

BRAD ZDENEK

413 East Bishop Street, Bellefonte, PA 16823
(814) 353-3475 - bradzdenek@gmail.com
www.bradzdenek.com

EDUCATIONAL HISTORY

- 2005-Current** **Ph.D. Candidate (Educational Leadership)**
University The Pennsylvania State University
Park, PA 3.84 GPA with coursework completed for Ph.D., principal certification, and superintendent's letter of eligibility. Defense and completion estimated for Spring 2014.
- 1999** **Bachelor of Arts in Secondary Education/Social Sciences**
St. Augustine, Flagler College
FL Five-time member of Dean's list, two-time member of President's list. Member Alpha Chi and Phi Alpha honor societies. Member *Who's Who Among Students in American Universities and Colleges* 1996 - 1999.
Graduated Cum Laude.
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WORK EXPERIENCE

- 2013-Current** **Consultant**
University Center for Online Innovation in Learning (COIL) – Penn State University
Park, PA Co-Director – Lawrence Ragan
Consult on developing a web presence, establishing a community of learners, and managing professional development and outreach efforts for COIL.
- 2012-Current** **Director of Program Development and Instructional Design**
University STEM Scouts Initiative – College of Education at Penn State University
Park, PA Executive Director – Kyle Peck
Direct instructional design and assessment development as well as the development of organizational supports and professional development infrastructure for the STEM Scouts initiative (www.stemscouts.org), with the goal of pooling the talents and resources of universities, government agencies, corporations, and individuals to advance STEM Education for students ages 8 to 18. Lead the development and coding of a digital badging infrastructure based on game theory to support learner engagement and facilitate learner persistence.
- 2009-2012** **Applied Research & Development/Professional Development Task Lead**
University Regional Educational Lab – Mid-Atlantic Region
Park, PA Director – Kyle Peck Associate Director – John Wise
Directed the design and execution of professional development workshops focused on bridging scientifically valid research, policy, and practice. Delivered over 110 events for over 8,000 educators with a budget of \$2.3 million from 2009-2011, while maintaining a mean satisfaction score of 4.4 of 5 on customer satisfaction surveys. Responsible for regularly presenting on high quality research design and methods for both consuming and using research in educational practice.

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- 2006-2009**
University
Park, PA
- Graduate Assistant**
Regional Educational Lab – Mid-Atlantic Region
Director – Kyle Peck
Assisted in the development and organization of Lab sponsored professional development opportunities for the state, schools, districts, and Intermediate Units. Co-principle investigator and web developer for an interactive online tool providing comparative analysis of school level NCLB data for educators and policy makers.
- 2007-2008**
University
Park, PA
- Consulting Editor**
Journal of Research in Rural Education
Editor – Kai Schafft
Assisted in the transition of JRRE from University of Maine to Penn State University.
- 2005-2008**
University
Park, PA
- Graduate Assistant**
Center on Rural Education and Communities, Penn State University
Supervising Professor – Kai Schafft
Provide assistance to the Center in a variety of activities, including creating, designing, and distributing the Center’s outreach materials; designing the Center’s web presence; research data collection; maintaining mailing lists; editing publications, and organizing conference presentations.
- 2001-2002**
Cary, NC
- Classroom Teacher**
West Cary Middle School
Principal – Bobby Allen Assistant Principal – Robert Christesen
Full-time classroom teacher implementing the North Carolina 7th Grade Social Studies curriculum as well as helping to develop a technology based Web Page Design curriculum. Selected for and participated in school improvement committee charged with addressing varied school needs created by No Child Left Behind and state accountability mandates. Developed and taught technology workshops for teacher development and continued with prior development of technology integration techniques in partnership with Wake County School District. Organized and led a group of 13 students on a two-week tour through Germany, Austria, Switzerland, Italy, France, The Netherlands, and the United Kingdom. Awarded *Teacher of the Month Award* (Cary Chamber of Commerce, January 2002), *Excellence in Teaching Award* (West Cary Middle School, November 2001), and nominated by community members for the *Disney American Teacher Award* (2001).
- 2000-2001**
Zebulon, NC
- Classroom Teacher**
Zebulon Gifted\Talented Magnet Middle School
Principal - John Wall Assistant Principal - Jennifer Carnes
Full Time Classroom teacher implementing the North Carolina 6th Grade Social Studies Curriculum as well as helping to develop a technology based Internet Basics Curriculum. Maintained high academic standards while meeting individual learner’s needs. Developed and taught technology workshops for teacher development and presented technology integration techniques to Wake County School Board members. Awarded with *Initially Licensed Teacher of the Year* and *You Make A Difference Award*.

PUBLICATIONS

Zdenek, B.A., & Schochor (2007). Developing moral literacy in the classroom. *Journal of Educational Administrations*. 45(4), pp. 514-532.

Zdenek, B.A., & Schochor (2007). Moral Literacy as School Reform: Implications for the classroom. *The Beacon*. 3(3), pp. 1-8.

UNPUBLISHED WORK

Zdenek, B.A. (2006). *The Workforce Investment Act and Entrepreneurship in Rural America: A Review of Current Practice and Research*.

Unpublished white paper exploring best practices for the integration of Federal Workforce Investment Act (WIA) funds into statewide workforce development efforts in rural areas throughout the United States.

Written for integration into a larger research project focusing on the use of WIA funds in rural Pennsylvania conducted by the Center for Rural Pennsylvania and Penn State's College of Agriculture Sciences.

CONFERENCE PRESENTATIONS

Zdenek, B.A. (2008, 3-4 October). *Building Moral Literacy: A Framework for Reflection*. Presented at the 13th Annual Values and Leadership Conference sponsored by The D.J. Willower Center for the Study of Leadership and Ethics of UCEA. Victoria, British Columbia, Canada.

Zdenek, B.A., Duncan, A., & Mihan, D. (2007, 15-18 November). *Rural/Urban Contexts and the Small Schools Movement: A policy analysis*. Presented at the 21st Annual Convention of the University Council for Educational Administration. Alexandria, Va.

Zdenek, B.A., & Schochor, D. (2007, 15-18 November). *Moral Literacy as School Reform*. Presented at the 21st Annual Convention of the University Council for Educational Administration. Alexandria, Va.

Zdenek, B.A., Duncan, A., & Mihan, D. (2007, 27-29 September). *Rural/Urban Contexts and the Small Schools Movement: A policy analysis*. Presented at the 12th Annual Values and Leadership Conference sponsored by The D.J. Willower Center for the Study of Leadership and Ethics of UCEA. State College, PA.

Zdenek, B.A., & Schochor, D. (2007, 27-29 September). *Moral Literacy as School Reform: Implications for the Classroom*. Presented at the 12th Annual Values and Leadership Conference sponsored by The D.J. Willower Center for the Study of Leadership and Ethics of UCEA. State College, PA.

Zdenek, B.A. (2005, 10-13 November) *School-Community Connections: Where Do They Lead?* Presented at the 2005 Democracy in Educational Leadership conference of the University Council for Educational Administration (UCEA). Nashville, TN.

Zdenek, B.A. (2005, 13-15 October). *The Ethic of Community in Modern Schools: Concept Meets Practice*. Presented at the 10th Annual Values and Leadership Conference sponsored by The D.J. Willower Center for the Study of Leadership and Ethics of UCEA. State College, PA.

INVITED CONFERENCE ATTENDENCE

Zdenek, B.A. & Forlenza, V. (2011, 27 October). *Rigorous Research in Math & Science Practice*. Presented at the Math and Science Collaborative Network Connections Conference. Pittsburgh, PA.

Zdenek, B.A. , Seymour, J., & Glennon, A. (2010, 1-3 March). *Bridging the Gap Between Research and Practice*. Presented at the Pennsylvania Middle School Association's 36th Annual Professional Development Institute. University Park, PA.

Zdenek, B.A. & Seymour, J. (2010, 28 October). *Using Research in K-12 Math & Science*. Presented at the Math and Science Collaborative Network Connections Conference. Pittsburgh, PA.

Zdenek, B.A. , Seymour, J., & Glennon, A. (2009, 2-4 November). *Bridging the Gap Between Research and Practice*. Presented at the 18th Annual Conference on Integrated Learning: The School-to-Career sponsored by the Bureau of Career and Technical Education, Pennsylvania Department of Education. University Park, PA.

2nd Annual Moral Literacy Colloquium sponsored by The D.J. Willower Center for the Study of Leadership and Ethics of UCEA and the Rock Ethics Institute. (2006, 19-20 May). Invited Attendee.

1st Annual Moral Literacy Colloquium sponsored by The D.J. Willower Center for the Study of Leadership and Ethics of UCEA and the Rock Ethics Institute. (2005, 20-21 May). Invited Attendee.

WORKSHOPS

Zdenek, B.A. (2009, 18 February). *The Role of Ethics in Graphic Design*. Presentation/Workshop presented for the senior cohort at South Hills Business School. State College, PA.

Zdenek, B.A. (2008, 30 May). *The Role of Ethics in Graphic Design*. Presentation/Workshop presented for the senior cohort at South Hills Business School. State College, PA.

Zdenek, B.A., & Schochor, D. (2007, 27 September). *Moral Literacy*. Rock Ethics Institute sponsored pre-conference workshop conducted at the 12th annual Values and Leadership Conference. State College, PA.

Zdenek, B.A., & Schochor, D. (2007, 22 May). *Moral Literacy in the Classroom – Helping Teachers to Help Students*. Workshop conducted at the Authentic Leadership, Learning and Citizenship in K-12 Schools Conference sponsored by the Pennsylvania School Study Council. State College, PA

Zdenek, B.A. (2002, 7-11 January). *Using Microsoft Office in the Classroom*. Professional development series sponsored by Wake County Public Schools, Cary, NC.

TECHNOLOGY

- Experienced in the development of a digital badging infrastructure for implementation in an online learning environment. I have developed badges using the Mozilla Open Badges standard as well as implementing badges through third party platforms such as Credly and BadgeStack. I also have experience with the development of badging systems using BadgeOS on a WordPress platform.
- Possess expertise in the use of technology for classroom applications and in seamless integration of technology in curricula. I have developed and implemented site based professional development opportunities related to the pedagogical application of Microsoft Office, web design, interactive whiteboards, disruptive technologies, remote learning solutions, and the Internet.
- Proficient in the design and development of learning environments on multiple platforms, including Wordpress, Drupal, Blackboard, Angel, and Moodle as well as designing and coding customized systems.
- Proficient in most common software applications, including the Microsoft Office Suite, Adobe Photoshop, Acrobat, Illustrator, InDesign, Fireworks, Dreamweaver, Flash, GIMP, and Endnote, as well as the Windows, Unix\Linux, DOS, and Macintosh operating systems.
- Experienced in website design and development utilizing Adobe Dreamweaver or direct coding. Fluent in HTML, XHTML, and CSS with a working knowledge of ASP and Javascript.
- Experienced in elements of graphic design, including desktop publishing, image generation and manipulation, web design, and typography.

VOLUNTEER WORK

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| 2013 | Centre County Down Syndrome Society
Volunteer Web Developer
Developed, coded and maintain the web presence for the Centre County Down Syndrome Society (http://centrecountydownsyndrome.org/). |
| 2003-Current
State
College, PA | Therapeutic Horseback Riding
Volunteer
75+ hours per year assisting with the Easter Seals of Central Pennsylvania Therapeutic Horseback Riding program for individuals with physical and cognitive disabilities. |
| 2003-Current
State
College, PA | Easter Seals Central Pennsylvania
Volunteer Coordinator
200+ hours per year dedicated to program and event support and facilities maintenance for the Easter Seals Central Pennsylvania Child Development Center. |
| 2005-Current
State
College, PA | Centre County United Way
Volunteer
Frequent volunteer for and supporter of United Way partnership agency events and programs. |

REFERENCES (Additional available upon request)

- **Dr. Kai A. Schafft**
Professor of Educational Leadership
Director of the Center on Rural Education and Communities
310B Rackley Building
College of Education
Penn State University
University Park, PA 16802
kas45@psu.edu
(814) 863-2031
- **Dr. John Wise**
Director of Institutional Research and Assessment at Houghton College
Address TBD
(Moving 8/17 to Houghton, NY)
john.wise@houghton.edu
(585) 567-9304 – New Office
(814) 441-1796 – Personal Cell
- **Dr. Albert Glennon**
Consultant, Former Executive Director of the Riverview Intermediate Unit
630 Stoneledge Road, State College, PA 16803
aljc24@gmail.com
(814) 234-0118
- **Dr. Kyle Peck**
Professor and Research Fellow
310E Keller Building
College of Education
Penn State University
University Park, PA 16802
kpeck@psu.edu
(814) 863-7380
- **Dr. Vito Forlenza**
Consultant, Former Assistant Executive Director for the Northeastern Educational Unit 19
109 Laurie Lane, Pittston, PA 16840
vforlenza@verizon.net
(570) 332-0011
- **Robert Christesen**
Assistant Principal - Retired (West Cary Middle School)
Home contact information:
8505 Seagate Dr
Raleigh, NC 27615
mrcwems@nc.rr.com
(919) 846-0105