

RESUME

Instructional Design and Technology
Instructional Technology and Distance Education
Fischler College of Education
Nova Southeastern University

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For

Michael R. Simonson
<http://www.nova.edu/~simsmich/>
Program Professor
Instructional Technology and Distance Education
Interim Department Chair
Instructional Design and Technology
September 2015

PART I: Resume Summary Sheet

Name: Michael R. Simonson
Address: 1750 NE 167th St. Instructional Design and Technology
Nova Southeastern University
North Miami Beach, FL 33162;
simsmich@nova.edu; misimonson@aol.com

Birthdate: July 24, 1945
Degree: Ph.D. - University of Iowa - 1975
Professional Position: Interim Department Chair
Instructional Design and Technology and Program Professor, Instructional
Technology and Distance Education
Nova Southeastern University – 1998 - present
Editor, *Quarterly Review of Distance Education* and *Distance Learning Journal*

Awards: Professor of the Year – 2012-13 – Fischler School of Education, Nova Southeastern University
2011 First Place Book Award, Distance Learning Division, Association for Educational
Communications and Technology
Presidential Award – 2006 – for dedicated service to the Association for Educational
Communications and Technology.
Annual Achievement Award – 2001 – Association for Educational Communications and
Technology
Outstanding Contributions to Research on Distance Learning - 1998 (3rd) & 1995 (1st)
U.S. Distance Learning Association
Innovators Award - 1998 - Iowa Distance Learning Association
Excellence in the Field of Educational Research and Evaluation - 1997
Evaluation of the Vision 2020 Project
Iowa Educational Research and Evaluation Association - 1997
Hall of Fame Member - Ames Convention and Visitors Bureau - 1996
Lamplighter Award for Outstanding Service-Iowa Educational Media Association - 1989

Publications:

- a) Refereed Journal Articles - 48
- b) Refereed Book Chapters - 12
- c) Refereed National Convention Papers - 55
- d) National Level Journal Articles - 73
- e) National Level Short Articles - 9
- f) Tests - 2
- g) Textbooks - 8
- h) Monographs - 5
- i) Book Reviews - 9

Grants:

- a) Outside agencies: 24 funded (Total grants since 1990 =~ \$3 Million)
- b) Internal: 7 funded

Organizational Positions:

- a) Editor, Quarterly Review of Distance Education and Distance Learning journal
- b) Editor, Proceedings of Selected Research Paper Presentations at Annual Conventions of AECT - 1979-2014
- c) President, Iowa Educational Media Association - 1985-1986
- d) President, Research and Theory Division (RTD)
of the Association of Educational Communication and Technology (AECT) – 1982
- e) Captain, United States Marine Corps – 1968-1972

Courses Taught: Distance Learning Leadership
Foundations of Distance Education
Instructional Media
Digital Media
Technology in Education
Statistics, Research and Evaluation; Methods of Inquiry
Instructional Design; Advanced Instructional Design
Trends and Issues in Instructional Technology and Distance Education
Computer Literacy
Video Production
WWW/Internet Course Design

Consulting: Twenty projects and organizations since 1985 – Currently U of Miami Nursing and US Army
Research Institute

PART II

Complete Resume

1. EDUCATION and PROFESSIONAL POSITIONS

A) Degrees:

Doctor of Philosophy (Ph.D.) - 1975

University of Iowa - Major: Education (Instructional Systems Design)

Dissertation Title: Videotaping of Consonant or Dissonant Student Attitudes:
Effect on Subsequent, Attitude, Effort, and Achievement

Master of Science - 1972

Iowa State University - Major: Education (Instructional Media)

Bachelor of Science - 1967

Iowa State University - Major: History, Government, and Philosophy

Teacher Certifications – Social Studies, Mathematics & School Media Specialist

B) Professional Positions:

Program Professor, Instructional Technology and Distance Education

Nova Southeastern University, Sept 1, 1998

Professor of Curriculum and Instruction

Iowa State University (ISU) - September 1, 1982 – 1998

Associate Director - Research Institute for Studies in Education, ISU, 1991-1996

Chief Executive Officer – Technology Research and Evaluation – Systems, 1996 – present
Captain, U.S. Marine Corps, 1968-72

Communication Specialist – Service in USA, Okinawa, Japan, & Viet Nam

Caseworker, New York City Department of Social Services, 1968.

2. GRANTS

A) Funded by outside agencies

Principal Investigator

1. Project Evaluator – Beyond History – U.S. Department of Education - \$15,000 – 2005-2008-09.
2. Principal Investigator: Star Schools: Video Production, Action Research Plan & Faculty Development – South Dakota Alliance for Distance Education - \$170,000 1999-2004
3. Iowa Distance Education Alliance - Teacher Education Alliance.
Principal Investigator - Michael Simonson
Funded by the US Department of Education 1997-1998 - \$100,000
4. Iowa Distance Education Alliance - Evaluation
Principal Investigator - Michael Simonson
Funded by the US Department of Education 1997- 1998 - \$260,000
5. Technical Support to the University of Osteopathic Medicine
Principal Investigator - Michael Simonson
Funded by the University of Osteopathic Medicine - \$16,800
6. IowaAccess: Evaluation of WEB Training of Public Employees
Principal Investigator - Michael Simonson
Funded by the Iowa Department of Education 1997-1998 - \$11,600
7. US West Teacher/Technology Project
Principal Investigator - Michael Simonson
Funded by the US West Foundation 1997-98 - \$20,000
8. Women in Science/Engineering
Principal Investigator - Michael Simonson

Funded by NSF - \$10,000

1996-1997

1. Teacher Education Alliance/Evaluation of the Iowa Distance Education Alliance
Principal Investigator - Michael Simonson
Funded by the U.S. Department of Education 1996-1997 - \$186,000
2. The DaVinci Project: Multimedia for Art and Chemistry
Principal Investigator - Michael Simonson
Funded by the US West Foundation 1995-97 - \$312,000

1995-1996

1. Teacher Education Alliance: Distance Education in Iowa -
U.S. Department of Education - Star Schools Program
Principal Investigator - Michael Simonson - 1995-96 - \$100,000
Principal Investigator - Michael Simonson - Evaluation
1995-96 - \$75,000
2. MTM Project Evaluation - ISU/DMACC
Principal Investigator - Michael Simonson
Funded by US Department of Education - \$32,000 - 1995-96
3. Cost Analysis of Distance Education - Dissemination Project
Principal Investigator - Michael Simonson
Funded by the Iowa FINE Foundation 1995-96 - \$1000
4. Technical Assistance to the Gilbert Schools.
Principal Investigator - Michael Simonson
Funded by Gilbert Schools - 1995-96 - \$8,500
5. VISION 2020 - Evaluation of W.K. Kellogg Foundation Grant
Principal Investigator - Michael Simonson
Funded by the W.K. Kellogg Foundation 1996 - \$10,000.

1994 and Previously

1. The Teacher Education Alliance (TEA)
Principal Investigator - Michael Simonson.
Funded by the US Department of Education's Star Schools Program -
1992-93 - \$674,000 + \$49,680 + \$3698.
2. Teacher Education Alliance
Principal Investigator - Michael Simonson
1993-4 - \$883,717 for the TEA.
3. Technical Assistance to the Iowa Methodist Medical Center Telemedicine Project.
Principal Investigator: Michael Simonson
1994 - \$9453.67.
4. Technical Assistance to the Surface Warfare Officers School:
Audiovisual Systems - Newport, RI
Principal Investigator - Michael Simonson.
Funded by Oak Ridge Associated Universities, Inc.
Contract# - DE - AC05 - 760R00033
Phase I: \$50,836 - March - October, 1988
Phase II: \$29,000 - 1989 - (continue work with SWOS)
Phase III: \$32,000 - 1990 - (continue work with SWOS)
Phase IV: \$4,900 - 1991 - (develop computer based lesson on the Navy Threat Matrix)
Phase V: \$19,200 - 1992 - (complete the Threat Matrix Lesson)
5. Cost Effectiveness and Distance Education in Iowa.
Principal Investigator - Michael Simonson.
Funded by the Iowa FINE foundation.
Amount Funded = \$8240.
6. Review of the Research: Instructional Technology.
Principal Investigator - Michael Simonson.
Funded by the Iowa FINE Foundation.
Amount Funded for 1990-91 = \$2000.
7. Telecommunications Network.

Principal Investigator - Michael Simonson.
Funded by the Iowa Department of Natural Resources.
Amount Funded for 1990-91 = \$1800.

Co-Principal Investigator

1. Iowa Chemistry Education Alliance - A Mentorship
Co-Principal Investigator
Funded by the US Department of Education - \$86,000
2. Iowa Chemistry Education Alliance
Co-Principal Investigator - Michael Simonson
Funded by the US Department of Education - 1996-97 - \$178,000.
3. Instructional Television Training for Turkish Television Specialists
Co-Principal Investigator - Michael Simonson
Funded by Ohio State University - 1995-96 - \$5,800
4. National K-12 Resource Center
Co-Principal Investigator - Michael Simonson.
US Department of Education \$1,216,047 for 1994-1996.
5. Telecommunications in Iowa.
Co-Principal Investigator - Michael Simonson.
Funded by the Iowa Department of Natural Resources.
Amount Funded - \$32,400 - 1989-90.
6. Development of Zimbabwean Secondary School Teachers.
Co-Principal Investigator - Michael Simonson
Funding Agency - U.S. Information Agency
Funded Amount - \$135,576.
University of Zimbabwe, Harare - January, 1989.

B) University Grants - Funded

1. Instructional Design Assistance to the Agronomy Department
Development of a Master of Science in Agronomy - \$60,000/year.
1997. Michael Simonson, Principal Investigator.
2. Development of a Videodisk and Bar-Code Index on Instructional Technology.
Instructional Development Grant - Michael Simonson.
Amount Funded - \$842.
3. High School Courses Delivered By Satellite Communications
Amount - \$300; Source - Research Incentive Funds
4. Courses Delivered by Satellite Communications
Amount - \$400; Source - Research Incentive Grant
5. Courses Delivered by Satellite Communications
Amount - \$600; Sources - Research Institute for Studies in Education (RISE)
Graduate College
6. Subliminal Persuasion - Use of Subliminal Messages in Videotapes
Amount - \$1250
7. Development of a Standardized Test for Computer Literacy and Computer Anxiety Index
Amount - \$1400
Source - ISU Research Foundation - Profits - To date approximately \$6000

3. RESEARCH AND PUBLICATIONS

A) Refereed Journal Publications

1. Simonson, M (2011). Course organization for distance education – The UMT approach (Organizacao de cursos para educacao a distancia – Abordagem UMT). In Reis, P. Cibertextualidades04 (Portugese), Porto: Universidade Fernando Pessoa.
2. Simonson, M., Schlosser, C. & Orellana, A. (2011). Distance education research: A review of the literature. *Journal of Computing in Higher Education*, 23(2), 124-142.
3. Simonson, M. (2010). Scientific rigor and contemporary educational technology. *Contemporary Educational Technology*, 1 (1), 95-96.

4. Simonson, M. (2009). Distance learning: Education beyond buildings. *Encyclopaedia Britannica* 2009 book of the year. Chicago: Encyclopaedia Britannica.
5. Simonson, M. (2009). Best practices for designing distance Education and the U-M-T approach. In Rogers, P. (Ed.), Encyclopedia of distance learning, (2nd Ed., pp. 181-187), Hershey, NY: Information Science Reference.
6. Simonson, M (2007). Evaluation and distance education: Five steps. Quarterly Review of Distance Education, 8(3). Vi-ix.
7. Simonson, M (2007). What the accreditation community is saying about quality in distance Education. Quarterly Review of Distance Education, 8(2). Vii-viii
8. Simonson, M (2007). Teaching courses online: A challenge for the field. Quarterly Review of Distance Education, 8(1). Vii-viii.
9. Simonson, M. (2006). Teaching courses online: A challenge to the field. Quarterly Review of Distance Education, 7(4), vi-vii.
10. Simonson, M. (2006). The 50% rule: Going away: A challenge for the field. Quarterly Review of Distance Education, 7(3), viii.
11. Simonson, M. (2006). Design-based research: Applications for distance Education. Quarterly Review of Distance Education, 7(1), vii-viii.
12. Simonson, M. (2006). Growing by degrees: Latest report of the Sloan Consortium. Quarterly Review of Distance Education, 7(1), vii-viii.
13. Simonson, M. (2005) Distance Education: Eight steps for transforming an organization. Quarterly Review of Distance Education, 6(2). Vii-viii.
14. Simonson, M. (2005). Quantitative research returns: Why did it leave? Quarterly Review of Distance Education, 6(3). ix-x.
15. Simonson, M. (2005). Katrina and distance Education. Quarterly Review of Distance Education, 6(4), vii-viii.
16. Simonson, M. (2005). Entering the mainstream; Distance education and higher education. Quarterly Review of Distance Education, 6(1), vii-viii.
17. Simonson, M. (2004). Thwarted innovation, or thwarted research. Quarterly Review of Distance Education, 5(4), vii-ix.
18. Simonson, M. (2004). Diploma mills and distance education. Quarterly Review of Distance Education, 5(3), vii-viii.
19. Simonson, M. (2004). Redesigning graduate education in instructional technology: Making room for distance education. Quarterly Review of Distance Education, 5(1), ix-x.
20. Simonson, M. (2003). Distance education: Sizing the opportunity. Quarterly Review of Distance Education, 4(4), vii-viii.
21. Simonson, M. (2003). Assimilation, not substitution. Quarterly Review of Distance Education, 4(3), vii-viii.
22. Simonson, M (2001). Distance education and online instruction: Profession or field? Quarterly Review of Distance Education, 2(4), 301-302.
23. Simonson, M (2002). Online training in an online world. Quarterly Review of Distance Education, 3(1), v.
24. Simonson, M (2002). Policy and distance education. Quarterly Review of Distance Education, 3(2), v.
25. Simonson, M (2002). Organizing the online course: The 5x5 rule. Quarterly Review of Distance Education, 3(3), vii.
26. Simonson, M (2002). In case you are asked: The effectiveness of distance education. Quarterly Review of Distance Education, 3(4), vii.
27. Simonson, M (2003). A definition of the field. Quarterly Review of Distance Education, 4(1), vii.
28. Simonson, M (2001). Distance education in South Dakota: A statewide project. Quarterly Review of Distance Education, 2(3), 191.
29. Simonson, M (2001). Signal fires. Quarterly Review of Distance Education, 2(2), 91.
30. Simonson, M (2001). Examining barriers to distance education. Quarterly Review of Distance Education, 2(1), 1-2.

31. Simonson, M. (2000). Making decisions: The use of electronic technology in online classrooms. Principles of Effective Teaching in the Online Classroom, CA: Jossey-Bass, No. 84, 29-34.
32. Simonson, M (2000). Myths and distance education: What the research says. Quarterly Review of Distance Education, 1(4), 277-279.
33. Simonson, M. (2000). Stand up or sit down: Training for the next decade. Quarterly Review of Distance Education, 1(3), 187-188.
34. Simonson, M. (2000). Who will be the Charles Martel of distance education? Quarterly Review of Distance Education, 1(2), 87-88.
35. Simonson, M. & Schlosser. Beginnings. Quarterly Review of Distance Education, 1(1), 1-2.
36. Simonson, M. & Schlosser, C. (1999). Theory and distance education: A new discussion. American Journal of Distance Education, 13(1), 60-75.
37. Simonson, M. (1997). Evaluating teaching and learning at a distance. Teaching At A Distance. San Francisco, CA: Jossey-Bass, No. 71, 87-94.
38. Simonson, M. (1997). Distance Education: Theories for the future. Contemporary Education.
39. Maurer, M. and Simonson, M. (1993-94). Computer Anxiety. Journal of Research on Computers in Education, 26(2), 205-219.
40. Frey, D. and Simonson, M. (1993). Assessment of cognitive style to examine students' use of hypermedia within historic costume lessons. American Home Economics Journal, 21 (4), 331-340.
41. Treimer, M. and Simonson, M. (1988). Subliminal messages, persuasion, and behavior change. Journal of Social Psychology, 128(4), 563-565.
42. Simonson, M.R., et.al. (1987) . Four studies dealing with mediated messages, attitudes and learning styles. Educational Communications and Technology Journal, 35(1), 31-34.
43. Simonson, M.R., et.al. (1987). Development of a standardized test of computer literacy and computer anxiety index. Journal of Educational Computing Research, 3(2), 231-247.
44. Simonson, M.R. (1980). Media and attitudes: An annotated bibliography of selected research - Part II. Educational Communication and Technology: A Journal of Theory, Research and Development, 28(1), 47 -61.
45. Simonson, M.R. Thies, P. and Burch, G. (1979). Media and attitudes: a bibliography. Part 1 - Articles published in AV Communication Review. Educational Communication and Technology: A Journal of Theory, Research and Development, 27(3), 217-236.
46. Simonson, M.R. (1979). Designing instruction for attitudinal outcomes. Journal of Instructional Development, 2(3), 15-19.
47. Simonson, M.R. (1977). Attitude change and achievement: Dissonance theory in education. Journal of Educational Research, 70(3), 163-169.
48. Clegg, J. and Simonson, M.R. (1975). A review of educational media research: The sex variable. AV Communication Review, 23(4), 427-431.

B. Refereed Book Chapters and Monographs

1. Simonson, M. & Schlosser, C. (2013). Institutional Policy Issues. (In Moore. M.). *Handbook of Distance Education 3rd*. New York: Routledge.
2. Simonson, M. (2011). Distance education: Yesterday, today, and tomorrow. (in Anglin, G.). *Instructional Technology: Past, Present Future, 3rd*. Santa Barbara, CA: Libraries Unlimited.
3. Simonson, M. (2007). Distance education policy issues: Statewide perspectives. (in Moore, M.). *Handbook of Distance Education, 2nd*. Mahway, New Jersey: Earlbaum.
4. Simonson, M. & Crawford, M. (2005). A career in International distance Education. (in Visser, et.al.). *Trends and Issues in Distance Education*. Greenwich, CT: Information Age Publishing.
5. Simonson, M. (2005). Trends in distance education technology from an international vantage point. (in Visser, et.al.). *Trends and Issues in Distance Education*. Greenwich, CT: Information Age Publishing

6. Simonson, M. (2005). Diffusion of an innovation: A case study of a statewide distance education project. (in Berge & Clark). Virtual Schools and K-12 ELearning: New York: Teachers College Press.
7. Simonson, M. & Bauck, T. (2003). Distance education policy issues: Statewide perspectives. (in Moore, M.). Handbook of Distance Education. New Jersey: Earlbaum.
8. Simonson, M., and Maushak, N. (1996). (in Jonassen, D.). Instructional technology and attitude change. Handbook of Research on Educational Communications and Technology. New York, NY: Scholastic Press.
9. Simonson, M. (1995). (in Anglin, G.). Instructional technology and attitude change. Instructional Technology: Past, Present, & Future, 2nd Ed. New York, NY: Bowker.
10. Simonson, M. & Maushak, N. (1995). (in McLellan, Ed.). Situated learning, instructional technology, and attitude change. Perspectives on Situated Learning. Englewood Cliffs, NJ: Educational Technology Publications.
11. Hanson, D., Maushak, N., Schlosser, C., Anderson, M. & Simonson, M. (1997). Distance Education: Review of the Literature, 2nd Ed. Washington, D.C.: Association for Educational Communications and Technology. (1st edition, 1994)
12. Thompson, A., Simonson, M., & Hargrave, C. (1996). Educational Technology: Review of the Literature, 2nd Edition. Washington, D.C.: Association for Educational Communications and Technology. (1st edition, 1992)

C. Refereed and Invited Convention Paper Presentations:

1. Simonson, M. (2015). Bookicide . Speaks Volumes 2015 Conference, Texas Virtual School Network.
2. Simonson, M. (2014). Writing a Textbook: Start With Themes. Speaks Volumes 2014 Conference. Texas Virtual School Network.
3. Simonson, M. (2014). From Evidence –Based Research to Practical Application. 30th Annual Conference on Distance Teaching and Learning, Madison, WI.
4. Simonson, M. (2014). Funding and Publishing Your Research. 2014 Annual Convention of AECT. Jacksonville, FL
5. Simonson, M. (2014). Educational Colonialism. International Conference of UNAD. Bogota, Colombia.
6. Simonson, M. Trends in Distance Education. Humboldt International University New Professions Technical Institute Conference, Miami, FL.
7. Simonson, M. & Blackinton, M. (2011). Active Instructional Strategies in PT Education. Presentation at the Annual Convention of the America Physical Therapy Association, Clearwater, FL.
8. Simonson, M. & Schlosser, C. (2011). Quarterly Review of Distance Education, Paper Presented at the Annual Convention of the Association for Educational Communications and Technology, Jacksonville, FL.
9. Simonson, M. (2009). Keynote: Open and distance learning: Quality assurance issues. E’Learn Conference: Bridging the development Gap Through Innovative e-Learning Environments. St. Augustine, Trinidad and Tobago, WI. June 8-11.
10. Simonson, M. (2009). Keynote: The future of distance Education. Annual Conference of the Association of Proprietary Colleges. Bolton Landing, NY: June 16-18.
11. Simonson, M. (2009). Eight steps to transform your organization. Annual Conference of the Association of Proprietary Colleges. Bolton Landing, NY: June 16-18.
12. Simonson, M. (2007). Fibers, wires, and canopies: Distance learning in the United States today and tomorrow. Invited keynote session at the annual convention of the Iowa Distance Learning Association, Cedar Rapids, IA.
13. Simonson, M. (2007). Distance learning best practices. Invited session at the annual convention of the Texas Library Association, San Antonio, TX.
14. Simonson, M. (2007). Course management systems for distance learning. Invited session at the annual convention of the Texas Library Association, San Antonio, TX.
15. Simonson, M. (2005). Trends, issues, and guidelines for the Quarterly Review of Distance Education. Paper presented at the Annual Convention of the Association for Educational Communications and Technology, Orlando, FL. Published in annual Proceedings, 136.
16. Simonson, M. (2004). Trends and Issues in Distance Education: An International Perspective. Paper presented at the annual Convention of the Association for

- Educational Communications and Technology, Chicago, IL, and published in the Convention Proceedings
17. Simonson, M. (2004). Assuring Quality in Multimedia, On-Line and Distributed Learning. Invited Presentation at the Annual Convention of the University Council Of Jamaica, Montego Bay, Jamaica.
 18. Simonson, M. (2004). Equivalency Theory: A Five Year Check-Up. Paper presented at the annual Convention of the Association for Educational Communications and Technology, Chciago, IL, and published in the Convention Proceedings
 19. Simonson, M. (2003). Evaluation of the South Dakota Alliance for Distance Education. Technology in Education Conference, Rapid City, SD.
 20. Simonson, M. & Bauck, T. (2001). Managing the mandate: Distance education in South Dakota. Paper presented at the annual Convention of the Association for Educational Communications and Technology, Atlanta, GA, and published in the Convention Proceedings.
 21. Simonson, M. & Sparks, K. (2000). Teaching the On-Line Learner. Paper at the annual Convention of the Association for Educational Communications and Technology.
 22. Simonson, M. & Smaldino, S. (1999). Effective Strategies for Distance Teaching. Paper at the Annual Convention of the Association for Educational Communications and Technology, Houston, TX.
 23. Simonson, M & Schlosser, C. (1999). Equivalency Theory: An Emerging Theory of Distance Education. Paper presented at the Annual Convention of the Association for Educational Communications and Technology, Houston, TX.
 24. Simonson, M. & Schlosser, C. (1998). Theory and Distance Education (Invited Presentation). Symposium Proceedings, 48-57. Turkiye Second International Distance Education Symposium, Ankara, Turkey.
 25. Simonson, M. & Smaldino, S. (1998) Effective Practices for Distance Education. paper at the Annual Convention of the Association for Educational Communications and Technology, St. Louis, MO.
 26. Simonson, M. & Schlosser, C. (1997). The DaVinci Project: Multimedia for Art and Chemistry. Association for Educational Communications and Technology, Albuquerque, NM.
 27. Simonson, M. (1996). Distance Education: Trends and Redefinition. Frontiers in Education Conference. Salt Lake City, UT. November, 1996. (Invited Presentation). Proceedings,
 28. Simonson, M. (1996). Reinventing Distance Education for Higher Education. IDLCON - Conference of the U.S. Distance Learning Association. Washington, DC. (Invited Presentation). Proceedings, 9-11.
 29. Simonson, M. & Schlosser, C. (1996). Foundations and Applications of Distance Education. Paper at the Annual Convention of the Association for Educational Communications and Technology, Indianapolis, IN.
 30. Simonson, M. (1994). Distance Education in Iowa: A Plan for Research. Paper presented at the annual Convention of the Association for Educational Communications and Technology, Nashville, TN. Proceedings, 825-831.
 31. Simonson, M. & Smaldino, S. (1993). The Iowa Distance Education Alliance. Paper at the International Convention for Distance Education, Portland, OR. Proceedings, 41-45.
 32. Simonson, M.R. & Jones J. (1993). Distance Education: A Cost Analysis. Paper presented at the 1993 Convention of the Association Educational Communications and Technology, New Orleans, LA. Proceedings, 441-493.
 33. Simonson, M. and Kelly, R. (1992). The Threat Matrix: A Hypermedia Lesson That Teaches Facts About the Naval Forces of the World. Third Annual Airborne Weapons Technology Review and Training Exposition. San Diego, CA. Proceedings, 113-125.
 34. Kelly, R. and Simonson, M. The Threat Matrix: Design and Evaluation of a LinkWay Lesson. Research paper presented for the Research and Theory Division of the Association for Educational Communications and Technology, Anaheim, CA. January, 1990.
 35. Frey, D. and Simonson, M.R. A Hypermedia Lesson on 1875-1885 Costume: Cognitive Style, Perceptual Modes, Computer Anxiety, Attitude, and Achievement. Research paper presented for the Research and Theory Division of the Association for

- Educational Communications and Technology, Anaheim, CA. January, 1990, Proceedings, 239-250.
36. Simonson, M.R. Instructional Development and Classroom Technology: A Plan for Prototype Classrooms at the Navy's Surface Warfare Officer's School. Research paper presented for the Research and Theory Division of the Association for Educational Communications and Technology, Anaheim, CA. January, 1990. Proceedings, 565-596.
 37. Zvacek, S. and Simonson, M.R. The Role and Status of Distance Education in the Teacher Education Programs of Zimbabwe. Research papers presented for the Research and Theory Division of the Association for Educational Communications and Technology, Anaheim, CA. January, 1990, Proceedings, 725-734.
 38. Simonson, M.R., et.al. Satellite Communication and High School Education. Research paper presented for the Research and Theory Division of the Association for Educational Communications and Technology, Dallas, TX, February, 1989. Proceedings, 1989, 483-514.
 39. Dimond, P. and Simonson, M.R. Film Makers and Persuasive Films: A Replication Study to Determine How Persuasive Films are Produced. Research paper presented for the Media Design and Production Division of the Association for Educational Communications and Technology (AECT) in New Orleans, LA. January, 1988. Proceedings, 199-212. (ED295621)
 40. Simonson, M.R., et.al. "Mere Vehicles". . . What the Research Says By Those Who Are Doing the Saying. Research paper presented for the Research and Theory Division of the Association for Educational Communications and Technology (AECT) in Atlanta, GA. February, 1987. Proceedings, 1-48. (ED285518)
 41. Treimer, M. and Simonson, M. Old Wine in New Bottles: Subliminal Messages in Instructional Media. Research paper presented for the Research and Theory Division of the Association for Educational Communications and Technology in Las Vegas, NV. January, 1986. Proceedings, 763-781. (ED 26775)
 42. Simonson, M.R. Persuasion: Five Studies on the Relationships Between Media, Attitude Change, and Learning Style. Research paper presented for the Research and Theory Division of the Association for Educational Communications and Technology in Anaheim, CA in January, 1985. Proceedings, 750-782. (ED256301)
 43. Simonson, M.R. and Dimond, T. Publications of the Profession. Research paper presented for the Research and Theory Division of the Association for Educational Communications and Technology in Dallas, Texas in January, 1984 Proceedings, 118-126. (ED 243411)
 44. Maurer, M. and Simonson, M. Development and Validation of a Measure of Computer Anxiety. Research paper presented for the Research and Theory for Educational Communication and Technology in Dallas, Texas, in January, 1984. Proceedings, 318-330. (ED 24311)
 45. Berry, T. and Simonson, M. Fear and Persuasion: Relationship Between Fear, Messages, Fear Alleviation Messages and Attitude Change. Research paper presented for the Research Theory Division of the Association for Educational Communication and Technology in New Orleans, LA in January, 1983. Proceedings, 58-73. (ED 231377)
 46. Kloock, T.; Simonson, M.; and Cook, S. Instructional media, attitude change and field dependence. and
 47. Simonson, M.R. Status of research on the impact of mediated instruction on the formation and change of attitudes. Research paper presentations for the Research and Theory Division of the Association for Educational Communication and Technology at their annual convention in Dallas, TX, May, 1982. Proceedings, 439-452; 561-580.
 48. Rohner, D. and Simonson, M. Development of an index of computer anxiety. Research paper presentation for the Research and Theory Division of AECT in Philadelphia, PA, April, 1981. Proceedings, 1981, 549-585. (ED 207487)
 49. Simonson, M.R. Persuasive films: techniques used to change attitude. Research paper presentation for the Research and Theory Division of AECT in Philadelphia, PA, April, 1981. Proceedings, 586-610. (ED 207487)
 50. Simonson, M.R. Instructional media, attitude formation and change: a critical review of the literature. Research paper presentation for the Research and Theory Division of AECT in Denver, CO, April 1980. Proceedings, 473-526. (ED194061)

51. Simonson, M.R. Measuring attitudes and instructional development: Why and how. Research paper presentation for the Research and Theory Division of AECT in New Orleans, LA, 1979. Proceedings, 521-542. (ED 171329)
52. Burch, G. and Simonson, M. Evaluating students in a media course: pass/fail versus point scoring. Research paper presentation for the Research and Theory Division of AECT in Kansas City, MO, April 17-21, 1978.
53. Simonson, M.R. and Bullard J. Influence of student expectations and student sex on predicting academic success. Resources in Education, ED 114049. Presented at the 1978 Midwest Area Educational Research Association Convention in Chicago, IL.
54. Simonson, M.R. and Burch, G. Media influence on affective learning: A review of the literature. Research presentation for the Research and Theory Division at the annual convention of AECT, Miami Beach, Florida April 25-29, 1977.
55. Simonson, M.R. Videotaped commitment: Influence on subsequent student attitude and achievement. Research presentation for the Research and Theory Division at the AECT Convention, Anaheim, CA May, 1975.

D) Additional Recent Professional Presentations

1. Simonson, M. (2011). Best Practices for Webinars. 2011 American Telemedicine Association, Tampa, FL.
2. Simonson, M. (2011). Instructional Technology Strategies for Onsite and Online Teaching, St. Petersburg College, St. Petersburg, FL.
3. Simonson, M. (2008). Keynote: Social and cultural inclusion and distance Education. XIV International Congress on Technology and Distance Education. San Jose: Costa Rica, November 6, 2008.
4. Simonson, M. (2008). Trends and perspectives in distance Education. Celebrada el dia 11 Septiembre de 2008 en la Universidad Regiomontnana. Monterrey, MX: September 11, 2008.
5. Simonson, M (2005). Assuring Quality in Multi-Media, On-Line, and Distrubuted learning. Conference of the Caribbean Area Network for Quality Assurance in Tertiary Education. Runaway Bay, Jamaica.
6. Simonson, M. (2004). The Distance Learning Leader. Global Leading, Learning, and Research Conference. Orlando, Florida
7. Simonson, M. & Sparks, K. (2000). Preparing to Teach the Distant Learner. Education Conference, College of St. Mary. Minneapolis, MN.
8. Simonson, M. (1994). Research and Distance Education: What We Know. Education Writers of America Conference. Kansas City, KS.
9. Zvacek, S., & Simonson, M. (1994). A systems approach to evaluating distance education. The Third International Symposium on Telecommunications in Education. Albuquerque, NM. Proceedings, 338-343
10. Zvacek, S., & Simonson, M. (1994). Systematically designed evaluation of distance education. Annual Conference on Distance Education, Madison, WI.
11. Simonson, M., Rieck, D. & Kent, A. (1990). Consulting: The US Navy and Iowa State University. Convention of the Consortium of College and University Media Centers. Minneapolis, MN. - Invited Presentation.
12. Smaldino, S. & Simonson, M. (1989). Computer Literacy in the Middle School. Midwest Regional Middle Level Educators' Conference. Minneapolis, MN.

E) National Level Publications

1. Simonson, M. (2015). Ethics. *Distance Learning* 12(2). 64-3.
2. Simonson, M. (2015). Finding maturity. *Distance Learning*, 12(1). 54.
3. Simonson, M. (2014). Questions asked and answered. *Distance Learning*, 11(4). 74-3.
4. Simonson, M. (2014). Educational colonialism, *Distance Learning*, 11(3), 100-99.
5. Simonson, M. (2014). Books, real and otherwise, *Distance Learning*, 11(2), 60-59.
6. Simonson, M. (2014). Where is as important as why, when and what. *Distance Learning*, 11(1), 76-5.
7. Simonson, M. (2013). Let's Get Practical 2, *Distance Learning*, 10(4), 84-3
8. Simonson, M. (2013). E-books: the future?, *Distance Learning*10(3). 94-3

9. Simonson, M. (2013). Don't tell them: Top ten tips for student success in online classes, *Distance Learning*, 10(2), 94-3
10. Simonson, M. (2013). Let's Get Practical. *Distance Learning*, 10(1), 68-7.
11. Simonson, M. (2012). MOOC madness, *Distance Learning*, 9(4), 104-3
12. Simonson, M. (2012). Apps – The 3Rs and the 3 Ps, *Distance Learning*, 9(3), 100-99.
13. Simonson, M. (2012). Designing the perfect online program, *Distance Learning*, 9(2), 94-3.
14. Simonson, M. (2012). The three Rs and three Ps, *Distance Learning*, 9(3), 100-99
15. Simonson, M. (2012). MOOC Madness, *Distance Learning*, 9(4), in press.
16. Simonson, M. (2012). Ethics and distance education, 9(1), 63-62.
17. Simonson, M. (2011). Design: The fundamental element. *Distance Learning*, 8(4), 100-99.
18. Simonson, M. (2011). Online instruction: Or, how to avoid the seven deadly presentation sins. *Distance Learning*, 8(3), 88-87.
19. Simonson, M. (2011). What diploma mills are not. *Distance Learning*, 8(2), 88-87.
20. Simonson, M. (2011). Solitary but not idle. *Distance Learning*, 8(1), 88-87.
21. Simonson, M. (2011). Bad publicity. *Distance Learning*, 7(4), 88-87.
22. Simonson, M. (2010). Retention. *Distance Learning*, 7(3), 92-91.
23. Simonson, M. (2010). Millennials – Oh really? *Distance Learning*, 7(2), 80-79.
24. Simonson, M. (2010). Distance education as disruptive technology, 7(1), 72-71.
25. Simonson, M. (2009). Hooray – or here we go again. 6(4), 72-71.
26. Simonson, M. (2009). Inevitable! Do you really think so? 6(3), 96-95.
27. Simonson, M. (2009). Britannica, not wikipedia. 6(2), 72-71.
28. Simonson, M. (2010). Opinion: Virtual schools are a critical piece of education's future. *eSchool News*. www.eschoolnews.com?2010/01/18/opinion-virtual-schools-are-a-critical-piece-of-education's-future.
29. Simonson, M. (2009). Critical mass. *Distance Learning*, 6(1), 72-71.
30. Simonson, M. (2008). Virtual schools mandated. *Distance Learning*, 5(4), 84-83
31. Simonson, M. (2008). Designing the perfect online course. *Distance Learning*, 5(3), 4-83.
32. Simonson, M. (2008). Will you be my friend? *Distance Learning*, 5(2), 100-99
33. Simonson, M. (2008). Contaminated courses. *Distance Learning*, 5(1), 96-95.
34. Simonson, M. (2008). The dirty little secret: Teaching online takes less time. *Distance Learning*, 4(4), 100-99.
35. Simonson, M. (2008). Accreditation and quality in distance Education. *Distance Learning*, 4(3), 88-87.
36. Simonson, M. (2007). Podcasting – Or, seeds floated down from the sky. *Distance Learning*, 4(2), 103-104.
37. Simonson, M. (2007). Virtual – Is there a better word. *Distance Learning*, 4(1), 76-77.
38. Simonson, M. (2006). Rules of thumb, or DeRoTs. *Distance Learning*, 3(4), 92.
39. Simonson, M. (2006). It costs how much? Estimating the costs to design and develop a distance delivered course. *Distance Learning*, 3(3), 84.
40. Simonson, M. (2006). If it is intellectual, can it be property? *Distance Learning*, 3(2), 68.
41. Simonson, M. (2006). Wireless canopies? *Distance Learning*, 3(1), 68.
42. Simonson, M. (2005). Is the world flat? *Distance Learning*, 2(6), 44.
43. Simonson, M. (2005). Toilet paper to toothbrushes: Planning the online course. *Distance Learning*, 2(5), 44.
44. Simonson, M. (2005). Technology plans and distance education. *Distance Learning*, 2(4), 44.
45. Simonson, M. (2005). Teacher as skeuomorph: Teacher as What? *Distance Learning*, 2(3), 40.
46. Simonson, M. (2005). Competitiveness and distance education. *Distance Learning*, 2(2), 40.
47. Simonson, M. (2005). Entering the mainstream: Distance education and higher education? *Distance Learning*, 2(1), 48.
48. Simonson, M. (2004). A comet, or a tiger, or...? *Distance Learning*, 1(6), 40.
49. Simonson, M. (2004). Distance education, Not different education? *Distance Learning*, 1(5), 48'
50. Simonson, M. (2004). Class size – Where is the research? *Distance Learning*, 1(4), 56.

51. Simonson, M. (2004). Distance learning leaders- who are they? Distance Learning, 1(3), 48.
52. Simonson, M. (2001). Distance education in South Dakota, Tech Trends, 45(3) 3.
53. Simonson, M. (2001). Learning at a distance in South Dakota: Evaluation of the process, Tech Trends, 45(3) 38-43.
54. Simonson, M. (1999), Equivalency theory and distance education, Tech Trends, 43(5), 4.
55. Simonson, M. (1999), Everyone wants to. Tech Trends, 43(5), 5-8.
56. Simonson, M. & Schlosser, C. (1998). The DaVinci project: Multimedia for art and chemistry. Tech Trends, 43(3), 19-22.
57. Simonson, M. (1995). Distance education revisited. Tech Trends, 40(5), 2.
58. Simonson, M. & Schlosser, C. (1995). More than fiber: Distance education in Iowa. Tech Trends, 40(3), 13-15.
59. Simonson, M. (1995). Does anyone really want to learn at a distance. Tech Trends, 40(5), 12.
60. Simonson, M. (1994). Two-way interactive distance education: Iowa's Star Schools Project. Educational IRM Quarterly, 3(2), 10-13.
61. Simonson, M. Sweeney, J. and Kernis, J. (1993). The Iowa Distance Education Alliance: A Star Schools Project. Tech Trends. 38(1).
62. Kelly, R. & Simonson, M. (1990). The threat matrix: A hypermedia development project. Journal of Hypermedia and Multimedia Studies, Summer, 18-19.
63. Simonson, M.R. (1985). Persuasive films: A study of techniques used to change attitudes. Journal of Teaching and Learning Technologies, 1(2).
64. Simonson, M.R. (1984). Media and persuasive messages. Instructional Innovator, 29(2), 23-24, 48.
65. Simonson, M.R. (1983). Designing instructional media for attitudinal outcomes. In J. Wilson (Ed.), Materials for teaching Adults: Selection, Development and Use. San Francisco: Jossey-Bass, Inc.
66. Simonson, M.R. (1979). Attitude measurement: Why and how. Educational Technology, 19, 34-38.
67. Simonson, M.R. (1978). Liking and learning to hand-in-hand. Audiovisual Instruction, 23(3), 18-20.
68. Simonson, M.R. (1977). Global awareness: a curriculum guide for world study. NASSP Bulletin, 61(411), 75-79.
69. Simonson, M.R. and Peterson, D. (1976). Global awareness: A media an education competency. Audiovisual Instruction, 21(2), 5-7.
70. Simonson, M.R.; Poncelow, C.; and McLure, J. (1976). Attitudes toward decision making for instructional development. Educational Technology, 16(1), 51-53.
71. Volker, R.P. and Simonson, M.R. (1975). Programmed videocassettes for self-instruction in media. Audiovisual Instruction, 20(9), 49-51.
72. Volker, R.P. and Simonson, M.R. (1974). Individualizing a workshop on individualizing instruction. Audiovisual Instruction, 19(5), 19-22.
73. Simonson, M.R. and Volker, R.P. (1974) Public school media practicum teacher education undergraduates. Audiovisual Instruction, 19(1), 14-17.

F) National Level Published Columns, Short Articles, and Regional Papers

1. Simonson, M. (2004). Coal slurry ponds and distance education. Distance Learning, 1(2), 50.
2. Simonson, M. (1996). Does anyone really want to learn at a distance? Thread, January, 6-7.
3. Simonson, M.R. (1978). Autotutorial instruction: a summary of the research. Research and Theory Column in Audiovisual Instruction, 23(7), 53-54.
4. Peterson, D. and Simonson, M. (1976). The culture kit. Audiovisual Instruction, 21(7), 33-34.
5. Simonson, M.R. (ed.) Global awareness in the curriculum. Research Institute for Studies in Education, College of Education, Iowa State University. Volume II (1), 1976.
6. Simonson, M.R. A media practicum for education undergraduates, on May 7-11, 1975 at the 1975 International Conference on Visual Literacy in Portland, Oregon. ED 112821.

7. Simonson, M.R. and Volker, R.P. (1975). It's easy to individualize: the five component learning package. Learning Resources, 2(3), 13-14.
8. Simonson, M.R. (1973). Revive the opaque. Audiovisual Instruction, 8(9), 48.
9. Simonson, M.R. (1973) For more organized film editing. Learning Resources, 18(7), 16.

G) Tests Published

1. Montag, M., Simonson, M.R., and Oviatt, L. (1992). Standardized Test of Computer Literacy. Ames, Iowa: Iowa State University Research Foundation, 1984. Revised Edition (Version LO) published. (Mental Measurements Yearbook, 10th Ed.)
2. Maurer, M., and Simonson, M.R. (1984). Computer Anxiety Index. Ames, Iowa: Iowa State University Research Foundation. (Mental Measurements Yearbook, 10th Ed.)

H) Textbooks Published

1. Simonson, M. (2015). Teaching and Learning at a Distance: Distance Education Foundations, 6th. Charlotte, NC: Information Age Publishing (First Place – Outstanding Book Award presented by the Distance Learning Division of the Association for Educational Communications and Technology)
2. Simonson, M. (2013). Distance education: Statewide, institutional, and international applications. Charlotte, NC: Information Age Publishing.
3. Visser, Y., Visser, L. Simonson, M. & Amirault, R. (2012). Trends and issues in distance Education: International perspectives, 2nd Edition. Charlotte, NC. Information Age Publishing
4. Orellana, A., Hudgins, T. & Simonson, M. (2009). *The perfect online course: Best practices for designing and teaching*. Charlotte, NC: Information Age Publishing..
5. Visser, Y., Visser, L. Simonson, M. & Amirault, R. (2005). Trends and issues in distance Education: International perspectives. Greenwich, CT. Information Age Publishing – *Brown Book of the Year Award presented by the Association for Educational Communications and Technology*.
6. Simonson, M. (1997). Educational Computing Foundations, 3rd Edition. Columbus, OH: Prentice-Hall (Merrill) Publishing Co. (1st Ed. 1990 and 2nd Edition in 1994)
7. Simonson, M.R. and Volker, R.P. (1984). Media Planning and Production. Columbus, OH: Merrill Publishing Co.
8. Volker, R.P. and Simonson, M.R. (1994). Technology for Teachers, 6th Ed. Dubuque, IA: Kendall-Hunt.

I) Editorial Responsibilities

1. Co-Editor, Quarterly Review of Distance Education, an official publication of the Association for Educational Communications and Technology – 1998 – present.
2. Editor, Distance Learning, an official publication of the US Distance Learning Assn. – 2001 – present.
3. Editor, Proceedings of Selected Research Paper Presentations at Annual Conventions of the Association for Educational Communications and Technology, 1979-2015.
4. Co-Editor, Book Series – Perspectives on Instructional Technology and Distance Education – Information Age Publishing – 12 books published, to date.
5. Editorial Board, *Tech Trends*. The official journal of the Association for Educational Communications and Technology – 1999 - present
6. Editorial Board, *Turkish Online Journal for Distance Education*. Currently on the Board.
7. Guest Editor, Tech Trends issue on Distance Education in South Dakota, 2001.
8. Member of the Editorial Board, Tech Trends, November, 1999 – 2015.
9. Guest Editor, Tech Trends, March, 1995 issue on distance education.
10. Editorial Review Board, Journal of Educational Computing Research, 1988-2005.
11. Guest Editor, Instructional Innovator February, 1984. Issue Topic: Media Research for Media Practitioners.
12. Managing Editor for the Iowa Media Message, the official publication of the Iowa Educational Media Association (circ. 650 quarterly), 1975-1989.

13. Past Member, Editorial Advisory Board for Audiovisual Instruction Journal.

J) Videos

1. Script Writer, Distance Education in South Dakota, a series of six videos for teachers, trainers, administrators and parents.
2. Producer and Script Writer, Governor Janklow's Capital City Conclave on Distance Education, Pierre, SD.
3. Producer and Script Writer for a series of eleven videos titled Foundations and Applications of Distance Education, 1997. Distributed by the Association for Educational Communications and Technology, Washington, DC. Honorable mention award from the New York Film and Video Festivals, 1995.
4. Producer and Script Writer: Three State Approaches to Distance Education, funded by the Iowa Department of Education and Iowa Public Television.
5. Producer and Script Writer: Distance Education: A Cost Analysis, funded by the Iowa FINE Foundation.

K) Monographs

1. Schlosser, L. & Simonson, M. (2010). Distance education: Definition and glossary of terms, 3rd. Charlotte, NC: Information age publishing.
2. Maushak, N., Wright, K. & Simonson, M., (1997). Encyclopedia Distance Education Research in Iowa: Second Edition. Ames, IA: Technology Research and Evaluation Group.
3. Simonson, M. (1996). Technology, reform, and fortitude. An Iowa Dialogue on Issues Surrounding Utilization of Technology in the Schools, Cedar Falls, IA: Institute for Educational Leadership at the University of Northern Iowa., 6(1), 163-166.
4. Kemis, M., Sorensen, C., & Simonson, M. (1994). Perceptions of Educational Quality Following a School Closing. Research Institute for Studies in Education, Ames, IA. (Award most outstanding research study of 1994 by the Iowa Educational Research and Evaluation Association).
5. Jones, J., Simonson, M., Kemis, M. and Sorensen, C. (1992). Distance Education: A Cost Analysis. Des Moines, IA. Iowa FINE Foundation.

L) Book Forewards and Book Reviews Published

1. Simonson, M. (2012) Media ARE mere vehicles. In Clark, R. *Learning from Media, 2nd*. Charlotte, NC: Information Age Publishing.
2. Simonson, M. (2102). Review of reprint of Wedemeyer, C. (1981). Learning at the back door. Charlotte, NC: Information Age Publishing.
3. Simonson, M. (1998) (Roblyer, M. 1997. Integrating Educational Technology Into Teaching). In the Journal of Technology in Teacher Education.
4. Simonson, M.R. and Frederick, J. (Bullough and Beatty). Classroom Applications of Microcomputers in Educational Technology, May, 1987, 51-51.
5. Simonson, M.R. (Kemp, J. The Instructional Design Process) in Educational Technology, September 1985, 58.
6. Simonson, M.R. (Wedemeyer, C.A. Learning at the back door: reflections on non-technical learning in the lifespan). Reviewed in Educational Technology, 1982, 22(5), 43-44.
7. Simonson, M. R. (Wiersma, W. Research Methods in Education, 2nd Ed.) Reviewed in Research and Theory Division Newsletter of the Association for Educational Communication and Technology, 1977, 6(3), 5-6.
8. Simonson, M.R. (Meddis, R. Statistical Handbook for Non-Statisticians) Reviewed in Research and Theory Division of AECT Newsletter, 1976, 5(2), 9-10.
9. Simonson, M.R. (Tenbrink, T.D. Evaluation: A Practical Guide for Teachers) Reviewed in Research and Theory Division Newsletter, 1975, 4(2), 7-8.

M) Regional Presentations

1. Simonson, M., Schlosser, C., Smaldino, S., & Rezabek, L. (2000). Media presentations by distant learners. Conference of the International Visual Literacy Association, Ames, IA.

2. Schlosser, C. & Simonson, M. (1998). The DaVinci Project: Multimedia for Art and Chemistry. Iowa Educational Media Association Conference. Ames, IA
3. Schlosser, C. & Simonson, M. (1998). Distance Education: A Video Series. Iowa Distance Learning Association Conference. Ames, IA.
4. Simonson, M. & Schlosser, C. (1997). Research on Distance Education. Iowa Educational Research and Evaluation Association. Cedar Rapids. IA. - Invited Presentation.
5. Simonson, M. (1997). Distance Education in Teacher Education. Iowa Distance Learning Association Conference. Ames, IA.
6. Simonson, M. & Schlosser, C. (1996). The DaVinci Project. Conference of the Iowa Computer Using Educators. Des Moines, IA.
7. Simonson, M. (1996). Distance Education in Iowa. Iowa Distance Learning Association Conference. Iowa City, IA.
8. Simonson, M. & Schlosser, C. (1995). The DaVinci Project. Iowa Computer Using Educators. Des Moines, IA
9. Simonson, M. & Schlosser, C. (1995). Foundations and Applications of Distance Education. Iowa Computer Using Educators Conference. Des Moines, IA.
10. Simonson, M. (1994). Videos on Distance Education. Iowa Distance Learning Association Conference. Des Moines, IA.
11. Simonson, M. (1994). Distance Education. Iowa Educational Research and Evaluation Association, Ames, IA
12. Simonson, M. & Schlosser, C. (1994). Research Results of the Iowa Distance Education Alliance. Iowa Educational Research and Evaluation Association.
13. Simonson, M. & Smaldino, S. (1993). The Iowa Distance Education Alliance: Iowa's Star Schools Project. Iowa Educational Media Association. Cedar Rapids, Iowa.

N) Commissioned Writing

1. Extended and Continuing Education: Resolving a Mission in Conflict
- A Faculty Perspective. Commissioned by Martin Jischke, President,
Iowa State University, December, 1993.

4. AWARDS

Professor of the Year Fischler School of Education, Nova Southeastern University,
Outstanding Book Award (2014), Distance Learning Division of the Association for Educational
Communications and Technology

Outstanding Book Award, Division of Instructional Development (2013). Visser, L and Simonson, et.al.
Trends and issues in distance education: International perspectives, 2nd. Charlotte, NC: Information
Age Publishing.

Outstanding Book Award 2011 – Presented by the Distance Learning Division of the Association for
Educational Communications and Technology

Presidential Award – 2006 - Presented annually by the president of the Association for Educational
Communications and Technology for dedicated service.

Annual Achievement Award – 2001 – Association for Educational Communications and Technology

Most Outstanding Contribution to Research in Distance Learning - 1998 – 3rd Place U.S. Distance
Learning Association, Technology Research and Evaluation Group

Innovator's Award – 1998, Iowa Distance Learning Association, Technology Research and Evaluation
Group

Excellence in the Field of Educational Research and Evaluation - Evaluation of the Vision 2020 Project,
Iowa Educational Research and Evaluation Association - 1997 - with Nancy Maushak and Kristen
Wright.

Hall of Fame. Ames Convention and Visitors Bureau. 1996.

Nominee - College of Education - Career Achievement in Research - Iowa State University. 1995-96.

Most Outstanding Contribution to Research in Distance Learning. 1st Place, United States
Distance Learning Association. 1995.

Excellence in the Field of Educational Research and Evaluation. Iowa Educational Research and
Evaluation Association, 1994 - With Mari Kemis, Diane Schnelker, and Chris Sorensen.

Lamplighter Award. Iowa Educational Media Association - for outstanding service - 1989.

5. TEACHING

Teaching Responsibilities

Courses Taught – Online and Traditional

- Distance Learning Leader Certificate Program
- Instructional Systems Design
- Advanced Instructional Design
- Research Design and Evaluation
- Educational Statistics
- Instructional Media for Teachers
- Foundations of Distance Education
- Digital Media for Virtual Schools
- Digital Media
- Applications of Distance Education
- Trends and Issues in Instructional Technology and Distance Education
- Computer Literacy
- Technology in Education
- Instructional Media
- Managing and Evaluating Technology Programs
- Research In Instructional Technology
- Multicultural, Non-Sexist Education
- Instructional Computing
- Photography
- Instructional Television and Video Production
- Motion Media/Photography

6. PROFESSIONAL CONTRIBUTIONS

- Member – 2011-2015--Teaching and Learning Academy, College of Health Science, Health Professions Division, Nova Southeastern University.
- Member – 2011-2015-- Professional Advisory Council, Department of Physical Therapy, Nova Southeastern University – Tampa
- Member –2011-2015-- Professional Advisory Council, Department of Occupational Therapy, Nova Southeastern University – Tampa

Membership and Activities in Professional Organizations

1. United States Distance Learning Association
Editor, *Distance Learning Journal*
2. Association for Educational Communication and Technology (AECT)
(Lifetime Membership – awarded by the Executive Director of AECT)
 - Editor, *Quarterly Review of Distance Education*
 - Editor, Proceedings of Annual Conventions of AECT, 1979-2014
 - Editorial Board, Tech Trends
 - Chair, Summer Leadership Conference, Ames, Iowa - 1995
 - Chair, Non-Periodic Publications Committee - 1988-95
 - Past President, Research and Theory Division of AECT
 - Council Member, the representative governing body of AECT. 1980 - 1986.
 - Board of Directors, Research and Theory Division, 1978-1981.
 - Conference Evaluator for the 1978 AECT National Convention.
 - Member, 1976 National Convention Planning Committee
 - Reviewer, research papers submitted for presentation at the 1976-1997.
 - Member, National Archives and History Committee
 - Delegate, 20th Okoboji Educational Media Leadership Conference
 - Iowa Committee, 18th Okoboji Educational Media Leadership Conference
 - Member, Research and Theory Division (RTD) of AECT
 - Member, Division of Instructional Development (DID)
 - Chair, 1995 Summer Staff Development and Distance Education Conference, Ames, IA
2. Iowa Educational Media Association (IEMA)
 - Conference Chair, 1998 Annual Conference, Ames, IA

- Lampighter Award Winner - 1989. Award for most outstanding service
- President, 1984-5
- Conference Planner - 1998 & 1987.
- Managing Editor, Iowa Media Message (IEMA Newsletter - 1975-1989)
- Member, 1980-2, IEMA Board of Directors
- Member, IEMA Publications Committee
- Member, Conference Planning Committee, 1980, 1982, 1987

3. Phi Delta Kappa

- Foundation Representative, 1977
- Delegate, ISU Chapter 1976-1978
- President, College of Education, Iowa State University Chapter, 1975-76

4. American Educational Research Association (AERA)

5. Iowa Computer Using Educators (ICUE)

6. Iowa Association for Communications Technology

7. Iowa Educational Research and Evaluation Association

8. US Distance Learning Association

9. Iowa Distance Learning Association

- Conference Chair, 1997, 1998 State Conferences

10. American Association of University Professors

B) Professional Meetings Attended Recently

Annual Convention - U.S. Distance Learning Association

Annual Convention - Association for Educational Communications and Technology

C) International Experiences

1. External Consultant, Caribbean Epidemiology Centre, Port of Spain, Trinidad

2. Classes taught in Jamaica, Puerto Rico, Mexico

3. Second International Conference on Distance Education, Ankara, Turkey, 1998.

4. Higher Institute for Agricultural Cooperation, Cairo, Egypt, 1994 and 1993

Served as fact-finder, strategic planning specialist, and organizational change consultant of issues dealing with instructional technology, training, and distance education.

5. University of Zimbabwe, Harare, Zimbabwe, 1989

Consulted on distance education and strategic planning for the faculty of the University of Zimbabwe and other educators.

6. U.S. Marine Corps - Okinawa, Japan, Viet Nam - 1969-1971

D) Microsoft Encarta Expert on Distance Education - 2001

7. UNIVERSITY & DEPARTMENTAL COMMITTEE AND SERVICE WORK - Recent

A) University Academic Review Committee - NSU

B) Academic Review Committee – Instructional Technology and Distance Education, NSU

C) Task Force to Develop Guidelines for Distance Delivered Instruction – Fischler Graduate School, NSU

D) Best Practices in Online Learning Committee – Nova Southeastern University

E) Technology Advisory Committee, Broward County Schools

F) 25 Year Club - Iowa State University

F) Research Group Director, Technology Research and Evaluation Group-

Research Group of 10 staff and graduate students conducting research, development, and evaluation activities related to applications of technology. Funded by external grants averaging \$400,000/year for approximately 8 years.

G) Associate Director for Research, Research Institute for Studies in Education (ISU) - 1991-1996.

Supervising a staff of 20 with a state budget of \$400,000 and an external budget of \$1,500,000.

H) Instructional Resources Center- Assisted in the supervision of this school resource center with computer laboratories, video production studios, darkrooms, curriculum library and media production facilities.

I) ISU College Committees

Member, Promotion and Tenure Committee
Chair, College of Education Curriculum Committee - 1996-1997
Research Policy Advisory Committee
College of Education Executive Committee - 1991-1996

J) ISU University Committees

Senator, Faculty Senate - ISU - 1996-1998
Member, University Curriculum Committee
Chair, University Financial Aid Committee, 1981-1998
Member, President's Self-study of the ISU Athletic Department - 1995
Member, Provost's ad-hoc committee for distance education - 1995
Member, Council of University Research Institute Administrators (CURIA) - 1991-96
Past Member, Graduate Faculty Membership Committee, 1987-90
Past Member, Faculty Council (Chair of Supporting Services to the Faculty Committee)
Past Member, Council on Instruction
Past Member, Fraternities and Sororities Committee

K) Executive Officer (1st Lieutenant/Captain, USMC(R) - 9th Communications Support Company, 3rd Marine Division - 1971-72 Communication Company of 300 Marine communications specialists and Communications Officer, Camp Smedley Butler, Okinawa supervising a watch company of 50.

8. GRADUATE STUDENT COMMITTEES – ISU

1. A) Ph.D. Graduates (Served as Chair – 14)

- 1) Annette Lamb (1987) - Professor, University of Southern Indiana
- 2) Mike Albright (1988) - Instructional Developer, Iowa State University
- 3) Susan Zvacek (1989) - Director of Learning Technology, Old Dominion University
- 4) Diane Frey (1989) - Associate Professor, Bowling Green University
- 5) Neal Grandgenett (1989) co-chair - Associate Professor, University of Nebraska
- 6) Matt Maurer (1991) - Professor, Butler University
- 7) Constance Hargrave (1993) - Professor, Iowa State University
- 8) Robert Kelly (1994) - 5th Grade Teacher, Ames Community Schools
- 9) Dawn Poole (1996) - Professor, California State University
- 10) Charles Schlosser (1997) - Program Professor, Nova Southeastern University
- 11) Nancy Maushak (1997) - Professor, Texas Tech University
- 12) Dan Hanson (1998) – President, Peru State University, NE
- 13) Terri Corwin (1998) – Technology Coordinator, River Valley State
- 14) Lynn Manternach (1998) – Specialist, Magid and Associates

B) Master of Science Graduates (Thesis Option) (Served as Chair - 48)

- 1) Georgeann Burch (1977)
- 2) Kathy Harris* (1977)
- 3) Connie Borlin Maxon * (1978)
- 4) Beverly Gillette* (1978)
- 5) Sally Burnell (1979)
- 6) Steven Cook (1979)
- 7) Bobbie Fulk-Grammer* (1979)
- 8) Daniel Rohner (1980)
- 9) Terry Kloock (1981)
- 10) Elizabeth Hooper (1982)
- 11) Brian Mechler* (1982)
- 12) Timothy Berry (1983)
- 13) Matthew Maurer (1983)
- 14) Mary Montag (1984)
Gimmel Meritorious Masters Thesis Award
- 15) Robert Stone (1984)
- 16) Annette Lamb (1984)
- 17) De Anderson-Warden (co-chair, 1984)
- 18) Roger Aegerter (1985)
- 19) Patricia Dimond (1985)
- 20) Margaret Treimer (1985)
Research Excellence Award Winner & Gimmel Meritorious Masters Thesis Award

- 21) Mary Whitaker (1985)
- 22) Hope Weissman (1986)
- 23) Linda Wood (1987)
- 24) Amy Lessinger-Twetten (1988)
- 25) Jackie Neuberger (1988)
- 26) Janet Johnson (1988)
- Gimmel Meritorious Masters Thesis Award
- 27) Kathy Lawyer (1989)
- 28) Szu-Yun Lee (1989)
- 29) Mark Klinkefus (1989)
- 30) Jane Chinn (1990) Research Excellence Award Winner
- 31) Lori Maudlin Oviatt (1990)
- 32) Doug Lonowski (1991)
- 33) Lori Perkins-Detrick (1992)
- 34) Judy Jones (1992)
- 35) Karen Jurasek (1993)
- 36) Dawn Poole (1993)
- 37) Jyll Miner (1993)
- 38) Lisa Shafer (1994)
- 39) Jodi Rude (1994)
- 40) Melodee Grefe (1994)
- 41) Margaret Crawford (1995)
- 42) Brenda Kerr (1995)
- 43) Patricia Sereg (1996)
- 44) Shirley Walrod (1997)
- 45) Omally Abel (1997)
- 46) Caryl Bender (1997)
- 47) Teresa Green (1998)
- 48) Mary Anderson (1998)

C) Ed.D. Students – Nova Southeastern University – Dissertation Chair

Partial List

Shelley Cooper
 Bernice Hughes
 Donna Gaudet
 Bob Starr
 Heidi Guthrie
 Susan Devaney
 Janice Hilyard

Rob Gibson
 John Morrison
 Theresa Calderone
 Tamara Bauck
 Dale Fish
 LiLi

9. EXTENSION/COMMUNITY/PUBLIC RELATIONS

- A) Consultations and Workshops –
 - 1. Army Research Institute (2012) – Fort Benning, GA
 - 2. Distance Education Consultant – WLRN, Miami/Dade Public Television Station
 - 3. Telemedicine Consultant – North Broward Hospital District, Broward County, FL
 - 4. Telelaw Consultant – NSU School of Law
 - 5. Telemedicine Workshops – Health Professions - NSU
 - 6. Trainer for the US West Teacher/Technology Project
- B) Presented or participated in 200 + off-campus professional consultations, speeches or clinics between 1975 and 2015.
- C) Distance Education Teaching - Taught distance education courses yearly - 1976- 2015.
 (Technology Used – ZOOM, Bb, WebCT, Compressed video, fiber optics, satellite, WWW)
- D) Needs Assessment Assistance - Consulted over a period of up to two years each with five small school districts to implement needs assessment plans.
- E) Commissioner, Parks and Recreation Commission, Ames, Iowa - 1985-1991
- F) Instructional Design Assistance, McFarland Clinic, Ames, Iowa.
- G) Board of Trustees Member, Ames Public Library - 1991-1997, Chair, Director search committee and Vice President, 1994-1996.
- H) Unpaid Consultant to Ames, IA Public Schools - Technology - 1993, 1994, 1997

- I) CEO, Technology Research and Evaluation Systems - private consulting company dealing with technology research, development and evaluation projects.
- J) Consultant and Trainer for Corporations

10. TECHNOLOGY RESEARCH AND EVALUATION SYSTEMS (TRE-S <http://tresystems.com/>)

Chief Executive Officer: TRE-Systems specializes in instructional design, instructional technology, and World-Wide-Web solutions to training and educational problems. Currently, TRE-Systems is concentrating on distance education and the use of telecommunications technologies to reach learners no matter where they may be or when they need instruction. TRE-Systems works with corporate training organizations and educational institutions to assist them in the appropriate uses of instructional technologies.

TRE-S Distance Education Projects

University of Miami School of Nursing – Coral Gables, FL 2009 – 2015

Assisted the School of Nursing in the development of an Academic Technology and Distance Education plan, and coordinated the instructional design for online Nursing courses. Largely unpaid.

Milwaukee Area Technical College, Milwaukee WI – 2009

Assisted the Academic Technology Advisory committee of MATC to develop a comprehensive academic technology plan – document and process.

Army Research Institute – Fort Benning, GA Distance Education Consultant – 2007- 2012

2009-2010 – Assisted the Army Foreign Language Institute develop a plan to incorporate dL into their programs.

2008 -Assisted civilian employees of the US Army to begin the process of converting Army training from traditional face-to-face instruction to online delivery using best practices literature.

2008 Evaluation Leader – South Dakota Alliance for Distance Education, South Dakota’s Star Schools Project 2001-2004—in collaboration with the Fischler School, NSU

This project involves coordinating a team of 8 evaluators who are responsible for evaluating SDADE, South Dakota’s Star Schools Project, a \$3 million distance education project funded by the U.S. Department of Education. The evaluation team uses the AEIOU approach to evaluation of the SDADE’s 6 goals, 23 objectives and 56 activities.

Telemedicine – North Broward County Florida Hospital District

This project involved conducting a needs assessment and developing a telemedicine plan for the hospitals of the North Broward Hospital District. Included in the project were the development of white papers, site visits, evaluation activities, and report development.

Connecting the Schools – South Dakota Plan for Distance Education

This project involves evaluating South Dakota’s initiative to connect schools in the state for interactive video and Internet. Evaluation activities provide a baseline, midpoint, and final determination of the process of constructing the network and preparing educators to use it effectively.

A Statewide Distance Education Plan – The Iowa Communications Network (ICN)

This project involved the development of a comprehensive distance education strategic plan for the state of Iowa. Based on this plan, the state of Iowa now has a sophisticated 3000-mile fiber optics network for distance learning. Associates participated in committees that oversaw the strategic planning, design, and development of this network including the construction of high

technology distance education classrooms in schools, libraries, universities, and government offices. The ICN was funded using over \$400 million in public funds.

Implementing Distance Education on a Statewide Basis – The Iowa Distance Education Alliance

This project provided distance educators with tools and techniques for distance learning. Associates wrote proposals for grant money to effectively utilize the Iowa Communications Network (ICN). The Iowa Communications Network is Iowa's fiber optics network with over 600 high technology classrooms connected to a fiber optics network. Associates participated in the planning of the development of this network, and were instrumental in obtaining over \$16 million in U.S. Department of Education grants to expand the network, construct classrooms, train educators, and conduct research and evaluation. Associates were responsible for managing approximately \$2 million during the period 1994 to 1998, including teacher training, project evaluation, and course development for distance education.

Specific activities included:

- Grant Writing and Grant Administration
- Strategic Planning for Distance Education
- Fiscal Planning for Telecommunications and Distance Education
- Administration of Distance Education Enterprises
- Development of Management Plans for Distance Education and Instructional Technology
- Development and Implementation of Formative and Summative Evaluation
- Consulting with Schools, Colleges, and Agencies to Develop Distance Education Strategies
- Courseware Development for Telecommunications and the WWW
- Staff Development/Training for Teaching at a Distance

Iowa/US WEST Teacher Technology Project

This project prepared educators to use distance education. Associates participated in the planning, operation, and evaluation of this \$1.2 million project funded by the US WEST Foundation, part of US WEST, a telecommunications provider serving 15 states in the northwest area of the United States. The Iowa/US WEST Teacher Technology Project prepared educators to use telecommunications technologies, and to develop courseware for teaching distant learners.

Cost Effectiveness of Distance Education Systems

This project evaluated various technologies for distance education to determine the relative cost effectiveness of each. This project, coordinated and managed by associates, developed a profile of various telecommunications technologies including satellite, microwave, compressed video, and fiber optics in order to determine the relative costs and comparative effectiveness of each. This project also developed a plan for, and costs of, distance education classrooms.

Distance Education in Zimbabwe

This project assisted faculty and staff from the University of Zimbabwe, Harare, Zimbabwe in using distance education strategies. Associates participated in training and development for educators affiliated with the University of Zimbabwe who were involved in distance education. Associates worked in Zimbabwe to assist faculty and staff from the University who were planning to use distance education.

Higher Institute for Agricultural Cooperation (HIAC) – Distance Education and Technology Utilization in Egypt

This project was to develop strategic plans for technology use, including distance education. Associates worked with faculty and staff from the HIAC, an institution of higher education in Cairo, Egypt. A master plan for technology and distance education was developed.

Technology Projects

Surface Warfare Officers School (SWOS – U.S. Navy) – Technical Assistance for the U.S. Navy

This was a project funded by Oak Ridge Associated Universities and the U.S. Department of Energy. It included strategic planning for the construction and utilization of high technology classrooms for the SWOS located in Newport, RI. This project required the development of:

- A master strategic plan for technology,
- procurement plans,
- purchasing arrangements,
- construction strategies for the transformation of existing classrooms into high technology classrooms using various instructional media, and
- training activities for effective classroom utilization.

The planning, development, construction, and utilization process was managed by associates for the U.S. Navy on location in Newport, RI.

The DaVinci Project – Interactive Multimedia for Art and Chemistry

Associates secured funding from the US WEST Foundation for the preparation of www-based interactive instruction dealing with art and chemistry. This \$300,000+ project was created, managed, implemented, and evaluated from start to finish. Sophisticated technologies were used and creative interactive instructional media were produced for learning about the relationship between art and chemistry.

Iowa Chemistry Education Alliance

Associates participated in the development and completion of a distance education project for teaching high school chemistry. This project required collaboration between science teachers who developed modules for the teaching of chemistry in a sharing partnership using a fiber optics and the www.

IowaAccess – WWW-based training for Government Employees

Associates conducted formative and summative evaluation of a program that developed and delivered instruction to government employees about use of the WWW.

Training and Development Activities

- Grant Writing and Grant Administration
- Visioning and Mission Development
- Organizational Planning
- Strategic Planning
- Needs Assessment for Instructional Technology and Distance Education
- Fiscal Planning for Telecommunications and Distance Education
- Administration of Distance Education Enterprises
- Development of Management Plans for Distance Education and Instructional Technology
- Instructional Design for Instructional Technology and Distance Education
- Development and Implementation of Formative and Summative Evaluation
- Consulting with Schools, Colleges, and Agencies to Develop Distance Education Strategies
- Courseware Development for Telecommunications and the WWW
- Staff Development/Training for Teaching at a Distance
- Research and Evaluation of Distance Education Programs and Systems

Training activities are tailored to the needs of the organization, agency, school, or university. Training modules are available for face-to-face or on-line instruction in sessions from one-half day to two weeks.

Evaluation Projects

- Assisting the University of Miami School of Nursing Develop an Academic Technology Committee.
- Development of a Technology Plan for the Milwaukee Area Technical College – 2009
- Evaluation of the South Dakota Alliance for Distance Education, South Dakota’s Star Schools Project
- Evaluation of the Iowa Distance Education Alliance, Iowa’s Star Schools Project for a statewide distance education system
- Northeast Nebraska, USA, Education Service Center project to prepare teachers for distance education
- IowaAccess, a project that trains public employees to use the WWW.
- Women in Science and Engineering, a project to prepare teenage girls for careers in science
- Iowa General Chemistry Network, a distance education project for collaborative chemistry teaching in universities and community colleges
- VISION 2020, a project funded by the W.K. Kellogg Foundation to develop a 21st century vision for public, land-grant universities