



Association of
American Colleges
& Universities
Featured Presenter
2015



Face of Penn State
Awarded for Public
Contributions &
Pioneering Spirit
2012



Huffington Post
Featured Blogger:
College & Impact
2012-Present



WeightWatchers
Most Popular Author:
11,000,000 Views
2009



MTV Home
Entertainment
Created First
iTunes Graphics
2006

Digital Business Card



SUMMARY

Experienced instructional designer, trainer, and program leader with a strong background in project management, curriculum design, and multimedia creation. Knows the value of digital technology and its ability to make an impact. Leads initiatives and problem-solves effectively using highly developed interpersonal skills.

TRAINING & TEACHING EXPERIENCE

American University

- Designed and managed online faculty certification programs (4 years)
- Developed and taught *UGST 196: The Art of Online Presentation* (Spring 2016)

The Pennsylvania State University

- Designed, developed, and taught face-to-face, online, and MOOC curricula (3 years)

DESIGN & TECHNICAL SKILLS

- Instructional & Graphic Design
- Content/Learning Management Systems
- Website Design & Coding (WordPress, HTML, CSS)
- Adobe Creative Suite
- Qualitative & Quantitative Research
- Mac & Windows Environments
- Video & Digital Image Editing Software
- Social Media & Engagement
- Microsoft Office & Apple iWork
- Website & Learning Analytics
- iPhone/iPad App Development
- Database Software

PROFESSIONAL EXPERIENCE

American University – Washington, DC: 2013-Present

Online Learning Trainer & Curriculum Developer

Led university-wide training and certification programs for all online instructors. Accomplishments:

- Redeveloped training programs to focus on pedagogically-sound uses of academic technology (using Quality Matters) that tripled the amount of online course instructors in one year.
- Managed \$100,000+ program budget that included grants, wages, and administrative expenses.
- Led a collaborative team of cross-departmental Instructional Technologists and Designers.
- Created and managed a pilot WordPress program for academic ePortfolios, blogs, and websites that drew a 188% increase in users and 260% increase in sites over projected numbers.
- Promoted from Coordinator of Faculty Technology Initiatives position within 8 months of hiring.
- Managed a mobile initiative and developed an associated online database of technologies used on campus that received over 1,200 views before its public launch in Spring 2015.
- Presented teaching workshops that attracted 33% - 119% more attendees than average sessions.

■ Instructional Design ■ Program Lead ■ Distance Learning ■ Research ■ WordPress ■ Blackboard

The Pennsylvania State University – State College, PA: 2010-2013

Instructional Technologist, Education Technology Services

Advised faculty and staff on projects that utilized university-supported tools and services, tested technology, and created training documentation (2012-2013). Accomplishments:

- Designed and produced interactive media components and assessments for the first introductory visual arts massive open online course (MOOC) on an Apple platform, which garnered 49,500 subscribers in 3 months.
- Updated and redesigned Penn State websites to comply with ADA accessibility guidelines that prevented \$100,000 in civil violation fines.

■ ADDIE ■ Instructional Design ■ Faculty Development ■ Storyboarding ■ WordPress ■ LMS

Marketing Graduate Assistant, Institute for the Arts & Humanities

Leveraged traditional and social media for university and community engagement (2011-2013).

Accomplishments:

- Reduced yearly publicity costs by over \$27,000 and increased event attendance by 200%.
 - Created and managed social media profiles, reaching 45,600+ post views and 2,400+ daily users.
- Media Production ■ Digital Advertising ■ Budget & Scheduling ■ Vendor Management ■ Social Media

Online Course Instructor, School of Visual Arts

Provided written feedback and grades to 75+ students and updated online course content (2011-2012).

■ ADDIE ■ Learning Management Systems ■ Adobe Creative Suite ■ HTML/CSS ■ Teaching ■ Grading

Recommendations

“Laura March’s passion for teaching, knowledge of educational technology, and drive is unmatched. I was always impressed by Laura’s management style because her enthusiasm is infectiously motivating and she has the ability to use her staff’s skills to their full potential. Any team would be lucky to have Laura as a manager.”

– **Katlyn Burns**
American University

“Laura March is extraordinarily gifted and talented. She has brought the IAH into the twenty-first century, doing everything from Google docs and Facebook updates to old-fashioned cold calling. She seems endlessly resourceful and creative; there is literally nothing she has not been able to handle. She has my very highest recommendation.”

– **Dr. Michael Bérubé**
Institute for the Arts & Humanities

“Laura combines the social justice mindset of an educator with the drive of a professional and the intellectual curiosity of an academic. I recommend Laura without reservation and would work with her again given the chance.”

– **Dr. Dana Carlisle Kletchka**
Palmer Museum

Founder & Organizer, Blue Out for Child Abuse Prevention

Created, organized, and managed a multi-year grassroots activist event that became a global news item (2011-2013). Accomplishments:

- Managed social media presence, which accrued over 35,670 Facebook/Twitter supporters and received approximately 18,000 earned media mentions.
- Recruited, trained, and managed over 70 volunteers that collected over \$34,000 in 6 hours.
- Designed all promotional visuals including an event t-shirt that raised over \$156,000 in donations through graphics featured on ABC, ESPN, and the Associated Press.

■ Facebook ■ Twitter ■ Adobe Creative Suite ■ PR & Marketing ■ Grassroots Campaigning

Art Education Graduate Assistant, Palmer Museum of Art

Facilitated community engagement with museum exhibitions by coordinating docent training, activity workshops, and event advertising (2010-2011). Accomplishments:

- Reduced biweekly docent meeting hours by 33% through the transition from an in-person volunteer scheduling system to an asynchronous online process.
- Increased exhibition engagement by generating monthly “Palmer Puzzle” games and producing iTunesU podcasts.

■ Facebook ■ Podcasts ■ Adobe Creative Suite ■ FileMaker Pro ■ Microsoft Office

WeightWatchers.com, Inc. — New York, NY: 2007-2009

Project Manager of Editorial Queue & Web Design/UX Coordinator

Coordinated editorial team by prioritizing projects, creating departmental presentations, managing assignment letters and calendars, proofreading content, writing articles, and organizing creative assets.

Accomplishments:

- Supervised programming team and managed quality assurance for more than 100 pieces of online content per month.
- Designed and produced all editorial content visible to 5,600,000 monthly visitors.
- Wrote the most popular article of 2009 that was read by 11,000,000 viewers.

■ Project Management ■ CMS ■ HTML & CSS ■ Test Director’s MQC ■ Omniture Analytics

PUBLICATIONS & JURIED PAPERS

- March, L. (2016). Practicing What We Teach: Evaluating Online Faculty Training Programs. Presented at EDUCAUSE.
- March, L. & Lee, J. (2016). Teaching Teachers to Teach Online: How to Implement an Evidence-Based Approach to Training Faculty. Society for Information Technology & Teacher Education 2016 (pp. 696-702). Association for the Advancement of Computing in Education (AACE).
- Regnér, L. & March, L. (2015). Realize Your Goal: ePortfolios to Track Students’ Path To Program Goal Fulfillment. Presented at AAC&U Annual Meeting.
- Carlman, A., Geldwert, D., March, L., & Murphy, E. (2014). Digital Do-Gooders Panel. Presented at American University Social Learning Summit.
- March, L. (2014). Internet Memes as Visual Research. National Art Education Association.
- March, L. & Shapiro, S. (2014). Viral Viability: Student Campaigns & Engagement through Social Media. Presented at EDUCAUSE ELI.
- March, L. (2013). Memes to an End: An Analysis of Online Activist Art from the Pennsylvania State University (Masters Thesis).
- March, L. (2012). Social Media as Visual Research. National Art Education Association News, 54(5).
- Martinez, U., March, L. & Lin, Y. (2013). The Rhizomatic Community: Interconnecting & Growing Art Education through Mentoring. Presented at National Art Education Association.

EDUCATION: THE PENNSYLVANIA STATE UNIVERSITY

Master of Science: Art Education (2013, G.P.A. 4.0)

Master of Education: Learning, Design, and Technology (2013, G.P.A. 4.0)

Bachelor of Art: Integrative Arts (2007, G.P.A. 3.9)

REFERENCES

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