# 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**
- Product Consulting for Education Technology Companies
  - Researched multiple academic integrity systems and educated product team on features and functionalities through presentations, reports, and consultations
  - Interview existing users and report on problems, successes, and trends
  - Collaborate as part of a research team to understand current landscape and identify future trends in the education technology industry
- 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**
- eLearning Specialist / Online Course Development Assistant
  - Facilitate the development of instructional strategies, course materials, assessment techniques, appropriate integration of instructional technologies and best practices
  - Provide assistance to faculty in technology tools and methods, use of instructional software, and effective uses of multimedia
  - Design, develop, and deliver workshops in the use of instructional technologies and educational best practices
  - Research and recommend educational best practices, instructional resources, instructional technologies and multimedia hardware/software to support teaching and learning
  - Collaborate with a team of instructional designers, accessibility specialists, digital media professionals, and student employees
- 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
  - Proficiency in Moodle, Canvas, Blackboard, Coursera, and other EdTech software

**eGov Strategies, Indianapolis, Indiana, January 2007 – August 2007**
- Marketing & Sales Associate
  - Demonstrate product features via teleconference and webinar

- o 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
- o 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
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               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                                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             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**