

# Name of Applicant: Mary A. Malinconico

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## Contact Information:

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CGA@GCC Web site: [www.cgagcc.com](http://www.cgagcc.com)

# Name of Applicant: Mary A. Malinconico

## Education:

Accepted into a Doctoral (EdD) Program at:  
North Central University  
Prescott Valley, AZ

Program of Study: E-Learning and Teaching Online  
Started May 2008

### **Courses Completed:**

ELT7001 - Principles and Practices in E-Learning (Foundation Course)

ELT7002 - E-Learning Instructional Strategies

ELT7003 - Instructional Design and Engaging E-Learning Activities

ELT7004 - The Online Learner

ELT7007 - Ethical and Legal Issues in an Online Course

ELT7008 - Online Learning Communities in an Online Course

**GPA: 4.0 out of a 4.0 Scale**

George Washington University, Washington, DC  
Completed a Masters of Arts from the College of Education and Human Development  
specifically focused on Educational Technology Leadership  
GPA: 3.8 for 36 credits completed  
Degree Conferred: August 2008

Masters Degree in Education  
The Ohio State University  
Columbus, Ohio  
GPA: 3.65

Bachelors Degree in Education  
Slippery Rock University of PA  
Slippery Rock, PA  
GPA: 3.01

### Teaching Experience - Gloucester County College

Gloucester County College

August 2002 - Present

Program Coordinator and Assistant Professor in the Computer Graphic Arts Department

Classes redesigned or developed and taught:

- Mac/CGA Literacy
- Foundations of Computer Graphic Arts
- Web Development - HTML/XML
- Introduction to Multimedia
- Electronic Illustration (Online and Face to Face)
- Web Graphics (Online and Face to Face)
- Electronic Image Processing (Online and Face to Face)
- Digital Photography
- Web Development using DreamWeaver
- Interactive Authoring
- Web Design
- Digital Video Editing
- Portfolio Seminar (Online, Hybrid and Face to Face)

Other Activities:

- Redesigned all the CGA classes in the program with new, more specific goals and objectives. All classes were updated to include GCC Cores and how these cores are being addressed for ALL CGA classes.
- Provided review and oversight of all CGA syllabus and class activities that the GC Cores are being integrated into CGA classes
- Developed a student showcase called CGA Portfolio evening, event to spotlight the work of CGA students to members of the community.
- Organized several student field trips to community organization to infuse real life work experiences into the CGA program
- New projects to stretch our student creative talents
- Worked with community members to develop student created design solutions to real life problems – LOGIN Logo Design and GCC Foundation GALA invitation
- Learned eight new CGA software program which were updated in the last year

### Teaching Experience - Gloucester County College - Continued

#### Administrative Duties:

- Increased enrollment from 78 students in 2002 to 350 students in 2006
- Designed and developed a uniform marketing campaign for the Computer Graphic Arts program targeted to the five county high and middle schools
- Recruited and hired adjunct faculty for the Computer Graphic Arts Program
- Redesigned all the CGA classes in the program with new, more specific goals and objectives. All classes were updated to include new technologies
- Designed and wrote new Interactive Media Track for Computer Graphic Arts Program
- Developed a student showcase called CGA Portfolio evening, event to spotlight the work of CGA students to members of the community.
- Organized several student field trips to community organization to infuse real life work experiences into the CGA program
- Organized a field trip to New York City for 12 CGA students to attend a national Computer Graphic Art Conference
- Developed along with an adjunct professor and the Marketing department a CGA Marketing poster to spotlight the talent and art work of our students.
- Developed a CGA web site for marketing and program information separate from the GCC web site
- First GCC Faculty member to use Podcasting in online classes – using a technology called Garage Band. Worked with a focus group of current GCC/CGA student to work the bugs out and to refine audio information.
- Developed three partnerships with local high schools for students to be accepted into the CGA program with entry level classes being waived for high school class work.

### Teaching Experience (Other Institutions)

LaSalle University

Philadelphia, PA

July 1997 - August 2002

Assistant Professor in the Computer Science Department

#### Classes taught:

- Introduction to Computer Applications (Windows and Microsoft Office)
- Creating Multimedia (PowerPoint, Marcomedia Director and Sound Forge)
- Introduction to Digital Art (Adobe Illustrator and PhotoShop)
- Data Communication/Hands On Networking (Microsoft Windows NT Server)
- High Speed Networking
- GroupWare (Exchange Server)

### Teaching Experience (Other Institutions)

Rosemont College

Rosemont, PA

September 2000 - Present

Adjunct Assistant Professor: Electronic Publishing and Web Design Program

Classes developed and taught:

- Introduction to Web Design (Macromedia DreamWeaver, Adobe PhotoShop and ImageReady)
- Advanced Web Design (Adobe Go Live, Macromedia FireWorks and Flash)
- Web Design (PhotoShop, ImageReady, Flash, and Fireworks)

Delaware County Community College

Media, PA

May 2001

Adjunct Assistant Professor: Electronic Publishing

Classes developed and taught:

- Electronic Illustration I and II using Adobe Illustrator and Macromedia Freehand

Philadelphia University (formerly Philadelphia College of Textile and Science)

Philadelphia, PA

January 1994 - Present

Adjunct Assistant Professor in Instructional Technology Graduate Studies Program

Classes developed and taught:

- Introduction to Web Design (Macromedia DreamWeaver, Adobe PhotoShop and ImageReady)
- Advanced Web Design - application software Adobe Go Live, Macromedia FireWorks and Flash)
- Web Design (PhotoShop, ImageReady, Flash, Fireworks)
- Desktop Publishing - application software Adobe PageMaker, Adobe SuperPaint, typefaces and desktop scanning hardware and software.
- Desktop Presentations - applications software Adobe Persuasion, Adobe Illustrator and Macromedia Director
- Desktop Troubleshooting - teaches what to do if your computer is not working correctly. Includes basic repair and maintenance of computer equipment. All classes teach skills in the use of the above applications for the instructional environment
- Desktop Networking introduces students to the concepts of basic networking terms and concepts. Students will be able to build a lab, school and district network at the end of this class

## Related Work Experienced:

Delaware County Intermediate Unit  
Media, PA 19063  
September 1993 - July 1997  
Director of Educational Technology

Primary responsibilities in the following four areas:

- Training Center and Software Library
- Internet Project Coordinator
- Technical Recommendation/Troubleshooting
- Management and Planning

The Camera Shop, Incorporated  
Broomall, PA 19008  
June 1987 - September 1993  
Director of Computer Training  
and Technical Services

Primary responsibilities in the following three areas:

- Customer Training
- Customer Support
- Technical Services

## Related Work Experienced:

**Delaware County Government Center and Courthouse  
Media, PA**

**August 2000 to Present**

**Web Master/ Web Site Consultant**

Provide consulting services for web site

(<http://www.co.delaware.pa.us>), which includes over 2500 files (web pages, images and other files)

- Designed and created a standard look and feel for all web pages
- Designed and created new front page design and navigation bar on second level pages
- Assisted the Director of Intergovernmental Affairs with coordination of the web pages
- Interfaced with department directors to facilitate the updating of the information on the web sites
- On call for emergencies
- Analyzed and prepared monthly Web Trends statistical reports of patterns of use and make recommendations for future development.
- Planned and coordinated with the Director of Intergovernmental Affairs future expansion of the web site.
- Planned and implemented PERL search engine during summer 2001.
- Created Portable Document Files (PDF's) for departments to upload specialized files such as Gun Permits, Dog Licenses and other highly formatted documents

## Professional Display of Art Work - Myself and Students:

### **Gloucester County College Digital Photo Contest**

- 15 Computer Graphic Arts students submitted work - one student was awarded third prize

### **Student Art Work - Gloucester County College Student, Staff and Faculty Art Show**

- 2007 - 38 Computer Graphic Arts submitted and displayed work in the Art Show
- 2008 - 50 Computer Graphic Arts submitted and displayed work in the Art Show

### **Student Art Work - Adobe National Digital Design Contest**

- Spring 2007 - 1 Computer Graphic Arts students submitted their Illustrator

### **Portfolio Display - Spring of each Academic Year**

- Computer Graphic Arts students display their graduation portfolio at the GCC Open House night to gain professional level experience showing their development portfolio

### **Middletown Gauge Fair - Newtown, PA**

- Summer 2008 - Mary submitted photo entry into competition of over 1000 photos and received Honorable Mention award for Photo entitled "Heart"

### **Delaware County Community College Art Show**

- Fall 2008 - Mary submitted photo entry into competition of over 500 photos and received Second Prize award for Photo entitled "Thinking"

### **Delaware County Community Arts Center Digital Photo Juried Art Show**

- Winter 2008/2009 - Mary submitted photo entry into competition of over 200 photos and received honorable mention award for Photo entitled "Thinking"

### Scholarly Achievement/Professional Growth:

- Selected new textbooks and instructional materials for all Computer Graphic Arts classes which I teach.
- During the Academic year 2007-2008, evaluated and rewrote the majority of the Computer Graphic Arts courses for approval by the curriculum committee. The course rewrite brought the Computer Graphic Arts classes up to current technology and industry standards.
- Designed and developed new instructional methods for all Computer Graphic Arts classes that I teach which utilize lecture, lab and combination methods to enhance instruction for Computer Graphic Arts students.
- Designed and maintain a Web Site for all Computer Graphic Arts Classes I teach. (<http://www.cgagcc.com/>) Each course has a web site which includes course information, course grading, course projects, weekly guide to each class including key terminology and lecture materials and professor contact information. (See print out) This site was created using Macromedia Dream Weaver and Fireworks on an external web server.
- Developed Computer Graphic Arts 217 Electronic Image Processing and CGA 215 Electronic Illustration into an online class. After taking the Online Effective Teaching course provided by the college, I worked with Steve DiFlippo to develop the instructional methods of Computer Graphic Arts 217. These methods include:
  - o Online Lecture Materials (Using PowerPoint and Web Pages)
  - o Weekly Activities including lab assignments from textbooks and discussion questions for students to articulate their understanding of the materials covered
  - o Weekly email or Instant Message conversations with students regarding their progress in the class.
- Developed Computer Graphic Arts 250 Portfolio Seminar into a Online class allowing students to work online to complete activities and assignments.

### Scholarly Achievement - Conference Presentations:

Pennsylvania Educational Technology Conference - PETC - Hershey, PA  
February 2008'

Pre-Conference 6 Hour Workshop – Workshop Leader  
Using Audio Podcast in Instruction - Face to Face and Online

League of Innovations - Conference on Information Technology - Nashville, TN  
October 2007 Presentations include:

#### **Roundtable Discussion**

##### **Ensuring Adjuncts Are Qualified**

Adjunct faculty members are hired to meet course demands. But how do you ensure that adjunct faculty members are able to teach effectively? Participants in this Roundtable Discussion examine how one computer graphic arts program hires highly qualified art teachers to support its growing program. Discussed are which new methods of screening adjuncts work and which methods do not work.

#### **Forum Session**

##### **Second Life: But Do I Have a First Life?**

Today, our students are losing themselves in the online world of Second Life. This session introduces the Second Life virtual community and explores how educators can turn it into an effective teaching and learning experience.

#### **Poster Session**

##### **Building Creative Marketing That Targets Today's Students**

Printed brochures and program websites are limited in effectiveness when marketing to today's students.

The Technology Program at Gloucester County College has developed a new strategy to attract and

increase the enrollment of interested students. Strategies include having current students participate in the marketing design and focusing more on student success stories. If your programs

are experiencing low enrollment, this session provides concrete marketing ideas that can be implemented at your college.

#### **Forum Session**

##### **Hybrid Classes in Technology Programs**

Hybrid courses are the new hot thing in education. Meet with your students face-to-face and online. This session outlines how hybrid courses are being used in Gloucester County College's technology programs. Discussed are the strengths and weaknesses of hybrid courses, finding the balance between face-to-face and online offerings, and whether hybrid courses work in technology programs.

## Administrative Effectiveness as Faculty Member:

- Serves as Computer Graphic Arts Program Coordinator - extra duty contract
- Assisted adjunct Computer Graphic Arts faculty members with questions and teaching methods regard to CGA courses curriculum
- Maintain and revise the my Computer Graphic Arts courses and when necessary rewrite/redesigned courses to reflect new trends in the Computer Graphic Arts field
- Worked with the Digital Photography instructors to display photos in hallways of Scott Hall and Instructional Building
- Worked with adjunct for CGA 221 to arrange a field trip to commercial printer, I drove a college van :-)
- Worked with Instructional Technology and Network Center Staff to report technical problems with the CGA Macintosh labs.

### Administrative Effectiveness as Program Coordinator:

- Assist Dean with hiring Computer Graphic Arts adjunct faculty members
- Monitor and supervise adjunct Computer Graphic Arts faculty members with regard to course curriculum
- Maintain and revise the Computer Graphic Arts curriculum and when necessary rewrite course to reflect new trends in the Computer Graphic Arts field
- Coordinate with Dean of Liberal Arts to ensure Art classes required by the Computer Graphic Arts program are offered during the correct semester
- Worked with Public relations department to produce press releases promoting the Computer Graphic arts program ( See examples)
- Worked with Director of Publications to create marketing brochures for the Computer Graphic Arts Program (See examples)
- Worked with Instructional Technology and Network Center Staff regarding the operations of the two CGA Computer labs in Scott Hall. This includes hardware and software maintenance. Also responsible for the software upgrades for all the CGA software via a Perkins funding.
- Worked with Director of Publications to create Computer Graphic Arts program guide for local guidance counselors. Worked with student services to distribute via mailing list
- Worked with Dean of Students to make presentations to academic advisors regarding the Computer Graphic Arts program (each semester beginning in Fall 2002)
- Worked with Academic advisors with advisement of Computer Graphic Arts students during registration (each semester beginning in Fall 2002)
- Worked with Mr. James Sloan to develop new Computer Graphic Arts Course of Study in Interactive Media, which is an interdisciplinary program between Art, Information Systems and Computer Graphic Arts.