

Rovy Frost Branon III

Curriculum Vita

Contact Information

222 West Washington Ave. Suite 470
Madison, WI 53703
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Education

Indiana University Bloomington

Ph.D. Candidate in Instructional Systems Technology ABD

Minor: Human-Computer Interaction

Dissertation: Learning Objects: A User-centered Design Process

University of North Carolina at Charlotte

Master of Education in Instructional Systems Technology May 1999

University of North Carolina at Charlotte

Bachelor of Arts in Psychology and Philosophy May 1995

Minor: Religious Studies

Honors: Summa Cum Laude

Professional Experience

Academic Advanced Distributed Learning Co-Lab Madison, WI **University of Wisconsin System Administration**

Executive Director – 2007-present

Responsible for leading operations at the Academic Co-Lab, including personnel (staff, graduate, and undergraduate students), funding, and strategic vision.

Eli Lilly and Company

Indianapolis, IN

Team Leader: Learning Strategy and Instructional Design – 2006-2007

Created the strategic learning vision for U.S. Field Sales Training supporting training for 18 products and 6,000 representatives and managed the instructional design team.

Associate Training Consultant – 2002-2005

Developed enterprise learning technology integration strategy and designing sales training modules for global delivery. Additional responsibilities: external benchmarking, analysis, evaluation and assessment; vendor management.

Option Six, Inc. Bloomington, IN
Director of Research 2001-2002

Designed and supervised the development of e-learning and online education courses for Option Six corporate, university, and government clients. Developed and maintained client relationships and government grant (SBIR/STTR) and contract opportunities.

UNext.com Bloomington, IN
Learning Architect 2001

Designed online business education courses for Cardean University in collaboration with distinguished professors from Stanford, Chicago School of Business, Carnegie-Mellon, Columbia, and the London School of Economics.

Senior Usability Analyst 2000

Conducted usability testing and evaluations of online courses and developed testing scripts/protocols. Supervised Usability Analysts evaluating online courses. Developed a process for combining formative evaluation with usability testing.

Indiana University Bloomington Bloomington, IN
Graduate Assistant 1999-2000

Assisted with maintaining the IST departmental web site, departmental email distribution lists, SiteScape online communication forums, and worked with faculty on their needs for web components in their classes.

Discovery Place, Inc. Charlotte, NC
Multimedia Production Coordinator 1991-1999

Managed a number of multimedia development projects and had budgetary responsibility for a \$500,000 theater upgrade. Coordinated show production teams for the largest planetarium in the United States, which included multimedia production with slides, video, lasers, and astronomy software. Also developed K-12 space and science education outreach programs.

Communication Wiring, Inc. Charlotte, NC
President/Owner 1989-1991

Installed telephone systems for businesses. Coordinated installations with several major equipment vendors and their clients. Supervised four full-time employees and up to twenty contract workers.

Teaching Experience

Indiana University Bloomington
Adjunct Faculty: Instructional Systems Technology
Teaching with the Internet Across the Curriculum, Graduate course, Fall, Spring, and Summer sessions 2001-2008

Walden University

Teaching Faculty: K-12 Educational Technology

Teacher as a Professional, Integrating Technology in the Classroom,
Online graduate courses, Spring 2002

Indiana University Bloomington

Teaching Assistant: Instructional Systems Technology

Dr. Theodore Frick: Computer Mediated Education, Online graduate
level Course, Summer 2000

Conference Presentations

Branon, R. (Invited speaker April 2009). The future of learning
technology. Wisconsin Charter School Association Annual
Conference, Waukesha, WI.

Branon, R. (March 2009). Technologies in development: A view
from the laboratory. eLearning Guild Annual Gathering 2009,
Orlando, FL.

Branon, R. Barr, A., Robeson, R. Wagner, E., Hunt, J. (March 2009).
The critical role of interoperability, reuse, and standards in e-learning.
Panel session at the eLearning Guild Annual Gathering 2009,
Orlando, FL.

Branon, R. (February 2009). Future trends in learning technology: A
view from the laboratory. Training 2009, Atlanta, GA.

Rimmerman, S., Branon, R. & Whiting, J. (November 2008).
Designing Mini-Games: Breaking the Barriers Between Game Design
and Education through Situated Learning, Extended Engagement and
Learning Communities. Poster presentation at the Association for
Educational Communications and Technology Conference, Orlando,
FL.

Branon, R. (October 2008). Connecting business and higher
education: Driving innovation through collaboration. Learning 2008,
Orlando, FL.

Branon, R. & Raasch, C. (October 2008). SCORM: Learning the
basics. Learning 2008, Orlando, FL.

Wisher, R. & Branon, R. (August 2008). Advanced Distributed
Learning (ADL): A story of partnerships and collaboration. The 24th
Annual Conference on Distance Teaching and Learning, Madison,
WI.

Halverson, R. Wolfenstein, M. & Branon, R. (July 2008). Leadership and games and games for school leadership. 4th Annual Games, Learning, and Society Conference, Madison, WI.

Branon, R. (July 2008). Learning technology trends and conference summary. Academic Fest, Madison, WI.

Branon, R. (Keynote speaker July 2008). Learning technology: trends, possibilities, and reality. Online Learning Institute, NECC Annual Conference, San Antonio, TX.

Branon, R. (Keynote speaker April 2008). Learning technology: trends, possibilities, and reality. Colorado Telecoop Annual Meeting, Breckenridge CO.

Branon, R. (April 2008). The current and future state of SCORM and other e-learning standards. The e-Learning Guild Annual Gathering, Orlando, FL.

Branon, R. (Requested encore session December 2007). Trends in learning technology: A personal perspective. Southern Regional Education Board Meeting, Atlanta, GA.

Branon, R. & Young, J. (October 2007). The future of school: The growth of online K-12 education. Learning 2007, Orlando, FL.

Lynch, D., Branon, R. & Goldberg, P. (October 2007). Higher education and corporate education: Across the divide. Learning 2007, Orlando, FL.

Koch, K., Sadowski, K. & Branon, R. (October 2007). Higher education and learning industry group discussion. Learning 2007, Orlando, FL.

Branon, R. (October 2007). SCORM: A demonstration and an update. Training Tech Solutions Conference & Expo, Salt Lake City UT.

Branon, R. (Invited Speaker September 2007). The future of online learning technology. Florida Virtual School 10th Annual Staff Conference, Orlando, FL.

Branon, R. (Invited Speaker September 2007). Future of digital learning technologies: A personal perspective. Southern Regional Education Board Educational Technology Cooperative Annual Meeting, St. Pete Beach, FL.

Branon, R. (Requested Speaker May 2006). Learning professionals: A future view. Society for Pharmaceutical and Biotech Trainers Conference, Chicago, IL.

Honebein, P., Sink, D., Richter, M., Branon, R., Zinsmeister, L. (April 2006). SME Therapy Session! Radical Medicine for the Chronic SME. International Society for Performance Improvement Conference, Dallas, TX.

Branon, R. (April 2006). Designing the design team: Models for selecting the right mix of learning professional talent. International Society for Performance Improvement Conference, Dallas, TX.

Branon, R. (November 2005). The Learning professional in 2008: The future view. Learning 2005 Conference, Orlando, FL.

Scandura, J. et al. (April 2005). Advances in technology and learning objects. Symposium at the 2005 American Educational Research Association Conference, Montreal, Canada.

Branon, R. & Lane, J.P. (April 2005). Building relationships to boost sales training performance. (Encore Presentation) International Society for Performance Improvement Conference, Vancouver, BC.

Branon, R. (October 2004). Usability and reusability: A user-centered instructional development model for learning objects. Paper presentation at the Association for Educational Communications and Technology Conference, Chicago, IL.

Branon, R. (June 2004). The future of instructional design: Ensuring your team has the right talent mix for the future. Special presentation at the Masie Center Special Interest Group on Instructional Design, Las Vegas, NV.

Branon, R. & Lane, J.P. (April 2004). Building relationships to boost sales training performance. Presentation at the 2004 International Society for Performance Improvement Conference, Tampa, FL.

Branon, R. Beatty, B. & Wiley, D. (October 2003). SCORM or Scorn? Debating the instructional value of the Shareable Content Object Reference Model. Panel discussion at the Association for Educational Communications and Technology Conference, Anaheim, CA.

Branon, R. & Beatty, B. (November 2002). Formative Evaluation for Web-based Courses: A Framework for a Human-Centered Process. Paper presentation at the Association for Educational Communications and Technology Conference, Dallas, TX.

Branon, R. & Beatty, B. (November 2002). SCORM Standards in practice: Implications for design and development. Paper presentation at the Association for Educational Communications and Technology Conference, Dallas, TX.

Branon, R. (August 2002). Mixing the right ingredients: Creating a winning recipe for business e-learning. Presentation at the 18th Annual Conference on Distance Teaching and Learning, Madison, WI.

Beatty, B., Carter, C. & Branon (August 2002). Self-directed executive education courses: Teaching strategy to today's manager. Paper presentation at the 18th Annual Conference on Distance Teaching and Learning, Madison, WI.

Branon, R. Beatty, B. & Wilson, J. (November 2001). Developing online courses: A human-centered approach. Paper presentation at the Association for Educational Communications and Technology Conference, Atlanta, GA.

Beatty, B. Branon, R., & Wilson, J. (November 2001). Designing online instruction that both motivates and enables learning in executive education programs: Challenges and opportunities. Paper presentation at the Association for Educational Communications and Technology Conference, Atlanta, GA.

Beatty, B., Wilson, J., & Branon, R. (October 2001). Embedded self-assessments in Executive Education courses: Improving participant learning and perceptions of course quality. Paper presentation at WebNet 2001, Orlando, FL.

Branon, R., & Essex, C. (October 2000). Synchronous and asynchronous communication tools in distance education: A survey of instructors. Paper presented at the Association for Educational Communications and Technology Conference, Denver, CO.

Frick, T., Branon, R. & Graham, C. (October 2000). Future directions for AECT: A member survey. Paper presented at the Association for Educational Communications and Technology Conference, Denver, CO.

Wang-Chavez, J., Branon, R. & Mikolaj, P. (October 2000). Facilitating web-based instruction: Formative research on improving an online undergraduate business course. Roundtable conducted at the Association for Educational communications and Technology Conference, Denver, CO.

Gaultney, J.F., Branon, R. F., Jones, D., Bjorklund, D.F., & Goldstein, D. (February 1994). The relation between strategy use and recall in gifted children. Poster presented at the North Carolina Cognition Group, Winston Salem, NC.

Gaultney, J.F., Branon, R. F., Jones, D., Goldstein, D., Bjorklund, D.F. (April 1994). The relationship between strategy use and recall in gifted and average children. Presented at the Conference on Human Development Pittsburgh, PA.

Publications

Wisher, R. & Branon, R. (August 2008). Advanced Distributed Learning (ADL): A story of partnerships and collaboration. Proceedings of the 24th Annual Conference on Distance Teaching and Learning. Madison, WI.

Beatty, B., Carter, C. & Branon (August 2002). Self-directed executive education courses: Teaching strategy to today's manager. Proceedings of the 18th Annual Conference on Distance Teaching and Learning. Madison, WI, 31-36.

Branon, R. & Essex, C. (2001). Synchronous and asynchronous communication tools in distance education. Tech Trends: The magazine of the Association for Educational Communications and Technology, 45, 36-42.

Wang-Chavez, J., Branon, R. & Mikolaj, P. (2001). Facilitating web-based instruction: formative research on improving an online undergraduate business course. The Quarterly Review of Distance Education, 2(3), 209-220.

Beatty, B., Wilson, J., Branon, R. (October 2001). Embedded self-assessments in Executive Education courses: Improving participant learning and perceptions of course quality. Proceedings of WebNet 2001 - World Conference on the WWW and Internet, Orlando, FL, 60-61.

Column writer for *Web & Wild* in Tech Trends: The monthly magazine of the Association for Educational Communications and Technology (AECT). December 1999-2003.

**Scholarships
and Awards**

Undergraduate Scientific Research Award, Phi Kappa Phi and Sigma Xi, University of North Carolina at Charlotte, May, 1994.

Outstanding Senior of the Year Award, University of North Carolina at Charlotte Department of Psychology, April, 1994.

Chancellor's List at University of North Carolina at Charlotte, Fall and Spring Semesters 1992- 93, Spring Semester 1994.

Outstanding Senior Scholar of the Year Scholarship, National Golden Key Honor Society, December, 1993.

The Research Excellence Award: First place in the assisted research category at the Psychology Student Research Fair, University of North Carolina at Charlotte, April, 1993.

President's List, Central Piedmont Community College, Spring and Winter 1991, Spring 1992.

Dean's List, Central Piedmont Community College, Summer and Fall Quarters 1991.

**Professional
Affiliations**

AECT Association for Educational Communications and Technology

ISPI International Society for Performance Improvement

Masie Center E-learning Consortium Chair of the Special Interest Group (SIG) on Instructional Design 2004-2005