

KELLEY SHAFFER, Ph.D.

Prairie View A&M University

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HIGHER EDUCATION EXPERIENCE

Prairie View A&M University, Prairie View, TX (A member of the Texas A&M System)

Manager of Instructional Design, Center for Instructional Innovation & Technology Services September, 2021 – Present

Associate Professor, College of Education/Curriculum & Instruction

Manager of Instructional Design

- Manage a team of Instructional Designers/LMS administrators
- LMS/Canvas
 - Technical training, support, instructional design, course development, faculty consultations
 - Online support services for all online, hybrid, and on-ground courses with an online component
 - Administration and maintenance
- Oversees the online course review/approval process for courses to be offered online and hybrid
- Planning and building an assessment structure within Canvas for accreditation to leverage Outcomes and New Analytics.

Associate Professor/Teaching Courses:

- Developed and designed the Instructional Design concentration in the Masters' program for Curriculum & Instruction.
- Provide training for student teachers and faculty on educational technology and instructional design.

Self Employed/Educational Consultant.

August, 2020 – August, 2021

Work/consult with universities to review online strategy, online course design, and train faculty to teach online.

Tarleton State University, Stephenville, TX (A member of the Texas A&M System)

Director of the Center for Instructional Innovation

March, 2013 – July, 2020

Associate Professor, College of Education/Educational Leadership & Technology

Director of the Center for Instructional Innovation

- Director of the Center for Instructional Innovation, responsible for:
 - LMS/Canvas
 - Technical training, support, instructional design, course development, faculty consultations
 - Online support services for all online, hybrid, and on-ground courses with an online component
 - Planned and lead the move from Blackboard Learn to Canvas as the University's LMS
 - Classroom Lab Support Services
 - Maintaining 1500+ classroom computers Purchase and maintenance of academic software
 - Faculty Training and Innovation (faculty development)
 - Provide instructional design expertise and consultations
 - Provide faculty training to improve classroom instruction
 - Provide faculty training with technology
 - Provide round table discussions and workshops on current issues and topics relevant to faculty Provide training and orientation for new faculty

Associate Professor/Teaching Courses:

- EDAD 5301 – Research in Educational Leadership (Graduate)
- EDAD 5355 – Leadership of Diverse Learning Communities (Graduate)
- EDTC 5349 - Educational Media & Technology (Graduate)
- EDTC 5354 – Facilitating the Online Learning Environment (Graduate)
- EDTC 5370 – Instructional Design & Technology Capstone Course (Graduate)

Thesis & Dissertation Committees:

- Masters' Thesis: Colin Talbott (2016), Kayla Kubitza (2016), Tamara Leifest (2015)
- Dissertation Committees: Justin Johnson (2019), Justin Carrell (2020), Sabrina Early (2020)

Service to the University:

Committees:

Distance Learning Advisory Council (Chair): September, 2016 - 2020

Faculty Development Committee (Co-Chair): September 2019 present, Chair, 2013-2019.

Center for Instructional Innovation Advisory Council (Chair): March, 2013 – August, 2016

Academic Council: March, 2013 – August, 2018

Committee of Leaders for Achievement and Student Success (CLASS): September 2013 – August 2018

Search Committee: Assistant Professor of Communication Studies/Public Relations, February, 2015 – May, 2015

Search Committee: Assistant Professor, Educational Technology, March 2014 – April, 2015, Chair 2019

Search Committee: Associate Vice President for Curriculum, Assessment and Faculty Affairs, April 2015 – May, 2015

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University Planning Council: March, 2013 – August 2018

University Project Management Committee for Information Technology: March, 2013 - present

University Calendar Committee (Ex-Officio): March, 2013 – present

Women's Mentoring Group: Fall, 2018 – present

Task Forces:

LMS Review Task Force (Chair) – November 2017 – May, 2018

ePortfolio Implementation Task Force (Chair) – June, 2016 – December,

2016ePortfolio Task Force (Chair) – January, 2016 – May, 2016

Evaluating the Quality of Online Instruction: Plan Development Task force (Chair) – April, 2013-February, 2014

Improving the Quality of Online Instruction: Rubric Development Task force (Chair) – May, 2014 – January, 2015

Textbook Alternatives Task force – January, 2013 – December 2013

Programs:

Celebrate Teaching Week: Plan/coordinate/facilitate. Spring, 2015 – 2020.

Improving the Quality of Online Instruction: Manage process/coordinate/facilitate. Spring, 2015 – 2020.

Qualitative Research Retreat: Plan/coordinate/facilitate/present. Summer, 2017 – 2019.

Scholarship of Teaching and Learning (SoTL): Primary Investigator and Coordinator. March, 2014 – 2020.

Tarleton Rookie Club Program: Coordinator and Mentor. Fall, 2014 – 2020.

Service – Texas A&M University System

Council for Academic Technology and Innovative Education (CATIE):

Vice Chair, June 2018 - 2020

Executive Council, June 2016 – 2020

Member. June, 2014 – 2020

CATIE/Collaborative Pricing Task Force (Chair): October, 2017 – 2020

This task force leverages the resources of the Texas A&M System to enter into Collaborative Pricing/Master Agreements for instructional tools and software for the system that allows individual system members to opt in and provide more favorable pricing.

CATIE/Quality Assurance Task Force (Chair). September, 2014 – September, 2017

This task force developed a Quality Assurance program to ensure quality standards for all online and blended courses at Texas A&M System member universities. The program was kicked off at the 2017 Texas A&M Chancellor's Symposium on Quality Assurance.

Texas A&M System Chancellor's Summit on Educational Technology (Conference Chair): September, 2020; Virtual.

Texas A&M System Chancellor's Summit on Accessibility (Conference Chair): June 11-12, 2019; College Station, TX.

Texas A&M System Chancellor's Summit on Educational Technology (Conference Committee): June, 12-13 2018; College Station, TX.

Texas A&M Chancellor's Symposium on Accessibility (Conference Chair): June 11-12, 2019;

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College Station, TX.

Texas A&M Chancellor's Symposium on Quality Assurance (Conference Chair): June 27-28, 2017; College Station, TX.

Distance Education Advisory Council (DEAC): Member. March, 2013 – May, 2014

TAMU Course Exchange Program: Tarleton State University/Coordinator. August, 2013 –

August 2019

Quality Matters/Texas A&M Consortium:

Tarleton State University (Campus Facilitator)

Quality Matters Certified Peer Reviewer

Quality Matters Certified Course Review Manager

Professional Service

Educause – article reviewer and conference submission reviewer.

2013 – 2019

- Reviewer/Badge – April, 2019.
- Reviewer/Badge – June 2017.
- Reviewer/Badge – June, 2016.
- Reviewer/Badge – May, 2015.
- Reviewer/Badge – September, 2014.

Art Institute of Pittsburgh, Pittsburgh, PA

General Education Faculty

July, 2005 – September, 2012

e-College/e-Companion Administrator

Delivery modalities: On-ground, online, hybrid/blended

Faculty/Teaching Courses:

- Computer Literacy for PC/Windows
- Computer Literacy for MAC
- Freshman Studies

e-College/e-Companion Administrator:

- Coordinate all aspects of e-College for on-ground faculty
 - Maintenance and creation of course shells for all faculty
 - Design and development of course content
 - Implement online courses
 - Manage on-ground use of online components
- Lead trainer for e-College
- In-house e-College consultant for course utilization, pedagogy, course development
- Coordinate all digital textbooks for on-ground courses

Faculty Development/Training: Work with Faculty Development Coordinator to develop and teach seminars on pedagogy and technology.

Workshops include:

- e-College/e-Companion faculty training
 - Beginner
 - Advanced

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- Assessment and Gradebook
- Individual and small group training
- Software:
 - Excel/gradebook
 - Office 2010 for Windows
 - Office 2011 for Mac
 - Office 2007 for Windows
 - Office 2008 for Mac

Additional responsibilities:

- Update Computer Literacy course curriculum for on-ground and online
- Faculty Committees:
 - Technology Committee
 - Middle States Accreditation Committee

EDUCATION

Robert Morris University **Ph.D. in Instructional Management and Leadership** 2008

Robert Morris University **M.S. in Business Education** 2005

Pennsylvania Certified Teacher (May, 2005):

Business, Computer & Information Technology, K-12
Communications, 7-12
Mid-level Mathematics, 7-9

Southeast Missouri State University **B.S. in Mass Communications – TV/Radio** 1989

SCHOLARSHIP/PUBLICATIONS

Shaffer, K., Gentry, J., and Maben, S. (Fall, 2019). Does the scholarship of teaching and learning impact faculty participants' teaching goals. *InSight: A Journal of Scholarly Teaching* (14), 74-87.

Beach, D., and **Shaffer, K.** (October, 2016). A theoretical framework for instructional innovation. *The Journal of the Effective Schools Project*, 23.

Garza, J., Gentry, J., Maben, S., McGahan, D., and **Shaffer, K.** (January, 2015). *Implementing a scholarship of teaching and learning faculty development initiative*. Lilly conference on Evidenced-Based Teaching and Learning Proceedings.

Shaffer, K. (October, 2014). *The power of voice: increasing instructor to learner interaction*. E-Learn 2014 World Conference Proceedings.

Shaffer, K. (2012). *Microsoft Office 2011 for Mac, Fundamentals, Illustrated Series*, published by Cengage Learning/Course Technology, ISBN-10: 1-111-82431-2.

Shaffer, K. (2009). *Microsoft office 2008 for mac, illustrated series-brief*, published by Cengage Learning/Course Technology, ISBN-10: 0-4390-4047-8.

Shaffer, K. (2009). *Getting started with mac OS X leopard, illustrated*, published by Cengage Learning/Course Technology, 2009, ISBN-10: 0-538-74710-2.

Shaffer, K. (2008). *A viable solution for the computer technology curriculum dilemma* (Dissertation), Robert Morris University.

Cellante, D, and **Shaffer, K.** (2008). *Curriculum trends in computer technology for allegheny county, pennsylvania*, Society for Information Technology and Teacher Education International Conference Annual Proceedings.

SCHOLARSHIP/PRESENTATIONS

Shaffer, K. (April, 2023). Using canvas outcomes for assessment. *Texas Digital Learning Association (virtual conference)*, Galveston, TX.

Shaffer, K. (March, 2023). Using canvas outcomes for assessment (poster session). *Texas Digital Learning Association (live conference)*, Galveston, TX.

Shaffer, K. (March, 2022). Setting online expectations to help faculty succeed post-pandemic. *Texas Digital Learning Association*, Galveston, TX.

Shaffer, K. (March, 2020). Leveraging faculty leaders to drive change. *Texas Distance Learning Association*, Fort Worth, TX.

Stubblefield, C., & **Shaffer, K.** (February, 2020). CATIE update. *Texas A&M System Technology Summit*, Galveston, TX.

Shaffer, K., & Beck, E. (June, 2019). System Resources – CATIE/Collaborative pricing task force (Captioning, Siteimprove), Texas A&M Chancellor’s Symposium on Accessibility, College Station, TX.

Bunkowski, L., **Shaffer, K.**, & Abrego, P. (March, 2019). Roadmap to quality: QA initiative at the A&M System, *Texas Distance Learning Association Annual Conference*, Galveston, TX.

Stubblefield, C., & **Shaffer, K.** (February, 2019). CATIE update. *Texas A&M System Technology Summit*, Galveston, TX.

Shaffer, K., Gray, B., & Wilson, Z. (October, 2018). “Illuminating” instructor to student interaction with the lightboard. *Teaching with Technology Conference*, St. Louis, MO.

Shaffer, K., Carrell, J., and Hyman, A. (February, 2017) Redefining your eportfolio strategy:

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insights into changing eportfolio vendors. *Texas A&M System Technology Summit*, Galveston, TX.

Beach, D., and **Shaffer, K.** (January, 2017). A theoretical framework for instructional innovation. *Lilly Conference on College Teaching*, Austin, TX.

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- Gentry, J., Titus, S., and **Shaffer, K.** (November, 2016). *Is the case study experience an effective assignment for pre-service teachers?* Association of Literacy Educators and Researchers, Myrtle Beach, SC.
- Shaffer, K.** (March, 2016). *Using your lms to support new faculty* (Poster). Texas Distance Learning Association (TxDLA) annual conference. San Antonio, TX.
- Shaffer, K.**, Gentry, J., Garza, J., and McGahan, D. (October 2015). *Impacting teaching goals using SOTL: a case study from a regional university in the united states.* 12th Annual Conference of the International Society for the Scholarship of Teaching and Learning. Melbourne, Australia.
- Shaffer, K.**, and Gentry, J. (April, 2015). *Nearpod: A new tool to increase student engagement.* 12th Annual Excellence in Teaching Conference, Tarleton State University. Stephenville, Texas.
- Garza, J., Gentry, J., Maben, S., McGahan, D., and **Shaffer, K.** (January, 2015). *Implementing a scholarship of teaching and learning faculty development initiative.* Lilly conference on Evidenced-Based Teaching and Learning Proceedings. Austin, Texas.
- Shaffer, K.** (October, 2014). *The power of voice: Increasing instructor to learner interaction.* E-Learn 2014 World Conference Proceedings. New Orleans, Louisiana.
- Shaffer, K.** (June 2013). *Current research on student engagement* for Tarleton State University, Course Redesign/Cohort III. Stephenville, Texas.
- Shaffer, K.** (April, 2013) *Publishing in academia in the digital age*, (invited panelist), Tarleton State University. Stephenville, Texas.
- Shaffer, K.** (March, 2012). *The textbook nexus* for Southwest Oklahoma State University (invited). This presentation focused on the different types of e-Books and implementing digital textbooks into online and on-ground courses. Weatherford, Oklahoma.
- Shaffer, K.** (March, 2008). *Curriculum trends in computer technology for allegheny county, pennsylvania* (refereed), AACE/SITE International Conference, Las Vegas, Nevada.
- Shaffer, K.** (October, 2007). *Establishing a model curriculum in technology ii: current trends for allegheny, pennsylvania* (invited), Allegheny County-Wide Professional Development Day, Robert Morris University, Moon Township, Pennsylvania.
- Shaffer, K.** (April, 2007). *Establishing a model curriculum in technology* (invited), Spring 2007 In-Service Seminar for Business Educators, Robert Morris University, Moon Township, Pennsylvania.

GRANTS/ADDITIONAL FUNDING

Shaffer, K. (Principal), Cintron, M. (Supporting), Gallien, M (Supporting), Hamilton, J. (Supporting), “Measuring Digital Learning Impact.” Sponsored by the Texas Higher Education Coordinating Board’s Digital Transformation Initiative, \$50,000. (August 2022 – Present). Funded.

Shaffer, K. (Principal), Stubblefield, C. (Team Lead), Palmer, J. (Supporting), Keaton, A. (Supporting), Tschaepe, M. (Supporting), Young, J. (Supporting), “Managing Learning Continuity.” Sponsored by the Texas Higher Education Coordinating Board’s Digital Transformation Initiative, \$75,000. (August 2022 – Present). Funded.

Shaffer, K. (Principal), Starne, J. (Team Lead), McDonald, A. (Supporting), Ford, K. (Supporting), Ford, D. (Supporting), Kisavi-Atatah, C. (Supporting), “Designing an Online Course.” Sponsored by the Texas Higher Education Coordinating Board’s Digital Transformation Initiative, \$50,000. (August 2022 – Present). Funded.

Barkley, J. (Principal), Baker, C. (Supporting), Gentry, J.E. (Supporting), Styron, K.L. (Supporting), Pierce, J.R. (Supporting), Winn, M. (Supporting), Taylor, D.L. (Supporting), **Shaffer, K.** (Supporting), “Collaborative Regional Education Initiative (CORE) Partnership Validation Study,” Sponsored by Jacksonville State University, State, \$500,000. (January 2015 – Present). Funded.

Shaffer, K. (Principal), and Spewock, S. (Co-Principal), Faculty Laptop Upgrade (Spring, 2012) – co-author of a \$100,000 corporate proposal to upgrade laptop computers for the faculty of the Art Institute of Pittsburgh. Funded.

Shaffer, K. (Principal), and Spewock, S. (Co-Principal), Faculty Laptop Initiative (Fall, 2008) – co-author of a \$320,000 corporate proposal to provide laptop computers for the faculty of the Art Institute of Pittsburgh. Funded.

PROFESSIONAL MEMBERSHIPS

- EDUCAUSE
- POD – Professional and Organizational Development for Higher Education
- QM – Quality Matters
- TxDLA – Texas Digital learning Association