

**John Douglas Ross, Ph.D.**  
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## **Professional Experience**

**Edvantia (formerly AEL), Charleston, WV** 1999 to present  
*Senior R&D Specialist, Instructional Technology*  
*Director of Technology, Appalachia Regional Comprehensive Center*  
Researcher, writer, presenter, and multimedia designer specializing in educational technology and K-12 school improvement for a federally funded not-for-profit educational laboratory. Excellent project manager, consistently meeting deadlines and managing annual budgets exceeding \$1Mil. Frequent presenter at regional and national conferences and co-author of first university-level textbook for teacher candidates that addresses the revised ISTE National Educational Technology Standards for Teachers. Numerous standalone and Web-based multimedia credits with role as instructional designer, content expert, media developer, and project manager. Projects include developing and/or hosting webconferences, webcasts, online discussions, and podcasts. As professional development expert, launched and manages corporate-wide distance-learning environment called ePD@Edvantia serving more than 8,000 educators in multiple states.

**Virginia Tech, Blacksburg, VA** 1996 to 1999  
*Instructor and Teaching Assistant*  
Teaching assistant and instructor for "History and Analysis of Musical Styles," a sophomore-level required course designed to provide music majors with critical analysis skills based on the tradition of Western Art Music. Instructional designer for technology-supported instructional program for Department of English as well as teaching assistant for Faculty Development Institute.

**Longwood College, Farmville, VA** Fall 1997  
*Developer and instructor, Web-based course: MUSC 349: Marching Band Methods*  
Developed curriculum and designed all associated Web pages, graphics, and animations for distance-based course developed to provide necessary skills for undergraduate music education majors for all aspects of designing and implementing the modern high school marching band program.

**York High School, Yorktown, VA** 1989 to 1996  
*Director of Bands*  
Organized and taught all aspects of marching, concert, and jazz bands in a program I expanded from 45 to 120 students over 7 years. Numerous individual and program awards include *DownBeat Magazine's* "Most Outstanding Classical Instrumental Ensemble" as well as Grand Champion of both the Shenandoah Apple Blossom Festival and Toronto Fiesta-val. Nominated, "Teacher of the Year," 1996.

**Newport News Summer Institute for the Arts**, Newport News, VA      summers 1994 to 1995  
*Instructor*

Redesigned, rewrote, and taught new music history curriculum, which became the adopted curriculum, and rehearsed and conducted Symphonic Orchestra for this intensive summer program for advanced music students who received Advanced Placement credits toward high school graduation.

**Clute Intermediate School**, Brazosport I.S.D., Clute, TX      1986-1989  
*Director of Bands*

Taught symphonic, concert and beginning bands in a program I developed from 70 to over 200 in a school of 600 students. Created and taught Jazz Ensemble.

### Education

**Virginia Tech**, Blacksburg, Virginia      1996-1999  
*Ph.D., Curriculum and Instruction, Instructional Technology*. College of Human Resources and Education

Dissertation: "Regulating hypermedia: Self-regulation learning strategies in a hypermedia environment"

Teaching Assistant to Dr. James Sochinski and Mr. David McKee, Music Department

**University of Texas at Austin**, Austin, Texas      1985-1986  
*Master of Music in Music Education*.

Thesis: "Evaluating Aural Music Skills Courseware"

Music scholarship every semester

**University of South Carolina**, Columbia, South Carolina      1981-1985  
*Bachelor of Music Education, Magna Cum Laude*

Outstanding senior for academic and extracurricular excellence. Dean's list every semester.

Academic and music scholarships every semester. Member: Mortar Board Pi Sigma Alpha national honor society, Phi Mu Alpha Sinfonia professional men's music fraternity, Pi Kappa Lambda national honorary music fraternity.

### Selected Publications

Ross, J. (2011). *Online Professional Development: From Vision to Reality*. (Working Title). Thousand Oaks, CA: Corwin Press.

Cennamo, K., Ross, J. D., Ertmer, P. A. (2010). *Technology integration for meaningful classroom use: A standards-based approach*. Belmont, CA: Wadsworth.

Ross, J. (2009). Technology and the creative classroom. Chapter in *Transformers: Creative teachers for the 21<sup>st</sup> century* by Mary Kim Shreck. Thousand Oaks, CA: Corwin Press.

Ross, J., & Wood, C. (2006). *Using data for informed decision making: Developing comprehensive data systems for Virginia educators*. Charleston, WV: Edvantia.

- Cavalluzzo, L., Lopez, D., Ross, J., & Larson, M. (2005). *A study of the effectiveness and cost of AEL's online professional development program in reading in Tennessee*. Charleston, WV: Edvantia.
- Ross, J., Thigpin, C., Cavalluzzo, L., Guzman, J., & Patterson, L. (2004). *A study of perceptions and changes in knowledge, practice, and student achievement as a result of AEL's online professional development in reading in Tennessee*. Charleston, WV: Edvantia.
- Cennamo, K., Ross, J. D. & Rogers, C. (2002). Evolution of a Web-enhanced course incorporating strategies for self-regulation. *Educause Quarterly*, 25(1), 28-33.
- Ross, J. D., & Hambrick, K. (2002). *Technology's potential to support assessments that empower student learning: A research synthesis*. Charleston, WV: AEL.
- McGraw, T. M., & Ross, J. D. (2001). Paper and pixels in search of the ultimate textbook. *Insight*, 1(1).
- McGraw, T. M., Ross, J. D., Greenspan, S., Weimer, D., Basso, A., & Gregg, S. (2001). Combining telephony and interactive television to facilitate effective communication between schools and families. *Insight*, 1(1).
- Ross, J. D. (2001). The Knowledge Loom: Weaving together best practices and research. *Knowledge Quest*, 29(5), 43-44.
- Ross, J. D., McGraw, T. M., & Burdette, K. (2001). *Toward an effective use of technology in education: A summary of research*. Charleston, WV: AEL.
- McGraw, T. M., Ross, J. D. (2000). *Distance-based and distributed learning: A decision tool for education leaders*. Charleston, WV: AEL, Inc.
- McGraw, T. M., Ross, J. D., Blair, B., Hambrick, K. & Bradley, K. (2000). *Educational software use: The 2000 report*. Charleston, WV: AEL, Inc.
- McGraw, T. M., Blair, B., & Ross, J. D. (1999). *Educational software use: Results from a 1999 regional survey*. Charleston, WV: AEL, Inc.
- Ross, J. D. (1997). Establishing goals in the music program. *Fanfare Magazine*.

**Invited Panelist, Presentation, or Workshop**

- Ross, J. (2009). *Technology Integration for Meaningful Classroom Use. Using Technology to Support Language Acquisition*. Invited pre-conference workshop at the Sixth International Language Teacher Education Conference, Washington, DC (May 28, 2009).
- Ross, J. (2009). *Designing Online Instruction*. Full-day workshop for the North Carolina Department of Public Instruction, Raleigh, NC (January 16, 2009).
- Ross, J. (2007). *You're in charge of TCO*. Invited presentation at the Virginia Educational Technology Leadership Conference, Roanoke, VA (December 6-7, 2007).
- Ross, J. (2007). *Universal Design for Learning*. Invited presentation for the West Virginia Technology Integration Specialists Cadre, Bridgeport, WV (September 19, 2007).
- Cennamo, K. & Ross, J. (2006). *The ID Show. Instructional Design for Learning*. Invited presentation for the West Virginia Department of Education, Charleston, WV (June 30, 2006).
- Software & Information Industry Association. *Guidelines for software implementation: What works and what doesn't*. Invited panelist at the Florida Educational Technology Conference (FETC), March 24, 2006.
- Ross, J. (2005). *What can you do to make ITRTs (instructional technology resource teachers) successful?* Invited panelist at the eleventh annual Educational Technology Leadership Conference sponsored by the Virginia Department of Education, Roanoke, VA, November 30 – December 2, 2005.
- American Education Corporation. *Scientific-based research in the real world: Practical practices*. Invited panelist at the National Educational Computing Conference (NECC), June 28, 2005.
- Software & Information Industry Association. *Guidelines from vendors and customers for successful implementation*. Moderator for panel at the SIIA Ed Tech Industry Summit, May 25, 2005.
- Heller, N. (2004). *How are schools coping with data-driven decision-making mandates and what are the opportunities for you?* Invited panelist for virtual roundtable sponsored by the Heller Reports. (16 April 2004). Transcript available at <http://www.hellerreports.com/roundtables/content/041604.aspx?Id=37>
- Software & Information Industry Association. *What is the real impact of technology in the classroom? An industry perspective*. Invited panelist at the Florida Educational Technology Conference (FETC), January 22, 2004.

Ross, J. D. (2003). *Technology horizons: New and emerging technologies in education*. Invited presentation at the Council of Chief State School Officers (CCSSO) Mega-SCASS, New Orleans, LA. January, 25, 2003.

### Selected Presentations

Ross, J., & Harsh, S. (2008). *Taking accountability for 21<sup>st</sup> Century schools: The Instruction and Learning Appraisal*. Presentation at the National School Boards Association (NSBA) T+L conference, Seattle, WA (October 27-30, 2008).

Bell, D., & Ross, J. (2008). *High tech/high touch: Technology strengthens education partnerships and enhances parent services*. Presentation at the Parent Information Resource Center (PIRC) National Conference, Baltimore, MD (July 31, 2008).

Ross, J., Johnson, L., Holt, L., & Roethke, D. (2007). *21<sup>st</sup> Century learning: An evolving landscape*. Moderator for panel presentation at the Virginia Educational Leadership Conference, Roanoke, VA (December 6-7, 2007).

Davis, L., & Ross, J. (2007) *Georgia Reading First online professional development*. Presentation at the Georgia Reading Association statewide conference, Macon, GA (September 17, 2007).

Ross, J. (2007). *Universal design for learning*. Presentation at the National Conference on Family Literacy by the National Center for Family Literacy (NCFL), Orlando, FL (March 2, 2007).

Ross, J., Harsh, S., & Angius, S. (2007). *Making data work for you: The Instruction and Learning Appraisal*. Presentation at the Florida Educators Technology Conference (FETC), Orlando, FL (January 24-26, 2007).

Angius, S., Cox, T., Harsh, S., & Ross, J. (2007). *Using data to determine the impact of your educational technology: The Instruction and Learning Appraisal*. Presentation at the annual meeting of the Hawaii International Conference on Education (HICE), Honolulu, HI (January 6-9, 2007).

Ross, J. (2006). *Making the connection: 21<sup>st</sup> Century schools in 21<sup>st</sup> Century communities*. Presentation at the All Schools, All Parents (AYP) regional forum, Louisville, KY (October 5-6, 2006).

Angius, S., Cox, T., Harsh, S., & Ross, J. (2006). *Instruction and Learning Appraisal*. Presentation at the annual meeting of the Association for Supervision and Curriculum Development (ASCD), Chicago, IL (April 1-3, 2006).

Gibbs, S., West, B., Kramer, L., Ross, J. D. (2006). *To CBT or Not To CBT*. Presentation at the National Conference on Large-Scale Assessment sponsored by the Council of Chief State School Officers (CCSSO), San Francisco, CA (June 25-28, 2006).

- Ross, J., Harsh, S., Angius, S., Cox, T. (2006). *Using data to make technology work for you: The Instruction and Learning Appraisal*. Presentation at the Council of Chief State School Officers (CCSSO) Summer Leadership Training Conference--Using Data to Improve Instruction. Boulder, CO (July 30 – August 1, 2006).
- AEL. (2005). *Are you ready for classroom formative assessments aligned with state standards...online?* Moderator for full-day pre-session to the National Conference on Large-Scale Assessment sponsored by the Council for Chief State School Officers, San Antonio, TX, June 18, 2005.
- Ross, J., & Zeisler, A. (2005). *Determining your TCO: Introduction to the revised K12 Total Cost of Ownership Calculator*. Presentation at the annual Florida Educational Technology Conference (FETC), Orlando, FL, January 26-29, 2005.
- AEL. (2004). *Technology for assessment: Tackling the policy issues*. Moderator for full-day pre-session to the National Conference on Large-Scale Assessment sponsored by the Council for Chief State School Officers, Boston, MA, June 19, 2004.
- Corallo, C., & Ross, J. (2004). *Data connections: Using data to create lessons and assessments matched to SOLs*. Presentation at the tenth annual Educational Technology Leadership Conference sponsored by the Virginia Department of Education, Roanoke, VA, December 1-3, 2004.
- Ross, J. (2004). *Online professional development developing high quality teachers online: Results of statewide professional development*. Presentation at the tenth annual Educational Technology Leadership Conference sponsored by the Virginia Department of Education, Roanoke, VA, December 1-3, 2004.
- Ross, J. D., & Pollock, H. (2004). *Training leaders online: The Florida experience*. Presentation at the 9<sup>th</sup> Annual K-12 School Networking Conference for the Consortium for School Networking (CoSN), Alexandria, VA. March 4, 2004.
- Ross, J., Thigpin, C., Cavalluzzo, L., Guzman, J., & Patterson, L. (2004). *Reading teachers first: Statewide implementation of ePD*. Paper presented at the e-Learn Word Conference on E-Learning in Corporate, Government, Helathcare, and Higher Education sponsored by the Association for the Advancement of Computing in Education (AACE), Arlington, VA, November 1-5, 2004.
- Redfield, D., McGraw, T., & Ross, J. (2003). *Toward a national research agenda for improving the intelligence of assessment through technology*. Full-day professional development session at the annual meeting of the American Educational Research Association, Chicago, IL, April 23, 2003.

- Ross, J. D. (2003). *Data-based decision making: Research based tools for schools*. Presentation at the American Association of School Administrators (AASA) Rural and Small School Leaders Conference, Park City, UT. July 15, 2003.
- Ross, J. D., Sheinker, J., & Redfield, D. (2003). *Data-based decision making: Resources for educators*. Presentation at the Large-Scale Assessment Conference sponsored by the Council of Chief State School Officers (CCSSO), San Antonio, TX. June 23, 2003.
- McGraw, T. M., & Ross, J. D. (2002). *Using imperceptible digital watermarking to transform educational media*. Presentation at the annual meeting of the Association for Educational Communications and Technology (AECT), Dallas, TX. November 14, 2002.
- McGraw, T. M., & Ross, J. D. (2002). *Introduction to the Institute for the Advancement of Emerging Technologies in Education (IAETE)*. Presentation at the Florida Educational Technology Conference, Orlando, FL, March 6-8, 2002.
- Ross, J. D. (2002). *K-12 TCO calculator*. Presentation at the annual meeting of the National School Boards Association (NSBA) Technology + Learning Conference, Dallas, TX. November 14, 2002.
- Ross, J. D., & Zeisler, A. (2002). *K-12 TCO Calculator*. Presentation at the 7<sup>th</sup> Annual K-12 School Networking Conference for the Consortium for School Networking (CoSN), February 27, 2002. Alexandria, VA.
- McGraw, T. M., Ross, J. D., Whaley, S. C. (2001). *Connecting textbooks and the Internet, Transforming educational media through imperceptible digital watermarking*. Paper presented at the World Conference on Educational Multimedia, Hypermedia & Telecommunications (ED-MEDIA), Tampere, Finland, June 27, 2001
- Cennamo, K., Ross, J. D. (2000). *The effectiveness of web-based supports for self-regulation*. Paper presented at the Association for Educational Communications & Technology (AECT) International Conference, Denver, Colorado. October 26-28, 2000.
- Cennamo, K., Ross, J. D. (2000). *Strategies to support self-directed learning in a Web-based course*. Presented at the annual meeting of American Educational Research Association (AERA), New Orleans, LA. April 27, 2000.
- Cennamo, K., Ross, J. D. (2000). *Strategies to support self-directed learning in a Web-based course*. Presented at DEC2000, Austin, TX. January 27, 2000.
- McGraw, T. M., & Ross, J. D. (2000). *Distance-based and distributed learning: A decision tool for education leaders*. Poster session presented at WebNet 2000 World Conference on the World-Wide Web and Internet, San Antonio, TX. November 1, 2000.

Ross, J. D. (2000). *Learning strategies for online learners: Using theory to design Web-based instruction*. Presented at Kentucky Teaching and Learning Conference, Lexington, KY. February 3, 2000.

Ross, J. D. (1999). *Regulating hypermedia: Self-regulation learning strategies in a hypermedia environment*. Presented at Eastern Educational Research Association (EERA), Hilton Head, SC. February 24, 1999.

## Multimedia and Web-Based Projects

### *Administrators Guide to Technology Leadership* (2000)

Nine online course modules designed to support building-level administrators with issues concerning technology integration. Incorporates *Principal Connections* CD-ROM. Delivered by Florida Leaders.net to over 1,200 principals per year across the state.

- Project manager
- Instructional designer
- Sole content developer
- Media programmer

### *Alabama Leadership Academy* (2006-2007)

Ten-week online academy presented to forty three-member leadership teams from across the entire state of Alabama consisting of administrators and teacher leaders from participating schools. Course material was customized for the Alabama State Department of Education, including a welcome video from the state superintendent of schools. Customized content, trained ALSDE leadership staff and online facilitators—consisting of retired principals and superintendents—and provided ongoing support for the project.

- Project manager
- Trainer

### *Appalachia Regional Comprehensive Center Webcast Series* (2006 - present)

[[www.arcc.edvantia.org/page/Webcasts/](http://www.arcc.edvantia.org/page/Webcasts/)]

This series of interactive webcasts covers a range of topics pertinent to school improvement issues and features panels of nationally recognized experts on these topics. The webcasts are broadcast live from the studios of National Geographic in Washington, DC, and include information on research and best practices for each topic and links to pertinent resources. Video files are archived on the Web and DVDs are developed for each.

- Project manager
- Host

### *Comprehensive Literacy Program* (2003)

[available from [www.epd.edvantia.org](http://www.epd.edvantia.org)]

A series of Web-based professional development modules in reading designed specifically to assist K-3 teachers in implementing a scientifically based reading program that will enable all students to read well by the end of the third grade. Developed for the Tennessee Department of Education's Reading First initiative and delivered to over 5,000 teachers throughout the state beginning January 2004.

- Project manager
- Instructional designer
- Media programmer

*Data-Based Decision Making: Resources for Educators* (2003)

[[www.ael.org/dbdm/](http://www.ael.org/dbdm/)]

This Web tool provides guidance through the steps of data-based decision-making processes to support school improvement. Includes explanations, examples, real school stories, and a searchable, annotated bibliography of tools and resources that can help schools build effective data-based decision making systems. Conducted pilot study, training sessions with state-level administrators, and a field test across 21 states.

- Database & Web programmer (Cold Fusion)
- Graphic designer (Fireworks)

*Georgia Reading First Online Learning System*

[<http://georgiadoe.courseinsite.com>]

An online professional development system for educators in Georgia. This sites presents and extends materials developed for Georgia's Reading First training academies and is available to educators in any school in Georgia regardless of whether they receive Reading First funding. The site features numerous videos from real elementary school teachers in Georgia demonstrating reading interventions and assessments.

- Project manager
- Video editing

*K-12 Educational Technology System Total Cost of Ownership Calculator* (2002, revised 2005)

[[www.iaete.org/tco/](http://www.iaete.org/tco/)]

Web-based calculator designed to support school leaders who must make critical decisions about technology purchases and to calculate approximate costs for implementing a school's five-year technology plan. Site of the week and site of the month for *eSchoolNews*, April 2003.

- Database & Web programmer
- Graphic designer

*Knowledge Loom Technology Leadership Spotlight* (2000)

[[www.knowledgeloom.org](http://www.knowledgeloom.org)]

Web content featuring resources, school stories, and an expert panel regarding technology integration for school administrators. Operated by the LAB at Brown for the U.S. Department of Education.

- Sole content developer

*Parent Involvement: Keys to Success* (2008)

[[www.arcc.edvantia.org/page/ParentinvolvementPodcasts](http://www.arcc.edvantia.org/page/ParentinvolvementPodcasts)]

This podcast series is devoted to issues related to parent involvement, especially as it relates to improving student learning, and was developed by experts at the National Center for Family Literacy, one of the ARCC's partner organizations. The primary audience for this series of podcasts consists of educators at state departments of education, however, educators at all levels will find helpful information and strategies that they can use. to increase parent involvement in student learning.

- Project manager
- Multimedia developer

*Principal Connections: A Guide to Technology Leadership* (2000)

CD-ROM designed to help school leaders promote technology integration throughout teaching, learning, and school management. Used in over 30 states with whole-scale adoption by the states of Florida, New Jersey, and North Carolina. More than 20,000 units sold.

- Lead content developer

*Principal Connections Online* (2004)

[available from [www.epd.edvantia.org](http://www.epd.edvantia.org)]

Online course modules for two courses focusing on technology integration developed in collaboration with state leaders from seven states across the Southeast. Includes classroom videos, and videotaped interviews with teachers and principals from 15 schools from the region.

- Project manager
- Sole content developer

*Soapbox* (2001-2005)

[[www.iaete.org/soapbox/](http://www.iaete.org/soapbox/)]

Web-based product that showcases themed, moderated discussions from a wide range of education and technology experts. Site includes discussion area for further comment from visitors.

- Web programmer