Charles Ireland

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Technical Training

Curriculum Design | Technical Training | Project Management
Technical training combining soft and technical skills; managing successful enterprise-wide technical training projects. Delivers transformative organizational and program development by leveraging quantifiable multimodal methods of training delivery,
content development, and metrics analysis.

- Consensus builder using lean process improvement, adult learning principals, cultural competency, and organizational alignment to achieve strategic business goals in various industries including, Education, Health, and electronic Media.
- Technical writing, SOP's, Training
- User research informed (UX) instructional delivery
- Instructional delivery incorporating formal, social and experiential learning along with emotional intelligence attributes
- Relationship management: working with vendors, SME's, technicians and end users

Technologies and Training Theory

- Software as a Service (SaaS)
- IMS, AICC, X-API, SCORM, Collibra, LMS management
- Google Analytics, D3
- Andragogy, ADDIE, Adult Learning

Professional Experience

Curriculum Research, Writing, and Training

Next Media Group – Mahwah, NJ   2017 - present
Plan, design, and deliver instructional content focused on dental professionals. Create, adapt, and/or acquire sound instructional content for existing and emerging digital communications channels.

- Develop training strategies, inclusive of curating, creating, and acquiring new instructional content, to support the continuing education of dental professionals.
- Execute this strategy across all platforms, including existing and emerging media - mobile, web, social, etc.
- Curate and leverage content archives yielding new, high-quality instructional content that drives engagement of the professional audience.
- Collaborate with stakeholders to maximize effectiveness of user experiences, including image selection and development, key graphics acquisition and selection, layout, and all copy.
- Edit content received from authors and contributing writers for organization, clarity, medical accuracy, alignment with content objectives, and appropriateness for the target learner audience.
- Managed creative team using Adobe Captivate and Creative Suite to design customer relationship surveying and team training.

- Monitor performance criteria and extract strategic insights that can be applied to future digital training/editorial.
- Conduct needs assessments among dental professionals to determine training requirements and desired results

Market Research, Learning Design, and Training
MiND TV Channel 35 – Philadelphia, PA   2015 to 2017
Integrate adult learning theory with Myers-Briggs Type Indicators while aggregating market research data into actionable intelligence. Implementing micro / macro learning modules drove a 50% increase in participant satisfaction for new educational programming project. Develop internal and external SME relationships. Author communication and training materials.

- Organize documentation and manage logistics for all knowledge and support activities, including tracking and reporting of KPIs for each production.
- Design and implement all MBTI, Andragogy, and ADDIE on $500K television production.
- Manage planning, program logistics, objectives, content and delivery standards, program marketing, program budget management, follow up and support for change management initiatives using various software solutions including MS Project, TeamGantt, and Basecamp.
- Manage design of instructor-led and virtual adult learning (Andragogy) environments, including video / micro-learning in collaboration with the Human Resources Department.
- Design, manage, analyze, and create reports for online and onsite qualitative-quantitative research activities. Create traffic and enrollment performance metrics. Conduct UX research for online content using Google Analytics, focus groups, Interviews, SurveyMonkey, heuristics, and Constant Contact.
- Research (quantitative, qualitative, Nielsen) and provide consulting on storyline development, characters, and learning objectives. Lead content development team with multiple E-Learning tools. Leverage Cloud-based productivity tools (Microsoft Office 365, Microsoft SharePoint, Apple iCloud, and Google Apps) in multi-platform environment (Mac and PC).
- Design, manage and create KPI's for Advisory Boards, research panels, user feedback, social media, and community engagement strategies for culturally diverse groups.

Principal, School District of Philadelphia - Philadelphia, PA   1998 to 2015
Recruited as a teacher and earned promotions through a series of management and technology positions based on strong financial operating and instructional leadership performance. Managed organization governance, operations, assessment, analysis, personnel, $3M to $7M budgets and 100 staff members. Reduced budgets by 5% while increasing school performance by 10%.

- Full lifecycle designing and developing training modules for instructor led (classroom and virtual) materials including participant guides, job aids, quick reference cards and other documentation for adult learners, students, and Subject Matter Experts.
- Designed curriculum and implementation plans for enterprise wide LMS project, SchoolNet (SaaS). Led team that created initiation, planning, execution, and closure plans along with delivery of training, for 200+ "train-the-trainer" School Administrators.
- Introduced data visualization tools (D3.js, Google Charts) to analyze performance metrics while maintaining compliance with state and federal regulations for education standards / requirements.
- Trained new business teachers on Microsoft Dynamics and Cognos Business Intelligence software solutions as an introduction to data analytics instruction.
- Managed the entire public and private revenue cycle for various projects ranging in value from $10K - $300K. Led team in coding, billing, and collections for projects involving the PA Department of Agriculture, local urban farming merchants, and Career and Technical. Education initiatives funded by the PA Department of Education.

- Designed curriculum for a variety of training methods, techniques, concepts, and learning styles, using multimodal E-Learning platforms (SaaS) for extended learning opportunities. Created and implemented thematic formative/summative assessments, for data collection and input into Student Information Systems (mainframe and SaaS).
- Mentored staff, and students toward achievement of individual and school wide learning goals. Implemented community engagement strategy that led to 5% increase in student attendance. Taught and supervised cross-curricular project management techniques. Managed student information, finance, medical, and CRM cloud databases.
- Philadelphia City Council Proclamation for Transformational Leadership and Collaborative Instructional Design projects.
- Neubauer Foundation Elite Instructional Design and Leadership Innovator.

Education

Masters in Education (M.Ed.) Educational Administration
Summa Cum Laude
Lehigh University – Bethlehem, PA

Bachelor of Science (B.S.) Biology
Cum Laude
Cheyney University of Pennsylvania – Cheyney, PA

Professional Certifications

Pennsylvania Department of Education

- **Career & Technical Education Administration Director**
  Certified to develop, manage, and audit manufacturing, skilled trades, and workforce development programs
- **Principal, Biology, Business and Computer Information Technology Licenses**

Professional Development

Project Management Certificates
PMI O*NET Learning - eAuburn University

Microsoft Certified IT Professional (MCITP) Server Training
Delaware County Community College

United Way Volunteer Leadership Training Certificate
United Way of Greater Philadelphia and Southern New Jersey