

Adam P. Rusch

Curriculum Vitae Summary

Email: adam@rusch.me

Home: Urbana, IL

Full Academic CV available: <http://Adam.Rusch.me/curriculum-vitae/>

Work Experience

Independent Consulting: Research, Marketing, & Usability Testing, May 2006 – Present

- Retained as Director of Academic Research for company specialized in Plagiarism Detection
 - Showed how my client's software kept up with the larger competitors in the field
 - My report was distributed widely by the company as a confirmation of their excellence
 - A few months after my report was published the company negotiated a favorable deal to be acquired by the largest company in their field
 - Retained as consultant for comparative analysis and usability by new company
- Online Learning Coordinator for Illinois "Fire Factor" Fire Safety Training (2012-2016)
 - Coordinate with University of IL Dean of Students, University Housing, and Greek Affairs to assess student needs. Acquire content from Urbana and Champaign Fire Departments.
 - Develop online course with ADDIE model, set up and maintain custom Moodle build, run course each semester for 50-100 students (8 semesters), ensure student completion
- Developed websites, press campaigns, and social media strategies for: Kokomo Community Concerts, Inc., Citizens for Dan Wilbrandt, and other organizations

University of Illinois at Urbana-Champaign, August 2007 – Present

- Online Course Development Assistant / eLearning Specialist
 - Report to Director of Online Learning for the College of Education
 - Consult with faculty to develop new online courses, convert existing on-campus courses to an online format, and help launch new online course offerings with instructional support
 - Develop reports and recommendations of technology selection and assist with other projects of the Online Learning group
- Instructional Technology & Design Assistant, Help Desk Assistant
 - Moderate online classes and provide LMS support for School of Information Sciences
 - Troubleshoot technology problems, walk staff and students through problem-solving process, collaborate with IT staff, utilize RT ticketing system, write training tutorials, maintain computers and other technology tools
 - Proficiency in Moodle, Canvas, Blackboard, Coursera, and other EdTech software
- Research Assistant
 - Identify stakeholders, conduct qualitative interviews, implement online surveys, write grant proposals, coordinate between university offices, ensure research guidelines were followed
 - Graduate Student lead of Center for Innovation in Teaching & Learning (CITL) grant project examining minority enrolment and completion of UI Online Degree Programs
 - Research the "Scholar" LMS Platform with New Learning Pedagogies Research Group. Grad Student lead and member of NSF CyberLearning and several other grant projects.
- Teaching Assistant, Instructor
 - Prepare lessons, organize class activities, grade assignments, and identify needs of students
 - Instructor of Record for CMN 111, 112 (Intro to Speaking & Writing), LIS 451 (Intro to Networked Info Systems – Online section). Recognized on CITL "List of Excellent Instructors"
 - Teaching Assistant for LIS 451 (On Campus), ENGR 298, EPS 415, Coursera MOOC (eLearning Ecologies), and Learning Design & Leadership (Online) program

eGov Strategies, Indianapolis, Indiana, January 2007 – August 2007

- Marketing & Sales Associate
 - Demonstrate product features via teleconference and webinar

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- Prepare promotional materials and contribute to requests for proposal detailing how the product offers genuine solutions for facilitating citizen response with software that was ideal for local and municipal governments
- Solicit current and prospective customers to determine needs, recommend solutions, and connect them with development team for product consultation

Education

Doctor of Philosophy Education Policy, Organization & Leadership 2019 (expected)
University of Illinois at Urbana-Champaign
Education Policy, Organization and Leadership; College of Education
Concentration: Learning Design & Leadership
Dissertation: Examining the Structure and Efficacy of Learning Management Systems

Master of Science Library and Information Science May 2011
University of Illinois at Urbana-Champaign
Graduate School of Library and Information Science
Focus: Community Informatics & eLearning
Honors: Faculty Special Award of Merit

Master of Arts Communication May 2009
University of Illinois at Urbana-Champaign
Department of Communication; College of Liberal Arts and Sciences
Focus: Rhetoric & Digital Ethnography

Bachelor of Arts Communication – Public Relations August 2006
Purdue University - West Lafayette, IN
Department of Communication; College of Liberal Arts

Professional Organizations

American Educational Research Association
Association for the Study of Higher Education
Association for Information Science and Technology

- 2010 – 2011, University of Illinois Student Chapter President

National Communication Association
Japan-US Communication Association (NCA affiliate organization)

- 2008 – 2009, Graduate Student Representative

Volunteer Positions

Beta Sigma Psi Educational Foundation

- 2009 – Present, Grants Director

The Purdue Review, Independent Student News Magazine

- 2006, Founding Managing Editor (student organization)
- 2006 – 2016, Alumni Board of Directors

See my full Academic CV for list of Publications, Presentations, and more