HEIDI TROTTA

201-919-6833   trottahe@shu.edu
10 Townsend Road, Mendham, NJ 07945   http://www.heiditrotta.com

EDUCATION	Master of Education (Ed.M.), Instructional Technology/Media, May 2010 Columbia University, Teachers College, New York, NY
	Master of Arts, Adult Education, Instructional Media and Design, Seton Hall University, South Orange, NJ
	Bachelor of Science, Zoology, Ohio University, Athens, OH
	Certificate, Quality Matters Peer Reviewer – Online Course Design
	Certificate, Web Publishing I and II, (Web Design, Information Architecture, Web Graphics), Internet Studies, Rutgers University, New Brunswick, NJ

TEACHING EXPERIENCE

SETON HALL UNIVERSITY, South Orange, NJ   (2009 – Present)
Adjunct Faculty

- *Adult Learning Theory and Coaching, EDST 6347 (graduate, online)*
  Fall 2015 – present (Fall only)
- *Instructional Design Capstone, EDST 6306 (graduate, hybrid)*
  Spring 2015 – Summer 2017 (runs all semesters)
- *Culminating Research Seminar, EDST 9306 (graduate, face-2-face)*
  Fall 2009
- Real World Technologies, BMIE1001/EDST 6314
  (undergraduate/graduate, online)
  Fall 2009

COLUMBIA UNIVERSITY, TEACHERS COLLEGE, New York, NY   (2005-2014)
Adjunct Faculty (Professional)

- *Staff Development and Training, ORLD 5505 (graduate, online)*
  Summer 2006 to 2014 (runs all semesters, co-taught)

Co-Facilitator

- *Introduction to Adult and Continuing Education, ORLD 4050
  (graduate, online)*
  Spring 2009 to 2011 (ran spring only, co-taught)

Graduate Assistant

- Instructional Design of Educational Technology, MSTU 4083
  Fall 2005

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PUBLICATIONS   Trotta, H., & Glenn, M. Salt Marsh Dynamics ~ a Problem-Based Learning Scenario. In R. Hinrich, & C. Wankel, Engaging the Avatar. Bingley, UK: Emerald Publishing. 2012.

Balkun M., Zedeck M., & Trotta H. Literary Analysis as Serious Play in Second Life. In: Wankel C., Kingsley J., eds. Higher Education in Virtual Worlds. Bingley UK: Emerald Group Publishing, 2009:141- 157.

Hewitt, A., Spencer S., Ramloll R., & Trotta H. Expanding CERC beyond Public Health: Sharing Best Practices with Healthcare Managers via Virtual Learning. Health Promotion Practice. 2008. n.p. <http://www.biomedsearch.com/nih/Expanding-CERC-beyond-public-health/18936263.html>.

RESEARCH INTERESTS   Humanizing online instruction, digital content production (i.e. e-Learning materials, educational video production), educational game design, simulations, design thinking, promoting student creativity (i.e. 21st Century skills), innovative teaching techniques, effective poster and presentation design, visual design and literacy, WordPress design.

PROFESSIONAL EXPERIENCE   *SETON HALL UNIVERSITY, South Orange, NJ*   (Fall 2003 – Present)
Instructional Designer, Teaching, Learning and Technology Center

Assists faculty integrating instructional technologies into the curriculum across a wide variety of departments. Provides faculty and staff training in various teaching methods from a theoretical and practical perspective while supporting a number of student technology initiatives.

- 2008 New Media Consortium Learning Prize grant recipient for creating a virtual, online, endangered ecosystem, learning environment based on a salt-water marsh.
- Collaborated with faculty to create the Bridge the Gap program for high school seniors to encourage the development of skills necessary to solve problems using innovative educational learning environments.
- Spearheaded and supported the Virtual Worlds Initiative to assess possible uses of online virtual educational environments in the classroom.
- Co-developed with content experts over 100 fully online graduate and undergraduate courses in a variety of disciplines to meet Quality Matters Standards.

COUNTY COLLEGE of MORRIS, Randolph, NJ   (Fall 2002 - 2003)
Distance Education Coordinator, Learning Resources and Technology

Oversaw the planning, development, and administration of Distance Education (Online, Telnet/Telecourse, ITV, New Jersey Virtual Community College courses) and Student Technology Support Services. Worked with faculty, administrators, and others on course development and information services related to Distance Education and technology support. Coordinated student technology assistance, as well as testing, development, and maintenance of the Distance Learning Lab for students and faculty. Opened the Distance Learning Helpdesk. Represented the College on various Distance Learning Task Forces and Committees.

- Developed web site for Distance Education and Student Technology providing course information, student and faculty tools, features, and tutorials.
- Created publications and brochures to promote and market Distance Education (Online and Telnet/Telecourse). Designed and conducted online and in-person Student Orientation training; developed E-learning Guide for CCM students.
- Streamlined administrative procedures to provide better services for students and faculty, reducing student helpdesk calls by 33%.

ATLANTIC HEALTH SYSTEM, Morristown, NJ   1978 – Fall 2002)
Graphic Coordinator
Marketing & Public Relations, Information Technology   (2000 – 2002)

- Conceived, designed and managed projects providing creative solutions for communicating online content and educating staff and public via Internet technologies. Design included new home page, navigation and customized sections for Internet, and Intranet sites to meet institutional needs. Ensured consistency in style, tone, and quality of this conservative organization's image: http://www.atlantichealth.org.
- Improved marketing of the hospital by daily updating and upgrading of its website with new features every week, increasing website traffic by 30%.   Improved marketing of the hospital by daily updating and upgrading of its website with new features every week, increasing website traffic by 30%.
- Received a Customer Service Award for creating the first northern NJ hospital Internet site providing the public with critical telephone numbers and information, volunteer opportunities, and grief management strategies during the 9/11 crisis.

- Championed the resurrection of the organization's dormant Intranet, promoted and leveraged the technology to educate staff as well as streamline institutional communications. Assisted in design, concept development and delivery.

Systems Analyst & Trainer, Information Technology   (1984 – 2000)
Managed the installation, training and continued support for 10 information systems to meet client and Information Technology needs. Conducted needs analyses, researched and recommended software, coordinated the entire installation, designed and delivered application training. Mastered each system in order to train staff.

- Based on customer service talents and knowledge of the software, was the only Analyst chosen to install new software releases and train staff nationally for HBOC/McKesson.
- Coordinated various aspects of clinical system upgrades and interfaces (billing, admissions, patient results) for patient clinical systems resulting in minimal impact to patient services (Nursing, Pharmacy, Radiology and Laboratory).
- Established the first Access database to coordinate the arrival of $250K in new equipment, ensuring that all hardware and software purchases were installed and accounted for.

Manager, Support Services, Laboratory   (1980 – 1984)
Responsible for the management and monitoring of the day-to-day systems and services of Laboratory Support Services which included the Laboratory Office Staff, Phlebotomy Team and Laboratory Information Systems.

- Ensured staff maintained a customer-focused approach that included empathy, understanding, and professionalism with patients, families, and other hospital personnel.
- Reorganized department internal procedures in transitioning from manual systems to automated processes.
- Served as liaison and facilitator in the further development of the computerization of hospital clinical patient information systems across various patient service departments.
- Implemented the Laboratory's first Information System, overcoming reluctance and resistance. Developed strategy for personnel training and support and database creation.

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Program Director, School of Medical Technology   (1977 – 1980)
Administered the organization, continued development and general effectiveness of the program curriculum and operating policies for third and fourth year college students. Coordinated the periodic formal accreditation review and assessment process. Managed and monitored the performance of clinical faculty and students. Maintained strong relationship with all clinical departments and medical staff. Coordinated scheduling, resolved problems, and ensured student, faculty and administrative satisfaction.

- Trained staff on instructional strategies and teaching methods.
- Enhanced the school's measurable performance standards with an objectives-based curriculum and assessment.
- Students awarded Second Place in Regional Student Bowl, attesting to the high level of student achievement.

AWARDS *New Media Consortium Virtual Learning Prize* to create Salt Marsh Dynamics, an interactive, graphically rich problem-based learning platform, 2008

ACE Award, Atlantic Health Systems for commitment to service, quality, and sense of ownership, 2001

PROFESSIONAL and INDUSTRY CONTRIBUTION Assist in the growth of the NMC Second Life Campus to expand the boundaries of teaching, learning, and creative expression by applying new tools in new contexts. Advise in the development, establishment and assessment of various NMC initiatives in the exploration of new media in education. Served as an NMC ambassador to the Second Life and academic community. Worked with New Media Consortium staff to develop and deliver training materials and workshops for special events to the educational community. http://www.nmc.org   (2008)

Second Life Essentials Training (4 days)
Barnfield Academy, Luton England
*a Case Western Reserve Project

TECHNOLOGIES Articulate 360 Suite (Studio, Storyline Rise), Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Acrobat Pro), WordPress, Camtasia, Microsoft Office 365, Echo 360, Audacity, PowToon, Videoscribe, VoiceThread, Blackboard, Google Tools, Web 2.0, HTML and more.