

## CURRICULUM VITAE - FLOYD M. BALLARD

Floyd M. Ballard  
Instructional Designer  
Curriculum Designer  
Educational Technologist  
Master of Science Degree – Instructional Systems  
Florida State University

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### SUMMARY OF QUALIFICATIONS

- Designed one of the Best Exemplary Online Courses for 2011 awarded by Blackboard's Catalyst Exemplary Online Course of the Year – "College Algebra – MAC 1105" for Hillsborough Community College at the Southshore Campus in Ruskin, Florida.
- As the Director of Instructional Technology at Pasco-Hernando Community College, successfully directed the initiatives for Faculty and Staff to learn and use State-of-the-art educational technologies for new and promising Instructional Design formats of in-class courses, distance learning courses, and administrative functions.
- Have over 20 years of experience in Instructional Design/Educational Technologies developing and using innovative and successful teaching/learning systems involving State-of-the-Art Educational Technologies and Instructional Designs:
  - 3 years at St. Petersburg College
  - 4 years at Pasco-Hernando Community College
  - 4.5 years at Hillsborough Community College
  - 8 years at the University of South Florida
  - 2 years at Various Corporations
- Master's Degree – Instructional Systems/Education – Awarded outstanding Graduate Student for Achievements in Instructional Design and Technology at Florida State University's Graduate School of Instructional Systems.
- Past Member of the University of South Florida's Instructional Technology Council (5 years) and Chairman of the Subcommittee on Instructional Technology advising the Provost on recommended uses of Instructional Technology in areas such as E-Mail systems, the Internet, Interactive Multimedia, Various Computer Presentation and Authoring Systems, Compressed Audio/Digital Systems, and Distance Learning Systems.

## ACCOMPLISHMENTS AND EXPERIENCE

### **Instructional Design/Educational Technology Systems Consultant**

Innovative Instructional  
Design Systems

Valrico, Florida

2012 – 2013

### SIGNIFICANT ACCOMPLISHMENTS INNOVATIVE INSTRUCTIONAL DESIGN SYSTEMS

- Worked closely with Colleges, Universities, and Investors to select the most optimal Online Learning Management Systems for either Training Systems or College Credit Curriculums.
- Research and Development for customizing Online Learning Management Systems to offer user-friendly, engaging Online Learning Management Systems.
- Research and Development for setting up optimized Instructional Design Models and Processes for Online Training Systems or College Credit Curriculums.
- Research and Development for setting up Instructional Design Project Management Systems for designing Online Training Courses or College Credit Curriculums.
- Research and Development for offering Faculty User-Friendly Educational Technologies for either 21<sup>st</sup> Century Classrooms, Online Training Courses, or Online College Courses.

## ACCOMPLISHMENTS AND EXPERIENCE

### **Instructional Technologist**

Polk State College  
Lakeland Campus  
Lakeland, Florida

2011 – 2012

### SIGNIFICANT ACCOMPLISHMENTS POLK STATE COLLEGE

- Worked closely with Faculty to develop Internet courses with innovative Instructional and Motivational Designs and Educational Technologies that empowered and motivated both Faculty and Students to successfully interact and use the new Educational Technologies.
- Designed a new Educational Online Course Template for Polk State College's future Online and Hybrid courses intended to meet the 2012 Quality Matters Online and Hybrid Course Standards as well as produce a significantly higher rate of Student Success.
- Designed an enhanced Online Faculty Training course for Polk State College's Online Learning Management System – Desire2Learn – Version 9.2, which includes short professional videos of each Online Course Tool and new Evaluation Criteria involving hands-on practice exercises for Faculty Certification.
- Researched and developed user-friendly Educational Technologies for Faculty to consider incorporating within their college courses – very successful with the innovative use of images and video lectures.

## ACCOMPLISHMENTS AND EXPERIENCE

### **Director of Digital Media Education and Training**

Florida State College  
Open Campus  
Jacksonville, Florida

2011 – 2011

### SIGNIFICANT ACCOMPLISHMENTS FLORIDA STATE COLLEGE

- Worked closely with Faculty to develop Internet courses with innovative Instructional and Motivational Designs and Educational Technologies that empowered and motivated both Faculty and Students to successfully interact and use the new Educational Technologies. Designed a Professional Educational Online Course Template for Florida State College's future Online and Hybrid courses.
- Designed and implemented a new and innovative Quality-Assurance Program for Florida State College's Online Courses.
- Created new and innovative Instructional Design processes and Tools for Faculty in order to design highly effective Online Courses:
  - ▶ Learner Characteristics Survey
  - ▶ Interactive Online Course Syllabus
  - ▶ Course Design Blueprint
  - ▶ Course Design Evaluation Rubric
  - ▶ Course Deliverables Process for Subject-Matter Expert Faculty and Instructional Designers
- Designed a new state-of-the-art interactive Online Course Syllabus for Florida State College's future Online courses. The last page has built-in Video Training Tutorials for Faculty.
- Researched and developed user-friendly Educational Technologies for Faculty to consider incorporating within their college courses – very successful with images and videos.
- Designed a new and innovative Instructional Design Management Plan for Florida State College's eighteen Online Courses developed and offered in the experimental Epsilon Online Learning Management System.

## ACCOMPLISHMENTS AND EXPERIENCE

**Curriculum Designer**  
**Instructional Designer**

Hillsborough Community College  
Southshore Campus  
Ruskin, Florida

2006 – 2011

### SIGNIFICANT ACCOMPLISHMENTS HILLSBOROUGH COMMUNITY COLLEGE

- Designed one of the Best Exemplary Online Courses for 2011 awarded by Blackboard's Catalyst Exemplary Online Course of the Year – "College Algebra – MAC 1105" for Hillsborough Community College. This Online Course was designed with an innovative visually appealing user-friendly interface that enabled students and Faculty to easily navigate the online course. The Instructional Design also incorporated innovative video presentations and lectures of the Professor which inspired the students to learn how to apply College Algebra concepts to the "real world" as well as to turn in high quality assignments. This Online Course received rave reviews from the students and achieved a remarkable increase in student success rates – from 40% to 80%.
- Designed and Managed a Faculty Professional Teaching and Learning Center where Faculty could learn and apply new Educational Technologies and innovative Instructional Designs for their Online, Hybrid, and In-Person classes.
- Worked closely with Faculty to develop Internet and classroom courses with innovative Instructional and Motivational Designs and Educational Technologies that empowered and motivated both Faculty and Students to successfully interact and use the new Educational Technologies. Designed a Professional Educational Online Course Template for the Southshore Campus's future Online and Hybrid courses.
- Started and supervised a unique Internship Program for Florida State University Instructional Designer Graduate Students – for an Instructional Design Project on Student Online Course Readiness.
- Provided Faculty Blackboard Online Learning Management Systems Comprehensive Certification Training Workshops.
- Designed and taught an innovative Educator Preparation Institute Course – "Introduction to Educational Technology" Hybrid Online course.
- Developed an Innovative Online Training Course For the Academic Deans – "How to Evaluate Online Courses."

## ACCOMPLISHMENTS AND EXPERIENCE

### **Director of Instructional Technology**

Pasco-Hernando Community College  
Three Campuses and Satellite Centers  
New Port Richey, Dade City,  
Brooksville, and Springhill, Florida

1999 – 2003

### SIGNIFICANT ACCOMPLISHMENTS PASCO-HERNANDO COMMUNITY COLLEGE

- Led the design, development, implementation, and management of Pasco-Hernando Community College's Internet courses with innovative Instructional Designs and Educational Technologies that empowered and motivated Faculty, Staff and Students to successfully interact and use the new Educational Technologies.
- Designed, developed and taught Educational Technology Training Courses for the benefit of Faculty and Staff to become aware of and utilize new and promising forms of Educational Technologies for either classroom, distance learning, or administrative functions.
- Led the comparative analysis, evaluation, and implementation of Pasco-Hernando Community College's computer-based GED/ABE system resulting in a highly successful Internet-based system of GED and Adult Basic Education preparatory courses.
- Designed, developed and taught Distance Learning Videoconferencing System (VTEL) training courses for the benefit of Faculty and Staff to successfully and creatively use the VTEL system to design and teach VTEL College courses.
- Led the initiative for the innovative design of Faculty and Departmental College Web pages supporting Faculty and Staff with a series of comprehensive and customized workshops involving the use of Microsoft's Frontpage Program and a professionally designed College Website Template.

## ACCOMPLISHMENTS AND EXPERIENCE

**Senior Training Specialist**  
**Coordinator – Education and Training**

University of South Florida  
Administrative Services Division  
Physical Plant Training Department  
Tampa, Florida

1991 - 1999

### SIGNIFICANT ACCOMPLISHMENTS UNIVERSITY OF SOUTH FLORIDA

- Led the design, development and implementation of the University of South Florida's OSHA mandated Safety Training courses for Students, Staff, and Faculty using Computer-based presentation software and CD-ROM technologies.
- Designed and taught a highly successful computer-assisted-instruction education course on "Introduction to Personal Computers" to 120 staff employees at the University of South Florida.
- Developed and implemented highly effective, multimedia interactive video computer assisted Instructional Technology systems and various Training Courses using computer-based presentation software, computerized VCR player Technology and CD-ROM Technology.
- Member of the University of South Florida's Instructional Technology Council (5 years) and Chairman of Subcommittee on Instructional Technology advising the Provost on recommended uses of Instructional Technology in areas such as E-Mail systems, the Internet, Interactive Multimedia, Various Computer Presentation and Authoring Systems, Compressed Audio/Digital Systems, and Distance Learning Systems.
- Coordinated USF's Physical Plant Division's Education and Training programs (8 years) involving extensive Training Needs Analysis, Curriculum Development, Management and Delivery of Training Courses and innovative Training Systems using educational technologies.

## ACCOMPLISHMENTS AND EXPERIENCE

**Computer-Based-Training Specialist**

Citicorp Corporation  
Human Resources Training  
Tampa, Florida

1989- 1989

SIGNIFICANT ACCOMPLISHMENTS  
CITICORP CORPORATION

- Designed Citicorp's first computer-based-training program which was transmitted via Satellite to Canada, Europe, and the United States. This program successfully introduced Citicorp's new Business System to over 1,500 employees.
  - Collaborated with Computer Programmers, Network Technicians, Mainframe Authoring Systems Vendors, Computer Hardware Vendors, Various Department Officers, and Computer-Based-Training Technologists to streamline Citicorp's Mainframe computer-based Technology Training System.
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**Training Development Specialist**

Reflectone, Inc.  
Training Department  
Tampa, Florida

1987 - 1988

SIGNIFICANT ACCOMPLISHMENTS  
REFLECTONE, INC.

- Advised and directed the development of Reflectone's largest Computer-Based-Technology Training project (\$25 Million) for the U.S. Navy using the WICAT Computer Instructional Technology System. Quality-assured each computer-based instructional unit.
- Developed the successful Instructional Design proposal, showing both Instructional Technology hardware and software and Instructional Design processes for the Florida State Department of Corrections' first interactive video computer-based instructional technology system.



## ACCOMPLISHMENTS AND EXPERIENCE

**Alternate Learning Technician**  
**Adjunct Professor - Mathematics**

St. Petersburg College  
Learning Support Center  
Clearwater, Florida

1980- 1983

### SIGNIFICANT ACCOMPLISHMENTS ST. PETERSBURG COLLEGE

- Taught College Preparation Mathematics, Arithmetic, Beginning Algebra, and Intermediate Algebra using innovative Teaching/Learning techniques that produced a high rate of student success.
- Setup a comprehensive Tutoring Services system to accommodate approximately 200 students per week. Instructed and showed 9 Tutors to develop Alternate Learning Materials that would enable students to succeed in their respective Mathematics courses.
- Managed the use of the Mathematics Learning Support Center collaborating with Faculty, Tutors, the Dean of Instructional Services, and the Provost to develop and use innovative learning materials and systems to address and solve severe mathematics deficiencies for approximately 50% of the college students. Major learning improvements took place.

## INSTRUCTIONAL DESIGN/EDUCATIONAL TECHNOLOGIES SEMINARS – PRESENTED TO FACULTY

1. ***Supplementing Your Face-to-Face Classes with Desire2Learn's Online Learning Management System***  
This workshop will illustrate and discuss the best practices and techniques for enhancing face-to-face college courses. Motivational Design Strategies and Instructional Strategies using advanced features of Desire2Learn's Online Learning Management system will be shown and discussed.
2. ***A Sample Newly Designed Online Course that meets the 2012 Quality Matters Standards, addresses Students' Learning Styles and promotes higher rates of Student Success*** – This seminar will illustrate and discuss the best practices and techniques for designing college courses that meet the 2012 Quality Matters Standards as well as motivate and engage students to achieve success in their Online college and Hybrid courses. A recently designed Online Course in the Desire2Learn Online Learning Management System will be shown and discussed.
3. ***Understanding the Important Features of the Tegrity (Lecture Capturing System)*** – This workshop will illustrate and discuss the important features and capabilities of the Tegrity Lecture Capturing System. Each Faculty member will record both a voice-narration based lecture as well as a video-based lecture and strategically link these lectures into their Online Learning Management Courses.
4. ***Using the new Blackboard Learning System for enhancing regular classrooms, designing Hybrid Courses, and designing and teaching full Online Internet Courses*** – This workshop will illustrate and discuss the best practices and techniques for creating, managing, and teaching full online courses, hybrid courses, or enhancing regular classrooms. The various instructional design methods for incorporating multimedia lectures will be demonstrated and discussed. The wide diversity of instructional tools and programs to utilize in the latest version will be illustrated. Various instructional designs and motivational designs will be discussed and demonstrated. Successful completion of this 12 hour workshop will certify Faculty to use the new Hillsborough Community College online course system.
5. ***What's New with our Latest Internet Courses?*** – This seminar will illustrate and discuss our latest Instructional Design features of our current Internet courses and how Faculty are using these to teach. This seminar is particularly beneficial to Faculty who have previously developed an Internet course as well as those who are thinking about developing either a full online College course or supplementing a face-to-face college course.
6. ***Creating and Managing a WebCT Enhanced Course*** – This workshop will illustrate the best practices and techniques for creating and managing a WebCT Enhanced course. The various Instructional tools and programs in the latest version of WebCT will be shown so as to provide Faculty the full range of choices in creating an enhanced face-to-face college course.
7. ***Building and Managing Online Quizzes/Tests and Surveys in WebCT*** – This workshop will demonstrate how to build and manage online Quizzes, Tests and Surveys in the latest version of WebCT. In addition the process of obtaining an item-analysis and various statistics will be shown.
8. ***Designing Full Online Courses in WebCT – An Introduction*** – This workshop will illustrate and discuss the best practices and techniques for creating and managing a WebCT full online course. The various Instructional Design methods for incorporating lectures will be demonstrated and discussed. The wide diversity of instructional tools and programs to utilize in the latest version of WebCT will be illustrated.

## INSTRUCTIONAL DESIGN/EDUCATIONAL TECHNOLOGIES WORKSHOPS – PRESENTED TO FACULTY

9. ***Frontpage Web Design Workshop I*** – This workshop is for those who need to become familiar with Microsoft Frontpage's various program features in order to develop various College web pages. The web pages can be developed individually, such as individual Faculty web pages, or collectively, representing a department or division. The use of digital cameras and flatbed scanners will be demonstrated. At the end of this workshop, enrollees will be given a developmental/practice website, along with an ID and Password to begin developing actual web pages at their developmental/practice website.
10. ***Frontpage Web Design Workshop II*** – This workshop is for those who completed the 3-hour Introduction to Microsoft Frontpage workshop or already have the equivalent knowledge and would like to continue developing or enhancing various web pages within their respective department. Intermediate and advanced uses of the Microsoft Frontpage program will be discussed and shown, specifically tailored to each area's or individual's needs. Digital cameras and flatbed scanners will be provided to develop needed pictures. At the end of this workshop, enrollees will have completed actual web pages and be able to develop, enhance and maintain other needed web pages.
11. ***Using Flatbed Scanners, Digital Cameras, Digital Camcorders and Converting Analog Video to Digital Video*** – This workshop will show state-of-the-art multimedia equipment in creating scanned images, digital photographs, digital videos and converting analog videos to digital videos. In addition, incorporating these multimedia files into the Powerpoint program will be illustrated and discussed.
12. ***Using the Windows Media Encoder Program*** – This workshop will illustrate how to create and manage the most compatible and optimal compressed video and audio files so as to integrate completely within the Powerpoint program or within the Online Learning Management System. Learning this user-friendly program will enable Faculty and Staff to reduce the size of the files by as much as 90% and thereby give more options to utilize needed multimedia files for various presentations and lectures.
13. ***Incorporating Multimedia into Powerpoint Presentations*** – This workshop will illustrate the best practices and techniques for incorporating videos, voice-over-narrations, music files, images, and links to websites into various Powerpoint presentations that can be used for either lectures or various presentations.
14. ***Instructional Design Tips for Developing Powerpoint Presentations*** – This seminar will illustrate various advanced techniques for incorporating effective instructional and motivational strategies into Powerpoint presentations that actively engage students and provide effective and convenient ways of accessing and reviewing various instructional sections of the lectures. The effective use of multimedia such as voice-over narration, videos, music files, photographic images, and links to websites will be shown and discussed in great detail.
15. ***Creating and Copying CDROMS*** – This workshop will illustrate how to create and copy CDs using two types of CDRoms – the CDR (CD Recordable) and the CDRW (CD Rewriteable). The recommended user-friendly CD program that will be shown is Easy CD Creator. In addition, creating CD labels will be shown using the Avery program.

## INSTRUCTIONAL DESIGN/EDUCATIONAL TECHNOLOGIES WORKSHOPS – PRESENTED TO FACULTY

- 16. *Learning and Using the VTEL (Video-Conferencing) Distance Learning System*** – This workshop will illustrate the important fundamental aspects of successfully utilizing the VTEL system. All of the instructional tools and multimedia capabilities and operations will be shown. In addition, discussions regarding various Instructional Designs and strategies will be offered.
- 17. *To Be or Not to Be? Internet Courses that Motivate our Students and Faculty!*** – presented at USF Symposium on 21<sup>st</sup> Century Teaching Technologies 2002, March 1, 2002 – The main goal of the Instructional Design used in developing our recent Internet courses was to facilitate learning for a multiplicity of student learning styles. By doing so, we hoped to motivate, inspire, and thus cultivate an enjoyable educational experience for both students and faculty. Creativity and innovation were hallmarks consistently displayed by our dedicated professors and Instructional Design staff. Courses included comprehensive multimedia lectures that integrated movies, high-resolution images, important web sites, and professors' voices. These features provided a more personal and user-friendly Internet course experience for each student. Today's presentation will focus on two of our finest Internet courses.
- 18. *Integrating Multimedia Powerpoint 2000 Presentations into WebCT Version 3.1 – Our Challenges and Workarounds for an Introduction to Psychology Internet Course, co-presented with Professor Gary Oesch*** – presented at USF Symposium on 21<sup>st</sup> Century Teaching Technologies 2001, March 2, 2001. The main goals in designing our Introduction to Psychology Internet course were to: 1) utilize key instructional tools inherent in WebCT Version 3.1, 2) remove the disadvantages of asymptotic teaching from an Internet course, and 3) offer our students comprehensive lecture notes integrating movies and high resolution images. We also designed some unique components in order to provide a warmer and more personal Internet course experience and minimized Instructional Design/technology obstacles. However, we encountered some challenges when attempting to consistently display our lecture notes. To cover the fifteen chapters of lecture notes, we elected to use PowerPoint 2000 and incorporated several customized video files, as well as sophisticated photographs and diagrams. Heavy use of multimedia offered our students effective, active-learning based instructional and motivational strategies addressing a multiplicity of different learning styles. Our challenge soon became: How could we effectively integrate these multimedia presentations into WebCT, without any technology glitches? To meet this challenge we developed some effective workarounds, which will be demonstrated today.
- 19. *Computer-Assisted-Instructional Programs: From the Lowest Level to the Highest*** – A project poster demonstration of USF's innovative CDROM Multimedia based OSHA Safety Training courses – presented at the USF Symposium on 21<sup>st</sup> Century Teaching Technologies 1996, February 23, 1996. A demonstration and discussion of Computer-Assisted-Instructional programs showing basic features with text and images to more sophisticated technologies which incorporate video, photographic images, and tests integrated on CDROMs.

## PROFESSIONAL TRAINING/EDUCATION AND MEMBERSHIPS

- Associate of Arts Degree – Liberal Arts  
1975 – Hillsborough Community College
  - Bachelor of Science Degree Social Work – Cum Laude  
1978 – Florida State University
  - Master of Science Degree Instructional Systems/Education  
1988 – Florida State University
  - International Conferences and Online Seminars in various Online Learning Management Systems relating to Online Course Design and Development - 1999 – 2013:
    - ▶ WebCT
    - ▶ Blackboard Learn
    - ▶ Epsilen LMS
    - ▶ Desire2Learn
  - Elected Vice-Chairman of Technology Commission – Association of Florida Colleges — 2010 – 2012
  - Elected Chairman of Technology Commission – Association of Florida Colleges — 2012 – 2014
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## PROFESSIONAL REFERENCES

- Dr. Daryle H. Wane  
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Email: [waned@phcc.edu](mailto:waned@phcc.edu)
- Professor Kari Sabin  
Professor of Health and Wellness at Polk State College  
Business Phone: (863) 669-2869  
Email: [ksabin@polk.edu](mailto:ksabin@polk.edu)
- Mr. Eric Hunter  
Director of USF Recreation Center – USF Tampa Campus  
Business Phone: (813) 974-2135  
Email: [ehunter@usf.edu](mailto:ehunter@usf.edu)
- Dr. Elizabeth S. Stewart  
Director of Institutional Research and Grants at Hillsborough Community College  
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