

## FULL CURRICULUM VITAE

I. NAME: Robert P. Hoffman

### II. EDUCATION

<u>A. Institution</u>	<u>Years Attended</u>	<u>Degree</u>	<u>Major Field</u>
Claremont Graduate School/SDSU	1993-1996	PhD	Education
San Diego State University	1989-1992	MA	Education
University of Pittsburgh	1968-1971	BA	Communications

B. Title of Dissertation

*Levels of technology use and instructional innovation.*

### III. TEACHING POSITIONS AND RANKS HELD

<u>Institution</u>	<u>Rank</u>	<u>Date</u>	<u>Major Subject</u>
San Diego State University	Associate Professor	1999-Present	Ed Tech
San Diego State University	Assistant Professor	1995-1999	Ed Tech
San Diego State University	Lecturer	1991-1994	Ed Tech
Ramona Unified Schools	Teacher	1989-1991	Technology
San Diego City Schools	Teacher	1987-1989	Science

### IV. TEACHING EFFECTIVENESS

#### Curriculum Development and Teaching Innovations

Revised and delivered the Educational Technology 671 “Learning Environment Design” course online, 2003.

Designed, developed, and delivered a new 8-week learning module on reusable learning object tutorials, programmed learning, and component display theory, for Educational Technology 671 “Learning Environment Design” course, 2002.

Prepared curriculum proposals to approve Educational Technology 541, 561, and 671 for online delivery.

Inquiry learning Web-based experiments designed, developed, and implemented in Educational Technology 541 “Multimedia Development” course, 2001.

Designed, developed, and delivered new Educational Technology 671 “Instructional Multimedia” course, 2000.

Designed, developed, and implemented online, rubric-based, student feedback and assessment database system for use in several courses in the Department of Educational Technology.

Supervised development of 4<sup>th</sup> grade curriculum for the virtual reality Mission Museum project, funded by the National Endowment for the Humanities, 1998.

Managed development of 5-course online certificate program for SDSU Defense Conversion program in Multimedia Design & Management, 1998.

Designed and developed SDSU College of Education Intensive Summer Workshop on Technology Applications, 1998.

Developed and delivered “Distance Learning” course for SDSU Defense Conversion program in Multimedia Design & Management, 1998.

Developed and delivered Educational Technology 561 “Advanced Multimedia Development” online, 1998.

Served as chair of subcommittee developing basic competencies for online “Technologies for Teachers” course under auspices of CSU CredentialNet project, 1997-98.

Co-developed Educational Technology 596 “Technology for Educational Leadership” online, 1997.

Developed CSU faculty development institute on “Tools, templates, and training: Using online technology to add value to CSU courses.” 1997.

Organized and managed online Instructional Technology certificate program with approximately 20 distance learners including students in Asia and South America, 1996-98.

Revised and delivered Educational Technology 541 “Multimedia Development” online, 1997.

Organized Educational Technology 561 “Advanced Multimedia” students to help develop multimedia web pages for POSIT (Practioner-Oriented One-Stop Training) project, sponsored by California State Employment Development Department, 1997.

Developed and delivered “Multimedia Development” course for SDSU Defense Conversion program in Multimedia Design & Management, 1997.

Collaborated with Drs. Mark Siprut (School of Art, Design, and Art History) and David Ward-Steinman (School of Music) on project for Educational Technology 561 “Advanced Multimedia Design.” 1997.

Developed and delivered Educational Technology 540 “Educational Technology” online. 1996.

Developed Educational Technology 561 “Advanced Multimedia Development,” a project-based course, with on-line resources and small group interaction. 1996.

Developed CSU faculty development institute on “Distributed Course Delivery for Problem Based Learning.” 1996.

Developed curriculum for virtual reality CD-ROM *Mystery of the Mission Museum*. 1996.

Developed Educational Technology 544 “Instructional Design” using video-based and on-line resources. 1996.

Developed special section of Educational Technology 572 “Technologies for Course Delivery” for SDSU Curriculum Development masters degree program for the Chula Vista Elementary School District. 1995.

Developed Educational Technology 541 “Multimedia Development” as a problem based learning (PBL) course, with on-line resources and small group interaction. 1994-1995.

Developed Educational Technology 553 “Educational Television” as a PBL course, with on-line resources and small project teams. 1994.

#### Textbooks and Other Teaching Aids

Hoffman, B. (2003). *Educational video workshop*. San Diego: Montezuma Publishing.

Hoffman, B. (2003) *Educational multimedia workshop*. San Diego: Montezuma Publishing.

Hoffman, B. (2003) *Homer*. San Diego: Montezuma Publishing.

Greer, B., Hoffman, B., & Reed, S.K. (2003). *Animation Tutor: Dimensional thinking* [Computer software]

Reed, S.K. & Hoffman, B. (2002). *Animation tutor: Population growth* [Computer software].

Hoffman, B. & Reed, S.K. (2001). *Animation tutor: Personal financial planning* [Computer software].

Reed, S. K., Hoffman, B., & Phares, S. (2001). *Animation tutor: Catch up* [Computer software].

- Hoffman, B. (2001). *Educational video workshop*. San Diego: Montezuma Publishing.
- Hoffman, B. (2001) *Educational multimedia workshop*. San Diego: Montezuma Publishing.
- Hoffman, B., & Pastor, M. (2001). *Mystery of the Mission Museum* [Computer software]. National Endowment for the Humanities.
- Hoffman, B. (2000) *Homer*. San Diego: Montezuma Publishing.
- Hoffman, B. & Metoyer, T. (1998) *Creating a virtual reality world*. San Diego: Aztec Shops.
- Hoffman, B. (1998). *Serving a FileMaker Pro database on the Web* [On-line]. Available: <http://edweb.sdsu.edu/jobaids>
- Hoffman, B. & Springer, R. (1998). *Creating star people in Macromedia Flash 2* [On-line]. Available: <http://edweb.sdsu.edu/jobaids>
- Hoffman, B. & Springer, R. (1998). *Personal web pages* [On-line]. Available: <http://edweb.sdsu.edu/jobaids>
- Hoffman, B. & Ritchie, D. (1997). *Educational technology by design*. San Diego: Aztec Shops.
- Hoffman, B., & Rossett, A. (1997). *School technology planner* [Computer software]. Boston: Allyn & Bacon.
- Hoffman, B. (1997). *HyperTown* [Print, Videotape, Computer software]. San Diego: Aztec Shops.
- Hoffman, B. (1996). *Mystery of the Mission museum* [Computer software]. Unpublished prototype.
- Hoffman, B., (Ed.). (1994). *Encyclopedia of educational technology* [On-line]. Available: <http://coe.sdsu.edu/eet/>.
- Hoffman, B., & Ritchie, D. (Eds.). (1996). *Distributed course delivery for problem based learning* [On-line]. Available: <http://edweb.sdsu.edu/clrit/home.html>.
- Robinson, G., & Hoffman, B. (1994-1996). *Computer assisted language multimedia (CALM)* [Computer software]. San Diego: SDSU Language Acquisition Resource Center.

## V. PROFESSIONAL GROWTH

### Articles in Refereed Journals

Reed, S. K., & Hoffman, B. (In Press). Use of temporal and spatial information in estimating event completion time. *Memory & Cognition*.

Lawler, C., Rossett A., & Hoffman, R. (1998). Using supportive planning software to help teachers integrate technology into teaching. *Educational Technology 38(5)* 29-34.

Hoffman, B., & Ritchie, D. (1997). The problems with problem based learning. *Instructional Science 25(2)* 97-115.

Hoffman, B. (1996). What drives successful technology planning? *Journal of Information Technology for Teacher Education, 5(1/2)*, 43-55.

### Chapters in Refereed Books

Allen, B. S., Otto, R. G., & Hoffman, B. (2003). Media as lived environments: The ecological psychology of educational technology. In D. Jonassen (Ed.), *Handbook of research on educational communications and technology*. Mahwah, New Jersey: Lawrence Erlbaum Associates, Publishers.

Allen, B. S., Otto, R. G., & Hoffman, B. (2000). Case-based learning: Contexts and communities of practice. In S. Tobias & J.D. Fletcher (Eds.), *Training & retraining: A handbook for business, industry, government, and the military*. New York: Macmillan reference USA.

Allen, B.S., Chiero, R.T., & Hoffman, R.P. (1995). Mapping more authentic multimedia learning environments. In B.G. Wilson (Ed.), *Constructivist Learning Environments: Case studies in instructional design*. Englewood Cliffs, NJ: Educational Technology Publications.

Allen, B.S., & Hoffman, R.P. (1993). Varied support for constructive activity in hypermedia-based learning environments. In T.M. Duffy, D. Jonassen, and J. Lowyck (Eds.), *Designing environments for constructive learning* (NATO Advanced Studies Institute Series, Series F: Computer and Systems Sciences, Vol. 105). Heidelberg, FRG: Springer-Verlag (ISBN 3-540-56452-7).

### Articles in Refereed Proceedings

Hoffman, B., Adair, R., & Cascia, A. (2003). *Representations and causal models: Instructional effects of text, narration, virtual manipulation, and sound effects in a multimedia tutorial*. Leadership & Technology International

Convention, 2003. Anaheim, CA: Association for Educational Communications & Technology.

Hoffman, B. (June, 1998). *Mystery of the Mission museum: VR environments for student interpreters*. National Educational Computing Conference, 1998. San Diego, CA: National Educational Computing Association.

Hoffman, B. (March, 1996). School technology integration: An automated needs assessment and planning tool. *Technology and Teacher Education Annual*, 1996. Charlottesville, VA: Association for the Advancement of Computing in Education.

Ritchie, D., & Hoffman, R. (March, 1996). Using instructional design principles to amplify learning on the World Wide Web. *Technology and Teacher Education Annual*, 1996. Charlottesville, VA: Association for the Advancement of Computing in Education.

Allen, B.S., Chiero, R., Hoffman, R.P., & Vogel, M. (1993, January 15) Mapping authentic learning environments for hypermedia-based learning. In Cates, W. and Jones, M. (Chairs), *Knowledge structures, semantic networks, and metacognition*. [Cassette Recording]. New Orleans, LA: Annual Conference of the Association of Educational Communications and Technology.

Allen, B.S., Kompella, J. & Hoffman, R.P. Computer-based mapping for curriculum development (ERIC Document Reproduction No. ED 362 145). In Simonson, M.R., and Abu-Omar, K.L. (Eds.), *1993 Proceedings of Selected Research Paper Presentations*, 13, 1-24. Washington, DC.

#### Unpublished, Refereed papers Before Professional Conferences

Hoffman, B., & White, A. (2003). Text readability: Ease, accuracy, and speed of some common computer typefaces. Leadership & Technology International Convention, 2003. Anaheim, CA: Association for Educational Communications & Technology.

Hoffman, B. & Ritchie, D. (May, 1998). *Instructional design principles and the World Wide Web*. NAU/web.98: In the footsteps of the Web Pioneers, 1998. Flagstaff, AZ: Institute for Learning and Technology and the Western Cooperative for Educational Telecommunications.

#### Chapters in Textbooks

Hoffman, B., & Ritchie, D. (2001). *An instructional design-based approach for developing online learning environments*. In Kahn, B. (Ed.),

Web-based training. Englewood Cliffs, NJ: Educational Technology Publications.

Ritchie, D. & Hoffman, B. (1997). *Incorporating instructional design principles with the World Wide Web*. In Kahn, B. (Ed.), *Web-based instruction*. Englewood Cliffs, NJ: Educational Technology Publications.

Hoffman, R. & Lawler, C. (1997). Technology for teaching: A modern fable. In J. Flood, D. Lapp, K. Wood (Eds.), *Staff development guide for middle school teachers* (pp. 135-139). New York: Macmillan/McGraw-Hill.

Lapp, D., Flood, J., & Hoffman, R. (1996). Using concept mapping in the classroom. In D. Lapp, J. Flood, & N. Farnum (Eds.), *Content area reading and learning: Instructional strategies*. (2nd ed.) Needham Heights, MA: Allyn & Bacon.

#### Other Publications

Fisher, K. & Hoffman, R. (2002). Knowledge and semantic network theory (White Paper). San Diego, CA: Semantic Research, Inc.

#### Publications in Process

Hoffman, B. (Submitted). Representations and causal models: Instructional effects of text, narration, virtual manipulation, and sound effects in a multimedia tutorial.

Hoffman, B., & White, A. (Submitted). Text readability: Ease, accuracy, and speed of some common computer typefaces.

Reed, S.K., Hoffman, B., & Short, D. (Submitted). Modeling Population Growth.

Reed, S.K. & Hoffman, B. (Submitted) Using the Animation Tutor to explore distance-rate-time relations in an intermediate algebra class.

Reed, S.K. & Hoffman, B. (Submitted) Adapting solutions with algebraic and spatial scaffolds.

Reed, S.K., & Hoffman, B. (Submitted). Incorporating standards 2000 in the Animation Tutor.

Hoffman, B. (In progress). Learning from experiments: Participating in Web-based inquiry.

## Scholarly Awards

Fulbright fellowship for research and teaching at Musashi Institute of Technology. Yokohama, Japan. Fall semester, 2002.

Served as SDSU representative to American Association of Higher Education Forum on Exemplary Teaching. Washington, DC. 1997.

Outstanding paper in the “Telecommunications—Preservice Applications” category at SITE ‘96, the Seventh International Conference of the Society for Information Technology and Teacher Education, an division of the Association for the Advancement of Computing in Education, for “Using instructional design principles to amplify learning on the World Wide Web” (Ritchie & Hoffman, 1996).

Outstanding Student in the Masters Degree Program (1992). Awarded by the Department of Educational Technology, San Diego State University.

## Funded Research Grants

Hoffman, B. (1999). How do we learn from virtual reality multimedia? Let me count the ways. Research, Scholarship and Creative Activity. San Diego State University. \$2,600.00.

Hoffman, B. (1999). *Learning in multimedia environments*. Dean’s Grant Award for Research, College of Education, SDSU. \$2,216.00.

Hoffman, B. (1995). *Levels of technology use and instructional innovation*. Dean’s Grant Award for Research, College of Education, SDSU.

## Funded Training Grants

Hoffman, R. (2001). *Digital Culture Resource Video*. Japan-US Friendship Commission. \$1,900.00.

Hoffman, R. (1999). *Digital Culture Resource Project*. Japan-US Friendship Commission. \$125,209.00.

Hoffman, R. (1998). *Spanish colonial mission virtual museum*. National Endowment for the Humanities. \$154,000.00.

San Diego State University. (1997). *San Diego State University Distributed Learning proposal*. San Diego State University. \$160,000.00. (authors: Hoffman, B., Lau, T., Sharpe, D., & Bedford, J.)

San Diego State University. (1997). San Diego State University integrated technology strategy: Baseline hardware/software access, training, and user

support initiative campus plan. California State University. \$2,000,000.00.  
(authors: Singer, E., Hoffman, B., Sharpe, D., & Mar, S.)

Ritchie, D., Hoffman, B., Georgi, D., & Hamann, J. (1997). *Facilitating technological growth in schools*. California State University Center for Learning Resources and Instructional Technology, Academic Opportunity Fund. \$30,000.

Hoffman, B., Ritchie, D. & Allen, B. (1997). *Tools, templates, and training: Using online technologies to add value to CSU courses*. California State University Faculty Development Institute. \$65,000.

Hoffman, B., & Ritchie, D. (1996). *Distributed course delivery for problem based learning*. California State University Faculty Development Institute. \$45,000.

Hoffman, B., & Saba, F. (1996). *Object-oriented design for media-based learning*. Technology Initiative Mini-grant from the College of Education, San Diego State University.

Hoffman, B., & Rossett, A. (1994). *School technology integration*. Technology Initiative Mini-grant from the College of Education, San Diego State University.

#### Doctoral Dissertation and Master's Thesis

Hoffman, R. (1996). *Levels of technology use and instructional innovation*. Unpublished doctoral dissertation, San Diego State University, San Diego, and The Claremont Graduate School, Claremont.

Hoffman, R., (1991). *Use of relational descriptors by experienced users of a computer-based semantic network*. Unpublished masters thesis, San Diego State University, San Diego.

#### International Presentations

Hoffman, B., Takayama, M., & Grossman, S. (2001). *Cross currents: The digital culture resource*. CULCON XX: Los Angeles, CA.

Hoffman, B., & Grossman, S. (October, 1999). *Object learning on the World Wide Web*. AACE WebNet99 World Conference: Honolulu, HI, USA.

Lightner, S., Hoffman, B. Nadig, L., Ucieda, J., Lainez, J., Hiramatsu, K. (May, 1999). *Technological challenges in developing a synchronous distance learning International Accounting course*. 22<sup>nd</sup> Annual Conference of the European Accounting Association: Bordeaux, France.

## National Presentations

Reed, S., Greer, B., & Hoffman, B. (2003). *Building interdisciplinary software teams*. NCTM Annual Meeting, San Antonio, TX: National Council of Teachers of Mathematics.

McKean, M., Allen, B, Hoffman, B. (April 2000). *Sequential data analysis: Implications for assessment of usability in virtual museums*. 2000 Annual Meeting, New Orleans: American Educational Research Association.

Hoffman, B. & Grossman, S. (March, 2000). *CULCON's Digital Culture Resource Project*. North American Coordinating Council on Japanese Library Resources, Year 2000 Conference. San Diego, CA: NCC.

Hoffman, B., & Grossman, S. (February, 2000). *Designing online learning: Rapid development, deep objects*. AECT 2000 Convention. Long Beach, CA: Association for Educational Computing and Technology.

Hoffman, B., Ritchie, D., & Rossett, A. (1999). *Increasing the learning in distance learning*. Online learning '99 conference and exposition (Training Magazine and Click2Learn, Inc.): Los Angeles, CA.

Hoffman, B., Ritchie, D., & Rossett, A. (1998). *Increasing the learning in distance learning*. Online learning '98 conference and exposition (Training Magazine and Asymetrix Learning Systems, Inc.): Anaheim, CA.

Hoffman, B. (June, 1998). *Mystery of the Mission museum: VR environments for student interpreters*. National Educational Computing Conference, 1998. San Diego, CA: National Educational Computing Association.

Hoffman, B. & Ritchie, D. (1998). *Teaching and learning online: Tools, templates, and training*. AACE (Association for the Advancement of Computing in Education) SITTE '98: Washington, DC.

Hoskisson, D., Ritchie, D., Hoffman, B., & Roddy, M. (1998). *Four theories and models: Underlying assumptions and application to instruction*. AACE (Association for the Advancement of Computing in Education) SITTE '98: Washington, DC.

Ritchie, D. & Hoffman, B. (1997). *Tools, templates, and training: Online course development*. AACE (Association for the Advancement of Computing in Education) SITTE '97; Orlando, FL.

Hoffman, B. (1996). *School Technology Integration: An automated needs assessment and planning tool*. AACE (Association for the Advancement of Computing in Education) SITTE '96; Phoenix/Mesa, AZ.

Ritchie, D., & Hoffman, B. (1996). *Using the WWW for instruction, not just information*. AACE (Association for the Advancement of Computing in Education) SITTE '96; Phoenix/Mesa, AZ.

Robinson, G., & Hoffman, B. (1996). *Computer Assisted Language Multimedia (CALM)*. CALICO (Computer Assisted Language Instruction Consortium) '96: Thirteenth Annual Symposium. Albuquerque, NM.

Robinson, G., & Hoffman, B. (June, 1995). *Computer Assisted Language Multimedia (CALM): Second Language Software for Learning and Teaching*. CALICO (Computer Assisted Language Instruction Consortium) '95: Twelfth Annual Symposium. Middlebury, VT.

Robinson, G., & Hoffman, B. (May, 1995). *Computer Assisted Language Multimedia (CALM)*. IALL (International Association for Learning Laboratories) '95; Notre Dame, IN.

Hoffman, B., & Rossett, R. (1995). *School Technology Integration (STI): An automated tool for addressing obstacles to school technology use*. Association of Educational Communications and Technology National Convention; Anaheim, CA.

Rossett, A., & Hoffman, B. (1995). *Needs assessment naturally: An automated tool for targeting customer needs*. Association of Educational Communications and Technology National Convention; Anaheim, CA.

Hoffman, B. (June, 1994). *Needs assessment: Nailing jelly to the wall*. Launching and Managing a Corporate University; San Francisco, CA.

Hoffman, B. (1994). *Distance learning media and technology*. Second Annual Conference on Distance Learning in Public Health; San Diego.

Rossett, A. & Hoffman, B. (April, 1994). *Automated needs assessment*. 32nd Annual Conference of the National Society for Performance and Instruction; San Francisco, CA.

Robinson, G., & Hoffman, B. (March, 1993). *Integrating technology into language curricula: How the process works*. A presentation at the Computer Assisted Language Instruction Conference Annual Symposium; Williamsburg, VA.

Allen, B., & Hoffman, B. (January, 1993). *Using computer-based semantic networks for development of hypermedia learning environments*. Workshop presented at the American Educational Communications and Technology Conference; New Orleans, LA.

Hoffman, B. (June, 1993). *Organizing science knowledge using SemNet™ semantic network: Relations used by experts in different disciplines*. 73rd Annual Meeting of the Pacific Division, American Association for the Advancement of Science. Santa Barbara, CA.

#### Regional, State, and Local Presentations

Reed, S., Hoffman, B., & Tyner, K. (February, 2002). Incorporating the NCTM Standards 2000 into an animation tutor for intermediate algebra. Chula Vista, CA: Science Mathematics Articulation Resource Technology.

Hoffman, B. & Bober, M. (2001). *Web-based classroom research*. SDSU Center for Teaching and Learning. San Diego, CA: CTL Workshop.

Hoffman, B., Flatley, M., Shelton, S., & Pajak, A. (2001). *Integrating classroom goals with appropriate technology*. SDSU Center for Teaching and Learning. San Diego, CA: CTL Workshop.

Hoffman, B., Pastor, M. & Dubrulle, M. (March, 2000). *A Virtual Reality California Mission*. California Council for Social Studies. San Diego, CA: Annual Conference.

Hoffman, B. (February, 2000). *Mystery of the Mission Museum*. California Mission Studies Association. San Gabriel, CA: 17<sup>th</sup> Annual Conference on California Missions and Other Hispanic Sites.

Hoffman, B. (July, 1999). *Internet*. California-Baja California Border Tour. San Diego, CA: The California State Assembly Select Committee on California-Mexico Affairs.

Hoffman, B., Pastor, M., Metoyer, T., and Dubrulle, M. (May, 1999). *The Mystery of the Mission Museum: Virtual reality on a classroom budget*. Spring Conference. Palm Springs, CA: Computer Using Educators.

Hoffman, B. (March, 1999). *Online and interactive*. Technology in Teaching and Learning 99. Pomona, CA: CSU Chancellor's Office Teaching, Learning, and Technology Group.

Ritchie, D., & Hoffman, B. (May, 1998). *Instructional design principles and the World Wide Web*. NAU/web.98: In the footsteps of the Web Pioneers, 1998. Flagstaff, AZ: Institute for Learning and Technology and the Western Cooperative for Educational Telecommunications.

Epstein, S., & Hoffman, B. (May, 1998). *Faculty as web master: Creating web sites that are easy to build, maintain, and worth the effort*. California Community College Foundation Technology in Education Conference: Santa Clara, CA.

Hoffman, B. (November, 1997). *Tools, templates, and training: Using online technology to add value to CSU courses*. SDSU Center for Distributed Learning: San Diego, CA.

Hoffman, B. (November, 1997). *Tools, templates, and training: Using online technology to add value to CSU courses*. CLRIT Showcase: Sonoma, CA.

Hoffman, B. (June, 1997). *Online strategies to facilitate problem based learning*. CSU Teacher-scholar summer conference 97. Chico, CA.

Hoffman, B. (April, 1997). *Hows and whys of online learning*. State-wide teleconference on web-based instruction. College Reading and Learning Association. San Diego.

Hoffman, B. (April, 1997). *Virtual reality learning environments. From chalkboards to touch screens: Insuring San Diego's future through hi-tech education*. San Diego Software Industry Council. San Diego.

Hoffman, B. (May, 1997). *Online course development*. San Diego chapter, International Interactive Communication Society. San Diego.

Hoffman, B. (September, 1996). *Virtual learning environments*. Learning with technology: Exploring future alternatives. San Diego State University, San Diego.

Allen, B., & Hoffman, B. (September, 1996). *Project based learning: Getting ready for on-line delivery*. Learning with technology: Exploring future alternatives. San Diego State University, San Diego.

Hoffman, B., & Morgan, C. (May, 1996). *Mystery of the Mission Museum: Virtual learning environments for problem based learning*. Computer Using Educators. Palm Springs.

Bedford, J., Sharpe, D., Frost, E., Robinson, K., Hoffman, R., & Shaw, L. (April, 1996). *Smart classrooms with multimedia integration*. CCUMC Annual Conference. San Diego.

Hoffman, B. (June, 1996). *Cardinal vistas and the seven deadly scenes: Guidelines for educational video*. SDSU College of Education Technology Initiative Workshop; San Diego State University; San Diego.

Hoffman, B. (January, 1996). *Inventing the future: Swimming and feeding together*. San Diego State University College of Education Technology Workshop; San Diego.

Hoffman, B. (1996) *Distributed course delivery for problem based learning*. Consortium of College and University Media Centers Annual Meeting. San Diego, CA.

Hoffman, B. (1996) *Problem based learning and distributed course delivery: New applications for librarians*. Special Libraries Association, San Diego Chapter, Spring Seminar; San Diego.

Hoffman, B. (Moderator). (March, 1996). *From reality to virtuality: New tools for distributed learning*. San Diego State University Ad Hoc Committee for Emerging Technologies; San Diego.

Hoffman, B. (1995). *Cognition and learning with multimedia*. San Diego Software Industry Group Multimedia Special Interest Group meeting; San Diego.

Hoffman, B. (1995). *Needs assessment naturally: An automated tool for targeting customer needs*. International Society for Performance Improvement, San Diego Chapter; San Diego.

Hoffman, B. (1995). *School Technology Integration (STI): An automated tool for guiding needs assessment*. Computer Using Educators 1995 Spring Conference; Palm Springs.

Hoffman, B. (1994). *Presentation techniques*. San Diego State University College of Education Technology Infusion Faculty Workshop; San Diego.

Robinson, G., & Hoffman, B. (March, 1994). *San Diego State University's National Language Resource Center*. Sixth Annual Lily Conference on College Teaching West; Lake Arrowhead, CA.

Rossett, A. & Hoffman, B. (1993). *Conversion of an education organization into a performance technology organization*. EDS; Plano, TX.

Allen, B., & Hoffman, B. (November, 1991). *Mind mapping, hypermedia, and knowledge representation: How to avoid getting lost in hyperspace*. Sixth Annual Conference of Directors of Educational Technology/California Higher Education; San Diego, CA.

#### Other Articles

Hoffman, B., & Ritchie, D. (August, 1998) *Shrinking the distance, escalating the learning*. *Distance Education Report*.

Hoffman, B. (1997). *Integrating technology into schools*. *The Education Digest* 62(5) 51-55

Hoffman, B. (1996). Managing the information revolution: Planning the integration of school technology. *NASSP Bulletin*, 80(582), 89-98.

Hoffman, B (1995). Integrating technology into schools: Eight ways to promote success. *Technology Connection*. Worthington, OH: Linworth Publishing.

Hoffman, B. (1995). Distance learning on the global cowpath. *The Distance Educator* 1(4), 2-9.

Hoffman, B. (1995). Distance education: The elusive definition. *The Distance Educator* 1(1), 2-6.

Allen, B., Hoffman, R., & Pajak, A. (1994, November/December). A study of future trends in interactive multimedia development. *AVC Communicator*, pp. 1-4. Association of Visual Communicators, San Diego, CA.

#### Software and video programs.

Hoffman, B., & Siprut, M. (1998). *Mission Trails Regional Park*. [Computer software]. San Diego: City of San Diego Department of Parks and Recreation.

Hoffman, B., & Rossett, A. (1997). *School Technology Planner* [Computer software]. Boston: Allyn & Bacon.

Hoffman, B., & Armstrong, C., & Morales Hoffman, L. (1996). *Mystery of the Mission Museum* [Computer software]. Unpublished.

Hoffman, R., & Rossett, A. (1996). *Beyond multimediocrity* [Video]. Softbank: Atlanta, GA.

Hoffman, B. (1994). *Leadership* [Computer software]. Atlanta, GA: Centers for Disease Control and Prevention.

Hoffman, B., & Rossett, A. (1994). *School Technology Integration* [Computer software]. San Diego, CA: San Diego State University College of Education.

Hoffman, B. (Co-producer/Director) & Mathison, Carla (Co-producer). (1994). *Touch the future. Teach!* [Video]. San Diego, CA: San Diego State University College of Education.

Rossett, A., & Hoffman, B. (1994). *Needs Assessment Naturally* [Computer software]. San Diego, CA: Allison Rossett & Associates

Rossett, A., (Producer), & Hoffman, B. (Director). (1994). *EDS Human Performance Services: Professional development* [Video]. Dallas, TX: Electronic Data Systems, Inc.

Hoffman, B. (1993). *Oracle: A tool for Delphi study* [Computer software]. San Diego, CA: Learning Tree Production.

Rossett, A., (Producer), & Hoffman, B. (Director). (1993). *Passion for Performance* [Video]. Dallas, TX: Electronic Data Systems, Inc.

Fisher, K., (Producer), & Hoffman, B. (Director). (1993). *SemNet: Linking your world* [Video]. San Diego, CA: SemNet Research Group.

Robinson, G., & Hoffman, B. (1993-1996). *CALM: A Multimedia Language Learning Environment* [Computer software]. San Diego, CA: Language Acquisition Resource Center, San Diego State University

Robinson, G., Allen, B., & Hoffman, B. (1993). *Pair-a-Phrase* [Computer software]. San Diego, CA: Language Acquisition Resource Center, San Diego State University.

Haynes-Aviles, L. (Producer), & Hoffman, B. (Director). (1992). *Learning together: The Valley Center bilingual education program* [Video]. Valley Center, CA: Valley Center Union School District.

Annacherico, J. (Producer), & Hoffman, B. (Director). (1992). *James Dukes Elementary School* [Video]. Ramona, CA: Ramona Unified School District.

Hoffman, B. (Producer/Director). (1992). *Growing together: Mt. Woodson Elementary School* [Video]. Ramona, CA: Ramona Unified School District.

Lopez, J. (Producer), & Hoffman, R. (Director). (1992). *Welcome to Hanson Lane Elementary School* [Video]. Ramona, CA: Ramona Unified School District.

Hoffman, B. (Producer/Director). (1991). *Magnet Instructional Design and Technology Program: Reaching for tomorrow* [Video]. San Diego, CA: San Diego State University College of Education.

Cruz, T. (Producer), & Hoffman, B. (Director). (1991). *Changing lives (Part I): The middle school idea* [Video]. Ramona, CA: Ramona Unified School District.

Cruz, T. (Producer), & Hoffman, B. (Director). (1991). *Changing lives (Part II): Olive Peirce Middle School* [Video]. Ramona, CA: Ramona Unified School District.

Dean, M. (Producer), & Hoffman, B. (Director). (1990). *High Expectations: The Ramona Unified School District* [Video]. Ramona, CA: Ramona Unified School District.

Finley, R. (Producer), & Hoffman, B. (Director). (1990). *Life on a thread* [Video]. San Diego, CA: San Diego Unified School District.

Hoffman, B. (Producer/Director). (1989). *Virus Attack* [Video]. San Diego, CA: Learning Tree Production.

Hoffman, B. (1989). *PromptWriter* [Computer software]. Escondido, CA: Learning Tree Production.

Hoffman, B. (1990). *Draw Squad* [Computer software]. Escondido, CA: Learning Tree Production.

Hoffman, B. (1990). *Dewey, Printem, & Howe* [Computer software]. Escondido, CA: Learning Tree Production.

#### Consultancies

SDSU Department of Accountancy, advised Dr. Sharon Lightner on design of online course International Accounting, 1998.

SDSU Defense Conversion Health Sciences Database project, advised Dr. Rob Seidman, Director, on instructional design issues, 1998.

Softbank/ZIFF. Co-designed and delivered several 1- and 2-day workshops on performance needs assessment, 1994-1996.

School of Creative and Performing Arts, San Diego City Schools. Consulted with school technology committee on technology integration strategies, 1995.

Electronic Data Systems, Plano, Texas. Co-consulted on transformation of training department to performance technology department, 1994-1995.

## VI. SERVICE TO THE UNIVERSITY AND THE COMMUNITY

#### Service to the University

Chair, SDSU College of Education Technology Users Support Committee, 2002-present.

Chair, SDSU College of Education Instructional Technology Committee, 2002-2003.

Fellow, SDSU Education Center on Computational Science and Engineering. 2001-2002.

Chair, SDSU Senate Instructional Technology Committee, 1999-2002.

Fellow, SDSU Center for Teaching and Learning, 2000-2001.

Chair, SDSU College of Education Policy Council, 2000-2001.

Member, subcommittee on distributed learning, SDSU Senate committee on Academic Policies and Procedures, 1998.

Member, ad hoc committee, SDSU Distributed Learning Center. 1997-98.

Member, subcommittee on technology, SDSU Shared Visions conference. 1997.

Member, administrative committee, SDSU Baseline Access Training and Support (BATS) program. 1997-98.

Member, SDSU College of Education Policy Council. 1995-2001.

Member, SDSU College of Education Committee to Promote Diversity, Equity, and Outreach. 1998.

Supervised production of two videotapes for College of Education's NCATE review. 1997.

Member, SDSU College of Education Affirmative Action Committee. 1997.

Member, ad hoc sub-committee of College of Education Policy Council to revise forms for student evaluation of faculty. 1997.

Participated in CSU Institute development group for Distributed Learning Network Teacher Education courses. 1997.

Served on CSU Virtual University task force subgroup on Campus Relationships. 1997.

Served on ad hoc committee to develop recommendations to Academic Affairs for SDSU distance learning program. 1997.

Served on ad hoc committee to develop proposal for SDSU distance education initiative to Hoover High School (San Diego City Schools) and Ramona High School (Ramona Unified School District). 1997.

With David Sharpe, Director of Instructional Technology Services, and Susan Mar, authored San Diego State University integrated technology strategy: Baseline hardware/software access, training, and user support initiative campus plan. 1997.

Member, UTEAC Task Force on Systemic Change for Faculty Involvement in K-12 Education. 1997.

Developed and delivered 2-day workshop on “online course delivery” for College of Education faculty for the COE Technology Initiative. 1997.

Produced promotional videotape for College of Education’s centennial celebration. 1997.

Member, SDSU College of Education Research Committee. 1996.

Member, SDSU College of Education Committee on Committees. 1996.

Member, SDSU College of Education Affirmative Action Committee. 1996.

Presented probationary faculty perspective to participants in SDSU new faculty orientation. August, 1996.

Developed and delivered 2-day workshop for faculty using “Smart Classrooms” for SDSU College of Education Technology Initiative. 1996.

Presented keynote address at SDSU College of Education Technology Workshop. January, 1996.

Developed and administered Department of Educational Technology Comprehensive Examination for Masters Degree in Education. 1995-1996.

Guest speaker on using the World Wide Web for teaching and learning for Liberal Studies (LS 300) students. November, 1995.

Member, selection committee for Instructional Computing Consultant position for SDSU Instructional Technology Services.

Co-developed and delivered SDSU College of Education Technology Initiative Summer Workshop. 1995.

Developed and conducted 2-hour workshop on educational multimedia and interactive technology for Seminar in Dramatic and Documentary Forms in Television and Film (TCF 660) course. May, 1995.

Co-founded the SDSU Faculty Ad Hoc Committee on Emerging Technologies. 1995.

Developed and conducted 2-hour workshop on educational multimedia for Overview of Interactive Multimedia course in College of Professional Studies and Fine Arts. November, 1994.

#### Service to the Community

Editor, *Encyclopedia of Educational Technology*, an online reference for the educational technology community, published at San Diego State University. Available at <http://coe.sdsu.edu/eet>. 1994-present.

Organized and managed student educational video project to develop community health messages for Afgan children, for broadcast on Kabul television, with Afghanistan Relief Organization. 2003-2004.

Organized and managed collaborative project with Educational Technology and Art department students to develop multimedia web site for Cabrillo National Monument. 1998.

Organized and managed collaborative project with Educational Technology, Art, and Music department classes to produce multimedia kiosk adventure game for Mission Trails Regional Park. 1997-98.

Served as consultant to The California Arts Project. 1997.

Participated as presenter in California State Chapter Reading and Learning Association Spring 1997 video conference. April, 1997.

Valley Center Union School District. Helped arrange and conduct tour of KPBS and Department of Educational Technology for SCOUT school-to-career program for upper elementary and middle school students. May, 1997.

Valley Center Union School District. Developed and conducted computer-based museum docent training workshop for 4th grade students at Valley Center Upper Elementary School. 1996.

La Mesa-Spring Valley Elementary School District. Designed and delivered presentation on Developing a Technology Use Plan for their Technology Implementation Program Grant seminar. January, 1996.

Member, Superintendents Advisory Committee on Technology, San Diego County Office of Education. 1995-1996.