

## JOHN L. FRITZ

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### SKILLS

#### *Teaching, Learning & Technology*

- Manage a [Blackboard](#) enterprise portal and learning system serving more than 12,000 users in 1,100 courses and 350 communities
- Co-manage a monthly "[Brown Bag](#)" lecture series showcasing technology trends and best practices by faculty colleagues.
- Lead UMBC's [Alternate Delivery Program](#) for faculty redesign of courses for summer and winter online or hybrid (part online, part face-to-face) instruction.
- Responsible for all classroom technology including support of 42 "smart classrooms" and strategic planning for equipping 41 remaining classrooms.
- Training lead for UMBC's [PeopleSoft](#) finance and HR implementation, 2003-2005, and manager of project Web site.
- Instructor/course designer, IS/ENGL 387 "[Web Content Development](#)," taught as a hybrid (part online and part face-to-face) course for English and Info. Systems Depts., 2001-present.
- New Media Faculty Member, [CASE](#) (Council for Advancement and Support of Education) [Summer Institute](#) in Communications & Marketing, 2001-2004

#### *Web Strategy, Development & Usability*

- Manage UMBC's [campus Web committee](#) staffed by the Offices of Information Technology and Institutional Advancement, 1995-present.
- Lead content developer and information architect for UMBC's Web site and portal, which both won CASE "Circle of Excellence" Gold Medals in 1999.
- Project manager for UMBC's Web Content Management System search.
- Lead researcher for user needs of a new [myUMBC portal](#); conducted 12 focus groups & interviews and [online survey](#) of 400 users, Fall 2002.
- Project manager for a [Blackboard usability project](#).
- Advanced understanding of DreamWeaver and HTML, basic understanding and proficiency in ColdFusion, javascript, SQL, PhotoShop.

#### *Communications*

- Editor and writer for quarterly [OIT](#) & [UMBC Blackboard](#) email/Web newsletters (2002 – present)
- Responsible for training, documentation and support for [Blackboard](#), [PeopleSoft](#) (2002-05) and [campus Web publishing](#).
- Wrote monthly "Tech Tips" Column in faculty/staff newspaper, 2000-2003.
- Editor, [UMBC IT Strategic Plan](#), 2000.
- Contributing writer to [CASE Currents Magazine](#): "Web Usability: A Process and a Goal" (May/June 2006), "Toward a more perfect union" (April 2004).
- Contributing writer to Ragan's [Web Content Report](#)
- Speaker, Ragan Publishing's annual Web Content Management conference (2003-present) and Higher Education Roundtable (6/15/04)
- Speaker, [EDUCAUSE](#) 2002 national and mid-Atlantic regional conferences.
- Speaker, Blackboard Users Conference, 2005, 2006
- 10 years experience as a public information officer at three University of Maryland campuses. Responsibilities included news and feature stories, releases, advisories, tip sheets, op-eds and newsletters; "crisis" or late-breaking news; press conferences, faculty interviews, and special events.

### **Service & Support**

- Chair, UMBC Enrollment Mgmt. Workgroup, 2006 Middle States Self-Study
- Member, UMBC Retention Assessment Committee, 2006 to present
- Chair, Maryland Blackboard Users Group, 2005 to present
- Member, UMBC IT Steering Committee, 1998 to present
- Member, UM System "Pedagogy" Committee, 2003 to present
- Member, UMBC PeopleSoft Steering Committee, 2003-2005
- UMBC Staff Senator, 2002-2004
- Member, Public Relations Society of America, MD Chapter, 1996-2000

### **EMPLOYMENT**

**University of Maryland, Baltimore County:** (1995-present) Currently serve as Office of Information Technology's *Director of Instructional Technology & New Media* (2006-present) managing 14 FT and 20+ PT student staff, and \$900k operating and personnel budget. I oversee UMBC's strategic use of the Web, including focused efforts in teaching, learning and technology. Previously, I served as *Director of New Media Learning & Development* (7/01–7/06) *Coordinator of Web Development* (9/99-6/01), *Director of News & Online Information* (8/99 to 11/99) and *Director of Media Relations* (9/95 to 8/98).

**Public Affairs Officer:** University of Maryland at Baltimore (10/93 to 9/95). Responsible for schools of law, social work; back-up for school of medicine.

**Public Information Officer:** University of Maryland, College Park (9/87-8/90 & 2/92 to 10/93). Editor, eight-page, weekly faculty/staff newspaper.

**Public Relations Consultant:** Cooperative Education Association, Inc., Columbia, MD (1991-2000). Built CEA's member database & first Web site.

**Part-time Adjunct English Lecturer:** Maryland Correctional Institute at Jessup, administered through Essex Community College, (9/91 to 9/93).

**Visiting Lecturer** English Department, Newbold College, Binfield, Bracknell, Berkshire RG12 5AN, ENGLAND (9/90 to 8/91).

**Asst to the President:** Columbia Union College, Takoma Park, MD 20912 (9/85 to 6/87). Primary duties: fundraising, grant writing and special events.

**Research Intern,** National Endowment for the Humanities, Washington, D.C. 20036 (Summer 1985).

### **EDUCATION**

M.A., English (Rhetoric & Composition), University of MD, 1989  
B.A., English & Religion, honors, Columbia Union College, 1985  
Post-master's Certificate, New Media Publishing, University of Baltimore, 2002  
Post-master's Certificate, Instructional Design, UMBC (2 of 4 courses)  
EDUCAUSE [Frye Leadership Institute](#) Fellow, 2005 (1<sup>st</sup> from Maryland)  
EDUCAUSE Learning Initiative, 2006 to present (lead member for UMBC)

### **HOBBIES**

Golf (lowest 18-hole score: 84, 6/14/04)  
Swimming (completed 4.4 mile Great Chesapeake Bay Swim, 1998, 1999)  
Basketball (regular, Tuesday & Thursday faculty/staff lunchtime pickup game)  
Singing (Bass soloist for area churches; member, Baltimore Opera, 1996)

**References & writing samples available upon request**