

Brent Hoard

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Skills:

Instructional Design
Performance Improvement
Training Development
Technical Training
Needs Assessment
Systems Administration
LCMS Administration
504/508 Accessibility Compliance
Enterprise Systems Procurement
Enterprise Systems Training
Project Management
Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe InDesign
Adobe Dreamweaver
Camtasia & SnagIt Pro
Visual Studio
Microsoft Office
Audacity
Wiki & Podcast Development
HTML5 / XML
MS SQL / MySQL
.NET (Core) MVC / WebForms
Google Applications
Windows Server Administration

Education

Instructional Design & Technology (Doctor of Philosophy) Old Dominion University, School of Education (3.96 GPA)	<i>Dec 2016</i>
Instructional Technology (Masters of Science) East Carolina University, School of Education (4.0 GPA)	<i>July 2011</i>
Technical Communication (Bachelors of Science) Mercer University (Macon, Georgia), School of Engineering	<i>Dec 2003</i>

Professional Experience

Director of Web Services (2004 - Present) *Randolph-Macon College*

- Responsible for identifying ongoing skill and performance gaps, then providing analysis, design, development, implementation and evaluation (ADDIE) of technical training interventions for faculty, staff and students.
- Designed and executed a successful web content needs assessment to refine and realign content, leading to a greater than 97% reduction in maintenance overhead.
- Realized \$500,000+ in annual savings by internalizing and re-engineering complex technology and workflow using existing staff and college resources (\$2.5 million in savings accumulated to date).
- Organized, and lead successful enterprise-scale web accessibility initiative to bring about and maintain full compliance with Section 504/508 WCAG 2.1 AAA and AA-Level standards, including the development and deployment of appropriate policy, QA and human performance improvement measures.
- Managed daily operations, and individual professional development / evaluation of 4 direct reports within web services.
- Responsible for overseeing, providing feedback and developing ongoing performance improvement interventions for 200+ non-direct reports.
- Routinely consulted with administration, college committees and individual faculty to supply technical vision, and leadership for technology initiatives.
- Managed proposal writing, bid management and vendor selection process for all technology and web projects within the division of college advancement.
- Provided project-management oversight to numerous enterprise-scale technology acquisitions including all needs assessment, requirements gathering, enterprise systems selection, implementation, deployment, user testing, content porting and all technical training efforts.
- Managed all design and web development (AGILE) using the Microsoft .NET stack of development technologies and servers, including all system administration.
- Organized and managed ongoing conversion of on-premises web hosting to Microsoft Azure cloud-based web hosting, databases and content distribution (CDN).
- Assigned as web technology liaison to faculty technology advisory committee.

Academic Research & Presentations

"Multimedia Production Knowledge on the Design Decisions of the Instructional Designer"; Hoard, Stefaniak, Baaki and Draper; Educational Technology Research and Development, 2019

"The influence of perceived constraints during needs assessment on design conjecture"; Stefaniak, Baaki, Hoard, Stapleton; Journal of Computing in Higher Education, 2018

"What Are the Skills of an Instructional Designer?"; Sugar, Brown, Daniels, Hoard; Foundations of Learning and Instructional Design Technology; 2017

"Multimedia Production Knowledge: Can Designers Remain Objective?"; Hoard, Stefaniak, Baaki and Draper; Conference Presentation; AECT, Jacksonville, FL; 2017

"The Influence of Multimedia Production Knowledge on the Design Decisions of the Instructional Designer"; Hoard, Stefaniak, Baaki and Draper; Dissertation; Old Dominion University; 2016

"Qualitative Analysis of the Human Performance Technology Practitioner Standards from ISPI and the Degree of Standard Acceptance by the Field"; Hoard and Stefaniak; Old Dominion University; 2016

"Comparison and Analysis of Existing Multimedia Production Competencies Studies: Implications and Next Steps." Sugar, Brown, Daniels, Hoard, Martin and Ritzhaupt; Association for Educational Communications and Technology, Annual Conference; 2014.

"Educational Technology Professionals in Higher Education: Multimedia Production Competencies Identified from a Delphi Study." Daniels, Sugar, Brown and Hoard; Society for Information Technology & Teacher Education International Conference; 2012.

"Instructional Design and Technology Graduates' Multimedia Competencies: A Delphi Study" Sugar, Brown, Hoard and Daniels; 2010.

"Affective Instruction in Social Media: Volunteer Recruitment & Community Engagement"; Hoard; Hanover County Dept. of Volunteers Quarterly Meeting; 2010.

"Intersections of Tech. Comm. & Instructional Design: ADDIE as a Generic Model of Web Content Development"; Hoard; James River STC Chapter, Regional Conference; 2010.

"Collaboration in the Cloud: Effective Leveraging of Social Media in Office Teams"; Hoard; James River STC Chapter; Regional Conference; 2010.

Professional Society Memberships

Association for Educational Communications & Technology	<i>2010 – Present</i>
College Communicators	<i>2004 – Present</i>
Higher Ed Web Association	<i>2004 – Present</i>
International Society for Performance Improvement	<i>2012 – Present</i>
Society of Technical Communication	<i>2000 – Present</i>
President, James River Chapter	<i>2008 – 2014</i>
Vice President & Programming Chair	<i>2006 – 2008</i>
Virginia Society for Technology in Education	<i>2008 – Present</i>

Volunteer Activities

Peer Reviewer, Journal of Applied Instructional Design	<i>2017 – Present</i>
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**Volunteer Instructional Designer, Chesterfield Parks and Rec
Board Member, Christian Education & Technology,
St. David's Episcopal Church (Midlothian, VA)**

2010 – Present

2016 – 2019