

Ruth Chisum

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Summary: Growth-mindset leader with 15+ years in academia and consulting, specializing in online education, management/operations, organizational development, and the growth of scalable operations.

Top Skills

- Catalyst for change, with a focus on organizational development.
- Visionary, with a comprehensive knowledge of diverse markets, including academia, corporate, and government.
- Demonstrated strategic leadership and organizational administration.
- Proven track-record of growth and implementations.
- Specialized in Online Learning, Educational/Instructional Technology Deployments and Integrations, New Online Program Development, Academic Innovation, and Faculty & Staff Development.

Industry Experience Areas

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| ▪ Higher Education | ▪ Adult Education | ▪ Consulting |
| ▪ Online, Distance, and Digital Teaching and Learning | ▪ Government | ▪ Business Development |
| | ▪ Program Marketing | ▪ Non-profits |

Education

- **Doctorate of Transformational Leadership in Education (Ed.D)**
University of New England, 4.0 GPA, Expected 2019
- **Masters of Science in Organizational Leadership (M.Sc.)**
Palm Beach Atlantic University, 4.00 GPA, 2005, Summa Cum Laude
- **Graduate Concentration & Teaching Certification: Learning Science, Andragogy, Curriculum and Instruction**
Palm Beach Atlantic University, 4.0 GPA, 2006
- **Dual: Bachelors of Arts, English / Bachelors of Communication & Media Arts**
Palm Beach Atlantic University, 4.00 GPA, 2002, Graduate of the Year, Summa Cum Laude, Who's Who in American Colleges & Universities, Lambda Pi Eta

Work Experience

Executive Director for Operations, Sam Houston State University (SHSU) Online

Sam Houston State University, June 2015 – PRESENT (Promotion)

- Promote and encourage the University's role in furthering online education.
- Direct the analysis, planning, and implementation of strategic initiatives in support of SHSU Online, SHSU, TSUS and THECB targets and vision.
- Hire, train, develop staff, and encourage a culture of quality, innovation, diversity, and excellence.
- Oversee the development and implementation of strategic online learning initiatives, including growth of new online programs, strategic recruitment of online students, launch of student academic resources, and community partnerships.
- Provide leadership and oversight of all functional areas within SHSU Online, including:

▪ Online Program Growth	▪ Instructional Design
▪ Analytics & Data Management	▪ Faculty Development
▪ LMS Administration	▪ Online Program Marketing
▪ User Support Services	▪ Web Content Support
▪ Online Course Development	▪ Instructional Technology
▪ State Authorizations	▪ Compliance & Reporting

- Meet regularly with Associate Provosts, Vice Presidents, Deans and Department Chairs to discuss and strategize initiatives for online program growth, online support services, and special projects.
- Regularly engage in thought leadership through the writing and submission of blog posts, social media, and SHSU Online newsletter pieces.
- Deliver Webinars, Seminars, and teach Online Certification Series courses.
- Manage the SHSU Online Operations budget.
- Serve as a critical stakeholder in the SHSU Online Marketing Strategy for online program growth, collaborating in video and newspaper content development,
- Serve in various committees, including,

<ul style="list-style-type: none"> ▪ <i>Advisory Council</i> ▪ <i>60X30TX Strategic Enrollment Management Committee</i> ▪ <i>Online Program Marketing Committee</i> ▪ <i>SACSCOC Leadership Committee</i> ▪ <i>Bill & Melinda Gates Foundation Frontier Set Grant</i> ▪ <i>Digital Education Summit Conference Committee</i> 	<ul style="list-style-type: none"> ▪ <i>CBP Course Improvement Project</i> ▪ <i>AASCU's Redefining the First Year Experience</i> ▪ <i>ERP Strategic Planning Committee</i> ▪ <i>Graduate Program Review</i> ▪ <i>TBUG Conference Planning Committee</i> ▪ <i>TITLE IV & Online Attendance Committee</i> ▪ <i>Region 6 Online Course Delivery for High School Students</i>
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- Serve as a critical stakeholder in the SHSU Online Marketing Strategy for online program growth, collaborating in content development for Social Media, Print, Television, Radio, Web/ Program Landing Page Media, Direct Mail, Hobson's Communication Plan, Market Segmentation, SEO & Web traffic.
- Designed Texas State University System faculty development and online course design program, inviting attendees from across Texas to drive online program growth and quality via hands on learning experiences. Targeting successful completion of 6 school groups in 2017.
- Restructured online operations staff and functional areas, growing staff members from 10 to 40+.
- Grew online courses from **263** to **800** and online programs from **26** to **42** in four academic years.
- Engineered processes to drive evaluation and improvement of online course quality, including metrics for pedagogical and technological excellence.
- Created evaluative materials to represent academic quality in the online components of graduate courses, enhancing the *Graduate Program Review*, a formalized process to review course curriculum, pedagogy, student completion, use of technology, and academic quality.
- Created new revenue stream offering corporate entities setup and use of customized and privatized instances of the University's robust LMS, Analytics, and User support services, monetizing university services and existing staff and structures to deploy and manage delivery.

Director, SHSU Online

Sam Houston State University, July 2013 - June 2015 (Promoted)

- Lead specialized teams focusing on: Instructional Design, Course Development, Online Course Delivery, Technology Integration, User Support Services, LMS Administration, Academic Analytics, Faculty Training, and Program Assessment.
- Oversee and promote the growth of online learning courses and programs.
- Coordinate and develop course and program improvement process and practices.
- Oversee faculty development training content and delivery for digital teaching and learning.
- Oversee LMS administration and establish a suite of user support services.
- Oversee management of publisher content and Third party tool integration.
- Provide direction to, supervise, and evaluate staff across all multiple functional areas.
- Teach Online Certification Series courses.

Senior Strategic Consultant

Blackboard, Inc., October 2010 - July 2013

- Provided advisory and strategic consulting services, specializing in higher education.
- Worked with senior level management in educational, governmental, and corporate settings.
- Evaluated, implemented, or changed an institution's Online / Blended e-learning strategy.
- Led clients through a formal implementation planning process, with particular emphasis on process modeling, change management, and high-level technical planning.
- Developed implementation plans, process and workflow models to support implementations.
- Trained on Blackboard Learn™ technology software and led large-scale implementation projects.
- Led and implemented bespoke consulting solutions.
- Received Consultant of the Year Award for excellence in project scoping, delivery, and management.

eLearning Consultant

Independent, June 2009 – Present

- Provided consulting services dedicated to: Online course management, Online program growth, Instructional Technology deployment, Academic Dishonesty, LMS migrations, and Staff development.
- Delivered webinars, presentations, round tables, and training workshops within the U.S. and abroad.
- Created faculty-training resources for successful implementation of pedagogy, eLearning, student-learning assessment, and academic / instructional technologies.
- Created and delivered thought leadership used in national and international forums.
- Developed content in English and Spanish to meet bicultural and bilingual needs of clients in the Caribbean and throughout Latin America.

Affiliations & Certifications

- Founding Board Member, Peter F. Drucker Society Global Network, South Florida Chapter
- Board Member, International Journal of Management & Information Systems (IJMIS)
- Myers-Briggs Type Indicator (MBTI®) Certified Practitioner, Center for the Application of Psychological Type (CAPT)
- Adult Educator: Andragogy, Instructional Methods & Curriculum Design
- English for Speakers of Other Languages (ESOL) Instructor Certification, School District of Palm Beach County

Notable Conferences / Presentations

- 2017, *TSUS Faculty Development and Course Redesign Boot Camp*, TSUS Schools
- 2017, *The Intersection of Technology and Pedagogy*, Digital Education Summit
- 2017, *Operationalizing the 60X30TX Plan*, Workshop
- 2017, *Winning the eLearning Race*, USDLA National Conference
- 2017, *Are you Worried about your Students Cheating?*, Workshop
- 2016, *Building Online Communities*, Webinar Series
- 2015, *Hallmarks of Effective Assessments*, Presentation, Digital Ticket Conference
- 2014, *Designing Effective Assessments in Your Course*, Teaching and Learning Conference
- 2012, *Academic Honesty in Online Education*, Presentation, Charles Darwin University, Australia
- 2011, *Teaching with Web 2.0 Tools*, Presentation, XII International VirtualEduca, Santo Domingo

Blog/ Newsletter Publications

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| ▪ <i>Beyond Course Mechanics</i> | ▪ <i>Hallmarks of Effective Assessments</i> |
| ▪ <i>3 Ways to Frustrate Cheating Potential</i> | ▪ <i>The World Runs on Relationships</i> |
| ▪ <i>Affordable and Accessible Educational Resources</i> | ▪ <i>Rebellion Strategy and Mutiny on Convention</i> |

- *Introversion and the Ideal Employee*
- *Why Disillusionment is a Good Thing*
- *Your Marketability is on you!*
- *Fostering a Culture of the Right Kind of Errors*
- *Go Big or Go Home!*
- *Don't Stop...Learning*