CHERYL C. BURGESS, M.E.T.

(435) 512-4931 [cell]
(435) 797-1915 [office]
cheryl.burgess@usu.edu
linkedin.com/in/cherylcburgess

EDUCATIONAL BACKGROUND

Master of Science – M.E.T. Program, Educational Technology Department, College of Education, Boise State University, Boise, Idaho
> May 2007 – Education, Educational Technology (emphasis in curriculum development and teaching in an online environment) – GPA 4.0 on a 4.0 scale

Bachelor of Science – Business Information Systems and Education Department, College of Business, Utah State University, Logan, Utah
> June 1996 – Composite Major in Business Information Systems and Education. Minors in: 1) Marketing Education and 2) Business, Computer, and Information Systems

Associate of Science – Business Information Systems and Education Department, College of Business, Utah State University, Logan, Utah
> June 1994 – Office Systems Support

EMPLOYMENT EXPERIENCE

Data Analytics & Information Systems Lecturer – **August 2014 to Present.**
 Jon M. Huntsman School of Business, Utah State University, Logan, Utah
Teach BUS 3200, Business Communication (Fall 2015 to Present), and formerly taught MIS 2100, Principles of Information Systems (Fall 2014 to Summer 2020). Each course is three credits. BUS 3200 is a professional business communication course covering written, interpersonal, and oral communication. MIS 2100 covered HTML/CSS, SQL (Structured Query Language), Microsoft Excel, and current trends and principles of Management Information Systems in the workplace. Started as an adjunct in 2014 teaching MIS 2100 and then came on full-time in 2015 teaching both classes. Teach both in online and in-person formats.

WSU Online Instructor and Curriculum Developer -- **June 2002 to June 2016. Professional Sales Department, Weber State University, Ogden, Utah**
Authored and taught Internet Sales and Service (PS 2703) online for the Professional Sales Department at Weber State University. The sole author and teacher of the course for Weber State the entire length of employment. PS 2703 offers a study of the process and application of internet sales and marketing concepts. The course is part of the Technical Sales emphasis degree program.

Business, Marketing, Economics & Finance, and Computer Technology --
August 2002 to June 2015. Preston High School, Preston, Idaho
Taught business and marketing classes to high school students, grades 9-12. Course load included: Graphics Design Photo Editing, Graphics Design Animation, Advanced Adobe PhotoShop® (with ACA certification), Advanced Adobe Flash® (with ACA certification), Internet Design, Business Computer Applications, Entrepreneurship, Concurrent Economics (CFS 1120) for Idaho State University, Cheer coach for five years. Business Professionals of America (BPA) and DECA club advisor.

Contractural Curriculum Author/Developer -- **September 1998 to June 2007. Independent Contractor, working for the Utah State Office of Education, Salt Lake City, Utah**
Wrote and managed step-by-step Internet marketing and sales curriculum for all Utah high schools offering the courses statewide. Work involved two courses with revisions that occurred annually. Concepts included Internet marketing strategies, conducting online business transactions, and establishing a professional online company image. In order to accomplish this effectively, traditional business marketing principles, web design, customer service issues, buyer behavior, online sales transactions, and technical know-how were covered within the courses.

Program Manager/Curriculum Developer and Instructor – **August 1997 to April 2002. Bridgerland Applied Technology College (BATC), Logan and Brigham City, Utah**

eCommerce Program Manager, Developer, and Instructor: Implemented, developed, and managed the full-time certificate-level post high school training program in eCommerce (Internet Marketing, Sales, Design, and Development) for individuals seeking a career in the Internet industry. Program was focused on Internet technologies as they relate to conducting online business transactions.

eCommerce High School Program Developer and Instructor: Developed and taught the high school program for Bridgerland Applied Technology College. The curriculum at Bridgerland included opportunities for students to work with real companies, and students could participate in the full-time program, earning professional certification training while in high school.

Critical Workplace Skills Instructor: Taught a School-to-Careers/Work-Based Learning course to high school students at the Brigham Campus of Bridgerland Applied Technology College for two years. Arranged internships for students with local area businesses and helped students research post high school training and career interests. Course included résumé, cover and follow-up letter writing, interviewing, completing job applications, and evaluating career goals.

Adult Education Instructor: Taught a variety of evening and Saturday classes to adults from the community looking for additional skills: Beginning Internet, Advanced Internet, This is a Computer, WordPerfect, MS Excel, Keyboarding, Setting up and Maintaining an Online Company, Internet Stores and Shopping Carts, and Web Site Promotion.

TECHNICAL SKILLS

Experience using and instructing use in all listed software and programming

- Slack/Zoom/Google Hangouts
- HireVue® interview administration
- Web Development & Design, and Internet Sales
- HTML, Javascript, and CSS (Cascading Style Sheets)
- Structured Query Language (SQL)
- Adobe ColdFusion Web Application Server (CFM)
- Adobe Dreamweaver (all versions)
- Adobe Fireworks (all versions)
- Adobe Flash (all versions) and ActionScript®
- Adobe PhotoShop (all versions)
- Adobe Premiere (all versions)
- Wondershare Filmora9 (video editing software)
- Animatron (HTML 5 based Flash equivalent web service)
- Audio editing and mixing (GoldWave, Audacity)
- Learning Management System (LMS) proficiency: Canvas, Blackboard, WebCT
- Microsoft Office Suite (all versions): Excel, Word, PowerPoint, Access, Movie Maker
- Technical writing: step-by-step projects and instructions
- Cloud-based technologies: Canva, server-side site control panels, Lumen5, Powtoon

PROFESSIONAL ASSOCIATIONS & ADVISING

- Advisor, PBL (Phi Beta Lambda), Jon M. Huntsman School of Business/Utah Assoc.
- Stocks Club Advisor, Utah State University
- Member, Association for Business Communication (ABC)
- Member, National Business Education Association (NBEA)
- Member, Western Business Education Association (WBEA)
- Former Advisor, Business Professionals of America (BPA)
- Former Advisor, DECA
- Former Board Member, Utah Marketing Educators Association, USOE
- Prepared students for the Adobe® Certified Associate (ACA) Exams in PhotoShop and Flash
- 2013 BPA Regional Conference Coordinator for Southern Idaho
- Advisor of Econ Challenge with 1st and 2nd place State teams: Adam Smith Division

CURRICULUM DEVELOPMENT SUMMARY

- "Communication Using Slack and Zoom,"Association for Business Communication 2020 International Conference Proceeding and Publication. Accepted: July 2020. Presented: Oct 2020.
- Course authoring and online teaching using LMS (Canvas, Blackboard, WebCT) since 2002
- Curriculum and assessment authoring for online course delivery since 1998
- Curriculum and assessment authoring for classroom delivery since 1996
- Founded, developed, and authored the entire eCommerce program of study for Bridgerland Applied Technology College (BATC)
- Wrote two courses and state competency exams for the Utah State Office of Education for nine years, covering internet marketing and internet sales
- Course originating/authoring experience for different subjects at three universities: Weber State, Boise State, and Idaho State (NCAA approved) and course content authoring for Utah State University

COURSES & ASSESSMENTS AUTHORED

- Business Communication (BUS/MIS 3200), on-campus and online course formats, Utah State University, Logan, Utah. Students learn principles of effective written, interpersonal, and presentation communication. Students develop résumés and LinkedIn® profiles and write and design professional writing samples. Students learn interviewing techniques and practice using HireVue®.

- Principles of Information Systems (MIS 2100), online and on-campus course formats, Utah State University, Logan, Utah. Students learn principles of information technology and latest technologies. Students learn (in knowledge and practice) cloud-based technologies, HTML/CSS, SQL, and MS Excel. The course consists of assignments, projects, and quizzes in each topic, as well as a midterm and final. Taught the course on-campus from 2014 - 2020 and online from 2016 to 2020. Students receive instruction in person, step-by-step written format, and recorded video instruction.

- Professional Sales Course (PS 2703: Internet Sales & Service), Weber State University. Authored and taught the sales course for the university. Sole teacher and author of the class from 2002 to 2016. Course was delivered online through Canvas, with a few on-campus help labs offered each semester.

- Educational Technology Course (EDTech 202: Teaching and Learning in a Digital Age), Boise State University. Course was taught one semester for Boise State as an internship while completing master's degree.

- Educational Technology Course Development (ETA Workshop), Boise State University. This online workshop training was developed while completing the Educational Technology master's degree through Boise State. The purpose of the training was to prepare k-12 educators, administration, and support staff throughout the State of Idaho to successfully take and pass the educational technology assessment (ETA) exam. Passing the ETA exam is a former employment requirement of all State of Idaho k-12 employees working directly with youth in k-12 schools.

- eSales: Internet Sales and Marketing (Course 2), Marketing, Utah State Office of Education. Authored the course taught statewide by high schools in Utah from September 2000 to June 2007. Online course developed for hybrid learning with teacher resources and course assessment materials.

- Internet Marketing (Course 1), Marketing, Utah State Office of Education. Authored the course taught statewide by high schools in Utah from September 1998 to June 2007. Course development included online course for hybrid learning, teacher resources, and course assessment materials.

- Adobe® Photoshop – ACA (Adobe® Certified Associate) materials for students preparing to take the Adobe® Visual Communications PhotoShop certification exam. Have developed over 75 lessons preparing students to successfully take and pass this exam.

- Adobe® Flash – ACA (Adobe® Certified Associate) materials for students preparing to take the Adobe® Interactive Media Flash certification exam. Have developed over 60 lessons preparing students to successfully take and pass this exam.

- Business Computer Applications, Preston High School. Course consists of lessons in Prezi, Windows Movie Maker, Fireworks, keyboarding, and the MS Office Suite (Word, PowerPoint, and Excel). Course is instructor led with accompanying assignments, projects, and tests.

- HTML/CSS (Web Design), Preston High School. Students prepared for competitive events in HTML and Cascading Style Sheets (CSS). Curriculum included step-by-step written instructions along with instructor led activities. Students received in-depth training in external, internal, and inline style sheets.

- Economics Course (CFS 1120: Personal Economics), Idaho State University. Developed and taught a course taught through the Early College program at Idaho State University to high school seniors at Preston High School. Course provided three university credits and included NCAA approval. Course was broken into three units: Personal Finance, Investing, and Macro and Microeconomics. Students participated in competitive play with StockMarketGame.org. Econ Challenge teams consistently placed 1st and 2nd at State in the Adam Smith Division.

PROFESSIONAL PROGRAM DEVELOPMENT

- eCommerce Post Secondary Program, Bridgerland Applied Technology College (BATC), Logan, Utah. June 1999 to May 2002. Founded and developed the entire full-time post secondary certificated program, designed to train online sales professionals. Researched and wrote all pieces of the original full year program.

- eCommerce Secondary Program, Bridgerland Applied Technology College (BATC), Logan, Utah. June 1998 to May 2002. Developed and taught Internet sales and marketing principles to area high school students attending BATC. Students were given the opportunity to continue their program of study by enrolling in the full-time post secondary program upon high school graduation.