

Roberta (Robin) Sullivan  
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## Professional Experience

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### **Associate Director and Instructional Designer**

University at Buffalo, the State University of New York

Teaching & Learning Center (TLC)

#### **Associate Director / Instructional Designer**

August 2007 to present

Assist faculty to enhance their excellence as teachers through instructional design, the purposeful planning and implementation of instructional methods and strategies targeted to learning needs and objectives. Coordinate TLC instruction program including conferences, workshops, and discussion forums to improve teaching and learning.

Educational Technology Center (ETC)

Instructional Designer / Instruction Program Coordinator

August 2003 to August 2007

Responsible for collaborating with faculty members to assist them to integrate technology into their research and curriculum and developing instructional media using educational technologies.

Education and Informatics Systems Team (EIST)

Instructional Design Coordinator / Instruction Program Coordinator

August 1998 to August 2003

Coordinated Instructional Design efforts for professional schools at the University at Buffalo including: Graduate School of Education, Law School, School of Informatics, and School of Social Work.

### **Adjunct Faculty Member**

University at Buffalo, the State University of New York at Buffalo

- LIS 506 – Introduction to Information Technology

Departments of Library & Information Studies, Graduate School of Education

September 2010 to present

- COM 495 / LIS 500 / INF 500 – Collaborative Applications in Web Design

Departments of Communication and Library & Information Studies

School of Informatics

September 2001 to May 2004

- LAI 635 – Web Design for Education

Learning and Instruction, Graduate School of Education

May 2001 to December 2002

- ART 250 – Intro to Computer Art and Design

Art Department, College of Arts and Sciences

January 1998 to May 1998

- Mentored Several Students in Practicum, Internships, & Independent Study

### **Interactive Designer & Production Manager** - Roswell Park Cancer Institute

Main Designer for "Helping Hands." a childhood cancer informational multimedia program. I began working on the project through independent study through school and on a volunteer basis beginning November 1994.

June 1995 to 2000 (50% FTE)

### **Interactive Designer** - Digicon Communications

Responsible for developing web pages and interactive presentations.

January 1998 to September 1998 (50% FTE)

### **Retail Business Manager** - Atlantic Refining and Marketing Corp.

Managed operations including marketing, accounting, and employee supervision.

August 1983 to February 1993

## Education

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## **Master of Library Science (MLS)**

Study of Information Science  
University at Buffalo, the State University of New York  
GPA 3.761 – May 2010

## **Master of Art in Humanities (MAH)**

Education and Communication Design  
University at Buffalo, the State University of New York  
Summa cum laude GPA 3.884 - May 1998

## **Bachelor of Fine Arts (BFA)**

Communication Design with a strong focus in Interactive Design  
University at Buffalo, the State University of New York  
GPA 3.789 - May 1996

## **Certification**

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New York State Teaching Certification  
Transitional A Certification in Technology Education

i-SAFE Certification

Nationally recognized program to teach students how to use the Internet in safe and responsible ways.

## **Professional Activities (SUNY Buffalo Committees and Working Groups)**

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TLC Online Learning Team (2010)

TLC Pedagogy and Instructional Design Team (2010)

UB Online Learning Workgroup (2009)

iTunes U Support Team (2009)

Teaching, Learning & Technology Task Group (TLT-TG) (2009)

UBclicks – Classroom Response System Project Implementation Team (2007)

University Libraries Information Literacy/Fluency Taskforce (2006)

University Libraries Public Services Committee (2006)

UBlearns/Blackboard Documentation Subcommittee (2006)

UBlearns/Blackboard Support Team (2004)

UB Software/Hardware Standards Committee (2003)

School of Informatics Web Design & Development Committee (2003)

Distance Learning Working Group (2003)

UBlearns/Blackboard Faculty Advisory Committee (2001)

## **Professional Affiliations**

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Professional and Organizational Development Network in Higher Education (POD)

UB Instructional Design Group (IDG) – Group Coordinator

Buffalo Multimedia Users Group (BMMUG)

International Society for Technology in Education (ISTE)

WNY Technology Coordinators Group through Erie I BOCES

ProMac Users Group

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## Publications

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- Jawarski, S., Sullivan, R., (2011). Google's Evolution Leads to a Library Revolution. *Journal of Educational Technology Systems*. 39(2), 107-118.
- Principles for Constructing Good Clicker Questions: Going beyond Rote Learning and Stimulating Active Engagement with Course Content. *Journal of Educational Technology Systems*, 37(3), 335-347.
- Collins, J., Cooke-Cottone, C., Robinson, J., Sullivan, R., (2005). Technology and New Directions in Professional Development: Applications of Digital Video, Peer Review, and Self-Reflection. *Journal of educational technology systems*. 33(2), 131.
- Sullivan, R., Zevon, M., (2001) "Interactive CD-ROM to Help Childhood Cancer Patients." *Learning Technology newsletter*, IEEE Computer Society. 3 (1).
- Sullivan, R. (1998). The Examination of Degrees of Realism in the Interactive Simulations as Measures of Quality Design for Multimedia Instruction, Special Collections / University Archives, University at Buffalo.

## Presentations

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- SUNY Conference on Instructional Technologies
- Google's Evolution Leads to Library Revolution (2010 - Oswego, NY)
  - Building Online Master's and Certificate Programs in Health Care Administration at Three Non-Related Institutions (2005 - Binghamton, NY)
  - Technology and New Directions in Professional Development: Applications of Digital Video, Peer Review and Self-Reflection (2004 - Stony Brook, NY)
  - Developing a Course Web Site using Macromedia Dreamweaver (2003 - Potsdam, NY, 2002 - Oneonta, NY, 2001 - Geneseo, NY)
  - Technology and Cognitive Strategies in Professional Development of Teachers (2000 - Buffalo, NY)
  - SUNY at Buffalo Students Create an Interactive CD-ROM to Help Childhood Cancer Patients and Interactive Scripting Languages (1999 - Utica/Rome, NY)
  - Poster session about the Roswell Park Cancer Institute "Helping Hands" Multimedia Project (1998 - Cortland, NY)

## Awards Received

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### Professional

#### **National Education Association (NEA) Learning and Leadership Grant**

This grant funding is for attendance at the University of Prince Edward Island Faculty Development Summer Institute, Active Learning and Teaching in University and College to increase awareness and knowledge of active learning. \$2,000.00 (2006)

#### **University at Buffalo – Educational Technology Grant**

Research the Use of Digital Video and the Incorporation of a Peer-review and Self Reflection System of Review  
Collaboration with Catherine Cook-Cottone and Eddil Rivera-Torres  
University at Buffalo, the State University of New York  
\$6,000.00 (2003)

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## Awards Received (cont.)

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### **SUNY Campus Technology Grant**

Facilitated the development of a special interest group to examine the development of interactive learning tools.  
United University Professions – SUNY Joint Labor Management Committee  
\$17,375 (2001)

### **Individual Development Awards Program**

United University Professionals – SUNY  
Approximately \$1,000.per year  
(1999, 2000, 2001, 2002, 2003, 2005, 2006, 2008, 2009, 2010)

### **Academic**

#### **Graduate Assistantship**

Roswell Park Cancer Institute and  
State University of New York at Buffalo (1996 – 1998)

#### **Dean's Academic Achievement Award**

Faculty of Arts and Letters (1996)

#### **Summa cum laude (1996)**

#### **The Dean's List**

All semesters (1993 – 1996)

#### **Outstanding Senior Award**

Faculty of Arts and Letters (1996)

#### **Sentz Scholarship**

UB Art Department Award (1995)

#### **Morrison Scholarship**

UB Art Department Award (1996)

#### **USAA Scholastic All-American Collegiate Award (1996)**

### **Corporate**

#### **1st and 2<sup>nd</sup> place State Marketing and Appearance Award**

Atlantic Refining and Marketing Corp. (1991 & 1992)

## Professional Development – Organization, Planning & Implementation

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### **Conferences**

Genteels' Excellence in Teaching (2010)  
Strategies to Maximize Student Engagement  
Genteels' Excellence in Teaching (2008)  
Theory and Philosophy Behind Cooperative and Active Learning  
UBclicks Discussion Forum (2007)  
Casting a Wide Net: Video Coursecasting... Idylls by a Stream, on a Pod (2006)  
Educational Gaming Conference (2006)  
New Tools for Learning Languages: Beyond the Basics (2005)

### **Responsible for Organizing the Instruction Program Including Design and Delivery of Numerous Workshops & Seminars:**

University at Buffalo, the State University of New York  
Teaching & Learning Center (TLC)  
Educational Technology Center (ETC)  
Education and Informatics Systems Team (EIST)

For a partial listing of sessions provided see:

[http://ubtlc.buffalo.edu/resources/event\\_handout\\_archive.asp](http://ubtlc.buffalo.edu/resources/event_handout_archive.asp)

**Professional Development**

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**Conferences Attended**

**Regional Turning Technologies User Conferences for Higher Ed (2010)**

SUNY Conference on Instructional Technologies (CIT)

- (2010) Plattsburgh, NY
- (2009) Oswego, NY
- (2008) Batavia, NY
- (2007) Plattsburgh, NY
- (2005) Binghamton, NY
- (2004) Stony Brook, NY
- (2003) Potsdam, NY
- (2002) Oneonta, NY
- (2001) Genesee, NY
- (2000) Buffalo, NY (Chairperson of the volunteer committee)
- (1999) Utica/Rome, NY
- (1998) Cortland, NY

**Graduate School of Education Research Symposium  
Buffalo, NY (2010)**

**School Librarians of Western New York (SLAWNY) Spring Sharing  
Lancaster, NY (2010)**

**Lilly West Conference**

Sponsored by the International Alliance of Teacher Scholars,  
Pamona, CA (2008 & 2009)

**Emerging Technology & Leadership Conference**

Monroe County Library System  
Rochester, NY (2009)

**e-Learning**

Sponsored by the Instructional Technology Council,  
Albuquerque, NM (2007)

**Faculty Development Summer Institute  
on Active Learning and Teaching**

Sponsored by the University of Prince Edward Island  
Centre for Life-Long Learning, PEI, CA (2006)

**Imagine. Create. Innovate Library 2.0**

Monroe County Library System  
Rochester, NY (2006)

**SUNY FACT Conference on ePortfolios, Brockport, NY (2006)**

**New Media Consortium**

Cleveland, OH (2006)

**Blackboard Users Conference**

Boston, MA (2005)

**Making Media Accessible in Higher Education**

Sponsored by the League for Innovation, NCAM, FLDLP  
& Monroe Community College (2004)

**The New York State Association for Computers and  
Technologies in Education Conference (NYSCATE)**

Buffalo, NY, (2002)

**FlashForward conferences – New York, NY (2000 & 2001)**

**Syllabus Conference, Washington D.C. (1999)**

**American Marketing Assoc. Internet Symposium, Albany, NY (2000)**