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PROFILE: Well-rounded instructional designer, instructional technologist, instructor/trainer, project manager, industry analyst, and writer with diverse experience and systems thinking orientation. Particular expertise in:

- Analyzing learning and performance problems
- Designing classroom, blended, and online learning
- Instructional design for transfer and results
- Selecting tools and technologies for teaching and learning
- Designing assessments and media
- Mentoring content experts, trainers, instructors, faculty, and instructional designers

PROFESSIONAL EXPERIENCE

LEARNING PEAKS LLC

Centennial, CO 1996–Present
President

Assist organizations and higher education institutions with analysis, planning, design, development, and evaluation of classroom, blended, and online learning and performance support. Goal: Optimize resources and results. Nationally recognized writer, instructional technologist, and trainer, listed in [Who's Who in Instructional Technology](#).

- Chief instructional designer/project manager for small to large classroom, blended, and online learning projects
- Design and develop classroom, blended, and online training, higher education, professional development, and health education instruction
- Authoring tool expert for organizations and training and authoring tool vendors. Authoring tool vendor advisory board member.
- Train content experts, trainers, instructors, faculty, and instructional designers to design, develop, and facilitate classroom, blended, and online learning
- Evaluate quality of instructional materials and make improvement recommendations
- Assess and recommend tools and technologies for learning
- Writer for industry trade publications, author industry whitepapers
- Design and facilitate presentations and keynotes at training and instructional technology conferences
- Design and facilitate instructional design and instructional technology workshops
- Develop tools to improve instructional design processes and results

Selected Publications:

- Shank, P. (February 11, 2008). Make Sure Your Media Makes Sense and Cents. *Learning Solutions*.
- Shank, P. (2008). Design Strategies for Online and Blended Learning. In *The eLearning Guild's Handbook of e-Learning Strategy*.
- Carliner, S. & Shank, P. (2008). *The E-Learning Handbook: A Comprehensive Guide to the Economic, Technological, Design, Evaluation, & Research Issues of Online Learning*. San Francisco: Pfeiffer.
- Shank, P. (2007). *The Online Learning Idea Book*. San Francisco: Pfeiffer.
- Shank, P. (2005). *The Value of Multimedia for Learning*. Adobe Motion Design Center.
- Shank, P. (December 19, 2005). Avoiding Assessment Mistakes that Compromise Competence and Quality. *The eLearning Guild's Learning Solutions Magazine*.
- Shank, P. (September 7, 2004). Can They Do it in the Real World? Designing for Transfer of Learning. *The eLearning Developers Journal*.
- Shank, P. (2004). Coloring Outside the Lines: Rethinking Blended Learning. In Richards, G. (Ed.), *Proceedings of World Conference on E-Learning in Corporate, Government,*

Healthcare, and Higher Education 2004 (pp. 2-6). Charlottesville, VA: Association for the Advancement of Computing in Education (AACE).

- Shank, P. (Ed.) (2004). *Authoring Tools Report*. Training Media Review.
- Shank, P. & Sitze, A. (2004). *Making Sense of Online Learning*. San Francisco: Pfeiffer.
- Shank, P. (2002). Learning anew: An exploratory study about new online learners' perceptions of people interaction and learning to learn in an online course. In P. Barker & S. Rebelsky (Eds.), *Proceedings of educational multimedia, hypermedia & telecommunications* (EDMEDIA) (pp. 2167-2171). Charlottesville, VA: Association for the Advancement of Computing in Education (AACE). [Best Research Paper Award]
- Contributing Editor, *Online Learning Magazine* 2000-2002. Winner of American Society of Business Press Editors (ASBPE) award, 2001.
- Contributor to *ID Casebook: Case Studies in Instructional Design, 2e*, 2002, 2006.

UNIVERSITY of COLORADO at DENVER

Denver, CO 1999–2004

Faculty, [Information and Learning Technologies](#), graduate instructional technology program. School of Education.

GEORGE WASHINGTON UNIVERSITY

Washington, D.C. 1997–1999

Faculty, Education and Human Development, graduate educational technology program.

COLUMBIA MEDICAL PLAN, BLUE CROSS BLUE SHIELD of MARYLAND

Columbia, MD 1989–1996

Manager, Training and Health Education 1991–1996

Training Specialist / Training Supervisor 1989–1991

Design and management of award winning staff/clinician training and patient education department, including orientation, operational skills, clinical skills, management development, staff development, train-the-trainer, health education. Facilitation and evaluation of human resource and management development workshops: ADA, diversity, performance management, 360° feedback and leadership programs. Pioneered and implemented technology based educational programming for staff and patients. Internal consultant for human resource, organizational development, performance, educational technology and quality projects. Certified Juran QI trainer and facilitator.

EDUCATION

PhD, Educational Leadership and Innovation, Instructional Technology, University of Colorado, Denver.

MA, Education and Human Development, George Washington University, Educational Technology Leadership, Jere Trout Student Achievement Award.

Post graduate studies for MA, Health Education, Towson State University.

BA, Economics, University of Maryland.

PROFESSIONAL DEVELOPMENT

Extensive and ongoing participation in courses, workshops, and conferences, including instructional technology, computer-supported collaborative learning, instructional design, video and multimedia production, website development, distance education, visual communication, information architecture, usability, project management, and statistical analysis.