Roberta (Robin) Sullivan

Clarence Center, New York 14032
Email rrs@buffalo.edu

Education

Master of Library Science (MLS)
Study of information science
University at Buffalo, the State University of New York
Currently enrolled

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

New York State Teaching Certification
Eligible for New York State Transitional A Certification in Technology Education

Professional Experience

Instructional Designer
University at Buffalo, the State University of New York
Educational Technology Center (ETC)
University Libraries
Responsible for collaborating with faculty members to integrate technology into
their research and curriculum; developing instructional media using
educational technologies; coordinator for ETC instructional program.
August 2003 to present

Education and Informatics Systems Team (EIST)
Responsible for coordinating instructional design activities for the professional
schools including: Graduate School of Education, School of Informatics,
Law School, and the School of Social Work.
August 1998 to August 2003

Adjunct Faculty
University at Buffalo, the State University of New York at Buffalo
- COM 495/INF 500 – Collaborative Applications in Web Design
Communication Department, School of Informatics
- LAI 635 – Web Design for Education
Learning and Instruction, Graduate School of Education
- ART 250 – Intro to Computer Art and Design
Art Department, College of Arts and Sciences
- I have also mentored several students within
Independent Study situations and Internships

Professional Experience (cont.)

Interactive Designer and 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 store operations including marketing, accounting,
> and employee supervision.
> August 1983 to February 1993

Professional Activities

SUNY Buffalo Committees and Working Groups
University Libraries Information Literacy/Fluency Taskforce
   – Member (2006)
University Libraries Public Services Committee
   – Committee member (2006)

UBlearns/Blackboard Documentation Subcommittee
   – Committee member (2006)

UBlearns/Blackboard Support Team
   – Committee member (2004)

UB Software/Hardware Standards Committee
   – Committee member (2003)

School of Informatics Web Design & Development Committee
   – Project Manager (2003)

Distance Learning Working Group
   – Committee Member (2003)

UBlearns/Blackboard Faculty Advisory Committee
   – Committee member (2001 – 2003)

Professional Affiliations
International Society for Technology in Education (ISTE)
Instructional Technology Coordinators Group
   of Western New York through Erie 1 BOCES
Buffalo Multimedia Users Group (BMMUG)
ProMac Users Group

Publications

Cook-Cottone, C., Collins, J., Robinson, J., Sullivan, R. "Technology and New Directions
in Professional Development: Applications of digital video,
peer review, and self-reflection." *Journal of Educational Technology Systems.*
33 (2) 2004-2005.

Sullivan, R., Zevon, M. "Interactive CD-ROM to Help Childhood Cancer Patients."
Learning Technology newsletter, IEEE Computer Society. 3 (1) January 2001.

Presentations

SUNY Conference on Instructional Technology
– 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 - Geneseeo, 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

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.
$2000.00 (2006)

University at Buffalo – Educational Technology Grant
Research the use of digital video and the incorporation of
a peer-review and self refection system of review in collaboration
with Catherine Cook-Cottone and Eddil Rivera-Torres
University at Buffalo, the State University of New York
$6000.00 (2003)

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
$17375 (2001)

Individual Development Awards Program
United University Professionals – SUNY
Approximately $1000.per year (1999, 2000, 2001, 2002, 2003, & 2005)

Awards Received (cont.)

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 2nd place State Marketing and Appearance Award
Atlantic Refining and Marketing Corp. (1991 & 1992)

Professional Development

Conferences & Seminars Attended

e-Learning, Albuqurque, NM (2007)
Sponsored by the Instructional Technology Council

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)

New Media Consortium, Cleveland, OH (2006)

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

Blackboard Users Conference, Baltimore, MD (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) – (Fall 2002)

Professional Development (cont.)

Conferences & Seminars Attended

SUNY Conference on Instructional Technology
- (2005) Binghamton, NY
- (2004) Stony Brook, NY
- (2003) Potsdam, NY
- (2002) Oneonta, NY
- (2001) Geneseeo, NY
- (2000) Buffalo, NY (Chairperson of the volunteer committee)
- (1999) Utica/Rome, NY
- (1998) Cortland, NY

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

Syllabus Conference, Washington D.C. (1999)

American Marketing Association Internet Symposium, Albany, NY (2000)

Instructional Technology Seminars Attended
Educational Technology Center (assorted topics)
Center for Teaching and Learning Resources (assorted topics)
UB Distance Learning Group (assorted topics)
Center for Educational Research & Technology (assorted topics)
Critical and Cultural Studies of Information Technology (assorted topics)
Legal Issues of Distance Learning

Leadership and Management Seminars Attended
Effective Communication Skills
- Giving and Receiving Feedback
- Managing Relationships
How to Manage Multiple Projects
Leadership Seminar
IT Hiring and Retention
Problem Solving Techniques
Franklin Covey Training on the 7 Habits of Highly Effective People

Technology Workshops Attended
Access
Cascading Style Sheets (CSS)
Introduction to PHP
Creating Dynamic Web Sites with Cold Fusion
Database Design & Development using Access
Flash Advanced Workshop
Flash Level 2
Macromedia Flash
QuickTime Seminar - overview
QuickTime Seminar - audio
UB Web Initiatives
Performance Review Workshop
Promotions Seminar
JavaScript Workshop

Technology Workshops Attended

Database Workshop

SQL Workshop

IIS Server Workshop

PDF Workshop

DreamWeaver Workshop

Evaluating Websites

Career Track – DCC

Blackboard Presentation

Advanced Macromedia Director Workshop

Website Design Seminar

Fundamentals of XML

Computer Competencies

Extensive experience in instructional technologies such as
Course Management Systems, interface design including
Web and interactive application development, digital video,
programming, and various other technologies.