

Sandra Week, MBA, PhD

<http://business.unr.edu/faculty/week/> * smw@unr.edu

Professional Summary

During more than 20 years in academia, I completed an MBA, and a PhD. I excelled at strategy and project management by creating, organizing, and carrying out multiple initiatives. I hired, supervised, and trained numerous teaching and lab assistants, recruited and advised students, and mentored instructors. I have broad and in-depth business and technical skills including superior strategy, project management, change management, communication, and leadership skills and experience. I have experience in both quantitative and qualitative program analysis, including survey research, and database creation and analysis. I work well independently and in teams to complete short- and long-term projects in a timely manner.

Education

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

Studied research and statistics (quantitative and qualitative), and survey research, student development and retention, student disabilities, policy, ethics, application of learning theory.

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

Concentration in Information Systems

Studied quantitative (statistical) analysis, information systems including management information systems, organizational behavior, public policy, marketing, strategy, accounting, and project and financial management.

BFA, Baccalaureate in Fine Arts, Colorado State University, Study at University of Nevada

Undergraduate study in art, videography, and Spanish, plus study abroad in Austria and Spain.

Professional Experience

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: davec@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

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- 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
 - Validated and evaluated training materials through outstanding student and personnel evaluations
 - Graded, edited, and evaluated materials and used statistical evaluation to continuously improve training methods by developing alternative training strategies
 - Developed and conducted copyright investigations for use of images, videos, and data representations
 - 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
 - Used training strategies and models, and applied design methods to improve instructional effectiveness
- Researcher:
 - Created databases and visual data representations, and used a myriad of statistical techniques
 - Wrote articles, presented at conferences, conducted workshops, and sat on panels discussing the application of computers in education and training, see “Research” section below
 - Studied, published, and presented the principles and techniques used in designing training programs and teaching large and online courses
 - Attended numerous conferences and workshops along with self-study to constantly update skills
- Project manager:
 - Nevada Statewide Technology and Large Class Symposium (2007) Invited all IS101 instructors state-wide to align courses and learn new techniques from the Excellence in Teaching Department
 - Business Leader Roundtable Event, Business Week (2008 - 2011)
 - Student/professional networking event for internships and positions after graduation
 - Students networked with representatives from administrative and other entities such as Study Abroad, military recruitment, and Student Life
 - Provided advisory and consultation services to the College of Business and Department of Information Systems making technological, assessment, and accreditation recommendations
 - Advised University President and Provost on large and online teaching and class management due to changing circumstances and educational needs related to college growth, student and faculty needs, and recruiting which resulted in a training series for faculty through the Excellence in Teaching program
 - Served on the Academic Dishonesty Taskforce which resulted in an course to educate students in ethics for instructors to use as an alternative to failing students

- Used total quality management techniques to constantly update courses based on curriculum changes, technological innovations, and user experiences
- Recruiter: Recruited and advised students for both the College of Business and the Department of Information Systems.
 - Presenter at new student orientation to over 5,000 parents and students
 - Presenter and recruiter at local and Las Vegas high schools
 - Tracked and documented student progress, provide appropriate interventions, and completed degree audits
 - Assisted students to make a successful transition to the University
 - Referred students to appropriate resources and programs
- Used learning management to track student progress and provide appropriate interventions.
- 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.
- Member:
 - Personnel committees to evaluate faculty performance
 - 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

- 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 applications skill set:
 - Microsoft Excel, Access, Word, PowerPoint, Outlook, Project, and Visio
 - Ability to create visual data representations
 - SPSS Statistics Analysis Software
 - Blackboard learning management system (LMS)
 - Adobe Captivate, Photoshop, InDesign, Illustrator, Dreamweaver, and Acrobat
 - Sony Vegas Pro video production, Sound Forge audio software (similar to Adobe Audition)
- Excellent leader, follower, and team player.

- Superior communication skills in writing, editing, mentoring, advising, and presenting to small and large groups.

Other Experience

Three years at the University of Nevada working in short-term positions in administration, as a teaching assistant, and adjunct instructor.

Department of Information Systems, University of Nevada

Adjunct Instructor (Fall, 2000)

Teaching Assistant (Fall, 1998 and Spring, 1999)

Fritz Grupe, PhD, Department Chair, Retired

Personal phone: 775-747-7230

Assistant to the Development Director, College of Medicine, University of Nevada (1997-1998)

Kathleen Conaboy

Business phone at McDonald Carano Attorneys at Law: 775-788-2000

Administrative Assistant, Department of Nutrition, University of Nevada (1996-1997)

Marsha Read, PhD, Department Chair, College of Nutrition

Phone: 775-784-6644

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

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).

<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

Week, S. (2007). Tuesday teaching tips: Assignment design. *Excellence in Teaching University of Nevada*. 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

Book Chapter Section

Week, S. (2012). Section 8.7: Artificial Intelligence in Chapter 8, Databases and information systems. In *Using information technology, 9th 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

U.S. citizen, valid driver's license with excellent record, CBP Global Entry, and TSA Pre-Check.
State of Nevada Student Teaching License # 0000114529 completed 2016.
Desire and ability to relocate, able to work flexible hours, and willing and able to travel.
Transcripts and references provided on request.