

## CURRICULUM VITAE

FLORENCE MARTIN  
Instructional Systems Technology  
Department of Educational Leadership  
University of North Carolina at Charlotte  
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Charlotte, NC 28223  
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[Florence.Martin@uncc.edu](mailto:Florence.Martin@uncc.edu)  
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### EDUCATION AND PROFESSIONAL CREDENTIALS

Ph.D.	2005	Arizona State University	Educational Technology
M.Ed.	2003	Arizona State University	Educational Technology
B.E.	2000	Bharathiar University (India)	Electronics and Communication Engineering

### Licenses

M-Level (077) 2009- NC Department of Public Instruction Instructional Technology Specialist License

### PROFESSIONAL EXPERIENCE

2018-Present Professor (Instructional Systems Technology)  
Program Director (Post Master's Certificate in University and College Teaching)  
College of Education, University of North Carolina at Charlotte

Develop and teach courses in Instructional Systems Technology graduate program in asynchronously online format. Serve as Program Director of the Post Masters Certificate in University and College Teaching, chairing admissions, recruitment, and evaluation committees. Advise instructional technology graduate students. Maintain active research agenda and scholarly publications. Chair internships and capstone projects. Participate in professional, university, college, school, and programmatic related service.

2014-2018 Associate Professor and Program Director (Instructional Systems Technology)  
College of Education, University of North Carolina at Charlotte  
TENURED (2016)

Develop and teach courses in Instructional Systems Technology graduate program in asynchronously online format. Serve as Program Director of the Instructional Systems Technology Masters and Certificate programs, chairing admissions, recruitment, and evaluation committees. Advise instructional technology graduate students. Maintain active research agenda and scholarly publications. Chair internships and capstone projects. Participate in professional, university, college, school, and programmatic related service.

2012-2014 Associate Professor and Program Coordinator (Instructional Technology)  
Watson College of Education, University of North Carolina Wilmington  
TENURED (2012)

Develop and teach courses in Instructional Technology graduate program in blended and online format. Serve as Program Coordinator of the Instructional Technology Masters and Certificate programs, chairing admissions, recruitment, evaluation, and

comprehensive exam committees for the instructional technology program. Supervise thesis and design and development research capstone projects. Serve on dissertation, thesis, design and development research project committees. Advise instructional technology graduate students. Teach undergraduate instructional technology courses for preservice teachers in blended and on-line formats.

2007-2012 Assistant Professor (Instructional Technology)  
Watson College of Education, University of North Carolina Wilmington

Develop and teach courses in Instructional Technology graduate program in blended and online format. Supervise thesis and design and development research capstone projects. Serve on dissertation, thesis, design and development research project committees. Advise instructional technology graduate students. Teach undergraduate instructional technology courses for preservice teachers in blended and on-line formats.

2012-2014 Contributing Faculty (Part-Time)  
Riley College of Education and Leadership, Walden University

Teach asynchronously online graduate and undergraduate courses in Instructional Technology (MSIDT and BSIDT) program.

2013-2014 Teaching Assistant Professor (Part-Time)  
College of Education, North Carolina State University

Teach asynchronously online graduate course ECI 716 (Design and Evaluation of Instructional Materials) in Instructional Technology program.

2004-2005 Graduate Assistant, Applied Learning Technologies Institute  
University Technology Office, Arizona State University

Provided ongoing assistance to faculty and instructors who incorporated technology into their work to enhance learning and developed online tutorials for students and instructors on different features of the Blackboard.

2002-2005 Graduate Teaching Assistant  
Mary Lou Fulton College of Education, Arizona State University

Taught 16 sections of Computer Literacy (EDT 321) and 3 sections of Computer Applications (EDT 323) where students were given introduction to computers and software applications. Coordinated 20 sections of undergraduate computer literacy courses, scheduled computer literacy classes, and developed instructional material during Fall 2005 semester. Co-taught web design with a pre-service teacher to all grade levels (K-12) for the Connexiones Summer Program (Summer 2004).

2003 Instructional Design Intern  
Cisco Learning Institute, Phoenix, AZ

Designed (Task analysis /Storyboarding) and developed training courses through CLI Virtuoso e-learning platform of CLI

2000-2001 Network Engineer  
Dishnet DSL, Chennai, India

LAN/WAN Maintenance, Configure and troubleshoot Network Devices.

## **TEACHING/CURRICULUM DEVELOPMENT**

### **Courses taught**

#### *University of North Carolina Charlotte*

- EIST 6110: Instructional Design (Spring 2015)
- EIST 6120: Trends in Instructional Systems Technology (Fall 2014, Summer 2015, Summer 2016)
- EIST 6130: Instructional Multimedia Development (Fall 2014, 2015)
- EIST 6150: Design, Development and Evaluation of Online Learning (Spring 2015, 2016, 2017)
- EIST 6170: Human Performance Technology (Fall 2015, Fall 2016)
- EIST 6491: Internship in Instructional Systems Technology (Summer 2016, 2017, 2018)
- EIST 6492: Capstone project in Instructional Systems Technology (Summer 2015, Spring 2016, 2017, 2018)
- EIST 6800: Individual Study in Instructional Systems Technology (Fall 2015, Spring 2015)
- EIST 8120: Trends in Instructional Systems Technology (Summer 2016)
- EIST 8150: Design, Development and Evaluation of Online Learning (Spring 2015, Spring 2016)
- EIST 8170: Human Performance Technology (Fall 2016)

#### *University of North Carolina Wilmington*

- MIT 511: Multimedia Design and Development
- MIT 513: Computer-Based Instruction
- MIT 540: Colloquium I
- MIT 541: Colloquium II
- MIT 502: Systematic Approach to Performance Improvement
- MIT 530: Evaluation and Change Management
- MIT 510: Design and Development of Instructional Technology
- EDN 303: Instructional Technology
- MIT 595: Design and Development of Mobile Learning
- MIT 598: Design and Development Research Project
- MIT 598: Portfolio
- MIT 598: Thesis
- EDL 695: Instructional Deliveries
- EDL 699: Dissertation

#### *North Carolina State University, Raleigh, NC*

- ECI 716: Design and Evaluation of Instructional Materials

#### *Walden University*

- EIDT 6501: Training and Development
- EIDT 6135: Distance Learning
- EIDT 6100: Instructional Design
- EIDT 6110: Advanced Instructional Design
- EIDT 6130: Program Evaluation

#### *Arizona State University, Tempe, AZ*

- EDT 321: Computer Literacy
- EDT 323: Computer Applications

### **Course and curriculum development**

#### *University of North Carolina Charlotte*

Led development of Instructional Systems Technology curriculum updates in Fall 2014 proposing courses for the Training development concentration and proposing a new concentration in Online Learning and Teaching (2014-2015).

Designed and received Quality Matters Certification on five courses: EIST 6110, 6120, 6130, 6150 and 6170 (2015-2016).

Development of Graduate Certificate in University and College Teaching in 2016

*University of North Carolina Wilmington*

Established a new Online Teaching and Learning Certificate in Fall 2013.

### **Advising/student-directed scholarship**

Chair, Dissertation

*Simmons, B. (2014). Perceived Implementation Barriers of a one-to-one Initiative in a Large Urban School District, UNC Wilmington*

*Park, E. (2018). Student success in a large-size hybrid learning course – a study of student backgrounds, online video quizzes, and persistence, UNC Charlotte*

*Rinehardt-Cline, M. (2018). The effects of the teacher-reach model of blended learning on student achievement in the high school social studies classroom.*

Committee Member, Dissertation

*Tutty, J. (2013). Effects of Practice Type in the Here and Now Mobile Learning Environment, Liberty University*

*Watson, S. (2013). Motivating computer science students beyond classwork with games and gamification, UNC Charlotte*

Chair, Capstone Projects

*Staten, D. (2018). Travel Agent Education Program at Epcot Theme Park*

*Saunders, S. (2018). Coding in the Elementary School*

*Pawlowski, M. (2018). Identifying Organizational and Programmatic Issues*

*McNeil, C. (2018). Online Development of RSCH-6110/8110*

*Kellerhals, C. (2018). Leadership Development for New Managers*

*Depugh, A. (2018). Professional Development for K-12 Classroom Teachers*

*Brooks, E. (2018). Teaching Digital Citizenship to Middle School Students*

*Westlund, A. (2017). Accessing and utilizing open educational resources*

*Hackler, C. (2017). New antimicrobial stewardship standard*

*Germaine, C. (2017). Personalized learning: An overview*

*Moss, K. (2017). Typography Online Delivery*

*Leatherman, K. (2017). Teacher professional development on small group learning*

*Trosclair, K. (2017). Designing a critical incident management course*

*Collins, K. (2017). Dissertation from Day 1*

*Lanze, M. (2017). Teaching online: Pedagogical considerations*

*Colon, S. (2017). UNCC Adjunct Canvas*

*Giaccone, S. (2017). Digital learning competencies for teachers*

*Staab, M. (2016). Chromebook Orientation for Elementary Teachers.*

*Redmond, T. (2016). Digital Citizenship in Middle Grades.*

*Robinson, S. (2016). Understanding and Avoiding Plagiarism.*

*Mestre, T. (2016). Competently Ready to Work*

*Shortt, B. (2016). Data Driven Instruction in Science and Social Studies.*

- Ramsey, H. (2016). Technology Tools for Authentic Literacy Instruction in CMS  
DonForsythe, J. (2015). Designing Learning Systems with Simulation and Game Course Design.  
Swann, L. (2015). Tortel Learning Management System Training at YMCA  
Stanley, M. (2015). Planning for integration of Technology at Pioneer Springs Community School.  
Gildharry, M. (2015). Developing Literacy Skills using Chromebooks.

Chair, Design and Development Research Projects

- Shear, R. (2013). Implementing a 1:1 Laptop Environment in an Elementary School  
Benton, A. (2013). Development of Computer Based Instruction to Teach Inferential Statistics.  
Webb, M. (2013). Developing Training Solutions for Clinical Employees  
Robinson, R. (2013). Memoir Writing Instruction in an Asynchronous Format  
Boninti, C. (2012). Usability Evaluation of Rapid Elearning Tools  
Key, S. (2012). Evaluation of Online Foreign Language Courses  
Bennett, T. (2011). Use of Apple iPads in Middle Grade Math Class

Chair, Thesis

- Gillispie, L. (2008). Effects of the Dimension-M 3D Video Gaming Experience on Middle School Student Achievement and Attitude in Mathematics

## RESEARCH

### Publications (\*data-driven)

#### *Book Chapters*

- Martin, F., & Oyarzun, B. (2017). Standards, Perception, and Best Practices of Online Learning. In R. West (Ed.), *Foundations of Learning and Instructional Design Technology* (1st ed.). Available at <https://lidtfoundations.pressbooks.com/>.
- Martin, F. & Kumar, S. (2017). Frameworks for Assessing and evaluating e-learning courses and programs. In Piña, A.A., Walker, V., Harris, B.R. (Eds). *What the e-Learning Leader Needs to Know: Leading and Managing e-Learning*. Springer.
- Martin, F. (2015). Elearning design: From instructional events to elements. In Khan, B. & Ally, M. (Eds). *The International Handbook of E-learning Volume 1* (pp.153-170). New York, NY: Routledge.
- \*Bennett, T. & Martin, F. (2013). Use of Ipads in the K-6 Math and Science classroom. In Ritzhaupt, A., and Kumar.S. (Eds) *Cases on Educational Technology Implementation for Facilitating Learning*, (pp.177-192). Hershey, PA: IGI Global.
- Martin, F. & Parker, M. (2011). Virtual training at an Indian call center. In Edmundson, A. (Ed.) *Cases on Globalized and Culturally Appropriate E-Learning: Challenges and Solutions*. (pp. 90-92). Hershey, PA: IGI Global.
- Martin, F., Parker, M.A., & Ndoeye, A. (2011). Measuring success in a virtual classroom. In Eom, S.B. & Arbaugh, J.B. (Ed.) *Student Satisfaction and Learning Outcomes in E-Learning: An Introduction to Empirical Research*. (pp. 246-263). Hershey, PA: IGI Global.
- Tutty, J. & Martin, F. (2009). User generated design: Teaching and learning with web2.0. In Kidd, T. & Chen, I. (Ed.) *Wired for Learning: An Educators Guide to Web 2.0*. (pp. 43-57). Charlotte, NC: Information Age Publishing.

*Articles in refereed journals*

- \*Martin, F. & Bolliger, D.U. (2018). Engagement matters: Student perceptions on the importance of engagement strategies in the online learning environment. *Online Learning* 22(1), 205-222.
- \*Martin, F., Wang, C., & Sadaf, A. (2018). Student perception of helpfulness of facilitation strategies that enhance instructor presence, connectedness, engagement and learning in online courses. *The Internet and Higher Education*, 37, 52-65.
- \*Ritzhaupt, A. D., Martin, F., Pastore, R., & Kang, Y. (2018). Development and validation of the Educational Technologist Competencies Survey (ETCS): Knowledge, skills, and abilities. *Journal of Computing in Higher Education*, 30(1), 3-33
- \*Martin, F., Wang, C., Petty, T., Wang, W., & Wilkins, P. (2018). Middle School Students' Social Media Use. *Educational Technology and Society*, 21(1), 213-224
- \*Martin, F., Polly, B., Jokiah, A., & Birgit, M. (2017). Global Standards for Enhancing Quality in Online Learning. *Quarterly Review of Distance Education*, 18(2), 1-10.
- \*Martin, F., Ahlgrim-Delzell, L., & Budhrani, K. (2017). Two Decades (1995 to 2014) of Systematic Review of Research on Synchronous Online Learning. *American Journal of Distance Education*, 31(1), 3-19
- \*Martin, F., Ndoye, A., & Wilkins, P. (2016). Using Learning Analytics to Enhance Student Learning in Online Courses Based on Quality Matters Standards. *Journal of Educational Technology Systems*, 45(2), 165-187.
- \*Simmons, B., & Martin, F. (2016). Perceived implementation barriers of a one-to-one computing initiative in a large urban school district: A Qualitative Approach, *iManagers Journal of Educational Technology*, 11(4), 26-38
- \*Martin, F., & Ndoye, A. (2016). Using Learning Analytics to Assess Student Learning in Online Courses. *Journal of University Teaching & Learning Practice*, 13(3), 1-20.
- \*Martin, F., & Ertzberger, J. (2016). Effects of reflection type in the here and now mobile learning environment. *British Journal of Educational Technology*, 47(5), 932-944
- \*Ertzberger, J. & Martin, F. (2016). Use of Fitness Bands by teachers in the classrooms. *Tech Trends*, 60(4), 392-397
- \*Martin, F., & Whitmer, J. (2016). Applying learning analytics to investigate timed release in online learning. *Technology, Knowledge and Learning*. (21), 59-74.
- \*Robinson, R., & Martin, F. (2015). Memoir writing instruction in an asynchronous format: A design and development research project. *Journal of Applied Instructional Design*, 5(1), 5-21
- \*Martin, F., & Carr, M. (2015). An exploratory study on K-12 teachers' use of technology and multimedia in the classroom, *iManagers Journal of Educational Technology*, 12(1), 7-14
- \*Tutty, J. & Martin, F. (2014). Effects of practice type in the here and now mobile learning Environment. *iManagers Journal of Educational Technology*, 11(2), 17-27.
- \*Martin, F. & Parker, M.A. (2014). Use of synchronous virtual classrooms: Why, who and how? *MERLOT Journal of Online Learning and Teaching*, 10(2), 192-210.
- \*Ritzhaupt, A. D. & Martin, F. (2014). Development and validation of the educational technologist multimedia competencies survey. *Educational Technology Research and Development*, 62(1), 13-33

- \*Martin, F., Hoskins, O.J., Brooks, R., Bennett, T. (2013). Development of an interactive multimedia instructional module. *Journal of Applied Instructional Design*, 3(3), 5-17
- \*Pastore, R. & Martin, F. (2013). Designing and developing mobile based instruction: A designers Perspective. *Design and Technology Education*, 18(3), 61-72
- \*Martin, F., & Ertzberger, J. (2013). Here and now mobile learning: An experimental study on the use of mobile technology. *Computers & Education*, 68, 76-85
- \*Martin, F., Parker, M. & Allred, S. (2013). A case study on the adoption and use of synchronous virtual classrooms. *Electronic journal of E-learning*, 11(2), 124 - 128
- Martin, F., Pastore, R., Snider, J. (2012). Developing mobile based instruction, *Tech Trends*, 56(3), 46-51
- \*Martin, F., Parker, M. A., Deale, D. (2012). Examining the interactivity of synchronous virtual classrooms. *International Review of Research in Open and Distributed Learning*, 13(3), 227-260
- \*Martin, F. (2011). Instructional design process and the importance of Instructional alignment. *Community College Journal of Research and Practice*, 35(12), 955-972
- \*Roughton, C., Martin, F., Warren, J., & Gritmon, C. (2011). Challenges in synchronous virtual classrooms adoption by faculty. *International Journal of Instructional Technology and Distance Learning*, 8(2), 45 – 54
- \*Ritzhaupt, A., Martin, F., & Daniels, K., (2010). Multimedia competencies for educational technologist. A survey of professionals and job announcement analysis. *Journal of Educational Multimedia and Hypermedia*, 19(4), 421-449
- \*Parker, M., & Martin, F. (2010). Using virtual classrooms: Student perceptions of features and characteristics in an online and a blended Course. *Journal of Online Learning and Teaching*, 6(1), 135-147
- \*Parker, M.A., Grace, E.R., & Martin, F. (2010). Do you teach in a virtual classroom? Measuring student's perceptions of the features and characteristics. *International Journal of Instructional Technology and Distance Learning*, 7(12), 17-28
- \*Gillispie, L., Martin, F. & Parker, M., (2010). Effects of a 3-D video game on middle school student achievement and attitude in mathematics. *Electronic Journal of Mathematics and Technology*, 4(1), 68-80
- \*Martin, F., Tutty, J., & Su, Y. (2009). Influence of learning management system self-efficacy on e-learning performance. *Journal on School Educational Technology*, 5(3), 26-35.
- Martin, F., Spalter, A., Friesen, O., & Gibson, J. (2008). An approach to developing digital visual literacy (DVL). *College and University Media Review*. 14, 117-143
- \*Martin, F. (2008). Effects of practice in a linear and non-linear web-based learning environment. *Educational Technology and Society*, 11(4), 18-23
- \*Martin, F. (2008). Blackboard as the learning management system in a computer literacy course. *Journal of Online Learning and Teaching*. 4(2), 138-145
- \*Martin, F., & Klein, J. (2008). Effects of objectives, practice, and review in multimedia instruction. *Journal of Educational Multimedia and Hypermedia*, 17(2), 171-189.
- \*Martin, F., & Dunsworth, Q (2007). A methodical formative evaluation of computer literacy course: What and how to teach? *Journal of Information Technology Education*, 6, 123-134.
- \*Martin, F., Klein, J. D. & Sullivan, H. (2007). The impact of instructional elements in computer-based instruction. *British Journal of Educational Technology*, 38 (4), 623 – 636

*Articles in non-refereed journals*

- Martin, F. (2017). Human performance technology in the training and development concentration at UNC Charlotte's instructional system technology program. *Performance Improvement*, 56(4), 32-40.
- Hayes, R., Godwin, C., Butts, D., & Martin, F. (2015). The HPT model applied to a boutique style online retail store. *Performance Improvement*, 54 (7), 26-33
- Boykin, J., Leitheiser, J., & Martin, F. (2015). The HPT model applied to a yoga studio's performance. *Performance Improvement*, 54(1), 28-38
- Wells, N., Stanley, A., & Martin, F. (2014). The human performance technology (HPT) model applied to a university library's work efficiency. *Performance Improvement*, 53(3), 14-21
- Oyarzun, B., & Martin, F. (2013). A case study on multi-modal course delivery and social learning opportunities. *Bulletin of the IEEE Technical Committee on Learning Technology*, 15(1), 25-28.
- Bobbert, D., Robinson, M. and Martin, F. (2012), The ISPI HPT model applied to a university television broadcast system upgrade. *Performance. Improvement.*, 51(4), 28-38
- Snider, J. & Martin, F. (2012). Evaluating web usability. *Performance Improvement*. 51(3), 30-40
- \*Martin, F., Brooks, R., Gayford, M., Hall, H., & Whitfield, K. (2011). Evaluating reactions and transfer of skills from blackboard training. *Performance Improvement*, 50(1), 26-33
- \*Gillispie, L., Parker, M., & Martin, F. (2010). Game play is important for learning. *Learning and Leading with Technology*, Aug, 28-30.
- Martin, F., Hall, H., Blakely, A., Gayford, M., & Gunter, E. (2009). The HPT model applied to a kayak company's registration process. *Performance Improvement Journal*, 48(3), 26 – 35
- Martin, F. (2008). A performance technologist's approach to process performance improvement. *Performance Improvement*, 47(2), 30-40
- \*Klein, J. D., Martin, F., Tutty, J., & Su, Y. (2005). Teaching publications to instructional design & technology students. *Educational Technology*, 45(4), 29-33.

*Proceedings*

- Petty, T., Martin, F., Wang, C. & Wang, C. (2018, March). Implementing a Cyber Safety Curriculum with Middle School Students. In E. Langran & J. Borup (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference* (pp. 2307-2308). Washington, D.C., United States: Association for the Advancement of Computing in Education (AACE).
- \*Moallem, M., Pastore, R., & Martin, F. (2013, March). Interaction in online learning: A comparative study on the impact of communication tools on student learning, motivation, self-regulation, and satisfaction. In *Society for Information Technology & Teacher Education International Conference* (pp. 2286-2306). Association for the Advancement of Computing in Education (AACE).
- Moallem, M., Martin, F., & Pastore, R. (2011, October). Potential of New Video Conferencing Tools for Bringing Distance & Online Learners to the Face-to-Face Classrooms: Bridging Physical Separation. In *E-Learn: World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education* (pp. 773-781). Association for the Advancement of Computing in Education (AACE).



- \*Moallem, M., Pastore, R., & Martin, F. (2011, October). A Comparative Study on the Impact of Various Communication Tools on Student Learning, Motivation, Self-regulation, and Satisfaction. In *E-Learn: World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education* (pp. 1519-1534). Association for the Advancement of Computing in Education (AACE).
- \*Daniels, H., Sugar, W., Brown, A., Green, T., Martin, F., & Ritzhaupf, A. (2011, March). Multimedia production curricula: Identifying essential competencies and skills. In *Society for Information Technology & Teacher Education International Conference* (pp. 1097-1099). Association for the Advancement of Computing in Education (AACE).
- Martin, F. & Noonan, D. (2010, July). Synchronous technologies for online teaching. Proceeding of the International Conference on Technology for Education, Mumbai, India.
- \*Parker, M.A. & Martin, F. (2010, July). Synchronous virtual classrooms: Student perceptions from an online and blended education course. Proceeding of the International Conference on Technology for Education, Mumbai, India.
- \*Tutty, J. & Martin, F. (2009, October). Examining the foundations of educational technology course in 2009. Proceedings of the Association of Educational Communications and Technology Conference, Louisville, KY.
- Martin, F. (2010, July). Best practices for teaching in a synchronous virtual classroom. Proceeding of the International Conference on Technology for Education, Mumbai, India.
- Parker, M., Allred, B., Martin, F., Ndoeye, A., & Reid-Griffin, A. (2009, March). Aligning NETS-T standards (NETS-T 2008) with technology products. In *Society for Information Technology & Teacher Education International Conference* (pp. 2066-2068). Association for the Advancement of Computing in Education (AACE).
- Martin, F., & Gillispie, L. (2009, March). Multimedia Tools (Proprietary, Open Source and Freeware) for Developers. In *Society for Information Technology & Teacher Education International Conference* (pp. 601-606). Association for the Advancement of Computing in Education (AACE).
- Martin, F., Parker, M., Reid-Griffin, A., Allred, B., & Ndoeye, A. (2009, March). Efolio Technologies for Digital Students. In *Society for Information Technology & Teacher Education International Conference* (pp. 126-129). Association for the Advancement of Computing in Education (AACE).
- \*Gillispie, L., Martin, F., & Parker, M. (2009, March). Effects of the dimension-M 3D video gaming experience on middle school student achievement and attitude in mathematics. In *Society for Information Technology & Teacher Education International Conference* (pp. 1462-1469). Association for the Advancement of Computing in Education (AACE).
- \*Martin, F. & Winzeler, B. (2008, March). Multimedia competencies for instructional technologists. Proceeding of the UNC Teaching and Learning with Technology Conference, Raleigh, NC
- \*Martin, F. & Tutty, J. (2008, February). Learning management system self-efficacy of online and hybrid learners. Proceeding of the New Learning Technologies Conference, SALT, Orlando, FL.
- \*Martin, F. & Tutty, J. (2007, October). Effect of practice in a linear and non-linear web-based learning environment. Proceeding of Association for Educational Communications and Technology conference, Anaheim, CA.
- \*Martin, F., Klein, J. & Sullivan, H. (2004, October). Effects of instructional events in computer based instruction. Proceeding of Association for Educational Communications and Technology conference, Chicago, IL.

- \*Klein, J., Martin, F., Tutty, J., & Su, Y. (2004, October). How do we teach research to instructional design and technology students? Proceeding of Association for Educational Communications and Technology conference, Chicago, IL.
- \*Zhang, G, Martin, F. & Igoe, A. (2004, October). Teaching computer skills to beginners: What and how? Proceeding of Association for Educational Communications and Technology conference, Chicago, IL.
- Hancock-Niemic, M., Llama, G., Mansfield, J., Martin, F. & Klein, J. (2004, October). Using human performance technology to identify potential barriers to online high school course development. Proceeding of Association for Educational Communications and Technology conference, Chicago, IL.
- Martin, F., Klein, J., & Igoe, A. (2003, November). Teaching instructional media design: A needs assessment report. Proceeding of E-learn 2003, Phoenix, AZ.

**Conference Presentations** (\*data-driven; #refereed)

*National/International Presentations*

- \*Martin, F., & Wang, C. (2018, July). Professional Development Support for Faculty to Teach Online: A Comparison of US and German Educators. Paper presented at German-American Symposium, Charlotte, NC
- \*#Sadaf, A., Bolliger, D., Martin, F., & Shephard, C. (2017, November). Student Engagement in Online Learning. . Panel presentation at Association of Educational Communications and Technology, Jacksonville, FL
- \*#Martin, F., Wang, C., Sadaf, A., (2017, November). Student perception of facilitation strategies that enhance instructor presence in online courses. Paper presented at Association of Educational Communications and Technology, Jacksonville, FL
- \*#Martin, F., & Wang, C. (2017, July). Student perception of facilitation strategies that enhance instructor presence in online courses. Paper presented at 18th International Conference on Teaching, Education & Learning, Bangkok, Thailand.
- \*Schaal, S., Kissel, B., Glass, T., & Martin, F. (2017, June). At the intersection of science, social studies, and writing: A comparative study of location-based learning in German and American undergraduate programs. Paper presented at the German-American Symposium, Ludwigsburg, Germany
- \*Martin, F., Wang, C., Jokiah, A., Birgit, M., & Grübmeier, S. (2017, June). Faculty Perception of Preparedness to Teach Online or Blended: A comparison of American and German Educators. Paper presented at the 23<sup>rd</sup> German-American Symposium, Ludwigsburg, Germany.
- \*#Martin, F., Ahlgrim-Delzell, L., & Budhrani, K. (2017, April). Systematic review of two decades (1995 to 2014) of research on synchronous online learning. Roundtable presented at American Educational Research Association, San Antonio, TX.
- \*#Martin, F., & Bolliger, D. (2017, April). Student perceptions on the importance of engagement strategies in the online learning environment. Paper presented at American Educational Research Association, San Antonio, TX.
- \*#Martin, F., Wang, C., & Sadaf, A. (2017, February). Being There: Student perception of instructor facilitation strategies in online learning. Paper presented at the North Carolina Association for Research in Education.

- \*#Martin, F., Ahlgrim-Delzell, L., Budhrani, K. (2017, February). Systematic Review of two decades (1995 to 2014) of research on synchronous online learning. Paper presented at the North Carolina Association for Research in Education.
- #Martin, F., & Kumar, S. (2016, November). Frameworks and quality indicators for assessing and evaluating e-Learning programs. Paper presented at Online Learning Consortium Accelerate, Orlando, FL.
- \*# Martin, F. (2016, November). A Systematic review of synchronous online learning research from two decades 1995-2014. Paper presented at Online Learning Consortium Accelerate, Orlando, FL.
- \*# Martin,F., Ritzhaupt, A., Budhrani, K., & Kumar, K. (2016, October). Competencies for effective online instructors: A mixed method approach. Paper presented at Association for Educational Communications and Technology Conference, Las Vegas, NV
- \*# Bolliger, D., Kumar, K., Martin, F., & Sadaf, A. (2016, October). Engagement Matters: Ways to Enhance Interaction and Engagement in Online Learning. Paper presented at Association for Educational Communications and Technology Conference, Las Vegas, NV
- \*# Martin, F. & Ertzberger, J. (2015, November). Reflecting with a virtual expert in the here and now mobile learning environment. Paper presented at Association for Educational Communications and Technology Conference, Indianapolis, IN.
- \*# Martin, F. & Wilkins, P. (2015, November). Using learning analytics from Moodle to enhance student learning and engagement in online courses. Paper presented at Association for Educational Communications and Technology Conference, Indianapolis, IN.
- \*# Martin, F. (2015, October). Assessing student learning in online courses using learning analytics. Paper presented at Online Learning Consortium, Orlando, FL
- \*# Martin, F. & Wilkins, P. (2015, October). Enhancing student learning and engagement in online courses by using learning analytics data. Paper presented at Online Learning Consortium, Orlando, FL
- \*# Martin, F. & Wilkins, P. (2015, August). Using learning analytics to enhance online learning. Paper presented at Distance Teaching and Learning Conference, Madison, WI.
- \*# Martin, F. & Ertzberger, J. (2015, April). Effects of reflection type in here and now mobile learning. Paper presented at American Educational Research Association, Chicago, IL.
- #Curry, M., Martin, F., Betrus, A., & Ziaee, Y. (2014, November). More free/inexpensive alternatives in multimedia production. Paper presented at Association for Educational Communications and Technology Conference, Jacksonville, FL.
- \*#Sugar, B., Brown, A., Daniels, L., Hoard, B., Martin, F., Ritzhaupt, A. (2014, November). Comparison and analysis of existing multimedia production competencies studies: Implications and next steps. Paper presented at Association for Educational Communications and Technology Conference, Jacksonville, FL.
- #Oyarzun, B., Martin, F., Pastore, R., Anderson, S., Maddrell, J., Adcock, A. (2014, November). Multi-modal course delivery: Combining face-to-face and online students together. Paper presented at Association for Educational Communications and Technology Conference, Jacksonville, FL.
- #Hayes, R., Martin, F. (2014, November). Using iBook author to design an eBook applying text design principles. Paper presented at Association for Educational Communications and Technology Conference, Jacksonville, FL.
- \*#Tutty, J. I. & Martin, F. (2013, November). Effects of self-regulatory status and practice type on student performance in the mobile learning environment. Paper presented at 19th Annual Sloan Consortium International Conference on Online Learning, Orlando, FL.

- \*#Martin, F. & Whitmer, J., (2013, October). Using learning analytics to predict student success in online learning. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- \*#Ritzhaupt, A. & Martin, F. (2013, October). Development and validation of the educational technologist multimedia competencies survey. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- #Curry, J., Betrus, A. & Martin, F. (2013, October). Development on the cheap: Free/inexpensive alternatives in multimedia production. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- \*#Martin, F. (2013, August). Using learning analytics to predict student success in online learning, Education Informatics, Mysore, India
- \*#Ritzhaupt, A. D. & Martin, F. (2013, April). Development and validation of the educational technologist multimedia competencies survey. Paper presented at the American Educational Research Association, San Francisco, CA.
- #Martin, F. & Bobbert, C. (2012, October). Developing mobile instructional content using lectors inspire. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- #Webb, M. & Martin, F. (2012, October). Using articulate to create an elearning module for health care. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- #Grant, M. & Martin, F. (2012, October). Mobile computing devices and applications for teaching and learning. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- \*#Pastore, R. & Martin, F. (2012, October). Student perceptions on designing for the mobile web. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- #Martin, F., Curry, J., Ritzhaupt, A., Warren, S., & Watson, G. (2012, October). Multimedia development tools: What are we teaching? Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- #Martin, F. (2012, June). Design challenges in MLearning. Paper presented at MLearn, San Jose, CA
- #Martin, F. (2012, June). Design and usability factors for developing. Paper presented at MLearn, San Jose, CA
- \*#Moallem, M., Pastore, R., Martin, F. (2012, April). Interaction in online learning: A comparative study on the impact of communication tools on student learning, Motivation, self-regulation, and satisfaction. Paper presented at American Educational Research Association, Vancouver, Canada.
- \*#Pastore, R., Moallem, M., & Martin, F. (2011, November). The Impact of various communication tools on interaction in online learning: A comparative study. Paper presented at Association of Educational Communications and Technology Conference, Jacksonville, FL.
- \*#Martin, F. & Pastore, R. (2011, November). Developing mobile learning for IPOD touches. Paper presented at Association of Educational Communications and Technology Conference, Jacksonville, FL.
- \*#Roughton, C., Martin, F., Warren, J., & Gritmon, C. (2011, November). What challenges do faculty face in adopting synchronous virtual classroom? Paper presented at Association of Educational Communications and Technology Conference, Jacksonville, FL.

- \*#Snider, J. & Martin, F. (2011, November). Using the ISPI human performance technology model to evaluate web usability. Paper presented at Association of Educational Communications and Technology Conference, Jacksonville, FL.
- \*#Hoskins, O.J., Martin, F., Brooks, R. & Bennett, T. (2011, November). >Development of an interactive multimedia instructional module: Walking tour of historic downtown Wilmington. Paper presented at Association of Educational Communications and Technology Conference, Jacksonville, FL.
- #Moallem, M., Martin, F., Pastore, R. (2011, October). Potential of new video conferencing tools for bringing distance & online learners to the face-to-face classrooms: Bridging physical separation. Paper accepted to be presented at Elearn, Hawaii
- \*#Moallem, M., Pastore, R., and Martin, F. (2011, October). A comparative study on the impact of various communication tools on student learning, Motivation, self-regulation, and satisfaction. Paper presented at Elearn, Hawaii
- #Daniels H. L., Sugar, W., Bishop, M. J., Brown, Lee Daniels, Green, T., Martin, F. & Ritzhaupt, R. (2011, March). Multimedia production curricula: Identifying essential competencies and skills. Paper presented at the annual international conference of the Society for Information Technology in Education , Nashville, TN
- #Bishop, M.J, Brown, A., Daniels, L., Green, T., Martin, F., Ritzhaupt, A. and Sugar, B. (2010, October). Teaching multimedia production curricula effectively: Identifying essential competencies and skills of instructional design and technology professionals. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- #Martin, F. (2010, October). Best practices for teaching in a synchronous virtual classroom. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- \*#Martin, F. & Parker, M.A, & Allred, B. (2010, October). Adoption of virtual classrooms for online courses in higher education. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- #Martin, F. & Noonan, D. (2010, October). Interactive technologies for synchronous online teaching. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- #Martin, F. & Noonan, D. (2010, July). Synchronous technologies for online teaching. Paper presented at the International Conference on Technology for Education, Mumbai, India.
- \*#Parker, M.A., & Martin, F. (2010, July). Synchronous virtual classrooms: Student perceptions from an online and blended education course. . Paper Presented at the International Conference on Technology for Education, Mumbai, India.
- #Martin, F. (2010, July). Best practices for teaching in a synchronous virtual classroom. Paper Presented at the International Conference on Technology for Education, Mumbai, India.
- \*#Martin, F. & Ritzhaupt, A. (2009, October). Multimedia competencies for instructional technologist: A 2009 needs assessment. Paper Presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- \*#Martin, F., Tutty, J., & Su, Y. (2009, October). Measuring learning management system self-efficacy. Paper Presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- \*#Parker, M. A., Martin, F. & Allred, S. E., (2009, October). The effect of faculty and student personality type on perceptions of learning through virtual classrooms. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY

- \*#Tutty, J., & Martin, F. (2009, October). Examining the foundations of educational technology course in 2009. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- #Martin, F., Parker, M., Reid-Griffin, A., Allred, B. & Ndoye, A. (2009, March). Efolio technologies for digital students. Paper presented at Society for Information Technology and Teacher Education Conference, Charleston, SC.
- #Martin, F., & Gillispie, L. (2009, March). Multimedia tools (proprietary, open source and freeware) for developers. Paper presented at Society for Information Technology and Teacher Education Conference, Charleston, SC.
- \*#Gillispie, L., Martin, F. & Parker, M. (2009, March). Effects of the dimension-M 3D video gaming experience on middle school student achievement and attitude in mathematics. Paper presented at Society for Information Technology and Teacher Education Conference, Charleston, SC.
- #Parker, M., Allred, A., Martin, F., Ndoye, A. & Reid-Griffin, A. (2009, March). Aligning Nets-T standards (NETS-T 2008) with technology products. Paper presented at Society for Information Technology and Teacher Education Conference, Charleston, SC.
- #Tutty, J. & Martin, F. (2008, November). Learner as the designer: An instructional design and learning model for web 2.0. Paper presented at Association of Educational Communications and Technology, Orlando, FL
- #Gibson, J. & Martin, F. (2008, October) Digital visual literacy; Vital skills for interdisciplinary workforce. Paper presented at Educause Conference, Orlando, FL
- \*#Martin, F. (2008, October). What do we want our students to tell us in the evaluations? Paper presented at CREATE's National Evaluation Institute Conference, Wilmington, NC
- \*#Friesen, O., Martin, F., Gibson, J. (2008, April). Digital visual literacy for information technology workforce curricula. Paper presented at TechEd 2008, Ontario, CA.
- \*#Brooks, J., Gibson, J., Friesen, O., & Martin, F. (2008, March). Digital visual literacy: Vital IT skills for the education workforce. Paper presented at Society for Information Technology and Teacher Education, Las Vegas, NV
- \*#Martin, F. & Tutty, J. (2008, February). Learning management system self-efficacy of online and hybrid learners. Paper presented at the New Learning Technologies Conference, SALT, Orlando, FL.
- \*#Martin, F. & Gibson, J.. (2008, February). Digital visual literacy for global inter-disciplinary curricula. Paper presented at 2008 World Congress and International Association of Colleges Conference, NY.
- \*#Martin, F. & Friesen, O. (2007, October). Effectiveness of digital visual literacy in computer literacy Curriculum. Paper presented at National Science Foundation, ATE conference, Washington D.C.
- \*#Martin, F. & Tutty, J. (2007, October). Effect of practice in a linear and non-linear web-based learning environment. Paper presented at Association for Educational Communications and Technology conference, Anaheim, CA
- \*#Martin, F., & Klein, J. (2005, October). Effects of instructional elements in computer based Instruction. Paper presented at Association for Educational Communications and Technology conference, Orlando, FL.
- \*#Martin, F., Klein, J. & Sullivan, H. (2004, October). Effects of instructional events in computer based instruction. Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.
- \*#Klein, J., Martin, F., Tutty, J., & Su, Y. (2004, October). How do we teach research to instructional

design and technology students? Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.

\*#Martin, F. & Igoe, A. (2004, October). Teaching computer skills to beginners: What and how? Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.

\*#Hancock-Niemic, M., Llama, G., Mansfield, J., Martin, F., & Klein, J. (2004, October). Using human performance technology to identify potential barriers to online high school course development. Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.

\*#Martin, F., Klein, J., & Igoe, A. (2003, November). Teaching instructional media design: A needs assessment report. Paper presented at E-learn 2003, Phoenix, AZ.

#Bevell, L., Martin, F., Ozgul, G., Su, Y., & Zhang, G. (2003, October). New technologies, new ideas, new media selection models? Paper presented at Association for Educational Communications and Technology conference, Anaheim, CA.

#### *State/Regional Presentations*

Martin, F. (2015, March). Using emerging instructional technologies to enhance clinical training. Paper presented at medical device clinical training & education conference, Charlotte, NC

\*#Galbraith, J., Martin, F., Irvin, E., Gonzalez, P. (2015, February). Blended delivery format for introductory language courses at the university level. Paper presented at Foreign Language Association of North Carolina Conference, Wilmington, NC

\*#Martin, F. & Whitmer, J., (2013, October). Using learning analytics to study adaptive learning. Paper presented at Global Learning Technologies Conference, Wilmington, NC.

\*#Martin, F. & Parker, M.A. (2013, February). Use of synchronous virtual classrooms. Why, who and how? Paper presented at North Carolina Association for Research in Education, Wilmington, NC.

\*#Martin, F. & Ertzberger, J. (2013, February). Here and now mobile learning. An experimental study on the use of mobile technology. Paper presented at North Carolina Association for Research in Education, Wilmington, NC.

\*#Moallem, M., Pastore, R., Martin, F. (2012, July). . Impact of interaction in online learning. Paper presented at Global Learning Technologies Conference, Wilmington, NC

#Martin, F. (2012, July). Multimedia tools (proprietary, open Source and freeware) for designing. Paper presented at Global Learning Technologies Conference, Wilmington, NC.

Martin, F. & Brown, B. (2012, April). Media literacy for global interdisciplinary curricula. Paper presented at Sister Cities of Wilmington Conference, Wilmington, NC.

\*#Parker, M. A. & Martin, F. (2012, April). A review of research methodologies in studies on synchronous online learning in higher education, Eastern Educational Research Association, Hilton Head, SC.

Gibson, J, Friesen, O. & Martin, F. (2008, July) Digital visual literacy; Vital skills for interdisciplinary CTE curricula. Paper presented at AZTEC CTE Conference, Tucson, Arizona

Friesen, O., Martin, F., Gibson, J. (2008, March). Digital visual literacy: Vital skills for IT curricula. Presented at Microcomputers in Education, Tempe, AZ.

\*#Martin, F. & Winzeler, B. (2008, March). Multimedia competencies for instructional technologists. Paper presented at the UNC Teaching and Learning with Technology Conference, Raleigh, NC

\*#Martin, F. & Tutty, J. (2008, March). Learning management system self-efficacy of online and hybrid learners using LMS self-efficacy scale. Paper presented at the UNC Teaching and Learning with Technology Conference, Raleigh, NC

## Grants

### *National grants*

- Martin, F., Markant, D., Maher, M., & Wang., C. [Principal Investigator]. *Exploring the impact of adaptive learning on faculty, instructional designers, and students in online courses*, National Science Foundation, SaTC: EDU, \$749,935 NOT FUNDED
- Martin, F., Petty, T., Wang., C., & Wang, W. (2017-2019) [Principal Investigator]. *Establishing Digital Citizenship by Implementing Cyber Safety Curriculum with Middle School Students*, National Science Foundation, SaTC: EDU, \$300,000 FUNDED
- Lipford, H., Martin, F., & Rorrer, A., (2015-2017). [Co-Principal Investigator]. *Creating a Usable Security and Privacy Body of Knowledge*, National Science Foundation, EAGER, \$194,439.00 FUNDED
- Cherukuri, H., Martin, F., Thomas, M., Dutta, D. (2015-2018). [Co-Principal Investigator]. *Enhancing Engineering Education through Instructional Design, Culturally Responsive Teaching and Writing Pedagogies*, USIEF, \$189,685 NOT FUNDED
- Martin, F., Vetter, R., Griffin, A., Shaw, J. (2013-2017). [Principal Investigator]. *Developing Mobile-Based, Inquiry-Based, Location-Based Earth and Environmental Science) Curriculum*, Institute of Education Sciences, \$1.4 million NOT FUNDED
- Martin, F., & Parker, M. (2014-2017). [Principal Investigator]. *Using Learning Analytics to Predict Student Success in Online Learning*, Spencer Foundation (2014-2017), \$487,846 NOT FUNDED
- Buehman, A., Friesen, O., Martin, F. & Gibson, J. [Co-Principal Investigator]. (2006-2009). *Digital Visual Literacy Grant*, National Science Foundation, Advanced Technology Education (ATE): \$600,000 FUNDED
- Martin, F., Ertzberger, Shore, R., Garrett-Dickers [Principal Investigator] (2015 - 2016). *Competently ready to work*, University of North Carolina General Administration: \$25,000. FUNDED
- Martin, F., Thomas, M., Wilkins, P. [Principal Investigator] (2014 - 2015). *Building Measurable Quality into a Fully Online Master's Program*. University of North Carolina General Administration: \$25,000. NOT FUNDED
- Gonzalez, P., Martin, F., Galbraith, J. [Principal Investigator] (2013 - 2014). *Re-design of SPN 101*, University of North Carolina General Administration: \$25,000. FUNDED

### *University faculty development grants funded*

- Martin, F. [Principal Investigator] (2017-2018). *Student Perception of Quality Matters Certified Courses, Scholarship of Teaching and Learning Grant*, University of North Carolina Charlotte: \$8000
- Martin, F. [Principal Investigator] (2015-2016). *Competencies for Effective Online Instructors, Faculty Research Grant*, University of North Carolina Charlotte: \$6000
- Martin, F. [Principal Investigator] (2014-2015). *Re-design of online courses, Quality Matters Course Design Grant*, Distance Education, University of North Carolina Charlotte: \$8000
- Martin, F. [Principal Investigator] (2014-2015). *Use of Learning Analytics to Enhance Student Learning. Scholarship of Teaching and Learning Grant*, University of North Carolina Charlotte: \$13575



- Martin, F. [Principal Investigator] (2014). *Research Mini Grant*, Watson College of Education, University of North Carolina Wilmington: \$1500
- Martin, F. [Principal Investigator] (2013). *Grant to support Grant-Writing Efforts*, Provost's Office, University of North Carolina Wilmington: \$5400
- Martin, F. [Principal Investigator] (2013). *International Travel Grant*, Office of International Programs, University of North Carolina Wilmington: \$1000
- Martin, F. [Principal Investigator] (2013 - 2014). *Cahill Research Grant*, Office of Research Services, University of North Carolina Wilmington: \$3000
- Martin, F. [Principal Investigator] (2012). *Development of a Mobile Learning Course, Summer Pedagogical Grant*, Center for Teaching Excellence, University of North Carolina Wilmington: \$4500
- Martin, F. [Principal Investigator] (2012). *International Travel Grant*, Office of International Programs, University of North Carolina Wilmington: \$1000
- Martin, F. & Pastore, R. [Principal Investigator] (2012). *Mobile Learning Grant*, Center for Teaching Excellence,, University of North Carolina Wilmington: \$6948
- Martin, F. [Principal Investigator] (2010). *International Travel Grant*, Office of International Programs, University of North Carolina Wilmington: \$1000
- Martin, F. [Principal Investigator] (2009). *Research Mini Grant*, Watson College of Education, University of North Carolina Wilmington: \$1500
- Martin, F. [Principal Investigator] (2009). *Online Course Design Grant*, Watson College of Education, University of North Carolina Wilmington: \$10,000
- Martin, F. [Principal Investigator] (2008). *PSLC Conference Grant*, Watson College of Education, University of North Carolina Wilmington: \$980
- Martin, F. [Principal Investigator] (2007). *Course Design Mini Grant*, Watson College of Education, University of North Carolina Wilmington: \$2,000

## APPLICATIONS USED

<i>Interactive Course Design</i>	<i>Graphic Design</i>	<i>Course delivery Systems</i>	<i>Other Applications</i>
Adobe Flash	Adobe Photoshop	Canvas	Adaptive Software
Macromedia Director	Adobe Illustrator	Blackboard Technology	(Zoom text, Jaws, Text
Macromedia Authorware	Adobe Indesign	CLI Virtuoso	Bridge, Read Please)
Adobe Dreamweaver	Microsoft Publisher	Intel Learning Network	I Movie/Windows
Adobe Captivate	Microsoft Visio	Sakai/ Moodle	Movie Maker
Camtasia	Scribus	Taskstream	MS Office 2010
Articulate Studio/Storyline	PaintNet	Synchronous Systems	SPSS
Lectora inspire/ Snap	GIMP	(Elluminate, Horizon	Microsoft Project
iBook Author/Sigil/Calibre		Wimba, Webex, Adobe	Microsoft Access
Audacity		Connect)	

## **SERVICE/ OUTREACH/ ENGAGEMENT**

### **Service to the University**

#### *University of North Carolina Charlotte*

##### To the University

- 2017 – Advisory Board Member, Center for Teaching and Learning
- 2017 - Bank of America Teaching Award Committee
- 2016- Faculty Scholarship of Teaching and Learning Grants Committee
- 2015- ITS Advisory Committee
- 2014- Member, Academic Credit Hour Working Group, UNC Charlotte

##### To the College

- 2018 Member, Department Review Committee
- 2017- Member, Faculty Council
- 2016 Co-Chair, RTP Taskforce
- 2016 - Member, ITAC committee
- 2016 - Member, CAEP Committee
- 2016 - Member, College Teaching Award Committee
- 2015 - Member, Readmission Committee for Graduate Students
- 2015 - 2017 Member, College Faculty Diversity Award Committee
- 2014 - Member, Recruitment Task Force, College of Education

##### To the Department

- 2016 Chair, IST Search Committee, Clinical Position
- 2015-2016 Chair, IST Search Committee, Tenure-Track Position
- 2015 - 2016 Committee Member, Legacy for Leadership Award
- 2014- Program Director, Instructional Systems Technology, Department of Educational Leadership

#### *University of North Carolina Wilmington*

##### To the University

- 2013 - 2014 Member, Learning Analytics Initiative
- 2013 - 2014 Member, Faculty Roles, Responsibilities and Rewards
- 2012 - 2012 Member, Fullbright Application Reviewer
- 2012 - 2012 Member, Evaluation Committee, Subcommittee of Faculty Senate
- 2010 - 2014 President, International Faculty and Staff Organization
- 2010 - 2014 Department Liaison, Office of International Programs
- 2009 - 2010 Member, University Advancement Committee
- 2008 - 2008 Member, Faculty Instructional Support ITSD Search
- 2010 - 2010 Member, Office of E-learning Search

##### To the Watson College of Education

2013-2014 Member, Assessment and Accreditation Committee  
2008-2009 Member, Technology Council Committee  
2009-2014 Member, EDN 303 Instructional Technology Course Committee  
2009-2011 Member, International Committee  
2007-2009 Chair, EDN 303 Instructional Technology Course Committee  
2009-2010 Member, Faculty Search Committee  
2007-2008 Member, Diversity Committee  
2007-2008 Member, Faculty Search Committee

To the Instructional Technology Program/Department of ITFSE

2012-2014 Program Coordinator, Instructional Technology  
2012-2014 Chair, MIT Student Recruitment Committee  
2012-2014 Chair, MIT Program Evaluation Committee  
2012-2014 Chair, MIT Student Admission Committee  
2009-2014 Member, MIT Design and Development Research Project Committees  
2007-2012 Member, MIT Student Recruitment Committee  
2007-2012 Member, MIT Program Evaluation Committee  
2007-2012 Member, MIT Student Admission Committee

**Service to the Profession**

*Editorial service*

2015-2016 Guest Editor, Special Issue in Online Learning, Journal of Applied Educational and Policy Research  
2013 - Manuscript Reviewer, Computers and Education  
2011 - Manuscript Reviewer, Journal of Engineering Education  
2009 - Manuscript Reviewer, Journal of Online Learning and Teaching  
2007 - Manuscript Reviewer, Educational Technology and Society  
2008 - 2009 Manuscript Reviewer, Journal of Information Technology Education  
2009 - 2009 Grant Proposal Reviewer, The Standard Research Grants Program of the Social Sciences and Humanities Research Council of Canada  
2004 - Conference Proposals Reviewer, Association for Educational Communications and Technology: Multimedia Production and International Division  
2013 - 2013 American Educational Research Association, SIG IT Award Reviewer  
2008 - 2008 Conference Proposals Reviewer, American Educational Research Association: Division C: Learning and Instruction and SIG: Instructional Technology

*Professional leadership positions*

2017 Design and Technology Sig, Mentor, American Educational Research Association  
2016 NSF Early Career Symposium Mentor, Association for Educational Communications and Technology,  
2016- President-elect, Division of Distance Learning, Association for Educational Communications and Technology,  
2015- AVP/VP, Marketing and Communication, ISPI Charlotte  
2013 - 2014 Past-President, Multimedia Production Division, Association for Educational Communications and Technology, Coordinated the Immersive Learning Awards  
2012 -2013 President, Multimedia Production Division, Association for Educational Communications and Technology  
2011- 2012 President Elect and Conference Planner, Multimedia Production Division, Association

for Educational Communications and Technology

*Professional consultation*

- 2013 - 2013 Viridis Learning  
Elearning Consultant, Designed and developed web based modules using Adobe Captivate for construction workers. Content analysis of 12 modules on energy management and controls.
- 2012-2013 Shoolini University  
Online Learning Expert, Conducted workshops for faculty and deans on online learning. Provided guidance in the strategic planning initiative of online education. Designed and developed online modules using Articulate to train faculty to teach online.
- 2012 - 2012 NEXT Grant, Arizona State University  
Elearning Consultant, Designed and developed online professional development for teachers using Articulate. Integrated the online modules into the Moodle Learning Management System.
- 2007- 2007 University of Phoenix  
Instructional Design Consultant, Designed and developed courses in MBA and MS in Accounting. Provided instructional design guidance and support to the curriculum development managers. Worked with subject matter experts in the effective design of the courses.
- 2006 – 2007 Maricopa Community College District  
Instructional Design Consultant, Worked with subject matter experts (SMEs) for curriculum design in different content areas. Assisted in the creation of the training workshops for the Sakai eLearning system. Performed user acceptance testing for the learning platforms.
- 2006 - 2006 Intel Corporation  
Training Consultant, Designed and developed web based training with detailed demonstrations and simulations for the PTO central project management tool training for project managers using Adobe Captivate.

**Service to the Community and Practitioners**

*Community leadership positions*

- 2012- 2012 International Advisory Board Member, Blended Synchronicity, Australia  
2011- 2012 Curriculum Board Committee, Cape Fear Center for Inquiry Charter School  
2011- 2012 Board of Directors, Cape Fear Center for Inquiry Charter School  
2008- 2008 Portfolio Reviewer, Isaac Bear High School Digital Literacy Portfolio

*Workshops and presentations*

- Martin, F. (2018, July). Best Practices to Teach Online, Karunya University
- Martin, F. (2018, July). Mobile Learning Design and Development, Education Training and Assessment Group, Mysore, Infosys
- Martin, F. (2017, July). *Instructional Technology Trends*, Montford College, Chiang Mai, Thailand.

- Martin, F. (2017, July). *Instructional Technology Trends, Instructional Design, Online Learning*, Ministry of Health, Muscat, Oman
- Martin, F. (2017, March). *Exploring more Canvas features (pages, modules, assignments, gradebook)*, College of Education, UNC Charlotte
- Martin, F. (2017, March). *Recording a lecture/lesson using Camtasia and publishing it online*, College of Education, UNC Charlotte
- Martin, F. (2017, February). *Engagement Matters: Student Perception of the Importance of Engagement Strategies in the Online Learning Environment*, College of Education Research Colloquium, UNC Charlotte
- Martin, F. (2017, February). *Using Webex for Synchronous Teaching*, College of Education, UNC Charlotte
- Martin, F. (2017, February). *Creating a user-friendly, visually appealing homepage in the Canvas LMS*, College of Education, UNC Charlotte
- Martin, F. (2016, December). *Using Webex for Synchronous Teaching*, College of Education, UNC Charlotte
- Martin, F. (2016, November). *Current Trends in Instructional Technology*, International Society for Performance Improvement Charlotte
- Martin, F. (2016, October). *Applying Quality Matters into your Online Course*, College of Education, UNC Charlotte
- Martin, F. (2016, October). *Effective Time Management Strategies to Teach Online Without Being Up at 3 AM or Providing 24/7 Support*, Center for Teaching and Learning, UNC Charlotte
- Martin, F. (2016, September). *Best Practices for teaching online using the Canvas Learning Management System*, College of Education, UNC Charlotte
- Martin, F. (2016, September). *10 Best Practices to Teach Online*, Center for Teaching and Learning, UNC Charlotte
- Martin, F. (2016, September). *How to Engage Online Learners*, Central Piedmont Community College
- Martin, F. (2016, June). *Best Practices to Teach Online*, Northwest Foreign Languages University
- Martin, F. (2016, April). *Enhancing Online Course Quality using Instructional Alignment*, Center for Teaching and Learning, UNC Charlotte
- Martin, F. (2016, February). *Creating Instructor Presence in Online Courses*, Center for Teaching and Learning, UNC Charlotte
- Martin, F. (2016, January). *Enhancing Online Course Quality*, Center for Teaching and Learning, UNC Charlotte
- Martin, F. (2015, November). *Best Practices in Online Course Design*, International Society for Performance Improvement Charlotte
- Martin, F. (2015, July). *Topic Analysis and Identification of Topic Objectives for Usable Security Curriculum*, SOUPS, Ottawa, Canada
- Martin, F. (2014, March). *Strategies for flipping your classroom*. Watson College of Education Student Interns, UNCW.
- Martin, F. (2013, July). *What is Online Learning?* Shoolini University.
- Martin, F. (2012, September). *Eportfolios for Student Development and Assessment*. Center for Teaching Excellence, UNCW.

- Martin, F. (2012, April). *Getting to know India*. Osher Lifelong Learning Institute, UNCW
- Martin, F. (2010, June). *Technology Trends*, Ashram Public School, Kakinada, India.
- Moallem, M., Martin, F., Kate, D., & Pemberton, A. (2010, April). *Design and Development of elearning*. WITX Technology Showcase, Computer Information Systems, UNCW.
- Martin, F. (2010, February). *Best Practices to teach in Virtual Classroom*. Office of Elearning, UNCW
- Martin, F. (2009, February). *Horizon Wimba Virtual Classrooms* Esession, Office of Elearning, UNCW
- Chen, S.J., Martin, F., Ritzhaupt, A. (2009, April). *Edutainment and Podcasting*. Interact Technology Showcase. University of North Carolina Wilmington.
- Martin, F. (2009, April). *International Session on INDIA*, Information Technology and Systems Division, UNCW
- Martin, F. (2009, March). *International trip to India*, Political studies, UNCW
- Baptista, S., Chen, S.J., Martin, F., & McLaren, Z. (2009, March). *Creating Podcasts Using Open Source Applications*, Society for Information Technology and Teacher Education
- Baptista, S., Chen, S.J., Martin, F., & Lanier, N. (2008, Sep – Nov). *Web 2.0 for faculty (Podcasting, Wikis and Blogs)*. Center for Teaching Excellence, University of North Carolina, Wilmington.
- Allred, B., Ertzberger, J. & Martin, F. (2008, October). *Web 2.0 for Teachers*. IIC Conference, University of North Carolina Wilmington.
- Martin, F. & Lanier, N. (2008, April). *Multimedia Design and Development Course*. Student Experiences at TLT Teaching and Learning with Technology Conference. WSE Diversity Showcase. University of North Carolina Wilmington.
- Chen, S.J., Martin, F., Lanier, N., & McDowell, N. (2008, April). *Web 2.0 for E-learning*. Interact Technology Showcase. University of North Carolina Wilmington.
- Martin, F. & Friesen, O. (2008, January). *Digital Visual Literacy Workshop*. Learning Day at Glendale Community College.
- Gibson, J., Friesen, O., Martin, F. Buehman, A. (2007, November). *Digital Visual Literacy Dialog Day*. Maricopa Community College District.

## **HONORS AND AWARDS**

- UNC Charlotte, College of Education Research Award, 2018
- Fellow for Digital Learning, Office of the Senior Associate Provost, UNC Charlotte, 2017-2018
- Associate Quality Matters Fellow, UNC Charlotte, 2017-2019
- Teaching Faculty Fellow, College of Education, UNC Charlotte, 2016-2017
- Institute of Emerging Leadership in Online Learning Fellow, 2016
- Best Presentation Award, 18th International Conference on Teaching, Education & Learning, Bangkok, Thailand.
- Crystal Award, Winner, Association for Educational Communications Technology, Division of Distance Learning (DDL) 2015 - Recognizes innovative and outstanding multimedia-based distance learning courses and distance learning projects
- Excellence in Elearning Award Nominee, University of North Carolina Wilmington, 2013 and 2014
- Bruce N. Chaloux Award for Early Career Excellence in Online Education Nominee, Sloan Consortium, 2014
- Anglo Indian School Leaving Certificate State Award, 1994

## **PROFESSIONAL MEMBERSHIPS**

- 2008 - American Education Research Association (AERA), SIG Instructional Tech, Online Learning and Teaching
- 2014 - International Society for Performance Improvement (ISPI), Charlotte Chapter
- 2014 - American Society of Training and Development, Charlotte Chapter
- 2014 - Online Learning Consortium (Sloan-C)
- 2008 - 2009 American Education Research Association (AERA), SIG Instructional Tech
- 2008 - 2009 International Society for Performance Improvement
- 2003 - Association for Educational Technology and Communications (AECT)
- 2003 - Elearning Guild