

ALICIA K. RUSSELL, Ed.D.

ARLINGTON, MASSACHUSETTS | 617-583-3137

<http://www.aliciarussell.com> | alicia_russell@comcast.net

EDUCATIONAL TECHNOLOGY STRATEGIST

Educational technology strategist and manager with extensive experience in higher education. Skilled at fostering productive collaboration and communication among key university partners to ensure flexible, scalable, and robust support for teaching and learning. Founded, and for 15 years directed, Northeastern University's award-winning Educational Technology Center. Initiated and spearheaded campus-wide events including Teaching with Technology Day and Tech Trends for Teaching Day. A frequent presenter at national and international organizations including the New Media Consortium, Educause Learning Initiative (ELI), NERCOMP, and Campus Technology. Research focus on exploration of how technology can serve as a catalyst for better teaching.

Specialties:

- Strategic planning for educational technology
- Educational Technology Center management and budget oversight
- Planning, building, and leading educational technology initiatives
- Mobile Learning Program development
- Innovative learning space design
- Online learning program design, curriculum development, and teaching
- Cross departmental team building
- Grant proposal writing and grant implementation

EXPERIENCE

NORTHEASTERN UNIVERSITY, Boston, MA

August 1987- November 2012

Director, Educational Technology Center (January 1997- November 2012)

Selected Accomplishments:

- Conceived of, spearheaded, and launched Northeastern's award-winning Educational Technology Center after securing \$700K in start-up funds; assembled the Center's staff with limited resources.
- Designed the EdTech Center's space in the library in collaboration with EdTech staff and Northeastern architects. Built proposed space in Second Life (SL) virtual world, elicited feedback, and, based on feedback and SL experience, made changes to the final plan before building the space.
- Conceived of, launched and oversaw Northeastern's annual "Teaching with Technology Day," a university-wide mini-conference, held from 2004 – 2012, that regularly attracted over 150 people from Northeastern and surrounding institutions. Facilitated collaboration among Information Service, Library and Teaching Center to host keynote speaker, workshops, and vendors. Event featured awards given to faculty selected by students for their effective use of technology in teaching. Launched second annual event – "Tech Trends for Teaching Day," which introduced new technologies and showcased faculty "teaching with technology" projects to the university community.
- Guided the development of the Provost's Teaching and Learning with Technology Roundtable, which for three years sponsored Teaching with Technology Fund grants to faculty.
- Served as co-founder of the Northeastern Tech Expo/Research Software Showcase. For three years co-chaired the annual showcase of faculty, staff and student interactive and research posters.
- Managed EdTech Center operations, including the securing of grants, and oversight of budget, staff, training programs, and facility.
- Oversaw pilot of Blackboard Learning Management System, which was subsequently implemented as the university-wide learning management system, dramatically increasing use of the LMS.
- Oversaw the development, launch, and subsequent redesigns of the Educational Technology Center website, which provided materials and listings of events and workshops on innovative and effective uses of technology for teaching to Northeastern's 973 faculty, and other educational technologists.

Won New Media Consortium (NMC) “Center of Excellence Award” for “comprehensive instructional design” for the Center (2002). The NMC annually produces the acclaimed *Horizon Report*, which describes “emerging technologies likely to have an impact on learning, teaching, and creative inquiry in higher education.”

Workshops, Seminars, and Events:

- Launched and refreshed workshops aimed at helping faculty make effective use of technology in teaching, including the popular “Build a Blackboard Course in a Day,” a day-long seminar that helped faculty to create Blackboard courses; Tech Talks by faculty about a technology they use for teaching; and Conversations on Teaching and Learning, on topics such as “Creative Approaches to the Syllabus.”
- Developed the Smart Bar, a “drop-in” space for assisting faculty who could not attend workshops.
- Originated and annually orchestrated Northeastern’s Teaching with Technology Day, an event collaboratively presented by EdTech Center, Teaching Center, Library and IT, with prominent keynote speakers, faculty panels, and afternoon workshops, including presentations by vendors of teaching tools.
- Originated and organized Northeastern’s annual Tech Trends for Teaching Day, a day-long event featuring faculty showcase, conversations, and workshops focused on current technologies for enhancing teaching and learning.

Outreach and Collaboration:

- Convened a group of faculty-support professionals from Harvard, MIT, Leslie University, and Boston College that met regularly for two years to track educational technology trends; and subsequently collaborated on presentation at NERCOMP.
- Worked closely with Northeastern’s Library and Information Services staff to co-sponsor various teaching-related events, pilot projects (clickers, digital media assignments, Digital Media Commons), workshops and outreach to faculty.
- Met with new college deans and chairs to discuss how the EdTech Center could assist with their strategic plans, including online/hybrid course development efforts.
- Participated in ongoing discussions concerning the university’s approach to online learning through meetings with consultants and Dean of Academic Affairs for External Programs.
- Presented workshops on hybrid learning at Educause.

Mobile Learning:

- Participated in provost-lead task force on mobile development and was charged with oversight of mobile learning. Prepared presentations for task force on mobile learning opportunities at Northeastern.
- Spearheaded EdTech Center’s mobile learning project, including a program to encourage faculty to use iPads in teaching by first submitting a proposal describing how they would use the iPad in teaching, participating in cross-disciplinary mobile learning community and keeping a blog, posting app reviews on our EdTech mobile learning website, and presenting their project at the university’s Tech Trends for Teaching Day. The mobile learning pilot project resulted in the School of Pharmacy allocating an iPad to each faculty member,
- Wrote a Q&A for Campus Technology magazine on Northeastern’s mobile learning; wrote article for MacLearning.org, and presented talks on mobile learning at NERCOMP, Campus Tech, and New Media Consortium conferences.

Digital Media Commons Space Planning:

- Researched digital media commons at other universities and developed presentation on findings.
- Participated on steering committee and library-services committee for development of the Digital Media Commons, an innovative learning space for faculty and students in Northeastern’s library.

Grant Writing:

- In collaboration with Northeastern’s Corporations & Foundations, won grants totaling \$375,000 from Fidelity to help fund renovation of space and purchase of equipment for EdTech Center, including \$325,000 in matching funds from Northeastern.
- Wrote proposal that won New Media Consortium status for the EdTech Center.

- Guided the development of the Provost's Teaching with Technology Fund grants (four \$25,000 grants quarterly for three years).
- Co-wrote grant proposal to Charles E. Culpeper Foundation: \$220,000 to fund four coop students each quarter for three years. Students served as "content liaisons" to their departments.
- In collaboration with COE and CEUT, applied for General Electric "GE Master Teachers" grant for development of Freshman Central Web site for first-year Engineers: \$27,875.
- Spearheaded Interdisciplinary Health Sciences course grant: \$9,750.
- Spearheaded Practice-Oriented Education Web site grant: \$15,000.
- Won a Davis Foundation grant to fund two co-op positions (\$64,000 of a \$315,890 grant) to assist with development of academic advising website.

Committee Leadership:

- Co-chair of Northeastern's eportfolio Task Force, a group that was charged with overseeing the implementation of Northeastern's university-wide eportfolio system.
- Campus Technology Conference Advisory Board member, 2011-2012.
- Campus Technology Innovators Review board member, 2012.
- Chair of leadership track for Seminars on Academic Computing planning committee, 2006.
- Member of the Planning Committee, Association of American Colleges & Universities for *Teaching, Learning & Intellectual Development* fall conference, Cambridge, MA.

Manager, Multimedia Development Studio (1995-1997)

Founded the Multimedia Development Studio, the precursor to the EdTech Center with a \$25K grant from the Provost's office. Coordinated educational support for Northeastern's Division of Academic Computing, developed curriculum and taught workshops on using technology to enhance learning, and researched and evaluated educational software and equipment. Hired and trained co-op students and staff who assisted faculty in developing teaching materials.

Coordinator, Educational Technology (1992-1995)

Consulted with faculty on effective use of multimedia for teaching; maintained software library. Hired co-op students and established training program. Collaborated with other Northeastern teaching support professionals to provide instructional technology services to faculty.

Coordinator, English Language Center Reading/Writing Lab, ESL Instructor (1987-1992)

Developed ESL and student support software, created Seminar on Northeastern's Student Services, wrote column on use of technology in teaching ESL, gave presentations on teaching at national conferences, and taught courses.

E D U C A T I O N

NORTHEASTERN UNIVERSITY, Boston, MA

Ed.D., Curriculum Leadership

Thesis Title: *Catalysts for Re-examining Pedagogical Assumptions: A Phenomenological Inquiry into Higher Education Faculty Designing and Teaching Online Courses.*

UNIVERSITY OF KANSAS, Lawrence, KS

M.A., Curriculum and Instruction

Thesis Focus: *ESL students' writing; studies in Asian theater and Japanese language.*

B.A., English; additional studies in dance and art history

P R E S E N T A T I O N S A N D P U B L I C A T I O N S

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- Academia's High-Stakes Change Domains, Campus Technology conference, Executive Summit panel presentation, Boston, July 2012.
 - Mobile Learning Digital Media Curriculum Project, New Media Consortium summer conference, Boston, June 2012.
 - Creating Your Institutions Mobile Learning Strategy, Campus Technology, December 7, 2011, Boston.
 - Northeastern University's Mobile Learning Initiative, article posted to MacLearning.org, November 2011.
 - Digital Media Assignment Initiative at Northeastern University, Campus Technology Conference, Boston, July 2011.
 - M-Learning on Speed Dial: How to Develop a Nimble Academic Mobile Learning Strategy for Your Campus, pre-conference workshop, Campus Technology Conference, Boston, July 2011.
 - Campus Technology Executive Summit Panelist on Societal Trends, Campus Technology, Boston, July 2009.
 - Russell, A., and McCarron, C., The Benefits for Faculty Teaching in Online and F2F Environments, Encyclopedia of Distance Learning, 2nd Edition, 2009.
 - Using Second Life to "Road Test" Tech Space Planning, Campus Technology, Boston, July 2008.
 - If You Build It, They will Comment: Using Academic Space Planning for Second Life, New Media Centers Consortium, Princeton, NJ, June 2008.
 - Involving Students in Digital StoryTelling, NERCOMP SIG event, Worcester, MA, September 2007.
 - International Collaborative Expedition to Collect and Study Fish Indigenous to Sub-Antarctic Habitats (ICEFISH), poster at the Symposium on Technology in Undergraduate Science Education, Harvard University, Cambridge, MA, June 2006.
 - Maximizing Campus Impact: Lessons from the Trenches, whitepaper, contributing author. See Maximizing Campus Impact.
 - Listening to Our Students: What to do with what we hear, New Media Centers, Honolulu, June 2005.
 - Maximizing Campus Impact: Lessons from the Trenches II, New Media Centers, Honolulu, June 2005.
 - Maximizing Campus Impact: Lessons from the Trenches, New Media Centers, Austin, TX, March 2005.
 - Lessons from the Effective Technology Awards, EDUCAUSE, Denver, 2005.
 - What You Need to Know to Create Successful Hybrid/Blended Programs, pre-conference workshop, EDUCAUSE, Denver, October 2004.
 - Hybrid Courses: Lessons Learned from Three Institutions, panel presentation, New Media Centers (NMC) Conference, Vancouver, BC, June 2004.
 - Student Multimedia Resources and Tool Kit (SMaRT kit), presentation, NERCOMP Conference, Worcester, MA, 2004.
 - Ending the Debate on Off-The-Shelf vs. Custom, article and presentation to Syllabus Conference, Boston, 2003.
 - College Teaching with Technology Plans: Centralizing Web-Enhanced Course Design in a Decentralized Environment, NERCOMP, Worcester, MA, March 2003.
 - Hybrid Writing: From Pilot to Program, article and presentation to Syllabus Conference, Newton, MA, November 2002.
 - Center of Excellence Award, New Media Centers, 2002.
 - A Comprehensive Approach to Instructional Design, New Media Centers, June 2002.
 - The Building of the EdTech Website, New Media Centers, June 2002.
 - Partnerships for Teaching and Learning with Technology, Educause, Nashville, TN, October 2000.

- The George W. Veditz ASL Festival Online, Educause, Nashville, TN, October 2000.
- Is Anything Really New and Effective in Instructional Technology, Educause Director's Seminar, Aspen, CO, August 2000.
- Harnessing Information Technology for Teaching and Learning: Questions for Stimulating Change, March 2000, Ballyconnell, Co. Cavan, Ireland.
- Partnerships for Teaching and Learning with Technology, Educause, Long Beach, CA, October 1999.
- A Laboratory for Faculty/Student Collaboration: Creating Interactive Teaching Tools, Lilly, Boston, October 1999.
- Integrating Instructional Technology Resources for Departments, MFDC, Boston, January 1998.
- Experiential Education: Case Studies, Lilly, Boston, October 1998.
- Planning and Implementing NU's NMC: The Educational Technology Center, New Media Centers conference, Boston, June 1998.
- Building Faculty/Student Teams to Create Electronic Resources: The Student Multimedia Certificate Program, Educom, Portland, OR, 1998.
- The Classroom of the Future, EACUBO, Boston, 1997.

COURSES TAUGHT

NORTHEASTERN UNIVERSITY, Boston, MA

- Class of 2017: 21st Century Skills Workshop
- EDG505 Teaching with Technology Studio
- ED3214 Facilitation and Instruction (online)
- ED3214 Facilitation and Instruction
- ESL courses in reading, writing, and grammar

SPRING INTERNATIONAL LANGUAGE CENTER, LITTLETON, CO.

- ESL courses in reading, writing, and grammar

JAYHAWK HOUSE, OSAKA JAPAN

- ESL courses in reading, writing, and grammar for students ages 6 to 70.

AFFILIATIONS AND MEMBERSHIPS

- Educause Learning Initiative (ELI)
- Educause
- New Media Consortium (NMC)
- MacLearning.org
- Professional and Organizational Development Network (POD)
- Northeast Regional Computing Program (NERCOMP)
- Campus Technology
- Seminars on Academic Computing (SAC)

R E S E A R C H I N T E R E S T S

Research focus on the exploration of how technology can be used to improve education at the course, program, college and institutional levels; and the investigation of ways technology can be used as a catalyst for encouraging faculty to re-examine their pedagogical assumptions.