

Florence Martin

Assistant Professor in Instructional Technology

601 S. College Road, Watson School of Education, Wilmington, NC 28403

PHONE: work (910) 962-7174

E-MAIL: martinf@uncw.edu • florencemartin@gmail.com

WEB-SITE: <http://people.uncw.edu/martinf/> • <http://www.florencemartin.net>

SUMMARY

Experience in instructional design, learning technologies, performance technology, corporate training and distance learning

EDUCATION

December 2005
Arizona State University
Tempe, Arizona

Doctorate of Philosophy (PhD) – Educational Technology
Dissertation: Effects of Instructional Elements in Computer Based Instruction. Advisor: Dr. James D. Klein

August 2003
Arizona State University
Tempe, Arizona

Master of Education (M.Ed) – Educational Technology

April 2000
Bharathiyar University
Coimbatore, India

Bachelor of Engineering (B.E)– Electronics and Communication

TEACHING EXPERIENCE

August 2007 – Present
Watson School of Education
Department of ITFSE
University of North Carolina -
Wilmington

Assistant Professor in Instructional Technology

Teaching undergraduate live and on-line courses in instructional technology and providing leadership to the core course, EDN 303

Developing and teaching conventional, online and hybrid courses in the Master of Science in Instructional Technology (MIT) program (<http://www.uncw.edu/ed/mit>), such as multimedia design and development, computer based instruction and performance technology, multimedia advanced technologies both via distance education and traditional methods

Co-principal investigator on the Digital Visual Literacy NSF Grant
<http://dvl.mc.maricopa.edu>

August 2005 – December 2005
College of Education
Arizona State University

Graduate Teaching Assistant Coordinator

- Substituted for a clinical assistant professor for a semester in coordinating the undergraduate computer literacy courses.
- Responsible for scheduling the computer literacy classes, developing the instructional material and coordinating with the 13 teaching assistants for the 20 sections of EDT 321 Computer Literacy classes. <http://coe.asu.edu/psyched/edtech/courses.html>

January 2002 – Dec 2005
College of Education
Arizona State University

Graduate Teaching Assistant

- Taught 16 sections of Computer Literacy (EDT 321) course where students were given a solid introduction to computers and software applications. 3 sections were custom built for preservice teachers.
- Taught 3 sections of Computer Applications (EDT 323) course where students were taught to master various software packages such as integrating databases through Microsoft Access and HTML and designing their websites using Dreamweaver and Photoshop.

June 2004 – July 2004
Connexiones
Arizona State University

Graduate Assistant for Summer school (Web Design Course)

- Responsible for guiding/co-teaching along with the pre-service teacher to teach “How to design websites” to all grade levels (K-12) using the web design tool (Dreamweaver).
<http://conexiones.asu.edu/>

PROFESSIONAL EXPERIENCE

Feb 2007 – Aug 2007
Graduate School of Business
University of Phoenix
Phoenix, Arizona

Instructional Design Consultant, University of Phoenix

- Design and Develop courses in the graduate school of business for MBA program and MS in Accounting
- Provide instructional design guidance and support to the curriculum development managers
- Work with subject matter experts in the effective design of the courses
- Provide instructional alignment for the courses with in the program

Employer: Intraedge Inc.
October 2006 – August 2007
Client: University of Phoenix

June 2006 – July 2007
Mesa Community College
Maricopa Community College
District
Mesa, Arizona

Instructional Design Consultant, Mesa Community College

DVL Project <http://dvl.mc.maricopa.edu/>

- Developing pioneering curriculum modules for teaching digital visual literacy (DVL) supported by a National Science Foundation grant.
- Collaborating with research experts from Brown University and faculty from Maricopa Community Colleges on design and development of instructional modules.
- Coaching faculty to design instructionally well aligned content on DVL through one-on-one coaching sessions.
- Designing and Developing an assessment and evaluation plan to measure learning and program effectiveness and modify the learning solutions to meet instructional design standards.

Employer: Intraedge Inc.
October 2006 – August 2007
Client: Maricopa Community
College District

February 2006 – May2006
IT Flex Services
Intel Corporation
Rio Rancho, New Mexico

Training Program Manager, IT Flex Services, Intel Corporation

- Designed and Developed Web based training with detailed demonstrations and simulations for the PTO Central Project Management tool training for Project Managers.

May 2004 - August 2004
May 2005 - August 2005

Intern Instructional Designer/ Instructional Designer – Applied Learning Technologies Institute

Applied Learning Technologies
Institute (ALTI)
Arizona State University
Tempe, Arizona

- Provided ongoing assistance to faculty and instructors who incorporate technology into their work to enhance learning.
<http://alti.asu.edu/ltlab>
- Developed Online Tutorials for students and instructors to use the different features of the Blackboard. Blackboard is the learning management system used at Arizona State University.
<http://www.asu.edu/it/portalhelp/courses/>

Jan 2005 – March 2005
Jan 2006 – March 2006

Applied Learning Technologies
Institute
Arizona State University
Tempe

Microcomputers in Education

- Member of the MEC staff and worked on registrations, website maintenance for the Microcomputers in Education Conference 2005/2006/2007 hosted by Arizona State University.
- MEC is a conference which provides a forum for educators to learn, discuss and exchange ideas about applications for new technologies in the classroom <http://mec.asu.edu/>

May 2003 - August 2003
Cisco Learning Institute
Phoenix

Intern Instructional Designer- Cisco Learning Institute

- Designed (Task Analyzed /Storyboarded) and developed training courses through CLI Virtuoso which is a web-based, e-learning platform of CLI <http://www.ciscolearning.org/>

May 2000- July 2001
Dishnet DSL (Internet Service
Provider) Chennai, India

Network Engineer

- LAN/WAN Maintenance, Trouble Shoot and Configure Network Devices

TECHNICAL SKILLS/ AUTHORING TOOLS

<i>Design Tools</i>	<i>Interactive Course Design</i>	<i>Learning Management Systems/ Course delivery Systems</i>	<i>Other Applications</i>
Adobe Photoshop	Macromedia Flash	Blackboard Technology	MS Access
Adobe Illustrator	Macromedia Director	CLI Virtuoso	Adaptive Software
Adobe PageMaker	Macromedia Authorware	Intel Learning Network	(Zoom text, Jaws, Text Bridge, Read Please)
Macromedia Fireworks	Microsoft FrontPage	Sakai	I Movie/Windows Movie
Microsoft Publisher	Microsoft Dreamweaver	Web CT	Maker
Microsoft Visio	HTML	Moodle	MS Office 2000
	Macromedia Captivate	Taskstream	SPSS
	Camtasia	elluminate (Virtual Classroom)	Robohelp
	Basic Javascript	Macromedia Breeze	Microsoft Project
		Remark (Survey Builder)	

INSTRUCTIONAL DESIGN PROJECTS(PORTFOLIO)

My Web Portfolio describes my instructional design projects from Arizona State University and other organizations such as Cisco Learning Institute, Intel Corporation and Mesa Community College.

<http://www.florencemartin.net/>

CERTIFICATIONS

Capability Maturity Model Integration (CMMI®) <http://www.sei.cmu.edu/cmmi/general/general.html>

Capability Maturity Model® Integration (CMMI) is a process improvement approach that provides organizations with the essential elements of effective processes. It can be used to guide process improvement across a project, a division, or an entire organization.

PROFESSIONAL MEMBERSHIP

Association for Educational Communications and Technology

International Society for Performance Improvement

REFEREED PUBLICATIONS

Martin, F. (In press). Effects of practice in a linear and non-linear web-based learning environment. Manuscript accepted to be published in *Journal of Educational Technology and Society*

Martin, F. (In press). Blackboard as the Learning Management System in a Computer Literacy Course. Manuscript accepted to be published in the *Journal of Online Learning and Teaching*.

Martin, F., & Klein, J. (2008). Effects of Objectives, Practice, and Review in Multimedia Instruction. *Journal of Educational Multimedia and Hypermedia*, 17,2, 171-189

Martin, F. (2008). A Performance Technologist's approach to Process Performance Improvement. *Performance Improvement*, 47,2, 30-40

Martin, F., & Dunsworth, Q (2007). A Methodical Formative Evaluation of Computer Literacy Course: What and How to teach? *Journal of Information Technology Education*, 6, 123-134.

Martin, F, Klein, J. D. & Sullivan, H. (2007). The impact of instructional elements in computer-based instruction. *British Journal of Educational Technology*, 38, 4, 623 - 636

Klein, J. D., Martin, F., Tutty, J., & Su, Y. (2005). Teaching research to instructional design & technology students. *Educational Technology Magazine*, 45, 4, 29-33.

REFEREED CONFERENCE PRESENTATIONS

Martin, F. & Winzeler, B. (2008, March). Multimedia Competencies for Instructional Technologists. Paper presented at the UNC Teaching and Learning with Technology Conference, Raleigh, NC

Martin, F. & Tutty, J. (2008, March). Learning Management System Self-Efficacy of Online and Hybrid Learners using LMS self-efficacy scale. Paper presented at the UNC Teaching and Learning with Technology Conference, Raleigh, NC

Martin, F. & Tutty, J. (2008, February). Learning Management System Self-Efficacy of online and hybrid learners. Paper presented at the New Learning Technologies Conference, SALT, Orlando, FL.

Martin, F & Gibson, J.. (2008, February). Digital Visual Literacy for Global Inter-disciplinary curricula. Paper presented at 2008 World Congress and International Association of Colleges Conference, NY.

Martin, F. & Freisen, O. (2007, October). Effectiveness of Digital Visual Literacy in Computer Literacy Curriculum. Paper presented at National Science Foundation, ATE conference, Washington D.C.

Martin, F & Tutty, J. (2007, October). Effect of practice in a linear and non-linear web-based learning environment. Paper presented at Association for Educational Communications and Technology conference, Anaheim, CA.

Martin, F., & Klein, J. (2005, October). Effects of Instructional Elements in Computer based Instruction. Paper presented at Association for Educational Communications and Technology conference, Orlando, FL.

Martin, F, Klein, J. & Sullivan, H. (2004, October). Effects of Instructional Events in Computer based Instruction. Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.

Klein, J., Martin, F, Tutty, J., & Su, Y. (2004, October). How do we Teach Research to Instructional Design and Technology Students? Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.

Zhang,G, Martin, F & Igoe, A. (2004, October). Teaching Computer Skills to Beginners: What and How? Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.

Hancock-Niemic,M., Llama, G., Mansfield,J., Martin, F., & Klein,J. (2004, October). Using Human Performance Technology (HPT) to Identify Potential Barriers to Online High School Course Development. Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.

Martin,F., Klein,J., & Igoe,A. (2003, November). Teaching Instructional Media Design: A Needs Assessment Report. E-learn 2003, Phoenix, AZ.

Bevell,L., Martin,F., Ozgul,G., Su,Y., & Zhang,G.(2003, October). New Technologies, New Ideas, New Media Selection Models? Paper presented at Association for Educational Communications and Technology conference, Anaheim, CA.

PROFESSIONAL SERVICE

► To the Instructional Technology Program/Department of ITFSE, UNCW

Faculty Search Committee, Instructional Technology Search, member (2007 - 2008)

Instructional Technology Student Recruitment Committee, member (2007- present)

Comprehensive Exam Committee, member (2007- present)

Portfolio Chair/Committee member (2007 – present)

MIT program Evaluation Committee, member (2007 – present)

Department Liaison, Office of International Programs (2008 – present)

► To the Watson School of Education, UNCW

Diversity committee, member (2007 – present)

EDN 303, Instructional Technology, Chair (2007- present)

► To University of North Carolina, Wilmington

International student recruitment strategy committee, member (2008 – present)
Office of International Programs, UNCW

► To the Community

Digital Literacy Portfolio Reviewer (2008)
Isaac Bear Early College, Wilmington

Journal Article Reviewer (2007- present)
Education & Society

Conference Presentation Proposal Reviewer (2004-present)
Association for Educational Communications and Technology

Research Grant Reviewer (2004 -2005)
Graduate and Professional Student Association, Arizona State University

Teaching Assistant Trainer (2002 – 2005)
Presented workshops for new teaching assistants

Quality Assurance Tester for Sakai
Open Source Code Learning Management System - Sakai (2006)

GRANTS AND AWARDS

Co-principal Investigator, Digital Visual Literacy NSF Grant (2005-2008)
\$600,000. Subgrant to UNCW - \$26,473

Watson School of Education elearning grant - \$2000 (2007-2008)

NSF Symposium Participant, AECT - \$500 (2007)

Graduate Teaching Assistantship (2002 - 2005)
Arizona State University

Anglo Indian School Leaving Certificate, State Rank Holder (1994)