

George R. Bradford, Ph.D.

Curriculum Vitae

ADDRESS

Professional

Course Development & Web Services

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-Withheld-

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EDUCATION

University of Central Florida, Orlando, FL

Ph.D. in Education, Instructional Technology 2010

Dissertation: "A Relationship Study of Student Satisfaction with Learning Online and Cognitive Load"

San Diego State University, San Diego, CA

M.A. in Educational Technology 1995

Thesis: "Using Descriptors to Support Technology Integration Planning"

San Diego State University, San Diego, CA

Post Graduate Certification – Applied Linguistics & Teaching ESL 1984

Areas of Primary Interest: Psycholinguistics and language teaching pedagogy

University of California at Santa Barbara, Santa Barbara, CA

B.A. Business & Economics 1981

Areas of Concentration: Computer Programming, Mathematics, Foreign Languages

Extended Study Project: "Cultural Influences on Urban Design & Problem Solving: Comparative Analysis Between 17th Century Tokyo and London"

PROFESSIONAL EDUCATION

New Horizons, Sacramento, CA

A+ and Networking+ Certification Training, Microsoft Windows 2000 Network and Operating Systems Essentials

RWD Technologies, Inc., Sacramento, CA

Consultative Marketing, Proposal Writing, Web Page Creation and HTML Coding, VENTIX Systems Technical Integration

EDS Human Performance Services, Folsom, CA

Information Mapping, Documentum

TELIA (formerly Swedish Telecom), Stockholm, Sweden

Artificial Intelligence, Expert System Development, Data Communications, Large Customer Digital PBXs, Telecommunications Networking, Advanced Data Communications

TEACHING EXPERIENCE

University of Central Florida, Orlando, FL

Instructional Designer – Faculty Development Program 2007 - Present

Co-deliver instruction in lectures, individual consultations, small group sessions, and online formats over eight weeks, three times per year a faculty training program how to design and deliver

instruction online using Blackboard. Revise components of faculty training program ("IDL6543").

San Diego State University – College of Teacher Education, San Diego, CA

Graduate Assistant

1993 - 1996

Faculty trainer and technology advisor.

Grossmont Union High School District, San Diego, CA

Substitute Teacher

1992

Mathematics, English, French, Spanish, Business, and Computing.

Östragrevie Jr. College, Malmö, Sweden

Instructor – English as a Foreign Language

1991

Co-founder – Computer Training Program

- Responsible for curriculum development and delivery to adult students ranging in ages from 22 to 55 years of age, representing over 10 nationalities, all of whom were political refugees, with class sizes ranging from 8 to 22 students
- Conceptualized the development of a Computer Lab for delivering technology instruction and staged integration of technology into primary educational programs

Swedish Professional and Trade Worker Educational Organizations, Stockholm, Sweden

Instructor – English as a Foreign Language

1985

- English as a Foreign Language Instructor to professional and trade-worker associations.
- French Language Substitute Instructor.

Swedish Professional Educational Organization, Luleå, Sweden

Instructor – Computer English, French

1981

- Designed and delivered specialized intensive computer-English language instruction to Swedish Airforce.
- Delivered French language instruction as a substitute teacher.

OTHER K-12 EXPERIENCE

Unicorn School, Philo, CA

Cornerstone School, Redwood Valley, CA

Technical Services – Computer Scene

2003 - 2007

Provided computer technical services – PC & server builds, software installations, networking (wired & wireless), secured file sharing, recommendations and implementations of safe Internet access, and system maintenance and repairs.

Clearview Elementary School, Chula Vista, CA

Educational Technologist – Distance Education Project

1994 - 1995

- Project co-designer and support specialist for nationally recognized 2-Way Video Conference distance education project - Co-developed and managed a distance learning project to make use of two-way video through fiber-optic channels for a public education initiative between San Diego State University, College of Education & the College of Arts and Humanities, Dept. of History, and Clearview Elementary School. Project culminated with 5-6th graders authoring a historically accurate, illustrated book on the first U.S. Chief Justice, John Marshall.
- Proposed follow-on project that also became successful – 5-6th graders researched, wrote, and presented a play on Lincoln in his youth.

Juarez-Lincoln Elementary School, San Diego, CA

Educational Technologist – Evaluation of Technology Integration

1995

Researched and wrote, "Educational Pathways To The Future - Descriptors Of Successful Technology Integration For Schools: A Study For Juarez-Lincoln Elementary School".
Thesis paper, as partial fulfillment for the M.A. degree, and research project was supervised by Patrick Harrison, Chair - Dept. of Educational Technology, SDSU.

Nye Elementary School, San Diego, CA

Educational Technologist – Technology Use Plan **1994**

Co-researched, wrote, and delivered a needs assessment & technology use plan for elementary school. Project received wide exposure and recognition. Supervised by Allison Rossett, Dept. of Educational Technology, SDSU.

Valley Elementary School, Poway, CA

School Site Council – Elected President **1994 - 1995**

Presided over site council activities – worked with the principal, parents, and school staff to develop, review and evaluate school improvement programs, technology integration, and school budgets.

Anderson Valley Elementary School, Boonville, CA

Volunteer Classroom Aid – Emotionally Handicapped Children **1981**

Provided classroom support to teacher for emotionally handicapped children.

RESEARCH EXPERIENCE

Ph.D. Dissertation Research, University of Central Florida

A Relationship Study of Student Satisfaction with Learning Online and Cognitive Load **April 2010**

Status: Finished. **Brief description:** Does cognitive load play a role in student satisfaction for online students? A relationship study on 1,401 university students showed a moderate, positive, and significant relationship exists. Analytics suggest a refined view of the student perspective that provides guidelines for instructors and designers.

Doctoral Program Research, University of Central Florida

Online Learning and Student Satisfaction: Academic Standing, Ethnicity and their Influence on Facilitated Learning, Engagement, and Information Fluency **April 2008**

Status: Published by peer-reviewed journal *Internet and Higher Education*, 2010. **Brief description:** In this study, differences between academic standing and ethnicity are studied against several student satisfaction dimensions identified by Dziuban, Moskal, Brophy-Ellison, and Shea (2007) and Moskal, Dziuban, and Hartman, (2009). The differences between academic standing and the studied dimensions are found to be statistically significant: the largest effect was Facilitated Learning and academic standing, which accounted for nearly 15% of the student scores' variance; Engagement and Information Fluency had variance effects of, respectively, 4.5%, and 5.1%.

OTHER HIGHER EDUCATION EXPERIENCE

Course Development & Web Services, University of Central Florida, Orlando, FL

Instructional Designer **2007 - Present**

Conduct University Faculty Development

- Design and deliver eight week faculty development seminars and technical labs on topics to support online instruction. Seminars run three times per year and average 30 university faculty per semester.
- Work directly with faculty to develop online courses - topic domains include Chemistry, Biology, Business, English, Engineering, Education, Anthropology, and Nursing - undergraduate and graduate.

Design Course in Information Fluency & Web2.0

- Conceptualize and design online course for information fluency using Web2.0 technologies.
- Integrate information fluency modules into undergraduate honors English course taught online.

Develop Instructional Tools

- Develop rubric calculator tool. Provides flexibility and simplicity in the setup and use of grading many individuals with semi-complex rubric needs.
- Develop a graphical model to assist with application of the revised Bloom's taxonomy of the cognitive domain to be used with faculty support and instruction.
- Develop a graphical model to assist faculty with how objectives, assessment, assessment strategies, instructional strategies, system tools, and feedback strategies are interrelated.

Support Other Division Needs

- Author white paper how to expand instructional design team during adverse economic climate.
- Assemble and develop instructional materials for implementation of an ePortfolio system within the University.

Implement Open-source System LimeSurvey

- Install open source survey system LimeSurvey into personal web domain.
- Design and deliver survey instrument for the Research Initiative for Teaching Effectiveness (RITE) at UCF using the instrument and system. Instrument contains branching and field level logic.
- Design and deliver technology skills assessment tool for the McNair Scholarship program. Assessment tool contains branching, field level logic, and interactive simulations.
- Design and implement survey instrument for research study on cognitive load and student satisfaction with online learning programs.

Implement Other Open-source Management Systems

- Install open source learning management system Moodle into personal web domain. Experiment conversion of content from Blackboard Vista to Moodle.
- Install open source content management system Drupal into personal web domain. Present and archive family-related news, personal portfolio, information pages on activities in Semantic Web, and a personal document library.

Language Acquisition Resource Center (LARC), San Diego State University, CA

Educational Technologist – Language Specialist & Multimedia Programmer **1995 - 1996**

- Prototype GUI Programmer and Applied Linguistics Advisor – Supporting integration of technology to language learning (LARC).
- Faculty trainer and technology advisor.

College of Education, San Diego State University, San Diego, CA

Educational Technologist – Graduate Assistant **1994 - 1995**

- Faculty trainer and technology advisor.
- Fund raising project support – college centennial celebrations.

University of California, Santa Barbara, CA

Instructional Computer Lab Assistant **1979 - 1980**

- Support student use of first-ever micro-computer lab to learn mathematics through computer programming. Work closely with Chair of Mathematics department to develop lab operations.

PRIVATE SECTOR EXPERIENCE

Computer Scene, Ukiah, CA

2003 - 2007

Business Owner – PC Repairs, Networking & Servers, New Builds, Tech Training

- Purchase business. Redefine business mission, objectives, policies, and implement. Rehire, train, and supervise 5 employees and multiple contractors. Develop customer service goals and policies, as well as service delivery procedures.
- Find and develop vendor channels. Assess and implement financial and customer work support systems. Define and develop products and services. Continuously identify process improvements, new products or configurations, new services, and new approaches to improve the customer's experience.
- Mendocino County CA Education & CA Dept. Rehabilitation: Provide technology support and training services, including software, hardware, and networking, to charter schools, to the handicapped (using a variety of technologies), and to rehabilitation patients.
- Sell and deliver products and services. Develop and deliver new technical training programs using a synchronous model and tightly focused objectives using the internet and PC sharing technologies. Mentor team. Turn around a net losing business and grow net profits by better than 30% annually for 3 years.

Intel, Inc., Folsom, CA

2002

Project Manager and Instructional Designer

- Led three projects to develop internal training and online support to global Intel end-users of enterprise software: World Dialer Communication, Intel Instant Messenger, and Windows XP. Two projects use a web-based tutorial as a delivery strategy, and the third uses traditional instructor-led training.
- Wrote and designed a technical course to train users how to use collaborative, web-based project management software (Web Meeting Manager).

RWD Technologies, Inc., Sacramento, CA

1998 - 2001

Senior Analyst

- Support Business Development – Develop and deliver presentations and proposals for e-Learning and performance support solutions to global companies, such as GM, GATX Capital, Stanford University, SolArc, Advanced Micro Devices (AMD), Marine Trade Organization in Singapore, and others.
- Assess Needs – Experience conducting technical feasibility assessments for e-Learning and performance support solutions to global companies, such as GM, Lyondell, GATX Capital, Stanford University, Fort James Corporation, The Capital Group, SolArc, and Advanced Micro Devices.
- Evaluate Results – Constructed evaluations for course, instructor, material, and environment, check your understandings, quizzes, and fully criterion-referenced tests. Constructed and implemented strategies to measure business impact as a result of the training and calculating the ROI of training projects. Demonstrated strategies to measure effectiveness of performance improvement programs. Develop “eValuation” as a business service offering, run trials with actual customer (Toyota Motor Sales), and promote service offering through business presentations and proposals.
- Instructional Designer – Designed ERP technical training and performance support solutions to meet employee skill requirements using modern adult learning principles for global companies. Training and support designs included instructor-led/classroom-based, self-paced/web-based learning, virtual classrooms, blended solutions, and just-in-time/online help systems. Used design methodologies similar to ADDIE to analyze, design, and develop technical (ERP) systems training or online support for organizations such as County of Sacramento, Lyondell, Pioneer Hi-Bred, Fort James Corporation, Bechman Coulter, Halliburton, and Advanced Micro Devices.
- Internal Team Developer/Leader – Using the Delphi Method, developed organizational vision statements for specialized teams, as well as wrote job skill requirements and personal development paths, as well as led organizational development, recruiting, and retention efforts. Mentored junior team members to fulfill organizational knowledge and skills needs.

- Project Manager – Led diverse teams for multiple e-Learning development projects, as well as several online help system projects from sales cycle through project completion and best practices recording by presenting to all levels in client management teams, overcoming business challenges, maintaining budget and project plans, and writing needs assessment reports, project milestone documents, and project progress reports.
- Project Examples – Provided instructional design and delivery support to train within 2 months 15,000 employees spread across all parts of the globe using e-Learning (virtual classroom) technologies. Designed and delivered internal training courses to teach consultants how to design and develop effective instruction using e-Learning technologies, as well as how to sell e-Learning development services to corporate clients.
- Writing and Project Execution / Control Examples – Wrote product specifications documents, design documents, test plans, and scripts. Wrote project plans, communication plans, issue/problem tracking documents, and risk assessments. Designed and implemented usability tests for web-based training support solutions.

EDS Human Performance Services, Folsom, CA

1996 - 1998

Advanced Training Specialist

- Project Manager – Managed a team of technical writers and instructional designers to develop instructor-led training programs for Blue Shield Customer Service Representatives (CSRs), Broker services database and pay system, and Web-based sales quote system. Responsibilities included oversight of project definition, analysis, design, evaluation, and publishing of instructional materials and electronic performance support systems.
- Train-the-Trainer Session Leader – Designed and wrote a technical training program to train broker services teams to use a new database pay system. Also designed, wrote the train-the-trainer (t-t-t) materials for the program and conducted the t-t-t sessions with the identified Blue Shield field training team.
- Researched, designed, prototyped, piloted, and delivered extensive instructor and participant training manuals for traditional, instructor-led training delivery, as well as wrote and prepared trainer preparation manuals and collections of job-aids.

Topgrade Marketing, Malmö, Sweden

1988 - 1992

Product Support Manager

- Marketing Manager – Responsible for P/L of sales and marketing of CAD software for the country of Sweden, developed multiple business partnerships promoting innovative uses of the software.
- CAD Systems Technical Documentation Specialist and Editor – Developed technical and tutorial documentation and managed software localization efforts.
- Developed technical presentation for an international convention in Paris of Telia's (Sweden) efforts to develop and disseminate Smart Cards in the Swedish marketplace.

TELIA (formerly Swedish Telecom), Stockholm, Sweden

1985 - 1988

Technical Marketing Specialist

- Provided project management support for the introduction of new communication technologies to Swedish corporations and coordinated with strategic partners on international project rollouts. Set pricing and configuration strategy for a multi-million dollar corporate computer-communication system.
- Proposed, initiated, and coordinated a transfer of technical competencies in conjunction with international communications product development. Designed, developed, and coordinated a single vendor national communication systems traveling trade show throughout Sweden.
- Proposed, initiated, and developed a configuration and sales support tool for modern communications systems. Designed and led efforts to develop a secure PABX communications package for the Banking industry.
- Liaison for Swedish Telecom to Apple Computer Sweden in support of strategic corporate joint venture.

CONSULTING CLIENTS BY BUSINESS SECTOR

Manufacturing	GM, OTIS ELEVATOR, PIONEER HI-BRED, WEYERHAUSER, BECHMAN COULTER, TOYOTA MOTOR SALES
Financial Services	GATX CAPITAL, THE CAPITAL GROUP
Education	STANFORD UNIVERSITY, UC DAVIS EXTENSION
Information Technology	SOLVAY INFORMATION TECHNOLOGIES, SOLARC, STORAGETEK, IBM STORAGE TECHNOLOGIES DIVISION
High Tech	ADVANCED MICRO DEVICES (AMD), INTEL CORP.
Consumer Products	FORT JAMES CORPORATION, COCA-COLA
Energy	LYONDELL, HALLIBURTON
Healthcare	CATHOLIC HEALTHCARE WEST, BLUE SHIELD OF CALIFORNIA
Public Services	COUNTY OF SACRAMENTO

PUBLICATIONS AND PAPERS

Refereed Journals

- "Online Learning and Student Satisfaction: Academic Standing, Ethnicity and their Influence on Facilitated Learning, Engagement, and Information Fluency." Bradford, G. and Wyatt, S. (2010). *Journal of Internet and Higher Education*. Maryland Heights, MO: Elsevier.

Book Chapters

- "Constructs that influence net generation satisfaction with online learning." Dziuban, C., Moskal, P.D., Bradford, G.R., Brophy-Ellison, J., Groff, A. (2010). In R. Sharpe, H. Beetham, & S. de Freitas (Eds.), *Rethinking Learning for a Digital Age*. New York, NY: Routledge / Taylor & Francis.

Non-Refereed Journals, Manuals, Newsletters and Other media

Technical Reports & ERIC Documents

- "Using e-Valuations to Measure Your Employees' Performance"
The RWD Technology Report (Q1), Columbia, Maryland 2001
 - "RWD Performance Support e-Evaluation: Helping Companies Fine Tune Performance with Enterprise Applications"
RWD Technologies, Inc. Technical Flyer, Columbia, Maryland 2000
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PROFESSIONAL PRESENTATIONS & SERVICES

Professional Presentations

International & National Conferences

- "The Semantic Web and Higher Education: What Should We Know About It?" Paper presented at Annual AECT Convention, Orlando, FL 2008
- "Unbundling Flexibility and Convenience from Student Satisfaction in Asynchronous Learning Networks" Co-presenter at Annual EDUCAUSE Convention, Orlando, FL 2008

Regional, State and Local Conferences

- "An Underlying Structure for Student Satisfaction with Asynchronous Learning Networks" Co-presenter at the Annual Sloan Conference, Orlando, FL 2008
- "Social Bookmarking Lessons Learned: Harnessing the Power of Networked Bibliographic Resources for Web 2.0 Learning" Paper co-presented at the Annual Sloan Conference, Orlando, FL 2008

Professional Service

*National & State**University*

- Information Fluency Mini-Grant Award – Social Bookmarking as a Community Research Tool, University of Central Florida, Orlando, FL, 2008
- Provide instructional design support to build online program support in Blackboard for McNair Scholars program at University of Central Florida, Orlando, FL, 2009
- Develop technology self-assessment tool for UCF McNair Scholars program – see demo at this URL: <http://heybradfords.com/LS/index.php?sid=31336&lang=en> – University of Central Florida, 2009
- Present on topic of how scholarship and technology competencies are critical for success in graduate education – McNair Scholars program at University of Central Florida, 2009
- “Social Bookmarking and Research” Presenter at the Summer 2009 Faculty Development Conference, University of Central Florida, 2009

Regional & Local

AWARDS

- First place award winner (team of four) in national competition to design educational programming in a multimedia category – “Airliner Crash, MCI” (Multiple Casualty Incidents) – Training for first arrival EMTs to an MCI using laserdisc and computer front-end delivery strategy. INTERNATIONAL CINDY AWARDS, Anaheim, CA **1996**
- Faculty recognition for key participation in innovative distance-education initiative between Cox Communications, SDSU, and Clearview Elementary School – The John Marshall Project, San Diego, CA **1995**

LANGUAGES

- English – native language
- Swedish – speak fluently and read/write with high proficiency
- French – speak, read, and write with good competence

PROFESSIONAL ORGANIZATIONS AND AFFILIATIONS

- Association for Educational Communications and Technology