

Brian James Beatty

Contact: bjbeatty@sfsu.edu Academic Affairs
415-338-6833 (W) San Francisco State University
1600 Holloway Avenue
San Francisco, CA 94132

Education: **Indiana University** Bloomington, IN
Ph.D., June 2002.
Major in Instructional Systems Technology, minor in Educational Psychology.

San Francisco State University San Francisco, CA
Master of Arts in Education, 1998.
Major in Instructional Technologies, Instructional Technologies Fellow.

University of San Francisco San Francisco, CA
Physics Teacher Fellow, 1994-1996.
NSF grant-funded fellowship for Physics teachers; emphasizing
Microcomputer-Based Labs.

San Francisco State University San Francisco, CA
CA Professional Clear Single Subject Teaching Credential, 1990. Physical
Science, Mathematics, and Electronics.

Marquette University Milwaukee, WI
Bachelor of Science in Engineering, 1983.
Major in Electrical Engineering. US Navy ROTC Scholarship.

Academic

Employment: **San Francisco State University** San Francisco, CA
Associate Vice President for Academic Affairs Operations, 2012-present.
Reporting directly to the University Provost and Vice President for Academic
Affairs, primary responsibility for overseeing and coordinating IT within
Academic Affairs administrative and academic units.

- Directly supervises Academic Technology unit responsible for all aspects of technology used in teaching and learning, including the Learning Management System, Lecture Capture, Web Conferencing, and e-Portfolio systems for both students (Portfolium) and faculty (Faculty180). Led the implementation of web-based Student Evaluations of Teaching Effectiveness (online course evaluations) resulting in an initial 80% student participation rate.
- Leads Academic Affairs participation in the implementation and ongoing management of data systems, including Campus Solutions (peoplesoft) Student Information System, Salesforce CRM, AdAstra

Platinum Analytics, CourseLeaf CIM, and other Student Success platforms. Member of Campus Solutions Executive and Steering Committees. Direct oversight of training efforts toward 30,000 students and 1,500 faculty. Facilitates several Academic Affairs user groups to address issues involved in implementation and maintenance processes.

- Manages Academic Affairs budget for information and instructional technology systems and support; developed and implemented centralized IT (desktop) support model for AA Administrative and College units.

Department of Instructional Technologies, Graduate College of Education
Associate Professor and Chair, 2009-2012.
Assistant Professor, 2003-2009.

Classes Taught

ITEC 712: Instructional Computing in Secondary Schools

ITEC 801: Instructional Systems Design

ITEC 805: Needs Assessment

ITEC 825: Formative Evaluation and Usability Testing

ITEC 850: Design and Management of Training Projects

ITEC 860: Distance Education

ITEC 865: Emerging Technologies in Instruction: E-Learning Development

ITEC 894: Creative Work (MA degree culminating experience)

ITEC 899: Independent Study in Instructional Technologies

Indiana University

Bloomington, IN

Visiting Research Associate, 2002-2003.

Research associate and project manager for the Learning to Teach with Technology Studio (<http://lts.indiana.edu>), an online professional development site for K-12 teachers. Managed resource allocation, developed marketing materials, and conducted research in online collaboration, the use of conversational agents in e-learning, and the role of e-learning in teacher professional development.

Associate Instructor, 1999-2000.

Taught Elementary and Secondary Field Experience - The Teacher Education Laboratory.

Training Specialist, University Information Technology Services, 1999-2000.

Developed and presented classroom-based technology training classes.

Research Assistant, Center for Research on Learning and Technology, 1999-2000.

Website design, development, and usability testing in team environment for the Inquiry Learning Forum (ILF) project, funded by a grant from the National Science Foundation.

Graduate Assistant, 1998-1999.

Technical assistant to the Instructional Systems Technology department. Installed and managed Windows NT network and Windows and MAC instructional multimedia development labs.

Marin Catholic High School

Kentfield, CA

Department Head and Classroom Teacher, 1992-1998.

Computer Studies Department Chair, Physics and Mathematics Teacher. Courses taught include: Geometry, AP Calculus, Calculus, Physics, Computer Applications, CADD, Graphic Design, Multimedia Production, Programming. Senior Class advisor.

Fenster School of Southern Arizona

Tucson, AZ

Department Head and Teacher, 1990-1992.

Designed and implemented individualized curricula for Mathematics courses, including Pre-Algebra, Algebra I, Geometry, Algebra II, Pre-Calculus, AP Calculus. Provided individualized assessment and instruction for remedial, LD, and ESL students. Dorm parent for ten resident students. Assistant coach for soccer and baseball.

Corporate Experience: **Option Six, Inc. and GP Strategies, Inc.** Bloomington, IN
Senior Instructional Design Consultant, 2003-2012.
Vice President for Development, 2001-2003.
Designed and supervised the development of e-learning and online education courses for Option Six (purchased by GP Strategies, Inc.) corporate, university, and government clients. Developed and maintained client relationships and government grant (SBIR/STTR) and contract opportunities.

Unext.com Bloomington, IN
Director of Online Course Development, 2001.
Designed and supervised the development of business courses for Cardean University, collaborating with distinguished professors from Columbia Business School, the University of Chicago's Graduate School of Business, and others. Supervised five e-learning development teams.

Product Development Manager, 2001.
Managed the design and development of online MBA courses in the areas of strategic management, global business strategy, and Pre-MBA preparation. Provided pedagogical review for all executive education courses produced in the Bloomington Development Center. Coordinated the hiring of Subject Matter Experts for all courses.

Course Developer and Learning Architect, 2000.
Supervised a five-member development team in the production of graduate level online courses in Data Mining, Change Management, and others.

Military Experience: **U. S. Navy Reserve** Chattanooga, TN
Reserve Officer, 1988 – 2008.
Current rank: Commander (Retired). Various positions and units, including:

Naval Research Laboratory Science and Technology – supporting research scientists at the Naval Research Laboratory, Washington, DC.

US Forces Japan – supporting the Commander, US Forces in Japan. Staff Engineering Officer.

Space Warfare Systems Command – supporting the Commander, Navy Space Warfare systems command in San Diego, CA. Executive Officer.

Naval Shipyard, Mare Island – supporting submarine overhaul projects at Mare Island Naval Shipyard, Vallejo, CA. Training Officer.

U. S. Navy (active) Alameda, CA
USS Carl Vinson (CVN 70), 1984 – 1988.
Qualified Engineer on aircraft carrier nuclear propulsion system. Managed nuclear training program for 350 personnel.

Publications: *Edited Volumes*

C. M. Reigeluth, B. J. Beatty and R. Myers (Eds.), (in press 2016). *Instructional-Design Theories and Models (Vol. IV: Designs for Learner-centered Instruction)*. Hillsdale, NJ: Lawrence Erlbaum Associates.

Book Chapters

Novak, G. and Beatty, B. J. (in press 2016). Just-in-Time Teaching: A Learning Theory and Instructional Design Perspective. In C. M. Reigeluth & B. J. Beatty (Eds.), *Instructional-Design Theories and Models (Vol. IV: Designs for Learner-centered Instruction)*. (pp. TBD). Hillsdale, NJ: Lawrence Erlbaum Associates. Expected publication 2015.

Beatty, B. J. (2014). Hybrid courses with flexible participation – The HyFlex Course Design. In L. Kyei-Blankson and E. Ntuli (Eds.) *Blended Learning Environments: Experiences in K-20 Education*. (pp. 153-177). Hershey, PA: IGI Global.

Beatty, B. J. (2008). Fostering Integrated Learning Outcomes Across Domains. In C. M. Reigeluth & A. Carr-Chellman (Eds.), *Instructional-Design Theories and Models (Vol. III)*. (pp. 275-299). Hillsdale, NJ: Lawrence Erlbaum Associates.

Wiske, M. S. and Beatty, B. J. (2008). Teaching for understanding in the 21st century. In C. M. Reigeluth & A. Carr-Chellman (Eds.), *Instructional-Design Theories and Models (Vol. III)*. (pp. 225-247). Hillsdale, NJ: Lawrence Erlbaum Associates.

Reigeluth, C. M and Beatty, B. J. (2004). Instructional Systems Design. In M. Mukhopadhyaya (Ed.). *Educational technology and beyond*. pp. 33-54. Shiprah Publications; Delhi, India

Published Articles

Beatty, B. J. and Albert, M. (in press 2016). Student perceptions of flipping the classroom for an introduction to management course. *Journal of Applied Research in Higher Education*. Taylor and Francis.

Mu, S., Chen, S., and Beatty, B. (2015). Creation, Interdependence and Equality: Analysis of Knowledge Building Process of Online Learning. *China Journal of Open Education Research*, 21(1) 17-33. Available online: http://en.cnki.com.cn/Article_en/CJFDTotol-JFJJ201501004.htm

Albert, M. and Beatty, B. J. (2014). Flipping the classroom applications to

curricular redesign for an introduction to management course: Impact on grades. *Journal of Education for Business* 89(8) 396-402. Taylor and Francis.

Mu, S., Beatty, B. (2013). Traditional Universities Need Innovative Change: An Interview with Dr. Brian Beatty. *China Journal of Open Education Research*, 19(1) 1-8. Available online: <http://openedu.shtvu.edu.cn/frontsite/index.asp>

Beatty, B. (2008). *HyFlex Delivery for US Army Counter Insurgency (COIN) Training Applications*. In Lickteig, C. W., Bailenson, J., Beatty, B., Dunleavy, M., Graham, C. R., Kozlowski S.W., & Mayer, R. E. *Innovative Training Methods for the Contemporary Operating Environment: Contributions from the Consortium Research Fellows Program (ARI Special Report)*. Arlington, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

Beatty, B. J. & Ulasewicz, C. (2005). *Online teaching and learning in transition: Two faculty perspectives on moving from Blackboard to the Moodle learning management system*. TechTrends: AECT.

Reigeluth, C. M. and Beatty, B. J. (2003). Why Children Are Left Behind and What We Can Do About It. *Educational Technology* 43(5) 24-32.

Dissertation

Beatty, B. J. (2002). *Social interaction in online learning: A situationalities framework for choosing instructional methods*. (Doctoral dissertation, Indiana University, 2002). Dissertation Abstracts International DAI-A 63/05, p. 1795.

Proceedings Papers

Novel Technology-Based Training Solutions for the Health Care Staffing Crisis: A Mentoring Approach. Proceedings of the Association for Educational Communication and Technology International Conference, Louisville, KY. (October, 2009).

Hybrid Classes with Flexible Participation Options – If you build it, how will they come? Proceedings of the Association for Educational Communication and Technology International Conference, Anaheim, CA. (October, 2007).

Transitioning to an Online World: Using HyFlex Courses to Bridge the Gap. Proceedings of the ED-MEDIA 2007 World Conference on Educational Multimedia, Hypermedia, and Telecommunications, Vancouver, Canada. (June, 2007).

Supporting online teaching: selecting instructional strategies based on “situationalities”. Proceedings of the Association for Educational Communications and Technology Annual Convention, Chicago, IL (October, 2004)

Blended learning in Teacher Education: Preparing new teachers for the next wave in educational reform. Proceedings of the Society for Information Technology and Teacher Education, Atlanta, GA (March, 2004).

Building online executive education courses that work: Design opportunities and challenges, with Branon, R., and Wilson, J. Proceedings of the Annual Convention of the Association for Educational Communications and Technology, Atlanta, GA (November, 2001).

Developing Online Courses: A human-centered approach, with Branon, R., and Wilson, J. Proceedings of the Annual Convention of the Association for Educational Communications and Technology, Atlanta, GA (November, 2001).

Embedded self-assessments in executive education courses: Improving participant learning and perceptions of course quality, with Wilson, J. and Branon, R. Proceedings of the World Conference on the WWW and Internet (WEBNET) 2001, Orlando, FL (October, 2001).

A course website one year later: Lessons learned, with Essex, C., and Song, P. Proceedings of the World Conference on Educational Multimedia, Hypermedia, and Telecommunications (ED-MEDIA) 2000, Montreal (July 2000).

Works in Progress, Project Reports, and Unpublished Manuscripts

Beatty, B. J. (2010). *ISD Process Guide*. Unpublished manuscript.

Beatty, B. J. (2008-2012). *Design Principles for HyFlex Courses*. Unpublished Manuscript.

Beatty, B. J. (2006). *Blended Learning in Teacher Education: Preparing Faculty and Preservice Teachers*. Report for the Dean's Faculty Research Award 2005. College of Education, San Francisco State University.

Beatty, B.J., Hara, N., and Bonk, C. (2001). *Content Analysis of an Online "Starter-wrapper" Discussion in an Undergraduate Teacher Education – Education Psychology Course*. Unpublished manuscript, Indiana University.

Essex, C., Beatty, B. & Song, Pamela (1999). A statistics course website. In Frick, T. & Boling, E., *Practical web development*. Unpublished manuscript, Indiana University.

Beatty, B. J. (1998). *Microcomputer-Based Laboratory Techniques Faculty Training Workshop*. Unpublished master's thesis, San Francisco State University, San Francisco, CA.

Conference

Presentations: *Hybrid Flexible Course and Program Design: Models for Student-Directed Hybrids* with M. Beers, C. Littlefield, J. Miller, D. Rhoads, D. Shaffer, and M. Shurance. Coordinated peer-reviewed paper and panel session presented at the OLC Innovate 2016, New Orleans, LA. (April, 2016).

Seeing Triple! Evaluating a Flipped Classroom Approach Through Three Lenses. Peer-reviewed paper presented at the OLC Innovate 2016, New Orleans, LA. (April, 2016).

The Green Book IV: A Preview with C. Reigeluth and R. Myers. Presidential session presented at the Association for Educational Communication and Technology International Conference, Jacksonville, FL. (November, 2014).

Evaluating the Effectiveness of a Flipped Classroom Approach in a Large Lecture Course with Z. Merchant. Peer-reviewed paper presented at the Association for Educational Communication and Technology International Conference, Jacksonville, FL. (November, 2014).

The Role of Systems Thinking and Quality E-learning in Higher Education. Peer-reviewed panel session presented at the Association for Educational

Communication and Technology International Conference, Jacksonville, FL. (November, 2014).

A Systems Approach to Maximizing Voluntary Student Participation in Teaching Evaluations Delivered Online. Peer-reviewed paper presented at the Association for Educational Communication and Technology International Conference, Jacksonville, FL. (November, 2014).

Leading Change in Higher Education: Moving from Faculty to Administrative Roles with T. Hergert, J. Huett, and J. M. Hunter. Coordinated peer-reviewed panel session presented at the Association for Educational Communication and Technology International Conference, Anaheim, CA. (October, 2013).

Living On The Perpetual Bridge: Connecting Yesterday To Tomorrow With Today's Technology. Invited keynote presentation at the 2013 International Conference on E-Learning: Trends for 21st Century Learning Technology, Taipei, Taiwan. (May, 2013)

Building Instructional Design Competency in SME-Trainers, One Step at a Time. Peer-reviewed paper presented at the Association for Educational Communication and Technology International Conference, Louisville, KY. (November, 2012).

HyFlex Course Design: Meeting Educational Needs with Courses That "Flex" [Bend without Breaking] Peer-reviewed three-hour workshop presented at Sloan-C Blended Learning Conference, Milwaukee, WI. (April, 2012)

Combining Classroom and Online Teaching Through Hybrid-Flexible (HyFlex) Course Design Invited three-hour online workshop presented as part of the inaugural Wiley Learning Institute Faculty Development Series. (<http://www.jbfacdev.com/>) (April, 2012)

HyFlex Course Design: A Summary Report on Five Years of Implementation. Peer-reviewed paper presented at the Association for Educational Communication and Technology International Conference, Jacksonville, FL. (November, 2011).

IDT Professor's Forum: Design and Research – Everyone is Jumping on the Bandwagon, But Do We Know Where We Are Going? Facilitated a panel discussion and workshop at the Association for Educational Communication and Technology International Conference, Jacksonville, FL. (November, 2011).

Addressing Institution Challenges with Hybrid and Blended Instruction An Analysis of Solutions with Proven Impact. Peer-reviewed paper presented as

part of panel at the Association for Educational Communication and Technology International Conference, Jacksonville, FL. (November, 2011).

Usability Testing Meets Section 508; Evaluating the Usability of "Accessible" Instructional Materials. Roundtable presentation at the Association for Educational Communication and Technology International Conference, Long Beach, CA. (November, 2010).

Connecting Online and Onground Learners with HyFlex Courses. Invited plenary session, Educause Learning Initiative (ELI) 2010 Online Fall Focus Session: Blended Learning: The 21st Century Learning Environment, online. (September, 2010).

Introduction to Hybrid, HyFlex and Online Instruction. Invited presentation, AT Summer Institute, San Francisco State University Division of Academic Technology, San Francisco CA. (June 2010, repeated by request June 2011).

Reaching More Students with HyFlex Courses. Invited presentation, "Reach More Without Doing More" Day, San Francisco State University Institute for Inclusive Media, San Francisco CA. (April 2010).

Transitioning to an Online World: Using HyFlex Courses to Bridge the Gap. Invited plenary session, CSU Pomona Provost Symposium on Teaching. Pomona, CA. (April 2010).

Online vs. Hybrid vs. HyFlex. Invited panel session, CSU Pomona Provost Symposium on Teaching. Pomona, CA. (April 2010).

Student Self-reflections on Learning in a Hybrid Course Environment: Do Participation Mode Differences Lead to Differences in Reflections? Peer-reviewed paper presented at the Association for Educational Communication and Technology International Conference, Louisville KY. (October, 2009).

Universal Access or Simple Accommodation? Fully Accessible Hybrid Courses are within Your Reach. Peer-reviewed paper presented at the Association for Educational Communication and Technology International Conference, Louisville KY. (October, 2009).

Novel Technology-Based Training Solutions for the Health Care Staffing Crisis: A Mentoring Approach with C. Salem. Peer-reviewed paper presented at the Association for Educational Communication and Technology International Conference, Louisville KY. (October, 2009).

Podcasting for all, but who is listening? Paper presented at the Association for Educational Communication and Technology International Conference, Orlando, FL. (November, 2008).

Introduction to the Hybrid Flexible, or HyFlex, Format. Invited presentation at the CATS Instructional Design of Online and Blended Learning Environments Webinar, California State University, August 15, 2008

Blurring the boundaries of space and time - the HyFlex approach to course design. Featured Presentation at the inaugural AcademicFest, Madison, WI (July, 2008).

Using Moodle to HyFlex. Presentation at the 2008 Moodle Moot San Francisco, South San Francisco, CA (June, 2008).

Blended Learning for Students with Choice: The HyFlex Course and Design Process. Peer-reviewed paper presented at the Thirteenth Sloan-C International Conference on Online Learning, Orlando, FL. (November, 2007).

Hybrid Classes with Flexible Participation Options – If you build it, how will they come? Peer-reviewed paper presented at the Association for Educational Communication and Technology International Conference, Anaheim, CA. (October, 2007).

Transitioning to an Online World: Using HyFlex Courses to Bridge the Gap. Peer-reviewed paper presented at the ED-MEDIA 2007 World Conference on Educational Multimedia, Hypermedia, and Telecommunications, Vancouver, Canada. (June, 2007).

Designing the HyFlex World- Hybrid, Flexible Classes for All Students. Peer-reviewed paper presented at the Association for Educational Communication and Technology International Conference, Dallas, TX. (October, 2006).

Using Moodle to create interactive blended learning environments, with Foreman, K., Pearson, M., and Kelly, K. Peer-reviewed full day workshop presented at the Association for Educational Communications and Technology International Conference, Orlando, FL (October, 2005).

Orientation to College Teaching: Online modules for faculty development, with Kelly, K. and Foreman, K. Peer-reviewed roundtable session presented at the Association for Educational Communications and Technology International Conference, Orlando, FL (October, 2005).

Distance Education and E-Learning. Half-day workshop presented at the Hosei University Faculty Development Symposium, Burlingame, CA (October, 2005 and January, 2006).

Supporting online teaching: selecting instructional strategies based on “situationalities”. Peer-reviewed paper presented at the Association for Educational Communications and Technology International Conference, Chicago, IL (October, 2004).

Blended learning in Teacher Education: Preparing new teachers for the next wave in educational reform. Peer-reviewed paper presented at the Society for Information Technology and Teacher Education Conference, Atlanta, GA (March, 2004).

SCORM or Scorn? Debating the instructional value of the Shareable Content Object Reference Model, with Branon, R., Scandura, J., and Wiley, D. Peer-reviewed paper presented at the Association for Educational Communications and Technology International Conference, Anaheim, CA (October 2003).

Online professional development for teachers: Integrating technology and supporting inquiry, with Malopinsky, L. Peer-reviewed paper presented at the National Educational Computing Conference, Seattle, WA (July, 2003).

Supporting K–12 teachers in designing online, inquiry-based professional development instruction, with Malopinsky, L. Peer-reviewed paper presented at the National Educational Computing Conference, Seattle, WA (July, 2003).

Evaluating an online professional development system: A critical look at learner attrition, with Malopinsky, L., and Duffy, T. Peer-reviewed paper presented at the Annual Meeting of the American Educational Research Association, Chicago, IL (April, 2003).

Lessons from design research: Teacher-designer collaboration in building online inquiry based professional development courses. Third Annual IST Conference, Indiana University, Bloomington, IN. (April 2003).

Why won't they participate? Instructional methods and conditions for online social interaction. Peer-reviewed paper presented at the Association for Educational Communications and Technology International Conference, Dallas, TX. (November, 2002).

SCORM standards in practice: Implications for design and development, with Branon, R. Association for Educational Communications and Technology, Dallas, TX. (November, 2002).

Formative evaluation for web-based courses: A framework for a human-centered process, with Branon, R. Peer-reviewed paper presented at the Association for Educational Communications and Technology International Conference, Dallas, TX. (November, 2002).

Self-directed executive education courses: Teaching business and strategy to today's manager, with Carter, M. and Branon, R. Peer-reviewed paper presented at the 18th Annual Conference on Distance Teaching and Learning, Madison, WI. (August, 2002).

Building online executive education courses that work: Design opportunities and challenges, with Branon, R., and Wilson, J. Peer-reviewed paper presented at the Association for Educational Communications and Technology International Conference, Atlanta, GA (November, 2001).

Developing Online Courses: A human-centered approach, with Branon, R., and Wilson, J. Peer-reviewed paper presented at the Association for Educational Communications and Technology International Conference, Atlanta, GA (November, 2001).

Embedded self-assessments in executive education courses: Improving participant learning and perceptions of course quality, with Wilson, J. and Branon, R. Paper presented at the WEBNET 2001 Conference, Orlando, FL (October, 2001).

Social interaction in online learning: Situationalities that affect the effectiveness of social interaction instructional methods. Invited presented at the 13th Annual IT Institute, Utah State University, Logan, UT (August, 2001).

Online interaction: Just how smart are starter-wrapper discussions in the Smartweb? Paper presented at the 17th Annual Conference on Distance Teaching and Learning, Madison, WI (August 2001).

The Internet Learning Forum: Design and early implementation, with Moore, J.A., Wilson, J., and Barab, S. Peer-reviewed paper presented at the Association for Educational Communications and Technology International Conference, Denver, CO (November, 2000).

A course website one year later: Lessons learned, with Essex, C., and Song, P. Peer-reviewed paper presented at the ED-MEDIA 2000 Conference, Montreal (July, 2000).

Research and Development:

HyFlex Course Design and Implementation. An invited professional development workshop for instructional faculty at Peirce College, Philadelphia, PA. (Fall 2015)

Instructional Design Basics for Editors. An invited multi-session workshop presented to editors at Jossey-Bass/Wiley for professional development. (Summer, 2012)

E-Learning Certificate Program. A 72-hour professional development program in e-learning development for training professionals. Offered through the SF State College of Extended Learning (CEL). My role was overall project coordination, curriculum design. Taught two courses in the six course series; Instructional Design for E-Learning, and Usability Testing for E-Learning. Information available online: <http://www.cel.sfsu.edu/elearning/> Accessed October 1, 2011.

Chevron Global Learning and Development - Train the Trainer Classroom Delivery Course. An invited two-day classroom-based workshop and seminar for Chevron, Inc. training professionals. Conducted May, 2010.

Chevron Global Learning and Development - Train the Trainer Instructional Systems Design Course. An invited one week classroom-based workshop and seminar for Chevron, Inc. training professionals. Conducted March, 2010. Repeated for trainer certification January, 2011, November 2011, April 2012.

Distance Mandarin Credential Program Online Course Design
College of Education, Summer 2008

Using the "HyFlex" Course and Design Process – A Sloan-C Effective Practice. (2008) Available online: <http://www.sloanconsortium.org/node/1159> Accessed September 30, 2008.

Blended Learning: Using the HyFlex Course and Design Process
An invited one week online workshop and seminar for education professionals associated with Sloan-C. Conducted March 24–28, 2008, repeated by request March 2010, June 2010, October 2010, January 2011, June 2011. Available online at <http://community.sloan-c.org/> Accessed March 28, 2008.

Instructional Design for Trainers – A series of six three-hour workshops for trainers at Genentech Corporation, South San Francisco, CA. Conducted from November 2006 through January 2007.

HyFlex Course Design Development (<http://www.drbrianbeatty.com/hyflex.html>)
Website developed to promulgate the HyFlex course design principles; includes papers, manuscript drafts, and presentations regarding HyFlex courses. HyFlex World blog: <http://www.drbrianbeatty.com/wordpress/>

Blended Learning in Teacher Education: Preparing Faculty and Preservice Teachers. SFSU Dean of Education Faculty Research Award
Office of the Dean, College of Education, San Francisco State University, 2005. *Research and Development Projects*

HyFlex Course Design Development
(http://itec.sfsu.edu/hyflex/hyflex_home.htm) Website developed to

promulgate the HyFlex course design principles; includes papers, manuscript drafts, and presentations regarding HyFlex courses.

Selecting Instructional Strategies: Supporting Online Teaching
(<http://itec.sfsu.edu/social/>) Awarded CSU 2004 Summer Stipend to conduct research project to extend dissertation work.

SFSU's Instructional Technology White Papers.
(<http://itec.sfsu.edu/wp/wp.cfm>) These white papers are generated by students in ITEC 860 Distance Education and ITEC 865 E-Learning Development, and are made available to the public (with student permission) via the Internet.

E-Learning Design/Dev:

Academic E-Learning Course Design

2004:

Applications of Robotics – An online course for HOSEI University, Tokyo, Japan that presents video, audio, and transcripts of guest lectures from the Veteran's Administration Rehabilitation Research program at Stanford University. My role was overall project direction and management.

Introduction to Financial Accounting – An online course for HOSEI University, Tokyo, Japan that presents video, audio, and transcripts of the Financial Accounting instructor. My role was overall project direction and management.

Corporate E-Learning Course Designs

2012:

Customer Information Quality – Sales (CIQS) Application Online Workshop – One hour long facilitated online workshop designed to train Eli Lilly, Inc. sales professionals on key aspects of the principles of protecting customer information. My role was senior instructional designer.

Healthcare Environment Curriculum Workshops – A series of four, one-hour long facilitated workshops designed to train Eli Lilly, Inc. sales professionals on key aspects of the changing healthcare environment. My role was senior instructional designer.

2011:

Hospital Marketplace Knowledge (HMK) 201 – A series of four, two-hour long facilitated workshops designed to train Eli Lilly, Inc. sales professionals on key aspects of the hospital marketplace. My role was senior instructional designer.

Leadership Field-based Development Program (FBDP) – A series of workshops designed to train Eli Lilly, Inc. sales professionals on key aspects of sales leadership. My role was senior instructional designer, focusing on case study experiences.

2010:

EMM System training – A blended training program (online course and facilitated workshop) designed to train Eli Lilly, Inc. professionals on the design and use of the EMM software system. My role was senior instructional designer.

Sales Coaching Foundations – Two one-hour online courses designed to help Microsoft Corporation sales managers adopt coaching methods with their sales teams. My role was senior instructional designer.

2009:

Learning as Competitive Edge – An online course designed to help employees and managers understand the strategic role of training in corporate performance, stressing the need for an expansion of learning beyond the training event. My role was senior instructional designer.

Marketing Resource Management Tool – A blended training program (online course and facilitated workshop) designed to train Eli Lilly, Inc. professionals on the design and use of the MRM software system. My role was senior instructional designer.

2008:

Risk Management Training – Global Patient Safety Risk Management Plans – A blended training program (online course and facilitated workshop) designed to train Eli Lilly, Inc. professionals on the purposes and development of Risk Management Plans. My role was senior instructional designer.

Sales Training – Cymbalta for Fibromyalgia – An online course designed to train Eli Lilly, Inc. sales professionals on the use of Cymbalta pharmaceutical for the treatment of fibromyalgia. My role was senior instructional designer.

2007:

Sales Training – Cymbalta for MDD - An online course designed to train Eli Lilly, Inc. sales professionals on the use of Cymbalta pharmaceutical for the treatment of Major Depressive Disorder. My role was senior instructional designer.

CSI - Protecting our Platform – An online course designed to train all employees on competitive issues for Microsoft Corporation. My role was senior instructional designer.

Cash Management Products – An online course designed to train commercial account representatives at a Midwestern bank. My role was senior instructional designer.

Toyota Motor Handling Unit – An online course designed to train Toyota Fleet Solutions Sales managers. My role was instructional designer and content and scriptwriter for several course modules.

2006:

Commercial Software Initiative (CSI) Concepts – An online course designed to train sales and marketing professionals on competitive issues for Microsoft Corporation. My role was senior instructional designer.

Corporate Marketing Calendar – An online course designed to train learners on a new corporate-wide marketing calendar system for Hewlett Packard Corporation. My role was project manager and instructional designer.

Product Life Cycle – An online course designed to train learners on a new product management system for engineers at Microsoft Corporation. My role was senior instructional designer.

2005:

Precision Questioning – An online course designed to train learners on using precision questioning methods during work-focused conversations at Microsoft Corporation. My role was senior instructional designer.

Lilly Labeling Integrated Document System Overview – An online course designed to train learners on a new document management system at Eli Lilly, Inc. My role was instructional designer.

2004:

Foundations of High-Tech Marketing – An online course designed to prepare learners to attend a three-day workshop on High Tech Marketing. My role was instructional designer and consultant to the workshop designer. The lead client is a co-founder of the E-Learning Forum, an organization supporting the development of quality e-learning practice in the SF Bay Area. This course won a Bronze Award in the Custom Content category of the 2006 Brandon Hall Excellence in Learning Awards.

Change Leadership – An online course designed to train management levels of a major U.S. medical device manufacturer (Roche Diagnostics) on effective leadership of transformational business change initiatives. My role was lead content writer and instructional designer.

Honors

and Awards:

Presidential Service Award

Design and Development Division of the Association of Educational Communications and Technology (AECT), November, 2012

Sloan-C Effective Practice Award

Sloan-C: A Consortium of Institutions and Organizations Committed to Quality Online Education, Awarded for *Using the "HyFlex" Course and Design Process*, November, 2008

SF State Faculty Affairs Travel Award

Office of Faculty Affairs, San Francisco State University, 2004-2008, 2010-2011.

SFSU Dean of Education Faculty Research Award

Office of the Dean, College of Education, San Francisco State University, 2005.

California State University Summer Stipend Award

Office of Faculty Affairs and Professional Development. San Francisco State University, 2004.

Instructional Technologies Fellowship

Department of Instructional Technologies, San Francisco State University, 1997.

Physics Teacher Fellowship

Physics Department, University of San Francisco, 1994-1996.

Industry Initiatives in Science and Math Education Fellowship

Pacific Bell, San Ramon, CA, 1993.

U. S. Navy Reserve Officer Training Corps Scholarship

Marquette University, 1979-1983. Four year, full tuition scholarship.

**Academic
Committees:**

San Francisco State Academic Senate. (Fall 2010 – 2012). Elected representative from the College of Education. Additional committee memberships: Curriculum Review and Approval Committee (CRAC).

San Francisco State Baccalaureate Review Committee. (Fall 2011 – 2012). Elected representative from the College of Education.

San Francisco State Academic Program Review Committee. (Fall 2007 – 2012). Elected representative from the Graduate College of Education. Elected chair for 2008-2012.

San Francisco State University Academic Assessment Advisory Committee. (Fall 2008 – Spring 2010). APRC Committee Representative.

San Francisco State Accessible Technology Initiative – Taskforce Member and Web Accessibility Working Group Co-chair (ATI-Web Access) (Spring 2007 – 2012). Invited faculty representative on working group responding to CSU and SF State initiatives focused on creating fully accessible campus resources.

San Francisco State Educational Technology Advisory Council (ETAC). (2003-2009). Appointed College of Education representative.

San Francisco State College of Education Graduate Committee (2003- Spring 2007). Instructional Technologies department representative.

**Professional
Affiliations:**

Member, Association for Educational Communications and Technology (AECT)

Past-President, Design and Development Division (2011-2012)

President, Design and Development Division (2010-2011)

President-elect and Conference Planner, Design and Development Division (2009-2010)

Vice-president for Communications, Design and Development Division (2008-2009)

Past Member:

International Society for Performance Improvement (ISPI)

Association for Training and Development (ASTD)

American Educational Research Association (AERA)

E-Learning Guild

E-Learning Forum