

Michael W. Robinson

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Education and Certifications

MS, Instructional Technology May 2013, University of North Carolina Wilmington

BS, English, Secondary Education, Cum Laude Dec. 2003, Appalachian State University

Security Clearance: Secret (Active), DoD Issued Oct 2013

Instructional Design Experience

Aug. 2015–Present

Lockheed Martin

USCG Headquarters

Washington, DC

ADL Specialist/Performance Analyst

- Administration and management of Inquisiq Learning Management System for entirety of USCG, as well as administration and management of Questionmark Evaluation software.
- Provide Advanced Distributed Learning (ADL) development support.
- Develop new and convert existing course material for various delivery methods (e-learning, web based, and instructor led) and develop appropriate performance support tools as identified by performance analysis and as established via the curriculum outline development process.
- Develop appropriate effective learning objects for inclusion in Coast Guard ADL repository database, Learning Management System, as well as other designated CG hosting environments.
- Provide lifecycle support for ADL assets.
- Prepare design and reporting documentation in accordance with USCG SOPs.
- Prepare storyboards for content development.
- Design for ADL, including instructional, structural, and navigational design, to conform to USCG styles, including the ADL SOP Volume 7, site styles and standards guide, established educational theories, practices, and performance support using various software, hardware, and other tools readily available within USCG.
- Design, develop, and structure tests and practical application exercises within and independent of Questionmark software.
- Develop beta versions of online courses to include screen presentations, interactive components, and assessments.
- Perform formative and summative evaluations, including pilot studies. Revise versions in accordance with feedback from reviews and data obtained in pilot testing. Develop plans and reports for course pilot studies
- Project management of course reviews.
- Perform Life Cycle maintenance on ADL products, troubleshooting and provide supporting documentation as required.
- Provide technical and programming assistance for course delivery, updates, data recovery and maintenance.
- Ensure work and processes conform to USCG training SOPs.
- Ensure ADL development is Sharable Content Object Reference Model (SCORM) and Section 508 conformant.

Sept. 2013-Aug. 2015

Lockheed Martin

USCG Special Missions

Training Center

Camp Lejeune, NC

Lead Instructional Designer/Evaluation Manager

- Management of client deliverables within budgetary and scheduling requirements against defined milestones and deadlines.
- Conduct research for subject matter comprehension individually and in collaboration with course/content stakeholders.
- Define, develop, and implement Sharable Content Objects.
- Collect, compile, analyze, and synthesize to determine learning requirements and implement solutions.
- Design and develop e-learning modules in accordance with SCORM and Section 508 standards.
- Application of five phases of ADDIE in development and implementation of instructional materials in accordance with DoD, DHS, and Coast Guard Standard Operating Procedures.
- Deliver, implement, and evaluate Instructor led training, e-learning, and blended learning solutions following Human Performance Technology processes, ABCD methodologies, and USCG Resident Instruction standard operating procedures through application of adult learning theories and principles.
- Applied performance and front end analysis techniques, including job task, cost benefit, and occupational analyses to design and develop sound instructional plans for 4 SMTC courses.

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Instructional Design Experience, Continued

- Designed, developed, and executed Kirkpatrick Level 1-3 evaluation tools for several courses, including beta and pilot testing. Project lead for annual and triennial review of 6 courses and subsequent revision of said courses.
- Observed courses and completed instructor evaluations, material analyses and revisions, and data review, collation, and comparative analyses.
- Defined workflow processes and file structures to improve workplace productivity.
- Develop plans, project schedules and reports for pilot courses.
- Development of practical application guides, performance and knowledge based tests, and end of course student and instructor evaluations for instructional branches and instructional assessment teams.
- Member of Quality Assurance Team. Developed formatting and style guides for multimedia presentations, practical application guides, and performance evaluation checklists.

Nov. 2010-July 2013
Independent Contractor
2301 Adams St.
Wilmington, NC

Project Manager; Lead Instructional Designer; Performance Analyst; Evaluation Consultant

CBI Memoir Writing Project (02/2013-07/2013; Lead Instructional Designer)

- Conducted a complete Front End Analysis
- Applied the Gagne, Briggs and Wager Instructional Systems Design model to design, development, and implementation of a web-based course on Memoir Writing, delivered using the Moodle Learning Management System process using an experiential approach to instruction.
- Repurposed existing teacher resources for web-delivery; development of resources included Powerpoint's, video production and editing, PDF's, course and content sequencing, assessment design and development, re-source selection and development, and formative evaluation.

QENO Program Evaluation Project (01/2013-06/2013; Evaluation Consultant)

- Evaluated effectiveness of workshop offerings and impacts to regional non-profit organizations and larger community through review of archival data and data collection using the Case Study design and applied Model of Transfer process model.
- Developed and administered evaluation instruments to include observation checklists, pre and post training assessments, survey and interview questions.
- Developed and adhered to evaluation plan with project team. Analyzed and interpreted data using Microsoft Excel and IBM SPSS and developed an evaluation report with findings and recommendations.

Short term Projects (09/2012-02/2013; Instructional Designer/Performance Analyst)

- Conducted a complete performance analysis using ISPI Traditional HPT model to identify root cause of performance gap for a local manufacturing company. Recommended a training intervention.
- Designed and developed CBI module on Quality Management and Control using Articulate, based on TQM philosophy with a focus on process management, strategic planning, and employee involvement.
- Designed and developed staff and volunteer policy and procedures training for two local non-profit organization using Adobe Captivate, Powerpoints, and basic video and audio captures.
- Designed and developed CBI on components and functions of a cell for a local K-8 private school using Articulate Studio.
- Designed and Developed a series of how to videos and supplemental instruction using Adobe Captivate and a mobile CBI on Car Winterization using Adobe Dreamweaver for a locally owned Northern Ohio auto parts store.

Course Design Evaluation Project (03/2012-09/2012; Lead Instructional Designer)

- Applied all phases of ADDIE model to design and development of a course in online course design evaluation for UNCW faculty through Kirkpatrick's Level 2 Summative Evaluation offered through Blackboard Learn LMS.
- Developed video tutorials using Adobe Captivate, PowerPoints, PDF's using InDesign, as well as assessment activities using Blackboard Learn assessment tools.
- Created and provided project related reports to include proposal, design documentation, evaluation results, and final report.

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Instructional Design Experience, Continued

CHWK Broadcast Systems Project (05/2011-04/2012; Performance Analyst/Project Manager)

- Applied Traditional HPT model through analysis to intervention recommendation and implementation of new broadcast system.
- Design and development of a train the trainer workshop for CHWK bulletin board system that included instructor and learner guides developed using Adobe InDesign, PowerPoint's, video tutorials using Adobe Captivate, and assessment materials through Level 1 Summative Evaluation of workshop.
- Development and administration of project planning activities and documentation.
- Application of ADDIE ID model through entire life cycle of project's material resources, content, and delivery

Camp Lejeune HS BIG 6 Project (08/2011-01/2012; Lead Instructional Designer)

- Applied Dick and Carey Systems Approach Model for Designing Instruction to a web based course on BIG6 research techniques and strategies. Performed needs assessment through various data collection methods and analysis of data
- Developed using Articulate authoring software .
- Conducted one on one and small group evaluations.
- Created reporting documentation.

CBI Redesign Project (04/2011-08-2011; Instructional Designer)

- Redesigned, developed, and deployed a CBI course on IT Security for UNCW Systems Administrators. Redesign consisted of the integration of interactive lessons (developed in Articulate), varied assessment measures, inclusion of multimedia components (video, audio, graphic design, etc.) and emphasized motivational strategies using the ARCS model.

MarineQuest Virtual Learning Environment Project (11/2010-09/2011; Project Team Lead)

- Led a team of technologists in the drafting of an implementation plan, a professional development plan and a project management plan for the design and development of a VLE to be deployed for web based instruction of topics related to marine science. Responsibilities included curriculum and course design, as well as repurposing past materials and materials used for instructor led instruction for web delivery and professional development modules

Work History

Nov. 2010-June 2013

UNCW Watson School of
Education
Wilmington, NC

Research/Graduate Assistant

- Assisted in the design, execution and evaluation of research projects, including literature reviews, surveys, pre and post instruction assessment, observations, data integration, analysis, and reporting.
- Performed independent research and various editorial duties; review and edit various materials for future publication.
- Assisted faculty and staff in design, revision, and evaluation of course materials and resources, student work, and academic research projects.
- Designed and developed web based tutorials for undergraduate students using a variety of e-learning authoring tools, such as Adobe Captivate, Articulate, and PowerPoints.
- Designed, developed, and facilitated professional development and information based workshops.
- Created instructional videos and print guides for various Assistive Technology devices.

Oct. 2006.– Dec. 2009

Bradford Products, LLC
Wilmington, NC

Offsite Project Manager/Quality Control Supervisor

- Manage day to day operational aspects of projects and scope on clients sites.
- Optimized utilization of all resources to ensure quality and cost effectiveness.
- Supervise and coordinate activities of workers engaged in inspecting finished products to ensure adherence to company quality standards and customer specifications.
- Plan, install, and supervise the installation of tile as per design on various stainless steel manufactured vessels.
- Designed and delivered training for new staff in tile and shipping departments; for offsite sub contractors for welding methods, tile installation, plumbing, and quality control.
- Served as co-writer and editor of two opera-tor's manuals and three product brochures

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Work History, Continued

Jan 2005-June 2006

Eugene Ashley High School
Wilmington, NC

English Teacher

- Developed lesson plans that met Standard and Honors English II and III objectives in accordance with North Carolina's Standard Course of Study.
- Designed and Developed Honors Curriculum for English II and III, aligning with goals and standards for Advanced Placement English courses, which was subsequently adopted as the honors curriculum for all of New Hanover County Schools.
- Mentored HS Core level teachers in implementing AVID methodologies in their coursework. Analyze, assess, and evaluate student records.
- Developed instructional goals and specific instructional objectives for all students teaching.
- Initiate technology use to enhance the learning experience in correspondence with lesson plans.
- Delivered instruction using a blended approach consisting of instructor led and CBI. CBI materials developed using PowerPoint, InDesign authored PDF's, and Adobe Captivate.

Feb. 2004-Dec. 2004

Eckerd Youth Alternatives
Elizabethtown, NC

Educational Specialist

- Assisted Director of Education and the Counselors in identifying additional supports needed for children ages 6 and above who were below grade level and/or are in need of additional academic support in all core curricula (English, Math, Science, and History).
- Served as education resource specialist for case managers, foster parents and relatives. Assisted case management in obtaining education records and resources for children in care.
- Assisted with identification and enrollment of appropriate foster youth in the Foster Care GED program offered through individual School Districts on-site.
- Tracked the academic performance of all foster youth (in licensed care) ages 13 and above, ensuring that they are linked to the educational programs needed to get or remain on track for graduation of middle and high school. Tracked the academic performance of all youth in extended foster care (ages 19 to 21) that are working on completion of their high school diploma or GED.
- Implemented AVID curriculum and best practices for high school aged foster students who desired a college education. Maintain filing standards, respond to inquiries, perform timely and accurate work within the unit, according to Eckerd mission and management procedures.
- Design and develop various cross-curricular activities promoting comprehension and retention of core subject material in accordance with NC's Standard Course of Study.

Technical Skills

Design Tools

Adobe Photoshop
Adobe InDesign
Adobe DreamWeaver
Adobe Captivate
Adobe Flash Professional
Microsoft Publisher
Lectora

Articulate Studio and Storyline

Learning Management Systems

Blackboard Learn
Moodle
Inquisiq

Other Applications

Microsoft Office Suite 2010
Microsoft Project
Webex
Cisco Telepresence System
Teamviewer
Questionmark

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