

Yusra Visser, Ph.D.

YVISSER@GMAIL.COM

PROFESSIONAL EXPERIENCE

- Dept. Of Teacher Education (Florida Atlantic University)** 2011-Present
Adjunct Instructor
- Teaching several sections of *EME 2040: Introduction to Educational Technology* in fully online format
 - Consulting with the Department Chair and Instructional Technology faculty to make iterative improvements to the curriculum and resources for EME 2040
- The World Bank Group (Various Units)** 2011-Present
Instructional Design and Strategic Planning Consultant
- Conducting staff professional development needs assessment for Agriculture and Research Division
 - Initiating development of Learning Professionals Network competency model, including competency statements, indicators and proficiency levels (HRSLB)
- Nova Southeastern University**
Adjunct Instructor
- Teaching *EDD 8001: Instructional Design* in fully online format
 - Teaching two sections of *ITDE 8013: Advanced Applications of Instructional Technology and Distance Education* in Spanish (fully online) to Puerto Rican-based clusters
 - Working with NSU faculty to align Spanish and English language versions of ITDE 8013
- Digital Education Teacher Academy (Florida Atlantic University)** 2006-2011
Coordinator & Visiting Instructor
- Conducted comprehensive, systematic data-driven revision of Academy teacher training curriculum
 - Designed and delivered eLearning, blended, and face-to-face instruction
 - Conducted staffing, budgeting, scheduling and related project management duties
 - Interfaced with stakeholders to define strategic goals and Academy implementation plans
 - Provided train-the-trainer and refresh training for curriculum implementation consistency
- Center for National Security Training & Research** 2006-2007
Instructional Design Consultant, Dept. of Homeland Security Port Security Project
- Conducted front-end analysis, design and development for training program delivering 16 training courses to 11 distinct audience groups within the U.S. port systems.
 - Developed shareable content objects (SCOs), on-site training/coaching materials, job-aids, checklists, and assessments for four courses targeting 11 audiences
- Instructional Technology Program (Wayne State University)** 2005-2006
Assistant Professor
- Taught graduate level instructional technology and K-12 technology integration courses in online, face-to-face and blended format
 - Chaired eLearning committee for the Instructional Technology program; developed roll-out strategy for eLearning version of the Master's degree program (using BlackBoard)
 - Maintained active research, publication and presentation agenda
 - Served on college-level and departmental committees
- Instructional Technology & Research Dept. (Florida Atlantic University)** 2003-2005
Assistant Professor
- Designed, developed and delivered courses in online, face-to-face and blended format
 - Co-designed eLearning Master's program; converted courses for online delivery
 - Maintained active agenda for research, publication and presentations

U.S. Center for Naval Education & Training (Learning Systems Institute)

2001

Instructional Designer

- Defined goals and objectives for Web-based instructional and performance support system for Naval trainers, based on Naval competency framework
- Created design plans for instructional modules and performance support tools for web-based system.
- Designed and developed materials, resources, activities and assessments for the web-based system

Dept. for Educational Psychology & Learning Systems (Florida State University)

2001-2003

Instructional Designer and Teaching Assistant

- Designed course revision and faculty support Guidelines for eLearning Master's program
- Supported departmental faculty in preparation and implementation strategies for eLearning courses using the Guidelines and research-based best practices
- Taught undergraduate courses; Designed and delivered graduate course

Center for Distance Learning (Florida State University)

1998-2000

Project Manager and Lead Instructional Designer

- Served a lead designer and project manager for FSU's first fully online Master's program
- Served as lead instructional designer for the design/conversion, implementation and evaluation, and revision of 12 graduate courses and two undergraduate courses
- Managed staff resources (junior instructional designers and media specialists) and project activities
- Coached project staff on eLearning design and collaboration with faculty SMEs
- Authored instructional, student support, and marketing materials for program
- Designed, deployed and interpreted Level 1 (Learner Reaction) evaluations of courses
- Conducted focus groups, analyzed data to inform student support and program process revisions

Education Development Center, Inc.

1995-1998

Program Associate, International Programs

- Coordinated project activities through complete project cycle in five countries
- Supported management of project accounts, budget forecasting and balancing
- Contributed to development of technical reports and funding proposals
- Provided technical support for instructional design and evaluation programs

CONSULTING EXPERIENCE

- *The World Bank* (2006; 2007): Development of Needs Assessment KnowledgeBase; Delivery of needs assessment training; Development of Guidelines for Staff Learning, with focus on e-Learning
- *World Health Organization/Caribbean Epidemiology Centre* (2006): Data analysis from contextual and needs analysis regarding distance education in medical laboratory staff training
- *France Telecom/Codetel* (2003): Design and validation of a competency framework and diagnostic assessment for measuring on-the-job performance of telecommunications professionals
- *Education Development Center* (2002): Desk study on technology for education of out-of-school youth
- *Dutch Ministry of Foreign Affairs* (2002): training/technical services on change management in higher education
- *Verizon ESG/Forum Corporation* (2002): Design and development of a course on assessment for marketing specialists in telecommunications
- *United Nations Education Science and Culture Organization* (2001): Development of web-based performance support/just-in-time training program for field workers documenting orthographies of oral languages
- *Arthur Andersen VLN* (2001): Development and validation of competency model, learning objectives and design specifications for an e-business certification program
- *The Florida State University, CPD* (2000): Development of online course for social workers on NAMI

EDUCATION

Ph.D., Instructional Systems, Florida State University, 2003

M.S., Instructional Systems, Florida State University, 1998

B.A., International Relations, American University, 1996

LANGUAGES

- Fluent in **English** and **Dutch**, highly proficient in **Spanish**, proficient in **French** and **Portuguese**

SELECT AWARDS AND RECOGNITIONS

James W. Brown Award for Outstanding Publication in Educational Technology (*Contributing Chapter Author*), 2009

James W. Brown Award for Outstanding Publication in Educational Technology (*Book Editor*), 2006

Dean's Recognition for Service, College of Education, Florida Atlantic University, 2004

College of Education Faculty Assembly Service Award, Florida Atlantic University, 2004

Robert M. Gagné/Leslie Briggs Outstanding Doctoral Research Award, 2003

Robert M. Gagné/Leslie Briggs Award for Excellence in Teaching, 2001

UNIVERSITY TEACHING EXPERIENCE

Florida Atlantic University (2003-2004; 2006-present)

EME 6623: Education in the Digital World

EME 6624: Authentic and Standards-Based Assessment

EME 6601: Instructional Design

EME 6459: Distance Education Theory and Practice

EDG 6255: Instructional Program Development

EME 6415: Computer Courseware

EME 4810: Applied Educational Technology

EME 2040: Introduction to Educational Technology

Nova Southeastern University (2011-present)

EDD 8001: Instructional Design

ITDE 8013: *Aplicaciones Avanzadas de Tecnología Instruccional y Educación a Distancia* (Advanced Applications of Instructional Technology and Distance Education – in Spanish)

Wayne State University (2005-2006)

IT 6230: Internet in the K-12 Classroom

IT 6110: Fundamental of Instructional Design

IT 6140: Web Tools in the Classroom

IT 7210: Foundations of Distance Education

The Florida State University

EDG 6925: Alternative Views of Teaching and Learning

EME 2040: Introduction to Educational Technology

SERVICE

University Committee Membership

- Member of the Internal Review Committee (IRC) for the Instructional Tech. & Distance Ed. Program, Nova Southeastern Univ. (Appointed by VP for Academic Affairs), 2009
- Provost's Advisory Comm. on Distance Learning, Florida Atlantic Univ., 2004-5
- University Instructional Resources Management Comm., Florida Atlantic Univ., 2004-5

College Committee Membership

- Digital Education Teachers Academy Coordination Comm., COE, Florida Atlantic Univ., 2007-present
- Digital Education Teachers Academy Curriculum Comm. 2006-9
- College of Education NCATE Diversity Comm., Wayne State Univ., 2005
- NCATE Unit Governance and Resources Comm., COE, Florida Atlantic Univ., 2004-5
- College Faculty Assembly Steering Comm., COE, Florida Atlantic Univ., 2003-5

Departmental Committee Membership

- Instruc. Tech. & Research Curriculum Comm., Florida Atlantic Univ., 2004-5
- Instructional Tech. Program Distance Education Comm. (Chair), Wayne State Univ., 2005-2006
- Instructional Tech. Program Distance Education Comm., Wayne State Univ., 2005-2006

- Instruc. Tech. & Research Search Comm. for Assoc. Prof. in Ed. Research, Florida Atlantic Univ., 2005
- Instruc. Tech. & Research Search Comm. for Assoc. /Full Prof. in Instruc. Tech., Florida Atlantic Univ., 2005
- Instruc. Tech. & Research Search Comm. for Assist. Prof. in Instruc. Tech., Florida Atlantic Univ., 2005
- Dept. of Educational Research Distance Learning Comm., Florida State Univ., 2000-2001

Membership/Offices Held in Public or Private Agencies Related to Discipline

- Board of Directors, Europe-based programs/Learning Development Institute, 2005 - present
- Board of Directors, U.S.-based programs/Learning Development Institute, 2002-present

Journal/Editorial Activity

- *Educational Technology Research and Development (ETR&D)* Editorial Board, 2005 – present
- Invited Reviewer, *Assoc. for Educational Communications & Technology* Outstanding Research Paper, 2007 - 2008
- Invited reviewer for: Pace Marshall, S. (2006). The power to transform: Leadership that brings learning and schooling to life. San Francisco; Jossey-Bass. 2005
- Editor, special issue of *Educational Technology*: Visser, Y. L., Rowland, G. G., & Visser, J. (Eds.) (2001, March-April). Special issue examining the implications of a broader view of learning (Vol. 42/2). *Educational Technology*.

Other Professionally Related Service

- Invited Reviewer, School Board of Broward County *Virtual Technology Recognition Program*, 2009
- Proposal Reviewer, 2nd *Advanced Intl. Colloquium on Building the Scientific Mind*, Learning Development Institute, Vancouver, CA, 2007
- Planning Comm. Member, 2nd *Advanced Intl. Colloquium on Building the Scientific Mind*, Learning Development Institute, Vancouver, CA, 2007
- Proposal Reviewer, International Conference for the *Learning Sciences Conference* Bloomington, Indiana, 2005
- Proposal Reviewer, *Advanced Intl. Colloquium on Building the Scientific Mind*, Learning Development Institute, The Hague, The Netherlands, 2005

SCHOLARLY WORK

1. PUBLICATIONS

1.1 Chapters

- Spector, J. M. and Y. L. Visser (2011, in press). Reflections and a critical review of the perspectives on global trends and issues in distance education. In L. Visser, Y. Visser, R. Amirault, & M. Simonson. (Eds.), *Trends and Issues in Distance Learning: International Perspectives*, 2nd Ed. Greenwich, CT: Information Age Publishing.
- Amirault, R. J. and Y. L. Visser (2010). The impact of e-learning programs on the internationalization of the university. In F. Columbus. (Ed.), *Higher education: Teaching, internationalization, and student issues*. Hauppauge, NY: Nova Science Publishers.
- Visser, Y.L. (2008). Postsecondary education in the changing learning and living landscapes. In J. Visser, J. & M. Visser-Valfrey, M. (Eds.), *Learners in a Changing Learning Landscape: Reflections from a Dialogue on New Roles and Expectations*. New York, NY: Springer.
- Watkins, R. and Visser, Y. (2009). Cognitive Task Analysis. In Biech, E. (Ed.) *The 2009 Pfeiffer Annual: Talent Management*. San Francisco: Jossey-Bass/Pfeiffer.
- Visser, Y. L. (2005). Dynamism and evolution in student support and instruction in distance education: Implications for international distance education. In Y. L. Visser, L. Visser, M. Simonson and R. J. Amirault (Eds.), *Trends and issues in distance education: International perspectives*. Greenwich, CT: Information Age Publishing.
- Visser, Y. L. (2005). The world in your hands. In Y. L. Visser, L. Visser, M. Simonson and R. J. Amirault (Eds.), *Trends and issues in distance education: International perspectives*. Greenwich, CT: Information Age Publishing. In Y. L. Visser, L. Visser, M. Simonson & R. Amirault (Eds.), *Trends and Issues in Distance Education: International Perspectives*. Greenwich: Information Age Publishing.

1.2 Books

- Watkins, R., Visser, Y., and West-Meiers, M. (in production). *Needs Assessment: Tools and techniques for collecting information, making decisions, and improving performance*. Washington, DC: World Bank.
- Visser, L., Visser, Y., Amirault, R. & Simonson, M. (Eds.). (in press). *Trends and issues in distance education: International perspectives* (2nd. Ed). Greenwich, CT: Information Age Publishing.

Visser, Y. L., Visser, L., Simonson, M., & Amirault, R. (Eds.). (2005). Trends and issues in distance education: International perspectives. Greenwich, CT: Information Age Publishing.

1.3 Journal Articles and Published Proceedings

Amirault, R. J. and Y. L. Visser (2009). The University in periods of technological change: A historically grounded perspective. *The Journal of Computing in Higher Education* 21(1).

Visser, Y. L. (2005). Discussing research-based practice and practice-driven research with the Illinois Math and Science Academy (IMSA). *TechTrends*, 49(1), pp. 43-44.

Visser, L. & Visser, Y., & Schlosser, C. (2004). Critical thinking and discourse in graduate distance education: Challenges and opportunities. *Quarterly Review of Distance Education*, 4(2), pp. 401-409.

Visser, J., & Visser, Y. L. (2004). Ambiguity, cognition, learning, teaching, and design. *TechTrends*, 48(1), pp. 40-43.

Visser, J. & Visser, Y. L. (2003). What's in a definition? A response to Clifton Chadwick.. *Educational Technology*, March-April, 2003, Volume 43, Number 2, p. 58.

Visser, L., Visser, Y.L., Anglin, G. (2002). Critical thinking and discourse in distance education and traditional education. 25th Annual Proceedings – Dallas: Volume 1 of Selected Research and Development Papers Presented at the 2002 International Convention of the Association of Educational Communications and Technology (pp. 440-442). North Miami Beach, FL: Nova Southeastern University.

Visser, L. & Visser, Y.L. (2000). Perceived and actual student support needs in distance education. *Quarterly Review of Distance Education*, 1(2), pp. 109-117.

Visser, J., & Visser, Y. L. (2000). In search of the meaning of learning. *TechTrends*, 44(3), pp. 18-21.

Visser, J. & Visser, Y.L. (2002). Undefined learning: Implications for instructional designers and educational technologists. Invited paper for special issue, *Educational Technology*, 42(2), pp. 15-20.

1.4 Technical Reports

Patarakin, E., & Visser, Y. L. (2003). Creativity and creative learning in the context of electronic communication networks: A framework for analysis of practice and research (Occasional Paper #2). Learning Development Institute.

Bosch, A., & Visser, Y. L. (1997). Radio health in Bolivia: A case study. Washington, D.C.: United States Department of State.

Bosch, A., Yasin, K., & Visser, Y. L. (1997). Education practice and new technologies. Washington, D.C.: United States Agency for International Development.

2. PRESENTATIONS

2.1 Invited Presidential Sessions at International Refereed Conferences

Visser, Y. L., (Chair & Organizer) (2004). Teaching and learning at the Illinois Math and Science Academy, and the implications for instructional designers and researchers. Invited presidential panel session conducted at the International Convention of the Association for Educational Communications and Technology, Chicago, IL.

Visser, Y.L. (2002). Questions about learning across the individual and the social, and across institutional and non-institutional settings. Invited paper presented at the Presidential session; *The book of problems (or, what we don't know about learning)*. Association for Educational Communications and Technology, Dallas, TX.

Visser, J. & Visser, Y.L. (2000). On the difficulty of changing our perceptions about such things as learning. Invited paper presented at the Presidential session; *In search of the meaning of learning: A social process of raising questions and creating meaning*. Association for Educational Communications and Technology, Long Beach, CA.

2.2 Invited Sessions at International Refereed Conferences

Visser, Y. L. (2007). Developing the scientific disposition in formal learning contexts: Applications of problem and project-based learning. Paper presented at the Second Advanced International Colloquium on Building the Scientific Mind, Vancouver, Canada.

Visser, Y. L. (2007). Problem-Oriented Learning (POL) and the scientific mind. Paper presented at the Second Advanced International Colloquium on Building the Scientific Mind, Vancouver, Canada.

Visser, Y. L. (2005). Convergence and divergence in childrens' attitudes toward science and science education. Paper presented at the Advanced International Colloquium on Building the Scientific Mind, The Hague, The Netherlands.

- Visser, Y. L., & Reiser, R. A. (2004). Effects of lecture-based & problem-based instruction on problem solving performance, problem solving processes & attitudes. Paper presented at the Association for Educational Communications and Technology, Chicago, IL.
- Visser, L., Simonson, M., & Visser, Y. L. (2004). Trends and issues in distance education: An international perspective. Paper presented at the Association for Educational Communications and Technology, Chicago, IL.
- Visser, Y.L. (2003). Ambiguity, cognition, learning, and design. Invited papers for the special session for the Association for Educational Communications and Technology, Anaheim, CA.
- Visser, Y.L. (2003). Book of problems: Setting the research agenda. Invited paper for special session at the Association for Educational Communications and Technology, Anaheim, CA.
- Amirault, R. J. & Visser, Y.L. (Co-Chair & Organizer). (2002). Learning objects technology: Implications for educational research and practice. Special panel session conducted at the American Educational Research Association, New Orleans, LA.
- Visser, J., Genge, C., Visser, Y. L., & Amirault, R. J. (2002). Second order learning stories. Paper presented at the American Educational Research Association, New Orleans, LA.
- Visser, J., Van der Spa, M., & Visser, Y. L. (2002). Mind over competency. Paper presented at the Association for Educational Communications and Technology, Dallas, TX.
- Visser, L., Anglin, G., & Visser, Y. L. (2002). Critical thinking and discourse in distance education and traditional education. Paper presented at the Association for Educational Communications and Technology, Dallas, TX.
- Visser, Y. L. (2002). What makes problem-based learning effective? Cognitive and metacognitive strategies development in high school PBL courses. Paper presented at the American Educational Research Association, New Orleans, LA.
- Amirault, R. J., & Visser, Y. L. (2001). The use of innovative instructional strategies in computer science curricula. Paper presented at the Association for Educational Communications and Technology, Atlanta, GA.
- Visser, J., Visser, Y. L., & Solomon, D. (Co-Chair & Organizer) (2001). Special three-day session on the reinvention of learning. Paper presented at the Association for Educational Communications and Technology, Atlanta, GA.
- Visser, J., Ely, D., Anzalone, S., & Visser, Y. L. (2000). Let them eat cake: Technology in international education activities. Paper presented at the Association for Educational Communications and Technology, Denver, CO.
- Visser, L., & Visser, Y. L. (2000). Integrated cognitive and affective student support systems. Paper presented at the Association for Educational Communications and Technology, Long Beach, CA.
- Visser, L., & Visser, Y. L. (2000). Using formative evaluation to inform the flexible design of a student support system. Paper presented at the Association for Educational Communications and Technology, Denver, CO.
- Visser, Y. L. (2000). Designing instruction for ill-structured problem solving: Theory and applications. Paper presented at the Association for Educational Communications and Technology, Long Beach, CA.
- Visser, Y. L., & Visser, J. (2000). The learning stories project. Paper presented at the Association for Educational Communications and Technology, Denver, CO.
- Nelson, D., & Visser, Y. L. (1999). Learner diversity in internet-enabled distance learning programs: A case study. Paper presented at the Association for Educational Communications and Technology, Houston, TX.***
- Visser, Y. L. (1999). The evolving role of the tutor in internet-enabled distance learning. Paper presented at the Association for Educational Communications and Technology, Houston, TX.
- Visser, Y. L., & Anzalone, S. (1997). What do we know about the sustainability of Interactive Radio Instruction (IRI)? Paper presented at the Conference on International Educational Studies, Washington, DC.

COURSES DESIGNED AND DEVELOPED FOR HIGHER EDUCATION

Title	Designers	Client	Year	Comments
<i>Authentic and Standards-Based Assessment</i>	Visser, Y. & Amirault, R.	Florida Atlantic Univ.	2008	Developed for face-to-face delivery
<i>Tech. and Theoretical Foundations of Learning</i>	Amirault, R. & Visser, Y.	Florida Atlantic Univ.	2007	Developed for online, face-to-face, and blended delivery
<i>Foundations of Distance Education</i>	Visser, Y.	Wayne State Univ.	2006	Developed for online delivery
<i>Web Tools in the Classroom</i>	Visser, Y.	Wayne State Univ.	2006	Developed for face-to-face delivery
<i>Fundamentals of Instructional Design</i>	Visser, Y.	Wayne State Univ.	2006	Developed for face-to-face delivery
<i>Internet in the K-12 Classroom</i>	Visser, Y.	Wayne State Univ.	2005	Developed for face-to-face delivery
<i>Instructional Program Development</i>	Visser, Y.	Florida Atlantic Univ.	2004	Developed for blended delivery
<i>Computer Courseware</i>	Visser, Y.	Florida Atlantic Univ.	2004	Developed for blended delivery
<i>Instructional Design</i>	Visser, Y.	Florida Atlantic Univ.	2003	Developed for face-to-face delivery
<i>Distance Educ. Theory and Practice</i>	Visser, Y.	Florida Atlantic Univ.	2003	Developed for online delivery
<i>Alternate Views of Teaching and Learning.</i>	Amirault, R. & Visser, Y.	Florida State Univ.	2002	Developed for face-to-face delivery
<i>Change Management</i>	Branson, R., Nelson, D. & Visser, Y.	Florida State Univ.	2000	Converted from face-to-face for online delivery
<i>Systematic Instructional Design</i>	Reiser, R. & Visser, Y.	Florida State Univ.	2000	Converted from face-to-face for online delivery
<i>Computer Courseware</i>	Wager, W., Gill, B., & Visser, Y.	Florida State Univ.	2000	Converted from face-to-face for online delivery
<i>Intro. to Program Evaluation</i>	Darabi, A. & Visser, Y.	Florida State Univ.	2000	Converted from face-to-face for online delivery
<i>Instructional Materials Development</i>	Wager, W., Gill, B., & Visser, Y.	Florida State Univ.	1999	Converted from face-to-face for online delivery
<i>Analysis & Applic. of Web-Based Systems</i>	Young, A. & Visser, Y.	Florida State Univ.	1999	Developed for online delivery
<i>Intro. to Instructional Systems</i>	Keller, J. Young, A. & Visser, Y.	Florida State Univ.	1999	Converted from face-to-face for online delivery
<i>Theories of Learning and Cognition</i>	Driscoll, M., Young, A. & Visser, Y.	Florida State Univ.	1999	Converted from face-to-face for online delivery
<i>Intro. to Distance Learning</i>	Ely, D. & Visser, Y.	Florida State Univ.	1998	Converted from face-to-face for online delivery
<i>Collaborative Learning Online</i>	Visser, Y. & Young, A.	Florida State Univ.	1998	Developed for online delivery

COURSES DESIGNED AND DEVELOPED FOR PRIVATE AND PUBLIC SECTOR ORGANIZATIONS

Title	Designers	Client	Year	Comments
<i>Needs Assessment</i>	Watkins, R. & Visser, Y.	The World Bank	2006	Developed for face-to-face delivery
<i>Crisis Management</i>	Visser, Y. & Amirault, R.	Dept. of Homeland Security	2006	Developed for SCORM-compliance
<i>Tabletop Exercises</i>	Amirault, R. & Visser, Y.	Dept. of Homeland Security	2006	Developed for SCORM-compliance
<i>Performance Drills Design</i>	Visser, Y., Amirault, R.	Dept. of Homeland Security	2006	Developed for SCORM-compliance
<i>Effective Training Strategies</i>	Amirault, R. & Visser, Y.	Dept. of Homeland Security	2006	Developed for SCORM-compliance
<i>Generating Orthographies of Languages</i>	Amirault, R. & Visser, Y.	United Nations	2001	Developed for self-paced, web delivery
<i>Los Procesos del Cambio Organizacional (Organizational Change Processes)</i>	Visser, L. & Visser, Y.	Dutch Ministry of Foreign Affairs	2001	Developed for face-to-face delivery