LAURA MARCH

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Creative learning designer with over a decade of experience developing courses and collaborating with faculty across disciplines and modalities. Possesses a deep knowledge of educational technologies, web design practices, and multimedia production tools. Committed to excellence in education and faculty development. Leads initiatives and problem-solves effectively through highly developed interpersonal abilities. Key skills:

Instructional Design	Higher Education Leadership	Faculty Development
Curriculum Design	Program & Project Management	Post-Secondary Instruction
Educational Technology	Multimedia Production	Mixed Methods Research

EDUCATION

Ph.D. – School of Information & Library Science — 2022
The University of North Carolina, Chapel Hill, NC

M.S. – Art Education — 2013
The Pennsylvania State University, University Park, PA

M.Ed. – Learning, Design, and Technology (Instructional Systems) — 2013
The Pennsylvania State University, University Park, PA

B.A. – Integrative Arts — 2007
The Pennsylvania State University, University Park, PA

PROFESSIONAL WORK EXPERIENCE

Georgetown University, Washington, DC (05/2023-Present)
Associate Director, Learning Design

Supervises full-time learning designers and part-time graduate assistants.
- Leads projects and consults with faculty on online learning design, pedagogy, educational technology, and assessment.
- Collaborates with other leadership team members to innovate and expand Georgetown's online programming efforts.

The University of Missouri System, Remote (03/2022-05/2023)
Manager, Instructional Design

Supervised hybrid/remote instructional design team working across 4 campuses in Missouri's state-wide university system (MU-Columbia, UMKC, UMSL, MS&T).
- Led faculty development initiatives, including a new microcredential program on topics including learning outcomes, accessibility, media design, and assessment.
- Collaborated with senior leadership and other teams to provide scalable and innovative learning design solutions for online programs, such as launching Canvas Credentials.
- Coded an automatic project management reporting system that replaced manual documentation, saving 570 hours of managerial work per year.
- Managed a research support program for instructional and media designers focused on assessing internal projects and aligning work to best practices.

The University of North Carolina, Chapel Hill, NC (07/2017-05/2022)
Learning Experience Design Researcher & Instructor (08/2018-05/2022)
Conducted needs analysis, designed scalable learning solutions, developed course content, and created evaluation strategies for educational programs.
- Organized, planned, coordinated, and completed research projects, producing 18 peer-reviewed academic journal articles, book chapters, and conference presentations.
- Designed, wrote, and coded data collection and analysis tools (e.g., interview guides, survey instruments, and pre/post tests) using qualitative and quantitative techniques.
- Created and updated lab websites ([CEDI](#) / [EITM](#)) and multimedia learning content to enhance student engagement, ensuring all components met or exceeded WCAG 2.0 accessibility requirements.
- Taught INLS 161: Tools for Information Literacy. Redesigned curriculum and streamlined over 200 pages of dispersed content into a single hybrid course site.

Senior Instructional Designer, Carolina Office of Online Learning (07/2017-08/2018)
Managed the organization and planning of instructional programs and systems.
- Supervised a cross-functional instructional design team, managed project workflow and budget, and built academic programs by partnering with senior administrators, instructors, subject matter experts, and external partners.
- Planned, designed, and developed curriculum for a new 18-course post-master's certificate in digital curation. Owned the full content creation lifecycle and provided ongoing support, evaluation, and redesign of courses.
- Led the creation of a grant-based online training for medical professionals on youth with co-occurring intellectual/developmental disabilities and mental health concerns in one month and $105,000 under budget.

American University, Washington, DC (06/2013-07/2017)
Online Learning Trainer & Curriculum Developer
Managed university-wide certification for all online instructors.
- Refined faculty training program to focus on pedagogically-sound uses of technology, tripling the amount of online course instructors in one year.
- Led team of 6 instructional designers, technologists, writers, and librarians.
- Created and managed a secure WordPress Multisite for ePortfolios, blogs, and websites with 802 sites and 2,192 users.
- Developed new just-in-time and advanced training for online and blended instructors.
- Presented learning design workshops that attracted 33% - 119% more attendees than average sessions.

The Pennsylvania State University, University Park, PA (01/2010-06/2013)
Instructional Technologist, Teaching & Learning with Technology (05/2012-06/2013)
Advised faculty and staff on projects, tools, and services; tested technology; and created training documentation.
- Designed and produced interactive media components and assessments for the first introductory visual art MOOC on iTunesU, garnering over 49,500 subscribers in 3 months.
- Updated and redesigned Penn State websites to comply with ADA accessibility guidelines, preventing $100,000 in fines.

PR/Marketing, Institute for the Arts & Humanities (08/2011-05/2013)
Leveraged traditional and social media tools for engagement.
- Reduced publicity costs by $27,000+ while increasing event attendance by 200% via digital marketing.
- Created and managed social media accounts, reaching 45,600+ post views and 2,400+ users.

Art Education Outreach Graduate Assistant, Palmer Museum of Art (05/2010-05/2011)
Assisted in the analysis, design, development, implementation, and evaluation of employee development training programs and activities as directed by the Curator of Education.
- Reduced biweekly docent training hours by 33% by transitioning in-person volunteer scheduling system to an asynchronous online process.
- Increased exhibition engagement by writing and developing podcasts, monthly "Palmer Puzzle" games, and other multimedia learning content.

WeightWatchers.com, Inc., New York, NY: (08/2007-12/2009)
Project Manager & UX Designer
Coordinated editorial team by prioritizing projects, writing and proofreading content, and organizing creative assets.
- Managed assignments and quality assurance for 100+ pieces of online content per month.
- Designed all content visible to 5,600,000 monthly visitors.
- Wrote the most popular article of 2009 (11,000,000 views).

SELECTED RESEARCH – VIEW ALL PUBLICATIONS

- **March, L.** (In Press). COVID-19 and museum social media content. *Arts Education Policy Review*.
- **March, L.** & Ogdon, D. (2023, May 17). Artificial intelligence (AI) in higher education. Missouri Association of College and Research Libraries (MACRL) Spring Webinar.
- Melo, M., **March, L.**, Hirsh, K., & Arnsberg, E. (2023, March). Description framework of makerspaces: Examining the relationship between spatial arrangement and diverse user populations. *Journal of the Association for Information Science and Technology*. DOI: 10.1002/asi.24741
- Melo, M., Hirsh, K., & **March, L.** (2023, January). Makerspaces in libraries at U.S. public colleges and universities: A census. *portal: Libraries and the Academy 23*(1), 35-43. DOI: 10.1353/pla.2023.0007.
- **March, L.**, Arnsberg, E., & Melo, M. (2022, December). Social media representations of makerspaces. *Journal of Learning Spaces, 11*(2). ISSN: 21586195
- **March, L.**, Caride, J., Lazenby, B., & Albadawi, A. (2022, October 5). Becoming an instructional designer. *SITE Interactive Conference*. Association for the Advancement of Computing in Education (AACE).
- **March, L.** (2022, May). *Behind the screens: Social media managers at educational and cultural institutions*. [Dissertation]. The University of North Carolina-Chapel Hill.
- Melo, M. & **March, L.** (2021, October 11). By the book: A pedagogy of authentic learning experiences for emerging makerspace information professionals. *Journal of Education for Library and Information Science (JELIS)*. DOI: 10.3138/jelis-2020-0046
- **March, L.** (2020, December 7). Rebel reviewers: Social media review pages as sites of Confederate memorial discourses. *First Monday (25)*12. DOI: 10.5210/fm.v25i12.10221

- **March, L.** & Dasgupta, S. (2020, October). [Wikipedia edit-a-thons as sites of public pedagogy](#). *The 23rd Proceedings of the ACM on Human-Computer Interaction – Computer-Supported Cooperative Work and Social Computing 4*(CSCW2). DOI: 10.1145/3415171
- **March, L.** & Gibson, A. (2020, May 6). *[Disabled people use the Internet! Building and maintaining inclusive library spaces online](#)*. The Exchange: An ALCTS/LITA/LLAMA Collaborate Virtual Conference.
- Dick, A., **March, L.** & Wilson, B. (2017, November 2). *[Evolution of learning design to support innovation in teaching & learning](#)*. Presented at EDUCAUSE.
- **March, L.** (2016, November 8). *[Curriculum design: The missing link between learning outcomes and online course syllabi](#)*. USCA National Distance Learning Week Virtual Conference.
- **March, L.** (2016, October 26). *[Practicing what we teach: Evaluating online faculty training programs](#)*. Presented at EDUCAUSE.
- **March, L.** & Lee, J. (2016, March 21). [Teaching teachers to teach online: How to implement an evidence-based approach to training faculty](#). *Society for Information Technology & Teacher Education* (pp. 696–702). Association for the Advancement of Computing in Education.
- Regnér, L. & **March, L.** (2015, January 24). *[Realize your goal: ePortfolios to track students' path to program goal fulfillment.](#)* Presented at AAC&U.

HONORS & AWARDS

Digital Dissertation Fellow (2021)
- Awarded for innovative research

EDUCAUSE Featured Presenter (2017)
- "Evolution of Learning Design to Support Innovation in Teaching & Learning"

AAC&U Featured Presenter (2015)
- "Realize Your Goal: ePortfolios to Track Students' Path to Program Goal Fulfillment"

Face of PSU (2012)
- Awarded for "Contributions & Pioneering Spirit"

Huffington Post (2012-2015)
- Featured Blogger

GRANTS & SCHOLARSHIPS

Asheim Fellowship & Research Assistantship (2018-2022)
- School of Library and Information Science, UNC-Chapel Hill ($55,500)

Carnegie Research Grant (2021)
- Funding for dissertation research participants, UNC-Chapel Hill ($200)

NSF Early Career Program (2021)
- PI: Dr. Marijel Melo. Role: Graduate Research Assistant ($6,384 of $715,023)

IMLS Career Grant (2019-2020)
- PI: Dr. Amelia Gibson. Role: Graduate Research Assistant ($48,700 of $336,649)

TEACHING & INSTRUCTION EXPERIENCE

Instructor of Record
- The University of North Carolina – INLS 161: Tools for Information Literacy
- American University – UGST 196: The Art of Online Presentation
- The Pennsylvania State University – ART 10: Introduction to Visual Studies

Guest Lectures
The Ohio State University
- "COVID-19 & Informal Online Education." (2022). ARTEDUC 5671: Organizational Leadership in the Nonprofit Arts.

The University of Florida
- "Researching Social Media." (2021). ENC 6428: Digital English: Rhetoric & Social Media.

The University of North Carolina at Chapel Hill
- "Reference Consulting/Interviewing." (2021). INLS 501: Information Resources

- "Myths of 'Postracial' Society & The Myth of ILS Neutrality & Allyship." (2020). INLS 737: Information Services in a Diverse Society.

East Stroudsburg University
- "Creative & Technical Career Advice." (2020). DMET 495: Seminar in Technologies.

American University
- "Memes: Evolution, Ghosts & LOLcats." (2014-2017). COMM 100: Understanding Media; COMM 608: Social Media Strategy & Tactics.

The Pennsylvania State University
- "Blue Out Penn State: PR & Event Management." (2012). COMM 260W: News Reporting

SERVICE

Professional Affiliate, [The Center for Information, Technology & Public Life](#) (2021-Present)
The University of North Carolina-Chapel Hill
  Research collaborative focused on the intersections of politics and digital technology, studying virtual platforms and their designers, users, and policy makers.

Founding Co-Moderator, [The Meme Studies Research Network](#) (2020-Present)
The University of Edinburgh, Scotland, UK
  An international and interdisciplinary research network connecting scholars and discussions about memes through qualitative, quantitative, and mixed research.

Doctoral Student Association Representative (2019-2022)
School of Information and Library Science, UNC-Chapel Hill

Peer Mentor, EDUCAUSE ELI ID2ID Program (2016-2018)
Collaborated with other mid-level instructional designers.
- Created "[Discussion doctor: Fixing your forum failings](#)," featured by *Inside Higher Ed* and circulated by 15 colleges and universities.
- Invited to speak about program at EDUCAUSE 2017.

Founder, Blue Out for Child Abuse Prevention (2011-2013)
Created, organized, and managed a multi-year grassroots activist event & global news item.
- Media appearances: [NPR Morning Edition](#), [ESPN SportCenter](#), [TMZ Live](#), [ABC News](#), [Onward State](#), and [Deadspin](#).
- Managed social media strategy, engaging more than 35,670 Facebook and Twitter supporters and received 18,000 earned media mentions.
- Recruited, trained, and managed over 70 volunteers who collected $34,000+ in 6 hours.
- Designed all promotional visuals including an event t-shirt, raising $156,000.

Title I Volunteer, State College School District, PA (2010-2011)
Provided individual literacy tutoring to elementary students.

Mentor, Free Arts NYC, South-Central Bronx (2009-2010)
Created and taught art classes for 28 6- to 8-year-olds.