Alexandra Elise Goolsby

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EDUCATION

Master of Library and Information Studies   May 2014
The University of Alabama, Tuscaloosa, AL

Bachelor of Arts, Communication Studies; English   Dec 2012; Aug 2012
The University of Alabama, Tuscaloosa, AL

RELEVANT EXPERIENCE

Manager, Course Development   Oct 2021 – Present
ACCESS Virtual Learning
The University of Alabama, Tuscaloosa, AL

- Manages 4 Instructional Technology Assistants (ITAs) who support the course development team
- Recruits and leads 60+ external teachers through a course peer review process annually
- Leading the development of 5 Advanced Placement (AP) courses during the 2022-23 dev cycle
- Oversees a Confluence knowledge base of all team documentation, practices, and procedures
- Liaises with subject matter experts (SMEs) across a variety of disciplines
- Engages in all instructional designer responsibilities (see details below)

Instructional Designer II   Oct 2018 – Sept 2021
Instructional Designer I   Jan 2016 – Sept 2018
ACCESS Virtual Learning
The University of Alabama, Tuscaloosa, AL

- Developed, designed, built, and maintained virtual, asynchronous secondary education courses for the Alabama State Department of Education's ACCESS program, which enrolls over 28,000 students
- Oversaw concurrent, year-long projects that involved numerous internal team members, subject matter experts (SMEs), and other external groups, using project management tools like Trello
- Trained SMEs on backward design and online learning principles
- Evaluated and revised lesson objectives and course content to align with Alabama Courses of Study, QM Rubric course quality and internal style guidelines, WCAG web accessibility standards, technical and usability requirements, and copyright compliance policies
- Designed and built accessible, engaging web pages and interactive multimedia assets using Articulate Storyline 360, Adobe CC (Photoshop, Illustrator, Dreamweaver), Adobe Captivate, and Camtasia
- Analyzed course completion data in Microsoft Power BI and user feedback surveys to improve content quality and effectiveness
- Led the design and development of interactive templates and trains team members on their use
- Mentored and trained newer members of the course development team

Reference and Instruction Librarian   Aug 2014 – Dec 2015
Leland Speed Library
Mississippi College, Clinton, MS

- Developed and led assessment-based information literacy sessions on research, plagiarism, online tools, and databases
- Provided in-person, telephone, and email reference and research assistance
- Created library-specific online and print instructional guides for students and faculty
- Established positive liaison relationships with the humanities faculty and students

- Managed four collection development budgets for the humanities departments
- Scripted and created 20 library-specific tutorial videos using Camtasia

TRAININGS AND CERTIFICATIONS

Creative Commons Certificate   Dec 2021
https://certificates.creativecommons.org/
- Currently completing an in-depth course about CC licenses, open practices, and the ethos of the Commons from October to December 2021.

Articulate 360 Training with Yukon Learning   Sept 2019
https://www.yukonlearning.com/

- Completed a three-day training on Articulate Storyline 360 and Rise 360 given by Yukon Learning, Articulate's strategic training partner

Interactivity and Instructional Design for eLearning Certificate   Sept 2019
https://allenacademy.alleninteractions.com

- Completed during *Training Magazine*'s TechLearn conference, this program mirrors the Allen Interactions's *Allen Academy Course 101: Designing Interactivity*

Quality Matters Certifications   2018 – 2020
https://www.qualitymatters.org/

- Completed the following QM certifications and PD sessions:
  o K-12 Introduction to Teaching Online (face-to-face, 2018)
  o K-12 Applying the Quality Matters Secondary Rubric (face-to-face, 2018)
  o K-12 Reviewer Course (online, 2018)
  o K-12 Rubric Update Role Reinstatement, Fifth Edition (online, 2020)

WebAIM Accessibility Comprehensive Training   Feb 2017
https://webaim.org/

- Completed a two-day comprehensive accessibility training on web accessibility guidelines and laws (Section 508, WCAG 2.0, ADA), principles, and techniques

PRESENTATIONS

Transforming SME Provided Content to Increase Learner Engagement, co-speaker
Fall Forum, Alabama Instructional Design Network (AIDN)   Nov 2019

Any Place, Any Pace, Any Time: Supporting Student Success One Learner at a Time, poster session
D2L Fusion Conference, D2L   July 2017