

Yusra Laila Visser

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Profile

Skilled *Instructional Designer* with significant experience in corporate, government, military and academic settings. Thirteen years of experience in all phases of systematic instructional design, as well as the management of instructional programs and projects. Professional experience in both national and international contexts. Fluent in *English, Spanish* and *Dutch*, proficient in *French* and *Portuguese*. M.S., Ph.D., *Instructional Systems*, Florida State University.

Areas of Practice

Fifteen years' experience in the design, development and execution of:

- Organizational needs assessments and performance systems analysis
- Instructional analysis (learner, context and content analyses)
- Competency models
- Comprehensive eLearning and blended learning systems (incl. SCORM-compliant learning objects)
- Train-the-trainer, self-paced, and classroom-based training/instruction
- Criterion -referenced performance assessments
- Performance support systems and tools
- Formative and summative evaluations (program, process and product); from design to reporting results
- Quantitative and qualitative research (research plans, methods and tools data collection/reporting)
- Managing instructional design, teacher training, and technical assistance initiatives
- Communication and collaboration with subject matter experts, course owners, and stakeholders

Key Business Clients

- Arthur Andersen/Accenture
- Department of Homeland Security/U.S. Port Authority
- Dutch Ministry of Foreign Affairs (DGIS)
- Education Development Center
- Forum Corporation
- France TeleCom/Orange
- Illinois Math and Science Academy
- Pearson Corporation
- School Board of Broward County
- School District 129/West Aurora
- The World Bank
- Verizon Corporation
- World Health Organization
- U.S. Navy
- United Nations (UNESCO)

Work History

The World Bank Group (2007-present)

Instructional Design and Strategic Planning Consultant

- Designed SCORM-compliant Course Administrator training and certification
- Conducted Sector-wide learning needs assessment for Agriculture and Rural Development (ARD)
- Created competency framework for Learning Professional Network
- Mapped competencies to staff learning activities and programs
- Delivered needs assessment and instructional design workshops
- Created electronic performance support and training systems
- Developed the Guidelines for Staff Learning (adopted Bank-wide in 2009)

Florida Atlantic University, Office of the Provost (2012-present)

SACS Taskforce

- Liaison to five colleges for credentialing of courses
- Reviewed justifications for courses which are not credentialable on a prima facie basis
- Developed performance tools and templates to support colleges in preparation for SACS

Florida Atlantic University, College of Education (2006-present)

Program Coordinator & Adjunct Professor

- **Adjunct Professor, Instructional Technology:** (a) Designed, State-standards aligned curriculum for eLearning version of EME 2040: Introduction to Educational Tech. (b) Taught undergraduate instructional technology courses (online)
- **Program coordinator for *Digital Education Teachers Academy* (2006-20011).** (a) Designed and delivered graduate curriculum to in-service K-12 teachers; (b) Coordinated staffing, budgeting, scheduling and related project management tasks; (c) Interfaced with stakeholders to define Academy strategic goals and implementation plans (d) Conducted train-the-trainer and refresh training for Academy staff (e) Conducted comprehensive, systematic data-driven revision of Academy curriculum

Nova Southeastern University, Instructional Tech. & Distance Ed. Program (2008 – present)

Adjunct Professor

- Designed and delivered graduate eLearning instruction to Latin America/Caribbean (in Spanish)
- Served on University's Internal Review Committee for the Fischler School

Center for National Security Training & Research (2006 – 2008)

Instructional Design Consultant, Dept. of Homeland Security Contract

- Served as a lead designer for a Web-based instructional/performance support system for port security
- Conducted front-end analysis, design and development to deliver 16 training courses to 11 audiences
- Developed training, assessment and performance support content for four SCORM-compliant courses

Wayne State University , Instructional Technology Program (2005 – 2006)

Assistant Professor

- Taught graduate level instructional technology courses in online, face-to-face and blended formats
- Chaired eLearning committee for the IT program eLearning degree format
- Maintained active research, publication and presentation agenda

Florida Atlantic University, Instructional Technology & Research Dept.(2003 – 2005)

Assistant Professor

- Designed, developed and delivered courses in online, face-to-face and blended formats
- Co-designed eLearning Master's program; converted courses for online delivery
- Maintained active agenda for research, publication and presentations

Florida State University , Distance Learning Office (2000-2001)

Project Manager, Evaluation

- Designed and deployed Level 1 (Learner Reaction) evaluations through interviews and focus groups
- Gathered, analyzed and reported on, eLearning evaluation data
- Managed program activities and coordinated program staff and resources

Florida State University, Distance Learning Office (1998 – 2000)

Manager and Lead Instructional Designer

- Managed development of FSU's first eLearning program. Provided eLearning guidance to three Colleges
- Oversaw design/conversion, implementation and evaluation, and revision of 12 courses
- Worked closely with stakeholders and SMEs; Coached staff on eLearning design and SME collaboration
- Developed standardized instructional design process templates and course document templates
- Authored instructional, student support, and marketing materials

Education Development Center ,International Programs (1995 – 1998)

Program Associate

- Coordinated project activities through complete project cycle in five countries
- Conducted and reported on formative and summative impact evaluations

Consulting

University of Guadalajara (2010): Instructional Designer and Trainer

The George Washington University , Educational Tech & Leadership (2009): Adjunct Professor

Dept. of Homeland Security, U.S. Port Authority (2006 – 2008): Instructional Designer SCORM-Compliant eLearning

World Health Organization/Caribbean Epidemiology Centre (2006): Needs Analyst

The School Board of Broward County (2005): Program Evaluator

France Telecom, CODETEL (2003): Instructional Designer and Assessment Specialist

Education Development Center (2002): Literature Analyst

Netherlands Ministry of Foreign Affairs/ Universidad San Simon (2002): Training and Change Management Specialist

Verizon ESG/Forum Corp. (2002): Instructional Designer and Assessment Specialist

Center for Naval Education & Training (2001): eLearning Designer

UNESCO (2000-2001): Performance Analyst and eLearning Designer

Arthur Andersen VLN (2000-2001): Needs Analyst and eLearning Designer

Center for Professional Development, Florida State University (2000): Instructional Designer

Florida Department of Agriculture, Division of Consumer Services (1999): Performance Systems Analyst

Education

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

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

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

Awards

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

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

College of Education Faculty Assembly *Service Award*, Florida Atlantic University, 2003

Gagne/Briggs *Outstanding Doctoral Research Award*, 2003

Ruby Diamond *Future Professors Award*, 2001

Muhlman Masoner Award for *Excellent Performance as an International Student*, 2000

Certificate of Merit, Muhlman Masoner *Excellent Performance as an International Student*, 1999

Service

University Committee Membership

University SACS Taskforce, Florida Atlantic Univ., 2012

Provost's Advisory Comm. on Distance Learning, Florida Atlantic Univ., 2004-5

University Instructional Resources Management Comm., Florida Atlantic Univ., 2004-5

Internal Review Comm. for Instructional Tech. & Distance Ed. Program, Nova Southeastern Univ., 2009

College Committee Membership

Digital Education Teachers Academy Coordination Comm., COE, Florida Atlantic Univ., 2007-present

Digital Education Teachers Academy Curriculum Comm. 2006-present

College of Education NCATE Diversity Comm., Wayne State Univ., 2005

NCATE Unit Governance and Resources Comm., COE, Florida Atlantic Univ., 2004-5

College of Education Faculty Assembly Steering Comm., COE, Florida Atlantic Univ., 2003-5

Departmental Committee Membership

Dept. of Instruc. Tech. & Research Curriculum Comm., Florida Atlantic Univ., 2004-5

Dept. of Instruc. Tech. & Research Search Comm. for Assoc. Prof. in Ed. Research, Florida Atlantic Univ., 2005

Dept. of Instruc. Tech. & Research Search Comm. for Assoc./Full Prof. in IT, Florida Atlantic Univ., 2005

Dept. of Instruc. Tech. & Research Search Comm. for Assist. Prof. in IT, Florida Atlantic Univ., 2005

Program of Instructional Tech. Distance Education Comm. (Chair), Wayne State Univ., 2005-2006

Program of Instructional Tech. Program Distance Education Comm., Wayne State Univ., 2005-2006

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: Pace Marshall, S. (2006). The power to transform: Leadership that brings learning and schooling to life.

Invited Editor, 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

Planning Comm. Member, 4th Colloquium on Building the Scientific Mind, LDI, Stellenbosch, South Africa, 2011

Invited Reviewer, School Board of Broward County Virtual Technology Recognition Program, 2009

Proposal Reviewer, 2nd Colloquium on Building the Scientific Mind, LDI, Vancouver, Canada, 2007

Planning Comm. Member, 2nd Colloquium on Building the Scientific Mind, LDI, Vancouver, Canada, 2007

Proposal Reviewer, International Conference for the Learning Sciences, Bloomington, Indiana, 2005

Proposal Reviewer, Colloquium on Building the Scientific Mind, LDI, The Hague, The Netherlands, 2005

Scholarly Work

Chapters

Spector, J.M. and Y.L. Visser (2012). Reflections and a critical review of the perspectives on global trends and issues in distance education. . In L. Visser, Y. L. Visser, R. J. Amirault and M. Simonson (Eds.), Trends and issues in distance education: International perspectives (2nd Ed). Greenwich, CT: Information Age Publishing.

Visser, L. and Y.L. Visser (2012). From cover to cover. In L. Visser, Y. L. Visser, R. J. Amirault and M. Simonson (Eds.), Trends and issues in distance education: International perspectives (2nd Ed). Greenwich, CT: Information Age Publishing.

Visser, L. and Y.L. Visser (2012). Introduction. In L. Visser, Y. L. Visser, R. J. Amirault and M. Simonson (Eds.), Trends and issues in distance education: International perspectives (2nd Ed). Greenwich, CT: Information Age Publishing.

Amirault, R. J. and Y. L. Visser (2010). The impact of eLearning programs on the internationalization of the university. In F. Columbus. (Ed.), Higher education: Teaching, internationalization, and student issues. Hauppauge, NY: Nova Science.

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.

Books

Visser, L., Visser, Y., Amirault, R. & Simonson, M. (Eds.). (2012). Trends and issues in distance education: International perspectives (2nd. Ed). Greenwich, CT: Information Age Publishing.

Watkins, R., Visser, Y., and West-Meiers, M. (2011). Needs Assessment: Tools and techniques for collecting information, making decisions, and improving performance. Washington, DC: World Bank.

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

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 article for special issue, *Educational Technology*, 42(2), pp. 15-20.

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.

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.

Invited Presentations 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 children's' 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). The reinvention of learning (Special three-day session). 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 for *Higher Education*

Title	Designers	Institution	Year	Comments
Needs Assessment and Analysis	Watkins, R. & Visser, Y.	George Washington University	2009	Developed for online delivery
Authentic and Standards-Based Assessment	Visser, Y. & Amirault, R.	Florida Atlantic University	2008	Developed for face-to-face delivery
Tech. and Theoretical Foundations of Learning	Amirault, R. & Visser, Y.	Florida Atlantic University	2007	Developed for online, face-to-face, and blended delivery
Foundations of Distance Education	Visser, Y.	Wayne State University	2006	Developed for online delivery
Web Tools in the Classroom	Visser, Y.	Wayne State University	2006	Developed for face-to-face delivery
Fundamentals of Instructional Design	Visser, Y.	Wayne State University	2006	Developed for face-to-face delivery
Internet in the K-12 Classroom	Visser, Y.	Wayne State University	2005	Developed for face-to-face delivery
Instructional Program Development	Visser, Y.	Florida Atlantic University	2004	Developed for blended delivery
Computer Courseware	Visser, Y.	Florida Atlantic University	2004	Developed for blended delivery
Instructional Design	Visser, Y.	Florida Atlantic University	2003	Developed for face-to-face delivery
Distance Education Theory and Practice	Visser, Y.	Florida Atlantic University	2003	Developed for online delivery
Alternate Views of Teaching and Learning	Amirault, R. & Visser, Y.	Florida State University	2002	Developed for face-to-face delivery
Management of Change	Branson, R., Nelson, D. & Visser, Y.	Florida State University	2000	Converted from face-to-face for online delivery

Systematic Instructional Design	Reiser, R. & Visser, Y.	Florida State University	2000	Converted from face-to-face for online delivery
Computer Courseware	Wager, W., Gill, B., & Visser, Y.	Florida State University	2000	Converted from face-to-face for online delivery
Introduction to Program Evaluation	Darabi, A. & Visser, Y.	Florida State University	2000	Converted from face-to-face for online delivery
Instructional Materials Development	Wager, W., Gill, B., & Visser, Y.	Florida State University	1999	Converted from face-to-face for online delivery
Analysis & Applic. of Web-Based Systems	Young, A. & Visser, Y.	Florida State University	1999	Developed for online delivery
Introduction to Instructional Systems	Keller, J. Young, A. & Visser, Y.	Florida State University	1999	Converted from face-to-face for online delivery
Theories of Learning and Cognition	Driscoll, M., Young, A. & Visser, Y.	Florida State University	1999	Converted from face-to-face for online delivery
Introduction to Distance Learning	Ely, D. & Visser, Y.	Florida State University	1998	Converted from face-to-face for online delivery
Collaborative Learning Online	Visser, Y. & Young, A.	Florida State University	1998	Developed for online delivery

Courses Designed for *Public and Private Sector Organizations*

Title	Designers	Client	Year	Comments
Needs Assessment and Training Design	Watkins, R., West-Meiers, M. & Visser, Y.	World Bank & China Ministry of Finance	2009	Developed for classroom delivery; translated to Mandarin
Needs Assessment	Watkins, R. & Visser, Y.	The World Bank	2009	Developed for face-to-face delivery
Crisis Management	Visser, Y. & Amirault, R.	Dept. of Homeland Security	2008	Developed for SCORM-compliance
Tabletop Exercises	Amirault, R. & Visser, Y.	Dept. of Homeland Security	2008	Developed for SCORM-compliance
Performance Drills Design	Visser, Y., Amirault, R.	Dept. of Homeland Security	2007	Developed for SCORM-compliance
Effective Training Strategies	Amirault, R. & Visser, Y.	Dept. of Homeland Security	2007	Developed for SCORM-compliance
Generating Orthographies of Languages	Amirault, R. & Visser, Y.	United Nations	2001	Developed for self-paced, web delivery
Los Procesos de Cambio Organizacional (Organizational Change Processes)	Visser, L. & Visser, Y.	Netherlands Ministry of Foreign Affairs	2001	Developed for face-to-face delivery (in Spanish)
Assessment Design and Validation Techniques	Amirault, R. & Visser, Y.	France Telecom/Codetel	2001	Developed for face-to-face delivery
Motivational Design in Distance Learning	Visser L., & Visser Y.L.	Universidad de Guadalajara (Professional Development Series)	2011	Developed for face-to-face and web-mediated delivery (in Spanish)