

# Florence Martin

## Assistant Professor in Instructional Technology

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

### SUMMARY

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

### EDUCATION

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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

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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://dv.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**

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Oct 2006 – Aug 2007  
Intraedge, Chandler, Arizona

**Instructional Design Consultant, Intraedge Inc.**

**Project 1** - University of Phoenix, Feb 2007- Aug 2007  
Graduate School of Business, University of Phoenix

- Designed and Developed courses in the graduate school of business for MBA program and MS in Accounting
- Provided instructional design guidance and support to the curriculum development managers
- Worked with subject matter experts in the effective design of the courses
- Provided instructional alignment for the courses with in the program

**Project 2** - Maricopa Community College District, Oct 2006 – July 2007  
DVL Project <http://dm.mc.maricopa.edu/>

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

June 2006 – Sep 2006  
Mesa Community College,  
Mesa, Arizona

**Instructional Designer, Mesa Community College**

- Working with Subject Matter Experts (SMEs) for curriculum design in different content areas
- Create innovative elearning, blended and classroom learning solutions using pioneering learning platforms.
- Assist on the creation of the training workshops for the eLearning system
- Perform user acceptance testing for the learning platforms.

- February 2006 – May 2006  
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  
Applied Learning Technologies Institute (ALTI)  
Arizona State University  
Tempe, Arizona
- Intern Instructional Designer/ Instructional Designer – Applied Learning Technologies Institute**
- Provided ongoing assistance to faculty and instructors who incorporate technology into their work to enhance learning. <http://alti.asu.edu/itlab>
  - 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, Arizona
- MEC Staff Member, 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

## **INSTRUCTIONAL DESIGN PROJECTS (PORTFOLIO)**

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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/>

## **PROFESSIONAL MEMBERSHIP**

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AECT - Association for Educational Communications and Technology

ISPI - International Society for Performance Improvement

AERA - American Educational Research Association (Division C - Learning and Instruction, SIG - Instructional Technology)

## TECHNICAL SKILLS/ AUTHORING TOOLS

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<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)
Adobe Indesign	Microsoft FrontPage	Sakai	I Movie/Windows Movie
Macromedia Fireworks	Microsoft Dreamweaver	Web CT	Maker
Microsoft Publisher	HTML	Moodle	MS Office 2000
Microsoft Visio	Macromedia Captivate	Taskstream	SPSS
Scribbus	Camtasia	elluminate, Horizon	Robohelp
PaintNet	Camstudio	Wimba (Virtual Classroom)	Microsoft Project
GIMP	Basic Javascript	Macromedia Breeze	Audacity
		Remark (Survey Builder)	

## CERTIFICATIONS

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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.

PLSC Summer School, Carnegie Mellon University

July 2007 – Trained on cognitive authoring tools to develop cognitive tutors that helps in conducting educational research

## BOOK CHAPTERS

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Tutty, J., & Martin, F. (In press). User Generated Design: Teaching and Learning with We2.0. *Wired for Learning: An Educators Guide to Web 2.0*. IAP Publishing.

Martin, F. (Under Contract). Instructional Events in E-Lesson Design. *Designing alternative environments to facilitate e-learning*. International Society for Technology in Education.

## REFEREED PUBLICATIONS

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Martin, F. (In press). Instructional design process and the importance of Instructional alignment. Manuscript accepted to be published in *Community College Journal of Research and Practice*

Martin, F., Hall, H., Blakely, A., Gayford, M., & Gunter, E. (In press). The HPT Model Applied to a Kayak Company's Registration Process. Manuscript accepted to be published in *Performance Improvement Journal*

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. (2008). Blackboard as the Learning Management System in a Computer Literacy Course. *Journal of Online Learning and Teaching*, 4, 2, 138-145

- 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.

## **PROCEEDINGS**

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- Martin, F. & Winzeler, B. (2008, March). Multimedia Competencies for Instructional Technologists. Proceeding of 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. Proceeding of the New Learning Technologies Conference, SALT, Orlando, FL.
- Martin, F & Tutty, J. (2007, October ). Effect of practice in a linear and non-linear web-based learning environment. Proceeding of Association for Educational Communications and Technology conference, Anaheim, CA.
- Martin, F, Klein, J. & Sullivan, H. (2004, October). Effects of Instructional Events in Computer based Instruction. Proceeding of 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? Proceeding of 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? Proceeding of 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. Proceeding of 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. Proceeding of E-learn 2003, Phoenix, AZ.

## **CONFERENCE PRESENTATIONS**

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- Tutty, J. & Martin, F. (2008, November). Learner as the Designer: An Instructional Design and Learning Model for Web 2.0. Paper accepted to be presented at Association of Educational Communications and Technology, Orlando, FL

Gibson, J. & Martin, F. (2008, October) Digital Visual Literacy; Vital Skills for Interdisciplinary workforce. Paper accepted to be presented at Educause Conference, Orlando, FL

Martin, F. (2008, October). What do we want our students to tell us in the evaluations? Presented at CREATE's National Evaluation Institute Conference, Wilmington, NC

Gibson, J, Friesen, O. & Martin, F. (2008, July) Digital Visual Literacy; Vital Skills for Interdisciplinary CTE Curricula. Paper presented at AZTEC CTE Conference, Tucson, Arizona

Friesen, O., Martin, F., Gibson, J. (2008, April). Digital Visual Literacy for Information Technology Workforce Curricula. Presented at TechEd 2008, Ontario, CA.

Friesen, O., Martin, F., Gibson, J. (2008, March). Digital Visual Literacy: Vital Skills for IT Curricula. Presented at Microcomputers in Education, Tempe, AZ.

Brooks, J., Gibson, J., Friesen, O., & Martin, F. (2008, March). Digital Visual Literacy: Vital IT Skills for the Education Workforce. Presented at Society for Information Technology and Teacher Education, Las Vegas, NV

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. & Friesen, 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., Llana, 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.

## **WORKSHOPS**

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Baptista, S., Chen, S.J., Martin, F., & Lanier, N. (2008, Sep – Nov). Web 2.0 for faculty (Podcasting, Wikis and Blogs). Center for Teaching Excellence, Randall Library, University of North Carolina, Wilmington.

Allred, B., Ertzberger, J. & Martin, F. (2008, October). Web 2.0 for Teachers. IIC Conference, University of North Carolina, Wilmington.

Martin, F. & Lanier, N. (2008, April). Multimedia Design and Development Course. Student Experiences at TLT Teaching and Learning with Technology Conference. WSE Diversity Showcase. University of North Carolina –Wilmington.

Chen, S.J., Martin, F., Lanier, N., & McDowell, N. (2008, April). Web 2.0 for E-learning. Interact Technology Showcase. University of North Carolina –Wilmington.

Martin, F. & Friesen, O. (2008, January). Digital Visual Literacy Workshop. Learning Day at Glendale Community College.

Gibson, J., Friesen, O., Martin, F. Buehman, A. (2007, November). Digital Visual Literacy Dialog Day. Maricopa Community College District.

## **PROFESSIONAL SERVICE**

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### **► University of North Carolina, Wilmington**

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

Faculty Instructional Support ITSD Search Committee, member (May - July 2008)

Conducting Web 2.0 Workshops at the Center for Teaching Excellence/Randall Library – Podcasting, Wikis and Blogs, Video Streaming (Sep 2008 – Nov 2008)

### **► To the Watson School of Education, UNCW**

Technology Council committee, member (2008 – present)

Diversity committee, member (2007 – 2008)

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

### **► 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)

### ► To the Professional Organizations

Journal Article Reviewer

- Education & Society (2007 - present)
- International Journal of Education and Development (2008 - present)
- Journal of Online Learning and Teaching (2008 – present)
- Journal of Information Technology Education (2008 – present)

Conference Presentation Proposal Reviewer (2004 – present)

Association for Educational Communications and Technology

- Multimedia Production Division
- International Division

American Educational Research Association

- Division C - Learning and Instruction
  - Section 5 – Learning Environments and Section 7 – Technology Research
- SIG - Instructional Technology

Society for Information Technology Education

Research Grant Reviewer (2004 -2005)

Graduate and Professional Student Association, Arizona State University

### ► To the Community

Digital Literacy Portfolio Reviewer (2008)

Isaac Bear Early College, Wilmington

Teaching Assistant Trainer (2002 – 2005)

Presented workshops for new teaching assistants

Quality Assurance Tester for Sakai

Open Source Code Learning Management System - Sakai (2006)

Nursery and Preschool, Volunteer

Life Community Church, Wilmington

### **GRANTS AND AWARDS**

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Watson School of Education – Mini Grant \$1000 (2008-2009)

Watson School of Education – Ambassador Grant - \$500 (2008-2009)

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)