

## Beth Rochefort

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### SKILL SUMMARY

- *Instructional Design*
- *Faculty Professional Development*
- *Production Management*
- *Educational Technology*
- *Online Education*
- *Interpersonal Communication*
- *Technology Mediated Learning*
- *Content Development*
- *Project Management*

### SOFTWARE

Kaltura, Acrobatiq, Camtasia, CaptureSpace Lite, Adobe Presenter, Captivate, Flash, Adobe Creative Suite, Dreamweaver, Storyline, PowerPoint, MS Office suite, Google Docs, MS Sharepoint, Blackboard, Moodle, Salesforce, WordPress, captioning

### EDUCATION

**Northeastern University;** Boston, MA April 2013  
Doctor of Education

**Harvard University;** Cambridge, MA May 1998  
Master of Education

**Northeastern University;** Boston, MA May 1992  
College of Arts and Science  
Bachelor of Arts Degree, cum laude: Journalism and Graphic Design

### WORK EXPERIENCE

**Northeastern University Online;** Boston, MA January 2016 – present  
*Director of Online Experiential Learning and Educational Technology*

- Oversees program support and development including but not limited to: program readiness, project management, student success, faculty development, course design and development, student learning outcomes and program growth and sustainability.
- Work collaboratively with faculty, program administrators, instructional designers, the online teams and various campus leaders to ensure excellence and quality in all online experiential programs at Northeastern.
- Strategically lead initiative surrounding greater accessibility across all online courses and improve process around compliance strategies and reporting.
- Working cross-functionally with various stakeholders, provides strategic planning around adoption and use of appropriate tools and technology. Oversee testing, adoption and roll-out of selected technologies required for online teaching and learning.
- Work to ensure technology direction and delivery is high quality and encompass best practices. Identify and deploy new initiatives to meet new instructional methods or meet changing needs of instructors and students.
- Identify, research, test, pilot, and implement new and emerging trends related to academic and instructional needs with Senior Director.
- Lead MS Project Management Competency Based Education course development initiative as well as other curricular development projects for graduate programs in Leadership, Analytics, GIS, and others.

**Northeastern University Online;** Boston, MA July 2013 – present  
*Associate Director of Educational Technology*

- Work to ensure technology direction and delivery is high quality and encompass best practices. Identify, and deploy new initiatives to meet new instructional methods or meet changing needs of instructors and students.
- Identify, research, test, pilot, and implement new and emerging trends related to academic and instructional needs with Senior Director.
- Work with Senior Directors to establish emergent systems and standards for effective use of enterprise technology in online learning in support of College/University goals.
- Lead training and support for strategically important programs and work with instructional design team to identify, develop and deliver training opportunities.

**WORK EXPERIENCE** (Continued)

- Supervise Compliance Editor and NU Online Accessibility audit and initiative efforts. Evaluate and report on student issues and identification of accessible technology and practices. Coordinating development of online student orientation/training module.
- Work with College of Professional Study graduate programs to review, develop and incorporate online experiential learning elements and projects.

**Northeastern University Online; Boston, MA**

July 2007 – July 2013

*Sr. Instructional Designer, Instructional Designer*

- Demonstrated the ability solve problems and develop innovative solutions using expertise in instructional design and educational technology for multiple colleges' online programs.
- Served as Lead Instructional Designer for newly formed Rapid Curriculum Development (RCD) Team
- Developed, implemented and improved a process for rapid development of online graduate programs for Northeastern University graduate programs.
- Managed and tracked the quality of instructional designers work and projects.
- Trained online and hybrid faculty to develop courses using best practices in the area of distance education.
- Introduced new technologies and processes to strengthen and increase online course offerings to faculty.
- Collaborated with multiple groups to determine appropriate support for online faculty.
- Evaluated courses for best practices in online learning using industry proven quality standards.
- Coordinated vendors and managed a variety of projects requiring technology and online education expertise.

**Northeastern University Online; Boston, MA**

October 2008 - Present

*Graduate Adjunct Instructor*

- Taught and developed "Essentials of Multimedia for Distance Learning," and "Establishing a Framework for Support for Students" resulting in receiving positive feedback from administrators and students.
- Designed course materials and taught "New Technologies & Emerging Trends for Distance Learning".

**Regis College; Weston, MA**

January 2006 - July 2007

*Instructional Technologist*

- Provided guidance and support with instructional technology, learning management system and new technologies for faculty, staff, and students
- Outreached to faculty and supported the creation of hybrid courses to strengthen existing offerings
- Identified potential technology tools and provided support for services such as e-tutoring and e-portfolios.

**Freelance Consulting; Seattle, WA & Boston, MA**

May 1993 – July 2007

*E-Learning Advisor / Web Developer / Graphic Designer / Instructional Designer*

- Example of clients included: Harvard Business School, Hewlett-Packard, The Evaluation Center@HSRI, Boston Academy of English, Massachusetts Bar Association, Boston Herald, and University of Washington.
- Provided special expertise as a technology consultant and designer using graphic design, multimedia, e-learning and web development skills.
- Designed charts, graphics, tables and slides for publications and proposals.

**Cognitive Arts; Boston, MA**

August 2000 - March 2001

*E-Learning Content Developer / Multimedia Developer*

- Collaborated with Subject Matter Experts (SMEs) to organize information, create learning goals and write creative multimedia content for e-learning software for corporate and collegiate clients' needs.
- Worked effectively in a team with graphic designers, video producers, programmers and other developers to create engaging training software with certificates of completion.
- Wrote preliminary design concepts, conducted onsite usability testing with the client and analyzed the data.
- Prepared learning architecture proposals and software critiques.

**WORK EXPERIENCE** (Continued)

**Community Art Center;** Cambridge, MA

February 1999 - July 2000

*Graphic Design Teacher / Technology Specialist*

- Developed and taught Computer/Graphic Arts curriculum to children from ages ranging from five to thirteen.
- Created Computer Arts program and maintained computer lab and network.
- Acted as the Co-Interim School-Age Program Director demonstrating the ability to effectively manage a team.

**Achieve, Inc.;** Cambridge, MA

July 1998 - July 1999

*Website Manager*

- Responsible for all aspects of coordinating with states and contractors to obtain, tag, input and proof educational standards for the National Standards Clearinghouse database.
- Maintained and improved all aspects of the Achieve website.

**The Employment Paper/ Today's Careers;** Seattle, WA

March 1993 - July 1996

*Production Manager/Graphic Designer*

- Directed all aspects of the production and design of a newspaper with annual revenue of over \$2.2 million.
- Recruited and managed a large staff and various contractors.
- Spearheaded the remote production of a second paper from Seattle office Portland-based *Today's Careers*.
- Led the design and production of all promotional materials, supplements, paper redesign and website.