

Frank M Tansey

2877 Rollo Road
Santa Rosa, CA 95404-9528
Phone +1 707.536.1105
frank@tansey.net

EDUCATION

University of Southern California	Ph.D. Counseling
California State University, Northridge	M.A. Educational Psychology
California State University, Northridge	B.A. Political Science

Additional coursework completed toward MA in Management and MA in Political Science.

EMPLOYMENT

Chief Innovation Officer – Preferred Commerce/Learn2Grow 2005-2014

Developed a wide range of gardening focused projects including Learn2Grow.com, online corporate and consumer training courses. Directed projects from design concepts through implementation. Focused on next generation improvements to advance the corporate goals. Developed the specification for consumer-facing functionality and coordinated implementation with the technical staff. Part of the senior management team of the company.

Consultant 1975-Present

Consult on a wide range of technology issues, including website architecture and interface design, web-based tools, eLearning specifications, technology implementation, enrollment management and marketing.

Editor, Writer 2003-2006

Co-Editor of *Technology-enabled Teaching* a bi-weekly electronic newsletter. Select and edit content, write viewpoints. Also write print articles on eLearning technology for *Campus Technology* magazine and other publications.

Project Administrator, Student Friendly Services Project 1998-2003

Directed the development of a comprehensive pre-admissions site for all higher education segments in California. Coordinated efforts of the University of California, the California State University, the California Community Colleges and the Association of Independent Colleges and Universities. Designed site functionality and architecture, directed contractor in development efforts. Created material for the site.

Consultant, IMS Global Learning Consortium 2000-July 2001

Assisted in the transition of the organization to a new not-for profit status. Led the development of the Learner Information Package specification. Recruited new members. Assisted in other specification development efforts.

Director, IMS Developers' Network, IMS Project 1998-2000

Member of founding senior management team. Directed all phases of IMS Developers' Network (corporations and universities worldwide who are developing IMS compliant

products and learning materials). Marketed IMS to attract new members. Assisted Developer Network members by providing information about the development and release of IMS specifications. Conducted training programs for IMS members as specifications were developed. Acted as an interface between DN members and the IMS Technical Teams. Managed projects within the IMS to assure the timely release of specifications to the project members and the public. Led and participated in specification development efforts.

Associate Vice President, Enrollment Services, Sonoma State University 1979-1998
(Dean of Admissions and Records until 1993)

Directed admissions and records functions, including admissions, registrations and student records. Planned and directed all campus marketing and recruiting efforts. Formulated and implemented an entirely new office organizational structure which improved productivity by more than eighty percent. Maintained operations on an up-to-date basis despite a 50 percent increase in applications and enrollment with no additional staff. Designed and implemented campus marketing programs that evolved the campus from a tertiary choice campus to one of three selective CSU campuses. Developed recruiting programs that produced the largest percentage increase in applications in the California State University over a five-year period. Designed CSU Pilot Admissions Program to increase campus diversity and admissions selectivity. Developed client/server admissions, advising, inquiry, and scholarship systems. Researched, recommended, planned and directed implementation of the comprehensive Admissions and Records and campus-wide data systems. Responsible for the introduction of microcomputers to the University for administrative uses. Provide additional training programs for managers, supervisors, employees and students. Chaired California State University committees on assessing technology for admissions and record, the CSU Electronic Application Project and the Project Team for CSUMentor.

Writer, InfoWorld, Macintosh Today, MacWeek 1985-1989

Reviewed hardware and software products for national computer magazines. Reviews include: artificial intelligence packages, computer aided design packages, modeling programs, laser printers, databases and word processors.

Associate Director of Admissions and Records, California State University, Northridge 1977-1979

Supervised administrative services and data processing functions of the Admissions and Records Office of a 29,000-student university. Directed student records system including coordinating and overseeing all related registration functions and responsible for all centralized public contact functions for the office.

Registrar, California State University, Northridge 1971-1977

Responsible for all registration and recording functions of the university. Directed the development and daily operation of office-wide computer systems. Developed data processing and microfilm master locator system for over 300,000 records.

TEACHING EXPERIENCE

Taught classes and lectured in Business Administration, Counseling, and Computer Science through both the regular curriculum and extended education. Also taught management training to managers and supervisors and computing for faculty, staff and administrators.

SELECTED PAPERS AND PRESENTATIONS

Innovations in Online Learning – Presentation on the development of online corporate and consumer training courses – Beijing Institute of Technology co-sponsored by Michigan State University October 2006.

Digital Divide or Digital Commons: Toward Global Knowledge Sharing – Presentation on the impact of standards as an enabling technology – Santa Clara University Center for Science, Technology and Society March 2005.

Admission Technology — Getting Personal – *Campus Technology* – March 2005

Standards?: What and Why? – Next Generation Course Management Systems, – chapter co-authored with Phillip Long, MIT, Idea Group – 2005

The Standards Bearers Close Ranks – *Syllabus* – March 2003

Introducing the California State GEAR UP Resources Clearinghouse – Middle School Conferences – San Diego, CA - March 2003

CaliforniaColleges.edu: The California College Explorer - Keynote Address – California Outreach Community Conference, Sacramento, CA, November 2002

IMS: From Vision to Reality – National Learning Infrastructure Initiative, New Orleans, LA, January 2001.

Electronic Standards for Distance Education – Postsecondary Education Standards Council, Washington, DC, May 2000.

Creating Shareable Courseware – WICHE, November 1999.

Setting the Course for Distributed Learning, Keynote Address – EDUCAUSE in Australasia, Sydney, Australia, April 1999.

Distributed Learning: Moving in New Directions – IX Transborder Forum, Mexicali, Mexico, February 1999.

Implementing an IMS System – Educom Workshop, Orlando, Florida, October 1998.

IMS Update – Educom, Orlando, Florida, October 1998.

Student Friendly Services – California State University Design Specifications, 1997.

Instructional Management Systems, Keynote Address – AACRAO Technology Summit, Denver, Colorado, August 1997.

Creating a Market Niche – American Association of Collegiate Registrars and Admissions Officers, Salt Lake City, Utah, April 1997.

Effective Use of the World Wide Web to Deliver Information – *Syllabus* July 1996, Sonoma State University

A Day in the Life: Student Computing at Sonoma State University – *Syllabus* Conference July 1995 and SSU Summer Orientations 1995, 1996, 1997.

Innovative Office Organizations – American Association of Collegiate Registrars and Admissions Officers, Indianapolis, Indiana, April 1995.

Client Server Computing – American Association of Collegiate Registrars and Admissions Officers, Indianapolis, Indiana, April 1995.

When You Buy a PC Don't Get an Edsel – American Association of Collegiate Registrars and Admissions Officers, Indianapolis, Indiana, April 1995.

Optical Imaging: Key Factors for Success – American Association of Collegiate Registrars and Admissions Officers, Tampa, Florida, April 1992

The Imaging Continuum – Comdex, Chicago, Illinois, April 1992.

Implementing a Client/Server Admissions System – CAUSE '92, Dallas, Texas, December 1992.

Optical Imaging at Sonoma State University – Administrative Solutions in Higher Education, Apple Television, February 1991.

Twin Peaks: Innovative Organizations in Admissions and Records – Pacific Association of Collegiate Registrars and Admissions Officers, Portland, Oregon, November 1990.

Optical Imaging Implementation Concerns – Imaging '90, New York, NY, October 1990.

The Academic Program Evaluator – Office Talk '90, San Francisco, CA, April 1990.

Developing a HyperCard Advising System – CAUSE '89, San Diego, CA, December 1990.

HyperEden: A Graphic Advising Tool – Office Talk '89, San Francisco, CA, April 1989.

Clarifying Advising with HyperCard – Transparent Computing Environment, Los Angeles, CA, February 1989.

Innovative Microcomputer Applications – Pacific Association of Collegiate Admissions Officers, Seattle, WA, November 1987.

Implementation Design From a User Perspective – Control Data Corporation Training, Sacramento, CA, June 1987.

Marketing Analysis For Recruiting Students – California State University Retreat on Recruiting, Asilomar Center, Monterey, CA, 1986.

Using Microcomputers to Improve Administrative Services – Western Educational Computing Consortium, Irvine, CA, May 1986.

COMMUNITY INVOLVEMENT

Blood Bank of the Redwoods

President, Board of Directors

1991/93-1993/95-1995/97

Treasurer, Board of Directors – 1988/91

Elected Emeritus Director – 2001

Leadership Santa Rosa

Participant LSR V

Steering Committee 1989/91

Selection Committee – 1989/91

Chair, Community Symposium –
1990,1991

United Way

Allocations Committee

State Employees Campaign Chair

Blood Innovations

Founding Member

President, Board of Directors – 1997/99

REFERENCES

Available upon request