Joy A. Gayler

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Educational Technology Strategist

Academic Assessment ● Course Design ● Curriculum Developer ● E-Learning

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Summary

I am committed to analyzing, developing, designing, implementing and evaluating the most appropriate instructional strategies that utilize technology to enhance learning outcomes.

- **Experienced Educational Technology Strategist:** I have spent over a decade providing instructional technology training, technical support and faculty development at the higher education level. Formats I have worked with include manuals, CD-ROMs, online instruction, and classroom/presentation-based training. I have been involved at many levels in curriculum design projects, including conceptualization, planning, project management, storyboarding, scripting, sequencing the instructional experience, learning objectives, writing content, creating media enhancements, interface design, assessment and evaluation, and learner feedback analysis.

- **Academic Assessment:** I led a strategic turnaround for a SACS core requirement at the college level. I executed strategies and led team to rebound after negative accrediting sanction. I assessed and proposed curricular and instructional changes to enhance the academic program. I provided top level administrators with 21st century vision of pedagogical and andragogical strategies to improve learning outcomes.

- **E-Learning Specialist:** I have implemented a wide variety of instructional technologies and methods to deliver training at a distance, including webcasts, courses, tutorials, and multimedia-enhanced content. My higher education responsibilities have included administration of the Blackboard and Edufolio learning management systems for an entire college. I set up the software, customized the interface, created courses, managed user accounts, and provided support to instructors.

- **Web Applications Architect and Designer**: I have worked single-handedly to create complex web-based information and instruction systems. I have worked directly on all aspects of the design, including database schema, user experience, scripting, HTML and CSS, and graphics, as well as Wordpress platforms. Projects include design and maintenance of main web presence and intranet for a college, as well as department mini-sites.

Education

- George Washington University – Washington, D.C. , 2008
  M.A. in Education and Human Development, Educational Technology Leadership emphasis

- Converse College – Spartanburg, SC, 1994
  M.M., Vocal Performance

- Stetson University, Deland, FL, 1987
  B.M.E., Vocal emphasis

Faculty Rank and Courses Taught

2004-present: **Assistant Professor**, Sherman College
BUSI 732 Automated Office Procedures
BUSI 812 Social Media Marketing

1997-2003:   **Instructor**, Sherman College
BUSI 732 Automated Office Procedures

Professional Experience

- **July 2008 – present**
  Director of Quality Enhancement Plan
  Sherman College, Spartanburg, SC
    - o Oversee activities related to the college's quality enhancement plan and maintain compliance with SACS accreditation requirements.
    - o Identify, develop, design and execute development activities related to the quality enhancement plan
    - o Lead faculty learning communities in targeted areas of QEP-related instructional design
    - o Develop annual budget for the quality enhancement plan

- **2002 – present**
  Director of Teaching and Engaged Learning/Instructional Designer
  Sherman College, Spartanburg, SC
    - o Responsible for entire facilitation, launch and management of Edufolio, and then, subsequently, Blackboard, the college's learning management system
    - o Assist faculty with integrating technology into teaching and learning, specifically online course management
    - o Design, develop, and deliver workshop curriculum for faculty development in instructional technology, critical thinking, knowledge management, and academic software
    - o Consult with faculty regarding use of technologies for specific courses and concepts
    - o Develop multimedia teaching and learning tools including interactive CD-rom and DVD products as well as digital/streaming media video
    - o Maintain Teaching and Learning website: http://www.shermantel.com

- **2003 – July 2008**
  Web Designer/Developer
  Sherman College, Spartanburg, SC
    - o Was responsible for design, layout and user interaction of the Sherman.edu web site from January 2004 to July 2008. *Note: current website is not my design.
    - o Integrated dynamic media in page design: Flash, QuickTime, other Streaming Media
    - o Maintained web analytics for all sites
    - o Managed daily content updates
    - o Managed online student weblogs; facilitated faculty weblogs
    - o Facilitated and integrated social media outlets into the enrollment division
    - o Designed and created companion web sites

- **1997 - present**
  Assistant Professor: Instructor for Automated Office Procedures course
  Sherman College, Spartanburg, SC
    - o Instruct students in technology for the chiropractic office; introduce insurance coding and billing procedures via Lytec software.
    - o Created and maintains class Blackboard site
    - o Develop classroom materials to supplement computer training with Lytec software.
    - o Evaluate and review new/upgraded practice management software
    - o Track new product releases as relates to chiropractic office management and current insurance practices, rules and regulations

Skills and Abilities

Curriculum Development & Instructional Design Skills

- **Conceptualization and Design:** Storyboarding, scripting, sequencing the instructional experience, learning objectives, learning activity design, interface design
- **Content/Writing:** Technical writing, narrative, converting information resources into instructional tools
- **Assessment:** Self-assessment activities, summative assessment questions, learner feedback questionnaires
- **Collaboration:** Project management, working with people with various expertise, including: subject-matter experts, graphic designers, writers, programmers, and instructional designers
- **Learning Management:** Integration of learning content in learning management systems (e.g. Blackboard, Moodle, WebCT)
- **Instructor Support:** Providing technical support and training to instructors

Project Management Skills

- **Project Leadership:** Project conceptualization and strategy, work scope, goals, mission, long range plans.
- **Time and Money Management:** Create timelines, project proposals, budgets, evaluations, reports, etc.
- **Personnel Management:** Coordinate staff activities, writing job descriptions, appointing/hiring personnel.

Selected Publications and Poster Presentations

- Gayler, J. (2008). Engaging the learner: critical thinking processes and case-based learning. *Straight from Sherman*. Summer/Fall.
- Gayler, J. (2006). The benefits of having a web site. *Postcheck*. August.
- Gayler, J. (2005). Sherman Edufolio success story. *Brandon Hall Publications*. February. http://www.brandon-hall.com.
- Gayler, J., Wise, L. (2004). *Assessing clinical competencies: taking on the attitudes.* Association of Chiropractic Colleges and Research Agenda Conference Poster presentation at ACC/RAC conference: Las Vegas, NV.
  Gayler, J. Wise, L. (2002). Five reasons your practice should have a website. *Postcheck*. December.

Selected Workshops, Presentations, and Webcasts

- Babb, C., Gayler, J., Rhodes, K. (2010*). Social Media: hands-on workshop.* Presentation and workshop at Lyceum 2010. Sherman College, Spartanburg, SC.
- Babb, C., Gayler, J., Rhodes, K. (2009*). Social Media for Your Practice.* Presentation at Lyceum 2009. Sherman College, Spartanburg, SC.
- Gayler, J. (2007*). The QEP as catalyst for embracing a new paradigm of teaching and learning possibilities.* Presentation at January Faculty Workshop, Sherman College, Spartanburg, SC.
- Gayler, J. (2006). *Websites and beyond: using new media to build your practice*. Presentation at Leadership and Practice Management Institute, Sherman College, Spartanburg, SC.
- Gayler, J., Milman, N. (2006*). Professional teaching portfolios.* Educational Technology Leadership Student Organization online webcast. [Featured discussion panelist]
- Gayler, J. (2006). *Enhancing your online presence*. Presentation and workshop at Lyceum 2006. Sherman College, Spartanburg, SC.
- Gayler, J., Rush, P. (2005). *Interactive CD creation.* Presentation at July Faculty Workshop. Sherman College, Spartanburg, SC.
- Gayler, J. (2004). *The millennials and technology at Sherman College: Edufolio reflections*. Presentation at Sherman Board of Trustees Fall Gathering. Sherman College, Spartanburg, SC.

References

- I will gladly furnish references on request.