

# BRUCE E RICHARDS

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**DESIRED POSITION**      Design Leader and Senior Instructional Professional

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## CAREER OBJECTIVE

**Competent leader in the field of instructional technology and design that leads by example through;**

- Intentional use of instructional technology to enhance delivery of learning and assessment
- Implementing learning analytics as a means of performance prediction and intervention
- Providing applicable pedagogical solutions to learning design patterns, and
- Supporting student engagement using personalized learning for instructional innovations

## WORK HISTORY

**2016 – Present**

### **Senior Instructional Technologist**

**Center for Teaching and Learning (CTL) – University of North Carolina at Charlotte, Charlotte, NC**

Primary responsibility is designing, developing, implementing, and evaluating key instructional programs and projects for colleges, departments, faculty, and instructional staff. Position is in the Center for Teaching and Learning (CTL).

- Leverage educational technologies in support of instructional design goals
- Project lead for institution-wide implementation of learning analytics initiatives
- Consultant on adaptive technology strategies and pedagogical methodologies
- Project co-lead for adaptive learning and learning analytics for STEM courses
- Administer and support professional development workshops on instructional methodologies
- Development of assessment models for evidence of competency and mastery levels
- Consult on assessment and outcomes implementation for STEM courses
- Project lead for video development processes for instructional purposes for the university
- Manage BYOD initiative for student response systems for university academic units
- Support course redesign and instructional initiatives utilizing course design rubrics

**2013 – 2016**

### **Instructional Technologist**

**Academic Technology (CHHS) – University of North Carolina at Charlotte, Charlotte, NC**

Work closely with College of Health and Human Services (CHHS) faculty to review the effectiveness of various technologies to support or enhance accepted pedagogy.

- Leverage various technologies in support of instructional goals
- Develop and present instructional workshops for both CHHS and university audiences
- Supported faculty in the intentional use of “Bring Your Own Device” methodology in teaching
- Instructional advisor for CHHS supporting inter-departmental teaching and learning projects
- Engaged in adult student learning and success initiatives
- Develop course development initiative utilizing Quality Matters rubric across the campus.

**2011 – 2013**

### **Instructional Designer**

**Faculty Center for Teaching and Learning – Missouri State University, Springfield, MO**

Work closely with faculty to develop pedagogically effective distance learning and face-to-face methodologies.

- Facilitated consultation with faculty in the design and operational responsibilities of course materials and learning activities.
- Research-oriented projects: Title III Strengthening Institutions, Large Class Course Redesign – Psychology department
- Presented through online and blended modalities the integration of face-to-face learning content into blended courses with strong pedagogical practices.
- Lead the use of Quality Matters rubric in the development of courses across the campus.
- Faculty Professional Development (Online course for faculty, Peer review, Quality Matters)

**2006 – 2011**

**Research & Instructional Design Coordinator,**

**Office of Sponsored Research and Programs – Missouri State University, Springfield, MO**

Lead instructional designer and web developer for the department. Develop Compliance curricula soft-skills, and web-based training modules. Support the department's computer & technology infrastructure.

- Streamlined the department website using strong web and accessibility standards leading to increased visibility and awareness of the functions of sponsored research and programs
- Used multiple authoring tools in the development and design of interactive learning modules
- Instituted various web forms and databases for strong search capability and research needs for researchers
- Developed online and classroom curriculum materials for compliance and research training needs
- Used assessment and evaluation tools for course design and user learning experience
- Managed the search of external funding opportunities for successful development of proposals
- Managed the successful development and deployment of compliance and research materials leading to the training of over 3,600 learners.
- Provided and implemented hardware, SQL database, and software support for the sponsored research department leading to greater access to an integrated training and production server system
- Contributed to the department's newsletter and blog as Editor, delivering sponsored programs information that is timely, accurate, and relevant

**2004 – 2006**

**Graduate Assistant – Training Coordinator**

**Office of Sponsored Research and Programs, Missouri State University, Springfield, MO**

Lead person for the development of the department web site and instructional program for research and sponsored programs. Developed compliance curricula and web-based training modules. Administered the department's computer systems and infrastructure.

- Administered all website development needs for the department
- Administered the department's database needs for the management of externally funded projects
- Managed conversion of compliance and research materials to the department website
- Provided hardware and software support for the department
- Used storyboarding techniques, developed multimedia and online learning content, and visual concepts for the creation of Human subjects, Animal subjects and Biosafety compliance programs
- Member of the Academic Integrity Committee providing guidance on ethical conduct
- Supported the future development needs of the web-based Grants Management system

**2003 – 2003**

**Computer Instructor (Volunteer),**

First Assembly of God, Continuing Education, Griffin, GA, Instructor for Adult Educational classes.

- Developed course curriculum for MS Word, Excel, PowerPoint, Access, Internet Explorer, Outlook, Internet-related classes, and
- Lead instructor of computer educational classes supporting the training of over 45 adult learners

**2002 – 2002**

**Software instructor and database support (Volunteer),**

**Athens Regional Medical Hospital and Athens Regional Library, Athens, GA**

Provided assistance with data processing and user support AS/400 and Windows Server

- Developed course curriculum for MS Word, Excel, PowerPoint, Access, Internet Explorer, Outlook, Internet-related classes
- Provided database support and data entry on AS/400 server
- Lead instructor of computer educational classes supporting the training for over 75 adult learners

**1992 – 2000**

**Texaco Caribbean Inc., Information Technology Department, Kingston, Jamaica**

**Supervisor, I.T. Department**

- Managed project plan and successfully implemented the Compliance/Disaster Recovery Information Technology projects that were on time, within budgets, with strong return on investments
- Developed and implemented hardware and software system training courses for over 120 learners
- Developed and administered systems including AS/400, Business Enterprise Software, Internet, and Intranet, LAN, WAN, Windows systems and Cisco Routers
- Applied instructional design strategies for strong course design strategies and development process

- Developed training materials for the AS/400 and the Accounting Module (BPCS) that strengthened the productivity of employees within the accounting and operations department.
- Performed needs assessments and gap analyses for each department to determine appropriate ERP-related course content that led to a more stream-lined process of implementing the system
- Managed the successful installation and support of Point-of-Sale system at all 15 Company-run service stations within accepted deadlines and within budget
- Provided analysis and statistical reporting for marketing department that strengthened their ability to gauge the needs of the market, based on product delivery and sales.

## TEACHING AND LEARNING EXPERIENCE

- Adjunct Instructor — Masters level course
  - Designed and taught Learning Experience Design online course
  - Created course materials from scratch including PowerPoint presentations, video presentations, online facilitated group discussion, encouraging students to examine current research issues in learning experience design
  - 5-E Project activity focused on the use of Captivate authoring tool
  - Evaluated student performance and provided feedback throughout the term
  - Conducted item and performance analysis on exams using LMS
- Adjunct Instructor – Masters/Doctoral level course
  - Advanced Seminar in Teaching and Learning course
  - Created course materials from scratch including PowerPoint presentations, video presentations, online facilitated group discussion, encouraging students to examine current research issues in teaching and learning methodologies
  - Examination of current teaching models and practices
  - Assessment activities focused on teaching strategies and learning outcomes
  - Delivered assignments that provided students with skills for designing, developing, and evaluating online learning
  - Evaluated student performance and provided feedback throughout the term

## RESEARCH EXPERIENCE

- Co-author on Learning Design: “What’s in a Lesson? Learning Design Elements in Computing Courses” – Spring 2021 - DLSU Research Congress 2021
- Co-Presenter at UNC System Digital Learning Innovation: “Structural Framework in Adaptive Learning for Student Success” – Fall 2020
- Co-author of Assessment Research paper: “Using Learning Management Systems for Assessment of Culturally Responsive Assessment Practices” – Spring 2020 - National Institute for Learning Outcomes Assessment
- Co-presenter at AALHE 2019 Annual Conference – “Enhancing Student Outcomes Measures through Culturally Relevant Assessment Practices” – Spring 2019
- Presented paper (virtual) at the 7th International Conference on Education and New Learning Technologies. B. Wood, T. Moore-Harrison, T. Turner, M. Moore, B. Richards (2015) Technology and Kinesiology Education: BYOD in Large Courses, *EDULEARN15 Proceedings*, pp. 7199-7205.

## SELECTED ACCOMPLISHMENTS

- Course completion: “Data Science and Big Data Analytics” Spring 2021 - MIT
- Completion of Educause course: “Telling your Story with Data” – Spring 2020
- Co-Presenter at UNC Cause 2018 conference on the topic, “Summer Video Camp for Faculty: Lights. Camera. Action! @ UNC Charlotte” – Fall 2018
- Presenter at TIDE Symposium, University of North Carolina System – Spring 2018 – “Outcomes and Rubrics: Measuring Student Success”
- Co-Presenter at UNC Cause 2015 conference on the topic, “Lessons Learned, Tried and Proven: Fostering Quality Matters @ UNC Charlotte” – Fall 2015
- Co-Presenter at UNC Cause 2014 conference on the topic, “Days of Future Present: BYOD in Kinesiology Large Courses” – Fall 2014
- Co-Presenter at the FCTL 27<sup>th</sup> Showcase, on the topic, "Blended Format in Multi-Instructor, Activity-Based, Technology-Based and Manipulative-Based Courses" – Fall 2012

- Presenter at the FCTL 26<sup>th</sup> Showcase, on the topics, "There's More to Google Earth than Just Finding Your House" and "Introduction to Creating e-Portfolios" – Fall 2011
- Presenter at the Chicago Lectora User Group meeting, on the topic, "Implementing JavaScript into Lectora for an interactive experience" - Spring 2009
- Developed and implemented a university-wide online plagiarism compliance training course, Spring 2009.
- Presenter at the Helix Conference for Higher Education, March 2009, on the topic, "Developing Export Control e-Learning for Researchers".
- Implemented Moodle Learning Management System for internal course development, and training
- Presentation of poster at the HigherEdWeb Conference, November 2008 on the topic, "Negotiating the Compliance Maze: Developing Export Control e-Learning for Researchers".
- Southwest Education and Technology Conference Presenter on various Instructional Development topics, Spring 2006, Spring 2008 and Spring 2009
- Participant, Meeting on "Technology and its Role in Training" (meshing communication and technology to train); American Society for Training and Development (ASTD), Fall 2006
- Member, Springfield Missouri Chapter, American Society for Training and Development (ASTD), Fall 2006
- Presented paper on "Web-based multimedia course on Health Insurance, Portability, and Accountability Act (HIPAA)" for final project with accompanying paper, Fall 2005
- Southwest Education and Technology Conference Presenter on "How to use authoring software to create custom multimedia courses," Spring 2005
- Member, Committee to select a Learning Management System for the Human Resource Department, Missouri State University, 2005
- Participant, Conference on "Creating an educational community", Academic Development Center, Missouri State University, Spring 2005
- Member, Association of Educational Communications and Technology (AECT), Missouri State University, Fall 2005 – present

## **EDUCATION**

Doctor of Education, Educational Leadership and Policy Analysis  
University of Missouri at Columbia, Columbia, MO 2015

Master of Science Degree in Instructional Media Technology  
Missouri State University, Springfield, MO, 2005

Master of Business Administration Degree  
Nova Southeastern University, Ft. Lauderdale, Florida, 1997

Bachelor of Science Degree in Mathematics and Electronic Physics  
University of the West Indies, Mona, Jamaica, W.I., 1992

## **ADDITIONAL EXPERIENCE AND TRAINING**

- Practitioner of learning analytics for learner experience and performance
- Expert user of Tableau analytical software
- Leader in the use of adaptive systems for personalized learning
- Researcher and evaluator of instructional systems/programs
- Instructional Design/Technology, Content Development and Curriculum Design
- Extensive experience with subject matters experts and curriculum design
- Development of eLearning content for multimode delivery
- Advanced user of Web Conferencing systems (Webex, Zoom, Google Meet)
- Experienced in all phases of Instructional Design process (ADDIE) & Professional Technical Writing
- Adobe Software (Captivate, Flash, Dreamweaver, Photoshop, Presenter, Soundbooth)
- Knowledge of SCORM/AICC Standards
- Lectora Professional Publishing Suite and Articulate Storyline 360 authoring software
- Completed the Applying the QM Rubric (APPQMR) certified course

- Articulate Suite software, Articulate Storyline, Camtasia and Snagit software, Media Semantics Avatar builder, Softchalk application, Microsoft Office 2010 Productivity software
- Multimedia production (Adobe Premiere Pro, Photoshop, Fireworks)
- Camtasia (Techsmith) Video Editing and Productions experience
- Needs Analysis, Performance Evaluation, Assessment Instrument design (surveys, questionnaires)
- Systems Administrator of Canvas, Blackboard, & Moodle Learning Management Systems (LMS)
- Experience in implementing accessibility, usability, and functionality testing methods
- Experience in developing simulation and soft-skills training using multiple authoring software
- Experience in HTML, XML, CSS, JavaScript, jQuery, ASP, Actionscript, and other web technologies
- Project Management (Assessment, design, development, implementation, and evaluation)
- Use of storyboarding and script-writing in the development and design of video materials
- Extensive delivery of training and workshops for adult learners (face-to-face, online and blended)
- Computer and Web-based training and instruction
- Blended training experience (classroom and online);
- Strong business and organizational skills
- PC, Server, and AS/400 System and Administrator training