

Patricia J. David

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Expert in Online Adult Education Design, Development, and Management

I have a passion for learning and for helping others to learn. I want to help change the world by giving adult learners the opportunity and incentive to grow and to excel personally and professionally through engaging online education.

- Managed the design and development processes from start to finish for undergraduate and graduate courses at leading universities, including planning, video editing, LMS integration, graphic design consultation, creating engaging learning experiences in Captivate, and ongoing project management
- Created 4D-ID – an agile instructional design method which helps developing faculty easily ensure alignment between objectives and corresponding assessments and assignments
- Transformed over 150 for online deployment to students around the world through a small, online-only, private, for-profit university
- Developed infrastructure, deployment strategy, and course design standards for online professional development course program state-level organization
- Designed strategic self-study, classroom, and large-group learning experiences to accommodate differing learning styles for adults of all educational backgrounds in small and medium group settings

Specialized Technical Skills

One of my strengths is the ability to see the big picture and to determine the steps to bring it to fruition. While I am a thinker and a planner, I'm also a doer. I learn quickly and am able to adapt to new software solutions easily. Some of my specialized technical skills include the following:

- Learning Management Systems (LMS): Moodle, Blackboard, Bisk's proprietary LMS
- Rapid-development instructional design tools: Adobe Captivate, Articulate Storyline, PowerPoint, Camtasia, and Bisk's proprietary "LMP2" rapid-development software
- Online project management tools: Trello, Smartsheet, Basecamp
- Other computer applications: Microsoft Office Suite, EDLpro (video editing), Snagit, FileMaker Pro (database), NetObjects Fusion (website design), PageMaker (desktop publishing)

Professional Experience

Instructional Design Program Manager

Bisk Education, Inc. • Tampa, FL • February 2015 – Present

Key point-of-contact for all course development initiatives and implementation strategies for Villanova University's online undergraduate programs (RN-BSN, Leadership Studies, General Studies, Media and Technology, and Public Service Administration), USF-Health's online graduate program (Health Care Informatics), and IAB's certification courses (digital advertising).

Promoted to program manager for Michigan State University's prestigious online certificate and graduate programs in supply chain management, strategic management and leadership, and business analytics in January 2016. Primary responsibilities include:

- Manage all aspects of the course design and development process, communicating with internal and external teams and university administrators to ensure timelines are met for all deliverables and that quality is maintained
- Coach/train a team of instructional designers to ensure alignment of assessments and activities with course objectives; provide training as needed on faculty engagement and best practices in online course design as well as advanced use of development tools (including LMS)
- Develop and enhance relationships with university administrators and faculty to facilitate communication and execution
- Implement program-wide initiatives that improve the learner experience
- Identify problems/issues and brainstorm solutions that impact the entire instructional design department
- Collaborate with technology and R&D teams on current functionality and future development
- Explore new instructional design principles and best practices to continually improve the quality of courses and to increase development efficiency

Accomplishments:

- Created a four-hour "Agile for Instructional Design" workshop for ongoing training, April 2015
- Developed an Agile instructional design model for online higher education (4D-ID), June 2015; oversaw implementation throughout department in October 2015 and continue to provide training for new IDs
- Received President's Award, February 2016, for exceptional demonstration of customer service, professionalism, personal responsibility, and teamwork

Advanced Training:

- "Using Agile Project Management for eLearning" – The eLearning Guild Academy (Learning Solutions Certificate Program), March 2015
- Scrum Overview Training, June 2015
- Certified Scrum Master Training, July 2015 / Scrum Alliance ScrumMaster Certification, July 2014 (#000435499)

Instructional Designer

Bisk Education, Inc. • Tampa, FL • November 2013 – February 2015

Bisk Education, through its "University Alliance" of top schools across the country, has enrolled more than 450,000 students. My responsibilities as a salaried instructional designer include:

- Managed multiple simultaneous course development projects requiring continual consultation with university faculty and subject-matter experts, internal development teams, and school administrators
- Designed engaging interactions and content delivery in Adobe Captivate and company proprietary authoring tools, requiring expertise in the use of advanced conditional actions and graphic design principles
- Ensured course assessments and activities aligned with learning/behavioral objectives (using Bloom's Taxonomy)
- Deployed and managed courses in learning management system (LMS)

- September 2014 – Appointed team lead for Villanova University's online undergraduate course development project cycle and entered into 6-month mentoring program to become the program manager. Became proficient in the use of Blackboard LMS

Instructional Designer (Contract Work)

Learning Road iLearning Services • Wesley Chapel, FL • January 2013 – present

- Participated in major market research project for Asbury Theological Seminary, including web research, leading church planting focus group, creating advanced surveys, and phone interviews with online program directors at major universities
- Researched and wrote blogs and white papers for company website to inform clients of best practices, industry standards and trends and issues in online instruction and training
- Provide ongoing consulting services and instructional design and development for select projects, including storyboarding and client demos

Instructional Designer and Online Platform Architect / Founder and Executive Director

Professional Growth Classes • www.growthclasses.com • October 2011 – May 2014

Instructional design of online professional development courses for clergy, including:

- Market research and prototype testing
- Instructional design and content curation
- Research and development of course platform, employing ProBoards, AddOnChat, and eventually Moodle
- Development and implementation of marketing strategies (social media and print)
- Moderation of online courses, focusing on student-to-student and instructor-to-student interaction to facilitate life-long networking among peers
- Converted and imported all courses from Proboards to the Moodle platform

University Provost and Instructional Designer for Online Studies

Georgetown Wesleyan University of the Americas • Palm Harbor, FL • July 2007-August 2011

- Designed curriculum for over 50 master's-level courses in fields of biblical studies, theology, and Christian ministry
- Architected online course structure and formatted all courses for deployment on Moodle platform
- Created marketing campaigns (magazine and social media ads) and maintained website
- Worked with global teams to help school meet accreditation standards
- Edited policy manuals, academic handbooks, advertising brochures and all course content
- Supervised the recruitment and training of instructors as well as student recruitment and instruction

Freelance Writer / Curriculum Developer

The Wesleyan Church / Wesleyan Publishing House (WPH) • Indianapolis, IN

- I wrote over 50 Bible commentary articles for teachers of adult curriculum, dozens of devotionals, book chapter for "Growing in Christ," the book "Building a Household of Faith" and a Lectio Divina Bible Study on the Gospel of John, all on assignment for WPH.

- I wrote a 385-page textbook, “Through the Bible,” and an accompanying 253-page student workbook, both published by WPH, which are used in churches, high schools and colleges across the country, as well as in the denomination’s FLAME courses for ministerial training. The book is now in its third printing.
- I have also designed curriculum and created workbooks for use by adults in the local church setting, including an introduction to apologetics, an intensive discipleship course, and curriculum for new converts.

Non-Profit Executive Leadership

Pastor, Zephyrhills Wesleyan Church, Zephyrhills, FL • July 2002 – February 2013

- Trained, supervised and motivated volunteer teams and paid staff
- Designed, created content and edited all communications (digital, web and print)
- Designed, edited and published newsletters and brochures
- Designed curriculum, taught, and coordinated overall adult training and teaching strategies (ILT)
- Wrote weekly persuasive messages and instructional studies (large and small groups)
- Oversaw project management, yearly calendar planning and program development/coordination
- Prioritized goals and tasks and engaged in active problem-solving
- Researched trends, ideas and best practices to facilitate organizational growth

Other Relevant Experience

- Assistant Director, Florida District Ministerial Institute: Organized and promoted yearly course schedules, created brochures and taught two courses per year (20-hour on-site classroom studies)
- Chairman, Nicaragua Partnership (Wisconsin District of The Wesleyan Church): Coordinated and advertised ministry opportunities, and coordinated and led training workshop for Nicaraguan pastors.

Formal Education and Professional Development

Professional Certificate in Human Resource Management, 2016 • Michigan State University – The Eli Broad Graduate School of Management • Online courses include human resource management and workforce management and development

Executive Certificate in Negotiation, 2015 • University of Notre Dame – Mendoza College of Business • Courses included: Negotiation Essentials, Advanced Negotiations, and Strategies for Conflict Management

Master’s Certificate in Strategic Organizational Leadership and Management, 2014 • Michigan State University – The Eli Broad Graduate School of Management • Courses included: Strategic Leadership, Strategic Decision Making, Strategic Management, and Team Effectiveness and Development

Graduate Certificate in Instructional Design, 2013 • University of Wisconsin-Stout, Menomonie, WI • Online for-credit courses from M.Ed. program included: Trends and Issues in Instructional Design, Instructional Strategies and Assessment Methods, Designing Computer-Based Training, and Project Management for Instructional Development • Instructional Design Portfolio: www.pattydavididportfolio.weebly.com

Doctor of Philosophy in Biblical Studies and Theology (with emphasis in online curriculum design), 2007, Georgetown Wesleyan University of the Americas • Palm Harbor, FL • As part of my 400-page dissertation, I researched and designed complete course curriculum (including syllabi, outlines, assessments and course requirements) according to distance learning best practices for 52 courses for master’s degrees and post-master’s certificates in biblical studies and theological studies specialties.

Master of Arts in Biblical Studies (with emphasis in curriculum design) • American Bible College and Seminary • Bethany, OK • All courses taken through extension program (distance education). For my thesis I wrote a systematic study through the entire Bible, giving adult learners a panoramic view of the whole so they could understand how all the individual books of the Bible fit together; book and accompanying student workbook were replete with historical background information and practical applications. (Subsequently published by The Wesleyan Publishing House, now in 3rd printing.)

Bachelor of Arts in Pre-Seminary Studies • United Wesleyan College • Allentown, PA • While there, I informally taught a course for freshmen on how to succeed in college, disciplined younger students, and traveled in a small singing group to churches and summer camps throughout the East Coast and Midwest to promote the college and recruit students.

References

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