

# Laura Lubin, Ed.D., PMP

Email address: archewiseproject@gmail.com

LinkedIn: www.linkedin.com/in/lisquared



## Profile

*A highly dedicated and versatile professional, my background encompasses expertise in Adult Education, Human Resource Development, and Public Administration.*

For 16+ years, I have leveraged my academic and forward-thinking knowledge to assess, strategize, and enhance clients' professional development and educational experiences, expand educational access, push educational excellence, nurture partnerships with internal/external stakeholders, and secure student success. My approach is anchored in and incorporates Instructional Systems Design (ISD), Educational Technology, and various training and development methodologies. As a collaborative and results-oriented leader, I provide visionary guidance while developing and implementing specialized academic strategies and programs. I also forge lasting partnerships to address academic communal needs. Using out-of-the-box thinking, I champion data-driven solutions and custom KPIs to understand current academic functions, realize continuous improvement, and consistently exceed all expectations. My skill set is best applied when I am leading improvements to optimize settings where the goal is to create effective operations that support positive and professional training and talent development.

In summary, as a candidate I offer:

- Expertise in Adult Education, Human Resource Development, and Public Administration
- Proficiency in leveraging Instructional Systems Design (ISD) methodologies and incorporating Educational Technology for optimal learning experiences.
- Adeptness in evaluating, strategizing, and enhancing professional development experiences for continuous improvement.
- Versatility with various training and development delivery methods.
- Dedication to creating positive and professional training and talent development experiences.
- Commitment to high-functioning, results-driven operations.

## Career Highlights

Demonstrating a track record of excellence spanning over 5 years at American University, I have consistently excelled in diverse initiatives, showcasing both leadership and collaborative skills.

Key highlights of my career activities include:

### Optimizing Faculty Processes:

- Spearheaded the collaborative effort to streamline faculty appointment, onboarding, and reappointment processes, showcasing a commitment to operational efficiency and seamless academic administration.

### Performance Benchmark Development:

- Led the development of a comprehensive benchmark, instrumental in establishing a robust faculty performance and evaluation framework. This initiative demonstrated my strategic vision and commitment to raised academic standards.

### Promoted Online Course Quality:

- Successfully grew the quality of online courses by integrating the Quality Matters rubric, a pivotal contribution to ensuring rigorous standards and an optimal learning experience for students engaged in online education.

## Career Highlights

### Facilitating Technological Transitions:

- Played a crucial role in the smooth transition from Blackboard (Bb) to Canvas, offering invaluable insights and training opportunities. Additionally, actively supported the shift to in-house online programs during COVID-19 mitigation efforts, demonstrating adaptability and proficiency in navigating technological transitions.

## Education & Certifications

MIAMI, FL.

**Adult Education & Human Resource Development | Doctorate of Education (Ed.D.)**  
Florida International University

MIAMI, FL.

**Human Resource Development | Master**  
Florida International University

MIAMI, FL.

**Human Resource Policy & Development | Certificate**  
Florida International University

MIAMI, FL.

**Sociology & Anthropology | Bachelor**  
Florida International University

TALLAHASSEE, FL.

**Sociology | Associate**  
Florida State University

NEWTOWN SQUARE, PA.

**Project Management Professional (PMP) | Certification**  
Project Management Institute (PMI)

PALO ALTO, CA

**Futures Thinking Specialization | Certification**  
Institute for the Future (ITF)

## Skills & Expertise

**Professional:** Academic Affairs / Strategy Development & Implementations / Program Management / Leadership & Collaboration / Metrics & KPIs / Analysis & Reporting / Stakeholder Engagement / Community Relations / Communications / Educational Technology / Instructional Systems Design / Process Improvement / Innovation / Partnerships / Resource Allocation & Management

**Technical:** Microsoft Word / Microsoft Excel / Microsoft PowerPoint / Microsoft Outlook / Microsoft Publisher / Microsoft Teams / Microsoft SharePoint / Salesforce / AS400 / CID / Blackboard / Desire2Learn / Canvas / Sakai / MicroStrategy / Microsoft PowerBI

## Professional Experiences

2023 – PRESENT  
WASHINGTON, D.C.,  
KOGOD SCHOOL OF BUSINESS | ACADEMIC AFFAIRS

### Associate Director, Faculty Support American University

- Spearheaded the development and implementation of cutting-edge strategies to research, evaluate, and establish faculty teaching practices, pedagogy, and curriculum assessment. Ensured the delivery of high-quality programs despite operational challenges.
- Directed and continuously elevated faculty training initiatives, adeptly managing curriculum refinement and providing unwavering support to faculty in course production, revision, and iteration. Aligned efforts with long-term university objectives to achieve sustained improvement.
- Acted as the main liaison with stakeholders, successfully collaborating to develop, implement, and optimize policies and procedures, fostering operational efficiency and alignment with organizational goals.
- Contributed to curricular improvement as a valued member of the Curriculum Assessment Committee, leveraging expertise to shape and refine the educational framework in alignment with institutional goals.
- Excelled as the primary interface between faculty and the University community, cultivating collaborative relationships with diverse offices within AU. Proactively addressed longstanding faculty performance concerns, furthering an environment conducive to lifting teaching practices.
- Attained a promotion from an Assistant to Associate Director position upon completing a doctorate in August 2023, underscoring a commitment to continuous professional development and contributing significantly to the department's success.

2018 – 2023  
WASHINGTON, D.C.,  
KOGOD SCHOOL OF BUSINESS | ONLINE PROGRAMS

### Assistant Director, Faculty Support American University

- Directed the establishment and implementation of tailored best practices for online program delivery and curriculum assessment across departments within Kogod, elevating standards and guaranteeing a cohesive academic experience.
- Orchestrated customized workplace learning initiatives, driving performance improvements for Kogod faculty and strategically influencing positive change within the organization. Collaborated seamlessly with the 2U Faculty Engagement Team to revamp and attain top-ranking director-level staff performance in Kogod faculty onboarding.
- Received commendations for problem-solving acumen, showcasing innovation in the development of Kogod-specific online programs crucial for faculty reappointment. These initiatives were lauded for their effectiveness in addressing pertinent challenges.
- Guaranteeing policy adherence, integrated a modified Quality Matters rubric into Kogod's online course development, constituted a robust framework for quality assurance and maintaining high standards.
- Conceptualized and created the highly impactful Kogod-specific Faculty Onboarding and Professional Development Course (F.O.R.E), widely adopted as a template for subsequent projects, setting a benchmark for excellence.
- Headed the launch of the Kogod-specific Faculty Professional Development Speaker Series, a dynamic platform fostering faculty knowledge exchange and skill enhancement.
- Played a key role in the Kogod Instructional Services team, actively participating in faculty training for remote instruction during the COVID-19 pandemic. Made substantial contributions to high-level strategic planning within the Kogod Instructional Services team, the Kogod Curriculum Assessment, and the Kogod Diversity, Equity, and Inclusion (DEI) Committees.
- Engineered an efficient online faculty onboarding process tailored to Kogod's specific needs, directing crucial teaching topics such as

## Professional Experiences

digital classroom management, payroll procedures, and curricular mapping.

2017 – 2018 WASHINGTON, D.C.

### Instructional Systems Designer Learning Systems International (LSI/METCOR), LTD.

- Originated and delivered highly effective, customized technical and procedural training for nationwide government programs and contracts, resulting in significant positive outcomes, to include return customers.
- Designed and applied cost-effective training programs, optimizing budget utilization for large-scale initiatives, and ensuring maximum value for resources expended.
- Standardized technical and operational training to guarantee consistency and efficiency in client engagements, contributing to streamlined processes and improved overall effectiveness.
- Played a key role in making an in-house training module for Skype for Business, advanced instructional design capabilities within the team and facilitating comprehensive training initiatives.
- Utilized gamification techniques to upgrade learning processes, nurturing increased engagement and promoting heightened knowledge retention among participants.
- Chipped in to the development of new standard operating procedures for instructional design, controlling the incorporation of best practices and nurturing a culture of continuous improvement within the organization.

2017 – 2017

WASHINGTON, D.C.,  
GEORGE WASHINGTON SCHOOL OF BUSINESS ONLINE

### Instructional Designer George Washington University

- Developed and delivered tailored technical and procedural training programs, along with high-quality instructional materials, as a contracted consultant for significant initiatives and contracts.
- Selected by executive leadership to add to high-level strategic planning efforts, emphasizing the expansion of portfolios and aligning closely with organizational goals.

2016 – 2017

BOCA RATON, FL.,  
CHARLES E. SCHMIDT-COLLEGE OF MEDICINE | INFORMATION TECHNOLOGY (COM-IT)

### Coordinator, Educational Technology Florida Atlantic University

- Enhanced faculty and staff development by leveraging expertise in coaching, pedagogy, and design to transform content effectively.
- Optimized classroom technology training methods, resulting in cost reductions and improved resource utilization for raised efficiency.
- Conducted faculty seminars and workshops, strategically optimizing teaching practices to advance student outcomes and laying the foundation for ongoing training improvements.
- Successfully implemented training for the Medical Admissions Portal (MAP), leading to seamless adoption and proficiency among users.
- Facilitated classroom improvements through the development of comprehensive instructional technology guides, empowering educators to leverage technology effectively.
- Showcased expertise by exhibiting at the AAMC GIR 2017 roundtable for Educational Technology, bestowing valuable insights to the educational technology community.
- Collaborated with Broward Main Library's Creation Station and Pompano Beach High School to host a VR Technology display, fostering community engagement and showcasing the practical applications of virtual reality technology.

2014 – 2016

MIAMI, FL., FIU ONLINE | EDUCATION & ENGINEERING

### Instructional Designer II Florida International University

- Championed and actively participated in initiatives to transform and

## Professional Experiences

enrich content into engaging learning activities, showcasing adeptness in coaching, pedagogy, and design methodologies for faculty and staff development.

- Revitalized the training, evaluation, and oversight of classroom and instructional technologies, resulted to increased resource efficiency and a notable reduction in overall expenses.
- Conceived, orchestrated, and guided faculty seminars and workshops, elevating teaching practices and optimizing student learning outcomes.

2012 – 2014

MIAMI, FL.,

FIU ONLINE | SCHOOL OF JOURNALISM & MASS COMMUNICATION

### Instructional Designer I Florida International University

- Orchestrated the successful design of the Masters in Global Strategic Communications Online Program for the School of Journalism and Mass Communications. This initiative propelled the program to become the highest-grossing online offering of the 2013-14 academic year.
- Offered invaluable guidance and mentorship to incoming instructional designers across the university, adding to the successful development of various programs.
- Actively participated and demoed at Plug Fest hosted by Advance Distributed Learning (ADL) CoP on xAPI in Washington, D.C. This engagement not only showcased expertise but also established a reputation as a thought leader in education and instruction.
- Acknowledged for exceptional leadership skills and the adept balance of tactical and strategic educational requirements. This recognition led to a well-deserved promotion to Instructional Designer II within a remarkably short timeframe.

## Additional Professional Experiences

**American University** | *Adjunct Lecturer, Marketing*, 2020 – 2023

**FIU Honors** | *Associate Fellow*, 2015 – 2016

**FIU** | *Adjunct Faculty*, 2015 – 2016

**Broward College** | *Adjunct Lecturer, Student Life Skills*, 2011 – 2013

**Broward College** | *Reading Lab Resource Assistant*, 2011 – 2013

**State of Florida, Department of Health** | *Medical Disability Examiner*, 2009 – 2010

**Kaplan Medical** | *Associate Center Manager*, 2007 – 2009

## Selected Commercial Publications

- Lubin, L. (2022). Open the Door to Equity. TD, (Vol. 76, No. 6), 68. Retrieved from <https://www.td.org/magazines/td-magazine/open-the-door-to-equity>
- Lubin, L. (2020). Great Minds Think. TD, (Vol. 74, No. 11), 68. Retrieved from <https://www.td.org/magazines/td-magazine/great-minds-think>
- Lubin, L. (2019). Don't Make Things Difficult. TD, (Vol. 73, No. 3), 74. Retrieved from <https://www.td.org/magazines/td-magazine/dont-make-things-difficult>
- Lubin, L. (2018). Time to Make a Move? TD, (Vol. 72, No. 11), 74. Retrieved from <https://www.td.org/magazines/td-magazine/time-to-make-a-move>.

## Selected Academic Publications

2023

**From the Standpoint of Instructional Designers: Critically Investigating the Coordination of ID Contributions to Collaborative Online Course Development**  
**New Horizons in Adult Education and Human Resource Development (Sage)**

<https://doi.org/10.1177/19394225231202308>

2018

**Making Change, Lessons Learned: A Primer for Change-Agents**, by Dr. Douglas L. Robertson  
**Stillwater, OK: New Forums Press, Inc., 2017. 144 pages, \$16.95 (Paperback)**  
**New Horizons in Adult Education and Human Resource Development (Wiley)**

<https://doi.org/10.1002/nha3.20234>

2016

**The Gamification of Learning and Instruction Field Book** by Karl Kapp. Hoboken, NJ: Wiley, 2013. 622 pages, \$67.95 (Paperback).  
**New Horizons in Adult Education and Human Resource Development (Wiley)**

<http://dx.doi.org/10.1002/nha3.20133>

2015

**Digital Badges as a Motivation in Professional Development Training**. In D. Ifenthaler, N. Bellin-Mularski & D. Mah, **Foundations of Digital Badges and Micro-Credentials: Demonstrating and Recognizing Knowledge and Competencies (1st ed.)**. Springer

## Selected Professional Affiliations

Journal of Technology in Higher Education, Editorial Board Member, 2023 – Present / National Association for the Advancement of Colored People (NAACP), Adult Member, 2022 / Zeta Phi Beta Sorority, Incorporated, Beta Zeta Chapter, Graduate Member, 2021 – Present / Academy of Human Resource Development (AHRD), Graduate Student Member, 2021 – Present / Association of Talent Development (ATD), Professional Member, 2017–Present / Online Learning Consortium (OLC), 2015–Present / American Educational Research Association (AERA), Professional Member, 2014–Present

## Interests

# Art Appreciation # International Travel # Podcasting  
# Blogging/Vlogging # Culinary Exploration # Music