editing voiceover (*Audacity*, *Vyond videos, Storyline Software Simulations, and Rise*)
    - Nutrition and wellness series using narration, slides, and some images provided by SMEs. (*Premiere & Storyline*)
    - Healthcare workers education on vaccination (*Storyline*)
- Program Implementation
    - Implemented coaching program for virtual facilitators at a medical device company
    - Implemented 4-VILT sessions coaching banking industry L&D staff on using Storyline
    - Implemented CaterEase software company wide
    - Implemented Adobe Captivate department wide
    - Implemented roll out of Franklin Covey 4Dx department wide
    - Implemented Scrum Agile Project Management department wide
    - Implemented Website Redesign using Customer and Event management software Wild Apricot for non-profit professional association
    - Implementation of Google Business for Non-Profit for professional association
    - Implementation of Google Classroom

Higher Education

- Course Creation
    - Work with faculty as SMEs to design and develop online courses, across various subject areas: Criminal Justice, Math, Accounting,

Social Media Communications, Psychology, Business, Project Management, and more at various institutions.
    - Created faculty development courses
    - Created new student orientation courses
- Worked with Learning Management Systems (LMS): Blackboard, Canvas, D2L, Moodle
    - Create LMS templates and style guides
    - Setup LMS for courses created using templates and style guides
    - Assisted with LMS conversion projects across various colleges and universities
- Program Management
    - Managed the course creation for the Jacksonville University Health Informatics Master's Degree Program and Health Care Informatics Program
    - Managed the course creation for Valparaiso University Master's Degree, Health Care Administration/ Leadership and Health Informatics the Program

K-12

- Consulted in the selection of an online curriculum with an alternative public-school system
- Collaborated to create district level Math Department Curriculum
- Served as Math League Coach
- Managed After School Program for middle school students
- Directed a Student Council program for middle school students
- Led 7th grade team of teachers from various subject areas
- Implemented school wide Advancement Via Individual Determination (AVID) strategies
- Utilized Kagan engagement strategies

Employers

Instructional Design Consultant at Instructional Design Studio LLC

January 2016 – present

With a passion for improving learning experiences and making meaningful learning connections, I provide instructional design services to both corporate, government, and academic clients. Most work focuses in online program creation using multiple modalities based on the learner needs and expected outcomes.

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VP Marketing at ATD Florida Suncoast Chapter

September 2013 – present

Served as VP of Technology for 1+ year, VP Marketing and Communications for 1+ year, Secretary for 1 year, and currently as Higher Ed GIG leader on the board of directors of Association of Talent Development.

Accomplishments consist of:

- Most Likely to Succeed; July 2015
- ATD Rising Star; November 2014
- Administered Wild Apricot, a customer and event management software, to manage member records and financial data
- Spearheaded and implemented website re-design and functionality overhaul
- Established Google Business Accounts for Nonprofits allowing each board member their own Google email with the chapter's domain purchased through Network Solutions
- Used Twitter, Facebook, LinkedIn to maximize event promotion and member benefit
- Maintained board communication, monthly meetings, board meeting minutes, agenda's, standard operating procedures, etc.
- Kicked off a Higher Ed GIG for students to learn about ATD, get involved, and learn about content presented at ATD National and local chapters

Senior Instructional Designer at PennyMac Loan Services

April 2020 – January 2021

Managed the Health Care Informatics program at Jacksonville University and Health Care Administration and Leadership program at Valparaiso University online programs while employed by Bisk Education.

Accomplishments consist of:

- Presidents Club; October 2014
- Facilitated program and Learning Management System (LMS) strategic initiatives, course development, and redevelopment, for two major University programs each 8-week term
- Served as ScrumMaster® for cross function teams for media and course development
- Utilized the Franklin Covey Four Disciplines of Execution framework

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Program Manager at Bisk Education

March 2015 – January 2016

Managed the Health Care Informatics program at Jacksonville University and Health Care Administration and Leadership program at Valparaiso University online programs while employed by Bisk Education.

Accomplishments consist of:

- Facilitated program and Learning Management System (LMS) strategic initiatives, course development, and redevelopment, for two major University programs each 8-week term
- Served as ScrumMaster® for cross function teams for media and course development
- Utilized the Franklin Covey Four Disciplines of Execution framework

Instructional Design Team Lead at Bisk Education

September 2013 – March 2015

Led a team of instructional designers through the online course development process.

Accomplishments consist of:

- Received President's Club award
- Led implementation of Adobe Captivate
- Created dynamic content with professors using ADDIE (waterfall) and Agile Scrum to create the most appropriate assessments and video design, for the LMS
- Led video and audio studio recordings with talent in full production studio. Developed scripts and storyboards, edited audio/video, and created eLearning modules
- Ensured quality by troubleshooting and problem-solving technical issues in the LMS using multiple operating systems, devices, and browsers

Middle School Math Teacher in Florida & Texas

July 2008 – July 2013

Taught middle school math, at Title I schools in Donna, Texas and Tampa, Florida.

Accomplishments consist of:

- Teacher of the Month; February 2013
- Math Teacher Excellence Award; May 2012
- Recognized for continually creating an engaging learning environment consisting of an outstanding rapport with students, utilizing ground-breaking technology integration, and Kagan cooperative learning structures
- Served as Team Leader, AVID Site Team Member, PTSA Faculty Member, Math League Coordinator
- Directed after school program
- Nominated for Teacher of the Month, Math Department District Excellence Award, and as Teacher Recognized for Outstanding Performance
- Wrote district math curriculum for District Math Director
- Conducted professional development trainings on technology integration for co-workers and district employees
- Served as Team Leader, TEXAS PALS Club Leader, volleyball and basketball bookkeeper and time clock

College Loan Consultant at College Loan Corporation

2006 – 2008

Managed customers' accounts and processed student loans from initiation to loan funding.

Catering Director at Penguin Point Catering

2004 – 2006

Directed all aspects of catering company from hiring and training, accounting, marketing, and sales.

Teaching Experience

Courses Taught

- 6^{th}, 7^{th}, and 8^{th} Grade Math
- Teacher Professional Development
- Web 2.0 aps
- Microsoft Excel
- iPad use in the classroom
- Smartboard use in the classroom

Innovations in Education

- Smartboard, iPad, and electronic devices
- Social media: Instagram, Pinterest, Twitter
- Web 2.0 Aps: PowToon, Animoto, Extranormal, Voki Computer lab activities: BrainPOP, interactive exercises, YouTube videos

- Online collaboration tools: blogs, wikis, Adobe Connect, WebEx, Join.me

Teaching Evaluations

- Teaching evaluations consistently met, or expectations exceeded. High remarks were frequent for innovative technology use in the classroom, real world examples utilizing hands-on problem-solving learning experiences for learners. Recognition received for unique alternative assessment creation

- Created a classroom in Second Life Virtual World for middle school math class
- Served on PTSA board

Courses Taken

Instructional Systems and Learning Technology Courses

- Staff and Training Development (ADE5189)
- Descriptive & Inferential Statistics (EDF5400)
- Methods in Educational Research (EDF5481)
- Academic Publishing (EME6635)
- General Linear Model (EDF5401)
- Learning and Web Analytics (EME6356)
- Systems Approach to Change Management (EME6636)
- Discourse and Conversation Analysis (EDF6499)
- Theory of Learning and Cognition (EDP5216)
- Analyzing Research Literature (EME6665)
- Practicum in Learning Research (EDG6363)
- Online Pedagogy (EME5456)
- Managing Instructional Development (EME6631)
- Qualitative Methods (EDF5464)
- Trends & Issues in Instructional Design & Technology (EME5608)
- Web 2.0-based Learning and Performance (EME6414)

Educational Technology Courses

- Instructional Technology (EDTC 6320)
- Introduction to Research (EDCI 6300)
- Learning and Cognition (EDTI 6304)
- Instructional Design (EDTC 6321)

- Multimedia/Hypermedia (EDTC 6323)
- Educational Telecommunications (EDTC 6325)
- Practicum in Educational Technology (EDTC 6332)
- Application of Advanced Technologies in the PK-12 Classroom (EDTC 6340)
- Student-Centered Learning using Technology (EDTC 6341)
- Technology Leadership (EDTC 6342)
- Master Technology Teacher Practicum (EDTC 6343)

Project Management Courses

- Maximizing IS/IT Team Effectiveness (VIL32)
- Project Management for IS/IT Professionals (VIL38)
- PMP Exam Prep (VIL39)

Professional Development

Professional Affiliations

- Association of Talent Development (ATD) National
- Association of Talent Development (ATD) Suncoast Chapter
- ELearning Guild

Trainings

- Modern Classroom Certified Trainer (MCCT); 2020
- Microsoft Instructional Skills Training; October 2016
- Storyline Training; September 2016
- Franklin Covey 4DX Training; September 2015
- Scrum Master Training; July 2015
- Captivate 8 Training; August 2014
- Charlotte Danielson's Teaching Framework: Looking at Real Classrooms Training; April 2012
- Kagan Training; July 2007

Conferences

- ATD Suncoast Chapter Ascend Technology Conference, Tampa, FL; September 2018
- ATD International Conference, San Diego, CA; May 2018
- ELearning Guild Conference, Orlando, FL; March 2018

- ATD Suncoast Chapter Ascend Technology Conference, Tampa, FL; September 2017
- ATD Suncoast Chapter Ascend Technology Conference, Tampa, FL; September 2016
- ATD International Conference, Denver, CO; July 2016
- ELearning Guild Conference, Orlando, FL; March 2016
- ATD International Conference, Orlando, FL; July 2015
- Online Learning Consortium (OLC) Conference, Orlando, FL; November 2014
- Learning and the Brain Conference, Arlington, VA; May, 2012

Research Experience

Graduate Assistant at Florida State University

- 2020 – present: Web cam use in online learning and training
- 2019: Networked Knowledge Activities
- 2019: Onboarding systematic literature review
- 2018: Systematic literature review on teens and social media use
- 2018: Networked Knowledge Activities on Instagram

Teacher Research Experience at University of South Florida in the Environmental Engineering Department

- Summer, 2013: The goal of this 8-week teacher research experience was to assist a PhD student in Madagascar and a master's student test the levels of lead contamination in drinking water supplies as well as conduct research on mobile portable devices that existed for field-testing the level of led contamination in the drinking water supply in Madagascar

- Summer, 2012: The goal of this 8-week teacher research experience was to conduct research on water sustainability projects in the Tampa Bay area and around the world. We were educated on local community organizations, water treatment facilities, and retention ponds. We developed lesson plans that we could take back into our classroom the following year. In my classroom, we conducted a week-long project learning about water quality and sustainability by focusing what a rain barrel is, how they can get one for free, set it up, and educate their family on it

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Publications

Journal Articles

- Dennen, V.P., Choi, H. & Word, K. Social media, teenagers, and the school context: a scoping review of research in education and related fields. Education Tech Research Dev 68, 1635–1658 (2020). https://doi.org/10.1007/s11423-020-09796-z

Book Chapters

- Yeatts, L. & Word, K.D. (2020) Chapter 3: Instructional Design: Transform Your K-12 Skill Set. In L. Spinelli (Ed.), *Teachers to Trainers: Apply Your Passion and Skills to a New Career (pp.35-58)*. Association for Talent Development.
- Word, K.D. & Dennen, V.P. (In press for May 2021). Chapter 8: Sharing your Microlearning Materials through OER in Corbeil, J. R., Khan, B.H. & Corbeil, M.E. (Eds), *Microlearning in the Digital Age: The Design and Delivery of Learning in Snippet*. Routledge.

Presentations

- Buckley, J. & Word, K. (2021, February 9). Getting Started as an Independent Consultant. [Webinar]. Association for Talent Development - Florida Suncoast Chapter.
- Word. K. D. (2020, December 9). What is Instructional Design? [Webinar]. MCT-ISC.com of Custom Software Solutions, Inc.
- Spinelli, L., (2020, November 14) Teachers to Trainers. [Conference Presentation]. Austin ATD Leader in Learning Conference online.
- Word, K. D. (2020, October 27). Transition from Teaching. [Webinar]. Good Network.
- Word, K. D. (2020, March 21). Make the Leap from Teaching to Instructional Design [Webinar]. Association for Talent Development. https://site-247559.bcvp0rtal.com/detail/video/6016618342001/make-the-leap-from-teaching-to-instructional-design
- Word, K.D. (2019, October 25). Onboarding Best Practices: A Systematic Literature Review. [Conference Presentation]. AECT 2019 in Las Vegas, NV, United States.
- Word, K. D. (2019, September 16). Starting an LLC. [In-Person Presentation]. University of Tampa – Instructional Design Technology.

- Dennen, V.P., Choi, H. & Word, K. (2019, April 7) Social media, teenagers, and the school context: a scoping review of research in education and related fields. [Conference Presentation]. American Educational Research Association (AERA) 2019 in Toronto, Canada.

Peer Reviewed Conference Proceedings

- Dennen, V. P., Word, K., Adolfson, D., Arechavaleta, V., He, D., Hsu, C.-W., Hur, J., Jung, D., Kent, H., Russell, A., & Toth, K. (2020). Using the networked knowledge activities framework to examine learning on social networking sites. In P. Kommers & G. C. Peng (Eds.), *Proceedings of the international conference on Web-based Communities and Social Media 2020* (pp. 165-172). IADIS Press.

Articles Referenced on the Web

- Lomboy, P. (2019). Kari Knisely: Helping Teachers Transition Away from the Classroom with Confidence. Retrieved https://businessinnovatorsmagazine.com/kari-knisely-helping-teachers-transition-away-from-the-classroom-with-confidence/
- Harshman, J. (2019). Teachers are Switching Careers. Here's Why. Retrieved https://thriveglobal.com/stories/teacher-exodus-is-due-to-burnout/

Volunteer Work

- Serving on the board of Florida Suncoast Association of Talent Development (ATD)
- Consulted in online curriculum selection decisions The Crossing Alternative Schools of Indiana
- Assisted Osher Lifelong Learning Institute (OLLI) at the University of South Florida (USF) with some ideas for online course creation