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## **Sandra Week, MBA, PhD**

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153 Vista De Lago Drive, Sparks, NV 89431 • Home & Cell 775-848-7424 • smw@unr.edu

### **Professional Summary**

During more than 17 years in academia, I completed an MBA, and a PhD. While a lecturer, I designed and delivered face-to-face and award-winning online courses using statistical assessment techniques. I recruited and advised students, mentored other instructors, and was authoritative consultant and liaison in adult learning distance learning initiatives. I am fluent in educational training techniques, methods and practices. I meet and exceed all five requirements in GS-1750 in the OPM manual due to education, experience, and practical application.

### **Education**

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#### **PhD, Doctorate in Educational Leadership, University of Nevada, Reno (2016)**

Studied application of learning theory and psychology of learning relating to the systematic design, development, retention, and validation of instructional material.

#### **MBA, Masters in Business Administration, University of Nevada, Reno (2000)**

Concentration in Information Systems

##### *Relevant Coursework:*

- Graduate study in learning theory, psychology of learning and educational psychology, ethics, college student development theory, college teaching, and student disabilities, retention, and success
- Quantitative (statistical) analysis, qualitative analysis, survey research, and Statistical Package for the Social Sciences (SPSS) seminar
- Information systems including management information systems, personal computer troubleshooting, and independent study
- Organizational behavior, public policy, marketing, strategy, accounting, and financial management
- Undergraduate study in art, videography, and Spanish, plus study abroad in Spain

### **Professional Experience**

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#### **Consultant, Aircraft Papercraft, Reno, Nevada**

March, 2016 – present

Owner, Chuck Schroeder

400 Mill Street

Reno, NV 89502

Tel: 775-770-0618 email: ckflight@aol.com

Providing marketing analysis and strategy, research, and design services.

#### **Online Adjunct Professor, University of Nevada, Reno**

July, 2014 – June, 2016

Department Chair: Dave Croasdell, PhD

Department of Information Systems

College of Business, MS 026

University of Nevada, Reno, NV 89557

Tel: 775-784-6902 email: davecc@unr.edu

Taught introduction to information systems to approximately 80 students per semester.

#### **Emeritus Lecturer, University of Nevada, Reno (2001–2014) Teaching (65%) Research (15%) Service (10%)**

January, 2001 - June, 2016

Department Chair: Dave Croasdell, PhD

Department of Information Systems  
College of Business, MS 026  
University of Nevada, Reno, NV 89557  
Tel: 775-784-6902 email: davec@unr.edu

- Instructor: taught approximately 150 sections of Introduction to Information Systems with 200 students (24 online with 80 – 150 students), 44 sections of Computer Applications (advanced Excel and Access) with 30 students, and 70 sections of Information Systems Management with 50 students
  - Identified training requirements using learning models (Bloom’s Taxonomy, ADDIE, ARCs, etc.) to design and develop technology enhanced training/learning materials for face-to-face and online courses
  - Used training strategies and models, , and applied design methods to improve instructional effectiveness
  - Used on-demand interactive eLearning modules:
    - Students used programs such as Pearson’s MyITlab or Cengage’s Skills Assessment Manager (SAM) which use Criterion Referenced Instruction (CRI) to develop necessary technology skills
    - Used interactive textbooks which included videos, dictionaries, quiz questions, etc.
    - Used interactive quizzes that included computer-assisted manipulation of content
  - Based on learning objectives, I identified and interpreted training needs of users and training participants to create exciting assignments, quick reference guides such as frequently asked questions (FAQs), videos, webinars, and appropriate subject-based materials that addressed different learner characteristics/styles such as affective, cognitive and psychomotor learning domains
  - Developed and conducted copyright investigations for use of images, videos, and data representations
  - Validated and evaluated training materials through outstanding student, personnel evaluations, and won several teaching awards
  - Graded, edited, and evaluated materials and used statistical evaluation to continuously improve training methods by developing alternative training strategies
  - Developed written and performance test instruments with statistical tools to verify reliability and validity of evaluation instruments, created survey instruments for course evaluation and research purposes, including the use of faculty feedback to verify instrument results
  - Conducted analyses to identify training requirements to direct instructional product development techniques appropriate for developing training materials that included specifying objectives and identifying learner characteristics
  - Maintained accurate records and files with an extremely low error-rate for thousands of students.
  - Created effective feedback mechanisms and a secure and organized electronic system of record for all students
- Researcher:
  - Studied, published, and presented the principles and techniques used in designing training programs and teaching large and online courses
  - Wrote articles, presented at conferences, conducted workshops, and sat on panels discussing the application of computers in education and training, see “Research” section below
  - Creator of Academic Dishonesty Education Series which provided an educational alternative on ethics and University Conduct Code for first-time offenders (2009)
  - Attended numerous conferences and workshops along with self-study to constantly update skills
- Recruiter: Recruited and advised students (including many military members) for both the College of Business and the Department of Information Systems
- Creator and organizer:
  - Nevada Statewide Technology and Large Class Symposium (2007)
  - Roundtable Event, Business Week (2008 - 2011)

- Provided advisory and consultation services to the College of Business and Department of Information Systems making technological, assessment, and accreditation recommendations based on changing circumstances and educational needs related to college growth, student and faculty needs, and recruiting
- Advised University President and Provost on large and online teaching and class management which resulted in a training series for faculty through the Excellence in Teaching program (2008 - 2009)
- Faculty Mentor: Trained new faculty and created presentations to teach current faculty the application of computers in education and the selection of appropriate computer software
- Supervisor: Managed, interviewed, hired, and trained numerous lab, teaching, and graduate assistants
- Tibbitts Excellence in Teaching Committee: observation and assessment of teaching effectiveness and review of training curriculum to award \$5,000 per year
  - Member 2004 - 2008
  - Committee chair 2009 and 2010
- Member:
  - Personnel committees to evaluate faculty performance
  - Academic Dishonesty Taskforce
  - Department of Information Systems strategic analysis
- Outreach to local businesses:
  - Networked with professionals to interface with students
  - Member of the Microsoft O365 Project 2012 - 2013
  - Member of the Washoe County K-12 Information and Media Technology Advisory Committee 2006 - 2007 and 2012 - 2015 where we worked to align technological training at county high schools with college and university standards
- Director Challenge Exams: Created a testing procedure for students to garner credit for courses based on experience, gave exams to approximately 30 students per year 2002 - 2014
- Faculty Advisor: Sierra Nevada Information Systems Professionals (SNIP) 2002 - 2006
- Professional Affiliation: International Society for Exploring Teaching and Learning (ISETL)
  - Member 2003 - 2012
  - Board of Directors 2006 and 2007
- Awards:
  - Emeritus faculty status in 2014 by the University of Nevada
  - Journal of Information System Security Best Paper 2011
  - Senior Scholar Mentor of the Year 2006 and 2011 by the University of Nevada
  - Top Five Online Instructor 2011 by Teaching and Learning Technologies
  - Best Teacher Delta, Delta, Delta 2006
- Garnered \$5,300 in lab grants from McGraw Hill Publishers 2012 - 2014

## **Skills and abilities**

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- Deep knowledge of instructional technologies, strategies, and models:
  - Integration of IT technologies with training methodologies to impart effective and interactive instructional/educational programs to training participants with multiple learning styles
  - Hands-on experience in designing, development, and implementation of instructional systems design (ISD) to support adult learning requirements
  - Understanding and use of retention techniques for first generation and military college students
- Excellent applications skill set including broad experience with courseware for training purposes:
  - Blackboard learning management system (LMS)
  - Microsoft Excel, Access, Word, PowerPoint, Outlook, Project, and Visio
  - Adobe Captivate, Photoshop, InDesign, Illustrator, Dreamweaver, and Acrobat
  - Sony Vegas Pro video production, Sound Forge audio software (similar to Adobe Audition)
  - Numerous publisher-based training programs by McGraw-Hill, Cengage Learning and, Pearson
  - Training in Wimba synchronous instruction techniques

- Proven project management experience:
  - training and experience planning and completing all phases of instruction program design.
  - demonstrated ability to complete multiple simultaneous projects in a timely manner
  - Total Quality Management techniques for continuous improvement
  - Strategic vision and execution to enhance the educational experience
- Excellent leader, follower, and team player
- Knowledge and application of Family Educational Rights and Privacy Act (FERPA) regulations and American Disabilities Act (ADA) principles

### Previous Business Experience

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Consultant, various businesses

Office management, change management, project management, and IT strategic development

Project Manager

Project management for high-end architectural firm managing schedules and people (clients, engineers, and general contractors) from project inception to build completion

### Research

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#### Dissertation

Week, S. M. (2016). *An ecological study of instructor views of free use multitasking with digital devices in the classroom* (Doctoral dissertation, University of Nevada, Reno). Retrieved from <http://gradworks.umi.com/10/12/10126080.html>

#### Articles

Week, J., Ivanova, P., Week, S., & McLeod, A. (2011). A firewall data log analysis of unauthorized and suspicious traffic. *Journal of Information System Security*, 7(1).

Week, S. (2010). Emerging technologies. *Reno Gazette Journal*.  
<http://www.rgj.com/apps/pbcs.dll/article?AID=20105050420>

Week, S. (2007). Tuesday teaching tips: Threaded discussions. *Excellence in Teaching University of Nevada*. [http://teaching.unr.edu/etp/teaching\\_tips/pasttips.html](http://teaching.unr.edu/etp/teaching_tips/pasttips.html)

Week, S. (2007). Tuesday teaching tips: Assignment design. *Excellence in Teaching University of Nevada*. [http://teaching.unr.edu/etp/teaching\\_tips/pasttips.html](http://teaching.unr.edu/etp/teaching_tips/pasttips.html)

Week, S. (2007). Tuesday teaching tips: Class administration: Large and small. *Excellence in Teaching University of Nevada*. [http://teaching.unr.edu/etp/teaching\\_tips/pasttips.html](http://teaching.unr.edu/etp/teaching_tips/pasttips.html)

#### Book Chapter Section

Week, S. (2012). Section 8.7: Artificial Intelligence in Chapter 8, Databases and information systems. In *Using information technology, 9<sup>th</sup> edition*. (pp. 433 - 444). New York, NY: McGraw-Hill.

#### Presentations

Week, S. (2015, October). *An ecological study of instructor views of multitasking with digital devices in the classroom*. Presentation at International Society for Exploring Teaching and Learning, Savannah, GA.

Week, S. (2012, November). *Impact of digital learning tools, a faculty perspective*. Presentation at the Pacific Coast Conference and Expo, California Association of College Stores and the Northwest College Bookstore Association, Reno, NV.

- Week, S. (2011, October). *Digital natives vs. digital immigrants: How do we rate?*. Presentation at the World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education, Association for the Advancement of Computing in Education, Honolulu, HI.
- Week, S. (2011, February). *Open forum for students and instructors to discuss effective use of WebCampus*. Panel member for the Associated Students of the University of Nevada, Reno, NV.
- Week, S. (2010, June). *Captivate your online students*. Presentation at the Lilly Conference on College and University Teaching, College Park, MD.
- Week, S. (2007, August). *Module six: Course management*. In proceedings of the Large Class Enhancement Workshop: University of Nevada, Reno, NV.
- Week, S. (2007, August). *Video interviews*. In proceedings of the Large Class Enhancement Workshop: University of Nevada, Reno, NV.
- Week, S. (2007, April). *What are JITS and how do we motivate them?*. In proceedings of the Large Class Enhancement Workshop: University of Nevada, Reno, NV.
- Week, S. (2007, February). *Managing multitudes: Maximizing your time and creativity in classes over 50*. In proceedings of the Large Class Enhancement Workshop: University of Nevada, Reno, NV.
- Week, S. Mattson, M., Raux, D. (2006, October). *What are JITS and how do we motivate them?*. Presentation at the International Society for Exploring Teaching and Learning, Palm Springs, CA.
- Week, S. (2005, October) *Managing multitudes: Administering large class*. , Presentation at the International Society for Exploring Teaching and Learning, Cocoa Beach, FL.

### **Miscellaneous Information**

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U.S. citizen, valid driver's license with excellent record, CBP Global Entry, and TSA Pre-Check  
 No arrests, excellent credit rating, known to be ethical and law-abiding  
 State of Nevada Student Teaching License # 0000114529 completed 2016 (thorough background check conducted)  
 Utmost respect for military members due to familial connections and work with active duty personnel and veterans  
 Desire and ability to relocate, able to work flexible hours, and willing and able to travel  
 Transcripts attached  
 List of references, and publications and presentations provided on request