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## Professional Bio

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As an 18-year veteran in the learning and talent development field, I have managed, led, and shaped educational initiatives for over 25 clients and partners. My customer base covers startups, higher education, state agencies, major health systems, insurance, and pharmaceuticals.

I use client management, performance improvement, risk and change management techniques to scope and coordinate effective learning programs. I am capable of:

- Consulting organizations on efficacy of current training initiatives
- Designing singular and comprehensive learning curriculums and learning systems for face-to-face, virtual, and self-paced formats including assessment and evaluation plans
- Guiding internal training entities in assessing and refining processes
- Identifying and implementing additional resources for initiatives, such as personnel or software
- Vetting and selecting vendors
- Working as an additional team member and/or managing staff and project tasks
- Writing reports, action plans, and proposals
  - I am also versed in writing assessments, case studies, and branching-styled stories

Additionally, I enjoy teaching the art and science of instructional design and have done so for over 7 years in both face-to-face and virtual programs.

No matter the role, my success comes from developing sustainable solutions that are manageable and flexible for evolving organizations.

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## Education

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<b>August 2015</b>	<b>Ph.D.</b> in Communications Media and Instructional Technology	Indiana University of Pennsylvania (Indiana, PA)
<b>Dissertation Title:</b>	<i>An Examination of the Effects of Multiple Learning Environments on Problem-Solving in Graduate Instructional Design Students</i>	<b>Chair:</b> B. Gail Wilson, Ed. D.
<b>May 2000</b>	<b>M. S.</b> in Instructional Technology	Bloomsburg University of Pennsylvania (Bloomsburg, PA)
<b>May 1998</b>	<b>B. S.</b> in Fashion Merchandising <b>Minor:</b> Communications Media	Indiana University of Pennsylvania (Indiana, PA)

## Teaching Experience

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### Bloomsburg University of Pennsylvania

Course Code	Course Title	Times Taught/Guest Lectured
INSTTECH.490	Technical Leadership Internship	2
INSTTECH 550	Instructional Design	3
INSTTECH.551	Advanced Instructional Design	1
INSTTECH 590	Graduate Internship	10
INSTTECH.575	Managing Multimedia	23
Guest Lecturer		
INSTTECH.472/572	Introduction to Authoring	1
Guest Lecturer		

### LaSalle University – Philadelphia, Pennsylvania

ITM 600	Principles of Instructional Design	7
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### Lehigh Carbon Community College – Schnecksville, Pennsylvania

ART 248/CIS248	Web-Based Animation	1
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### Indiana University of Pennsylvania

COMM 601	Media Production	2
Guest Lecturer		
COMM 631	Interactive Multimedia	2
Guest Lecturer		
COMM 832	Video Production	2
Guest Lecturer		
COMM 860	Video Pre-Production	3
Guest Lecturer		
COMM 335	Consulting and Project Management	1
Guest Lecturer		

### Indiana University of Pennsylvania

Course Code	Course Title	Times Taught/Guest Lectured
COMM 251	Basic Television Production	1
Guest Lecturer		
COMM 240	Basic Communication Graphics	2
Guest Lecturer		

### Central Penn College – Summerdale, Pennsylvania

DGA280	Multimedia	1
Guest Lecturer		

## Service and Leadership

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<b>Assessment Fellow</b>	2014 – 2015	Bloomsburg University of Pennsylvania Bloomsburg, PA
<b>Dissertation Support Group</b> Facilitator	2014	Bloomsburg University of Pennsylvania Bloomsburg, PA
<b>Quality Matters Certification</b> Peer Reviewer	2013 – 2014	Bloomsburg University of Pennsylvania Bloomsburg, PA
<b>Video Mentor</b> Entrepreneurial Leadership	Spring 2013	Keystone Opportunity Zones Bloomsburg, PA
<b>Instructional Technology (IT) Focus Group</b>	Fall 2012 – Spring 2015	Bloomsburg University of Pennsylvania Bloomsburg, PA
<b>Graduate Student Assembly (GSA) Representative</b>	Fall 2009 – Spring 2015	Indiana University of Pennsylvania Indiana, PA
<b>IUP Distance Education Online Evaluation Committee</b>	Spring 2010 – Spring 2015	Indiana University of Pennsylvania Indiana, PA
<b>University Wide Graduate Curriculum Committee</b>	Fall 2011 – Spring 2012	Indiana University of Pennsylvania Indiana, PA
<b>Practicum Supervisor</b> PATH Lab	Fall 2010	Indiana University of Pennsylvania Indiana, PA
<b>Video Mentor</b> Entrepreneurial Program for High School Students	Fall 2010	BLaST Intermediate Unit 17 Williamsport, PA
<b>Internship Supervisor</b> Robyn Defelice Consulting	Spring 2006	Bloomsburg, PA

## Scholarly Endeavors

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<b>Article Editor</b>	2013	SageOpen Publications
<b>Article Reviewer</b>	2013	SageOpen Publications

## Publications

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Defelice, R. A. (2018). How long to develop one hour of training? Updated for 2017. *Insights: ATD's Source for E-Learning*. Retrieved from: <https://www.td.org/insights/how-long-does-it-take-to-develop-one-hour-of-training-updated-for-2017>

Defelice, R. A., & Sittler, R. L. (2010). A brief history of the Dick and Carey model. *Journal of Communications Media Studies*, 2(1), 101

Defelice, R. A. & Kapp, K.M. (2010). Reducing the time to develop one hour of training. *Learning Circuits: ATD's Source for E-learning*. Retrieved from [http://www.astd.org/LC/2010/0310\\_defelice.htm](http://www.astd.org/LC/2010/0310_defelice.htm).

Kapp, K.M. & Defelice, R. A., (2009). Time to develop one hour of training. *Learning Circuits: ATD's Source for E-Learning*. Retrieved from <https://www.td.org/Publications/Newsletters/Learning-Circuits/Learning-Circuits-Archives/2009/08/Time-to-Develop-One-Hour-of-Training>.

## Presentations

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Defelice, R. A. (2017). Vitamins A & E: Using assessment & evaluation to sneak in educational vegetables. Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

Defelice, R. A. (2015). Not your standard measures: Passive learning through assessment. Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

Defelice, R. A. (2014). Metacognitive meringue: Recipes for reflection. Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

Defelice, R. A. (2014). Panel Discussion Facilitator: What is creativity in e-learning? Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

Defelice, R. A. (2013). Is ADDIE dead? What's next? Presented LaSalle Lunchtime Learning Sessions, LaSalle University, Philadelphia, PA.

Defelice, R. A. (2011). Building best practices for online learning: Kitchen basics for the adult learner. Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

Defelice, R. A., & Smith, M.R. (2011). Student's first: PATH Lab services. Poster session at The Pennsylvania Association of Councils of Trustees Conference 2011, Indiana, PA.

Gomboc-Turyan, J., Defelice, R. A., McCreary, B., & Wilson, L. (2011). Academic freedom in the classroom: Discussions of infringement. Paper presented at The Laurel Highlands Communications Conference 2011, Indiana, PA.

Defelice, R. A. (2011). Peanut butter & lettuce? When problem-based learning goes A-rye online! Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

Defelice, R. A. (2010). Embracing the inner PM. Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

Defelice, R. A. (2010). Panel Discussion: Is there value in microlearning?. Presented Lunchtime Learning Sessions, LaSalle University, Philadelphia, PA.

Defelice, R. A., Ekinde-Epwene, B. N., Stewart, M., & West, C. (2010). New Media's impact on communication theories. Paper presented at The Laurel Highlands Communications Conference 2010, Indiana, PA.

Defelice, R. A., & Kapp, K. M. (2010). Reducing the hours it takes to develop. Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

Defelice, R. A., & Kapp, K. M. (2009). How long does it take: A look at the numbers. Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

Defelice, R. A. (2008). Panel Discussion: Needs assessments. Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

Defelice, R. A. (2007). Panel Discussion: Working collaboratively and independently simultaneously: Independent and contractor and small business forum. Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

Defelice, R. A. (2005). Panel Discussion: Contracting 101. Presented at the Corporate Advisory Council Conference, Bloomsburg, PA.

## Consulting and Professional Positions (Academic, Corporate, and Non-profit)

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### Director of Internships and Career Experience

Bloomsburg University of PA  
Bloomsburg, PA  
2015 – 2017

### Sr. Instructional Designer

Red Nucleus  
Yardley, PA  
2016 - 2017

### Consultant

Medicine in Practice  
Bloomsburg, PA  
2015

### Analyst/Sr. Instructional Designer

Talented Learning  
Bloomsburg, PA  
2014

### Course Developer

St. Francis University  
Loretto, PA  
2014

### Analyst/Web Developer

Graduate Admissions Office  
Indiana University of Pennsylvania  
Indiana, PA

### Analyst/Sr. Instructional Designer/Project Manager

PinPoint Strategies  
Bloomsburg, PA  
2008-2009, 2012- 2013

### Sr. Instructional Designer

Designing Digitally, INC.  
Franklin, OH  
2013

### Sr. Instructional Designer

Central Susquehanna Intermediate  
Unit #16  
Lewisburg, PA  
2012

### Graduate Assistant

Dr. Zachary Stiegler  
Indiana University of Pennsylvania  
Indiana, PA  
Spring 2011

### Coordinator

PATH (Project Assignment and  
Technology Help) Lab  
Indiana University of Pennsylvania  
Indiana, PA  
Spring 2009 – Fall 2011

### Sr. Instructional Designer

Weatherbee Media  
Collegeville, PA  
2009

### Technical Writer/Sr. Instructional Designer

KMS Learning, LLC (TestTrack)  
West Chester, PA  
2008-2009

### Sr. Instructional Designer/Project Manager

Infologix, Inc.  
Hatboro, PA  
2007-2009

### Sr. Instructional Designer/Project Manager

UL EduNeering  
Princeton, NJ  
2007-2008

### Sr. Instructional Designer

Medtronic  
Mounds View, MN  
2007-2008

### Instructional Designer

The Phoenix Group  
E. Northport, NY  
2007

### Project Manager/Sr. Instructional Designer

Institute of Interactive Technologies  
Bloomsburg, PA  
2006-2008

### Instructional Designer

Vitesse Learning  
Princeton, NJ  
2006-2007

### Project Manager/Designer

Geisinger Health Services  
Danville, PA  
2006

### Instructional Designer

Axiom Professional Health Learning  
Yardley, PA  
2005-2007

### Instructional Designer

Motionplan, Inc.  
Pittsburgh, PA  
2005-2006

### Instructional Designer

Training and Communications  
Group, Inc.  
Berwyn, PA  
2005

### Project Manager/Instructional Designer

Wyeth Pharmaceuticals  
Collegeville, PA  
2004-2005

### Information Technology Specialist

Ben Franklin Technology Partners  
Bethlehem, PA  
2000 – 2004

### Online Training Developer/QA

College Center of the Finger Lakes  
Corning, NY  
2000 – 2002

## Technical Skills (Selected)

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### LMS/Online Tools

Canvas  
 Collaborate  
 Blackboard  
 D2L/BrightSpace  
 Elluminate  
 GoToMeeting/Training  
 Moodle  
 Saba (Centra)  
 TestTrack LMS  
 TurnItIn  
 WIMBA

### Authoring | Development | Productivity Tools

Adobe Acrobat (Interactive Forms)	MS Visio
Adobe Buzzword	NVU
Adobe Photoshop CS	ProjectConnect
Adobe Photoshop Elements	ProShow Gold
Articulate	Symplicity
Audacity	Qualtrics
Captivate	TechSmith Suite (Camtasia/Snag-It)
Dreamweaver	Vegas Pro
HTML (Basic)	VideoScribe
MS-Office Suite/Publisher	Windows Movie Maker
MS Project	WordPress

## Professional Activities/Memberships

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Member of American Society for Talent Development (ATD) (2008-Present)

Member of eLearning Guild (2009-Present)

Member of the National Society of Leadership and Success Sigma Alpha Pi (2012 - Present)

## Awards

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**2009**                                      23rd Annual IUP Foundation Doctoral Fellowship