Adam P. Rusch Curriculum Vitae Summary

Email: adam@rusch.me

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
 - o 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)
 - o 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.
 - O 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
 - o 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
 - o Identify stakeholders, conduct qualitative interviews, implement online surveys, write grant proposals, coordinate between university offices, ensure research guidelines were followed
 - o Graduate Student lead of Center for Innovation in Teaching & Learning (CITL) grant project examining minority enrolment and completion of UI Online Degree Programs
 - o 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
 - o 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
 - o Proficiency in Moodle, Canvas, Blackboard, Coursera, and other EdTech software

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

- Marketing & Sales Associate
 - o 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

2019

Education

Doctor of Philosophy Education Policy, Organization & Leadership

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)

• 2008 – 2009, Graduate Student Representative

Volunteer Positions

Beta Sigma Psi Educational Foundation

- 2009 2018, Grants Director
- 2019-Present, Chairman

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