

# Steven James McGriff, Ph.D.

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A performance-oriented Instructional Systems Designer committed to making the best of each teacher by fostering a professional learning culture dedicated to innovation and growth. Adept at exceling in academic facilitation roles and using knowledge of blended learning systems to integrate best practices for teaching using the emerging tools designed for the 21<sup>st</sup> century learner. Possess a proven record in raising achievement levels through curriculum development, teacher training, data-driven assessments, and instructional strategies.

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## Education

**Ph.D. in Instructional Systems (Emphasis: Leadership in Higher Education)**, Penn State University (2007)

**Master of Arts in Instructional Technology**, San José State University, College of Education (1998)

**Bachelor of Arts in Studio Art—Art Design**, Stanford University (1985)

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## Areas of Expertise

Virtual Teaching Tools • Curriculum Development • Data-Driven Instruction • Program Development • Educational Technology • Design Thinking • Blended Learning Systems • Emergent Technology Integration  
Marketing Strategies • Budget Oversight • Instructional Strategies • Online Courses • Faculty Coaching

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## Professional Experience

**DivergentED Consultants** – San Francisco Bay Area, CA

August 2016–Present

**Founder and Director of Instructional Design**

- Lead all operations for the successful delivery of services focused on teacher training, professional development, curriculum design, educational technology, design thinking, and meeting facilitation.
- Create appealing marketing materials and promote educational services via social media platforms to generate new business.
- Use knowledge of interactive communication to facilitate training sessions for school districts devoted to instructional resources, team-building activities, and report writing.
- Work with executive team and strategic partners to formulate effective planning strategies for monitoring progress, achieving business objectives and reaching revenue goals.
- Conduct comprehensive competitive analysis to forecast emerging market trends and align the company's mission to meet these needs in transformative educational technology.
- Build strong partnerships with like-minded education partners and engage prospective clients by networking at professional events.
- Manage all design, development, and implementation phases for conducting interactive workshops for educator professional learning on learning sciences, online teaching, student-centered pedagogy, instructional design, and visual literacy.
- Coach K-20 faculty in effective strategies for using academic and professional standards in curriculum design, including Common Core State Standards and ISTE Standards.

### **Key Achievements:**

- Launch of new marketing strategies resulted in a 100% increase in revenue in second year.
- Have given 30+ CUE and ISTE presentations and 20+ academic presentations.
- Selected by CUE as Lead Learner, BOLD faculty, and Co-Chair of Higher Education Learning Network.

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Foothill-De Anza Community College District – Los Altos Hills, CA

July 2008–June 2016

## Professor-in-Residence, Krause Center for Innovation

- Spearheaded the development of intensive professional learning programs for thousands of teachers.
- Directed instructional leaders through the design and development of each program, making sure to incorporate the most modern best practices into courses, curriculum maps, and data assessments.
- Facilitated teacher trainings on the proper use of innovative educational technology and pedagogy.
- Created lasting partnerships with academic institutions and educational agencies.
- Identified areas of weakness in program development and worked with instruction leaders to improve their abilities at pass along knowledge in a way that elicits the best client response.
- Monitored the center's budget to ensure that funds were allocated properly so that resources for creating learning programs were available withing cost and time limits.
- Used design skills to create vibrant and eye-catching promotional materials distributed online and via social media to attract teachers looking to enrich their professional learning.
- Produced research reports and program evaluations for annual reports and college curriculum reviews.

### **Key Achievements:**

- Professional learning programs created had more than 3,000 teachers participate in the workshops.
- Wrote grant proposals that won \$250K for funding educator professional learning programs.
- Designed and developed the first California Community Colleges Certificate in Instructional Design and Technology.

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## Additional Professional Experience

**Assistant Professor, Department of Instructional Technology**, San José State University – San José, CA

- Mentored graduate students and guided them through difficulties in course material to help them achieve their full academic potential.
- Managed instructional technology and design in a three-year National Science Foundation ITEST grant project including multimedia materials and website design.

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## Professional Affiliations

**Co-Chair**, CUE Higher Education Learning Network [HELN]

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## Volunteer Opportunities

Blogging (DivergentED.com)

Professional Learning Network Development (CUE HELN)

CityTeam San Jose Ministries, Adult Outreach Program