

# TRACY A. MENDOLIA-MOORE

DESIGNER | INNOVATOR | EDUCATOR | STUDENT | TECH GURU | MOM

## CONTACT

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## PROFILE

I am an awesome Manager of 3D Educational Technology Innovations with an array of experience in educational technology, online learning, research, leadership, pedagogy, faculty development, artificial intelligence, virtual reality, augmented reality, campus tours, outreach events organization, team training, digital marketing, web design, instructional technology, communication planning, accounting, and customer relations. I am a dedicated and extremely hard worker who is looking for new challenges and career advancement that will leverage my expertise while providing new opportunities for growth.

I look forward to meeting with you.

## CERTIFICATIONS & DEVELOPMENT

CITI Social & Behavioral Research  
Basic Certification, 2020

Introduction to Artificial Intelligence  
(AI) Certification, 2020  
IMB

Team-Based Learning Fundamentals  
Certification, 2019  
Team-Based Learning Consortium

Leading for Equity, Diversity, and  
Inclusion in Higher Education  
Certification, 2018  
University of Michigan

Multiple Continuing Education & Skills  
Certifications through LinkedIn  
Learning, ongoing

## AWARDS & RECOGNITION

**2023, May**  
Best Practitioner Poster Award  
iLRN 9<sup>th</sup> Annual Conference

**2018, April 13**  
Tracy A. Moore Day as presented by  
the Office of Outreach, Recruitment  
and Educational Partnerships

## EDUCATION

### Doctor of Philosophy (Ph.D.) *in progress*

Department of Learning Technologies  
Toulouse Graduate College  
University of North Texas, Denton  
Advisor: Robert Wright, PhD

### Master of Arts in Education (M.A. Ed.)

Emphasis: Educational Multimedia  
California State Polytechnic University, Pomona  
Thesis Title: "The College Path: A Virtual Tour"  
Advisor: Shahnaz Lotfipour, PhD

### Bachelor of Arts (B.A.)

Emphasis: Communications / Advertising  
California State University, Fullerton

## WORK EXPERIENCE

### MANAGER OF 3D EDUCATIONAL TECHNOLOGY INNOVATIONS

10/2022 – Present  
Pomona, CA

*Center for Excellence in Teaching & Learning*  
Western University of Health Sciences

- Lead and support a team of educational innovators.
- Manage mixed reality (AR/VR/XR) and AI educational learning experiences project pipeline.
- Share innovations related to ChatGPT and generative artificial intelligence -AI- tools, including prompt engineering, as it relates to teaching & learning.
- Partner with faculty and subject matter experts (SMEs) on research for grants, publications, and poster presentations
- Research and stay abreast of innovative learning solutions.

## 2018 Award Recipient

Google Developer Challenge  
Scholarship; Grow with Google

## 2012, June

Letter of Appreciation from the United States Coast Guard; one of the highest honors a Civilian can receive.

Created a philanthropic website and social media work resulting in over \$20,000 in fundraising for the Chief Petty Officers' Association (CPOA) to be used on behalf of the Belisle-Hopkins Relief Fund assisting the widows and families of Richard Belisle and James Hopkins who were murdered while on watch at the Communications Station in Kodiak, Alaska April of 2012.

## MEMBERSHIP & AFFILIATIONS

- EDUCAUSE & HP: Community of Practice Member
- EDUCAUSE 7TYSK: AI Member
- AI Expert Panel: EDUCAUSE
- EDUCAUSE Digital Learning Strategy – Working Group Lead
- EDUCAUSE University Ambassador
- EDUCAUSE Proposal Reviewer
- AECT Member
- AMEE Member
- IEEE Member
- TCEA Member
- Team-Based Learning Consortium
- Online Learning Consortium
- Google Women Techmakers Member
- Kiwanis Member
- Golden Key International Honor Society Member
- Girl Scouts of America, Leader
- Delta Zeta Sorority Alumni

## SKILLS

- Design
- Attention to Detail
- Budgeting
- Team-Based Learning

- Hire and guide freelance developers in completing design projects in Unity and Dialogflow
- Create project plan and manages project end-to-end. Proactively monitoring project status, following up with key stakeholders, ensuring deliverables are completed, identifying and resolving any barriers, and keeping department management up to date with progress and status of project.
- Strategize project's data analytics development for expected results and feedback.
- Closely work with IT to configure fleet of VR Meta Quest 2 Oculus headsets for seamless Wi-Fi access through the firewall securities.
- Demo VR learning experiences to faculty, staff, and students
- Lead in-person and online professional development sessions to a diverse audience on topics related to virtual reality, augmented reality, artificial intelligence, ChatGPT, OpenAI, chatbots.
- Develop marketing and outreach communication and develop content for press release to enhance project awareness.
- Support the university's mission and goals through innovation projects and ideas.
- Led an EDUCAUSE Working Group consisting of digital learning leaders at ten different universities on the development of a digital learning strategy (DLS) framework; to be published 2023.

## MANAGER OF INSTRUCTIONAL DESIGN & LEARNING DEVELOPMENT

09/2018 – 10/2022  
Pomona, CA

*Center for Excellence in Teaching & Learning*  
**Western University of Health Sciences**

- Lead and support a team of instructional designers.
- Assist faculty (subject matter experts) with formulating strategies to optimize content delivery through course design and appropriate selection of multimedia selections while promoting pedagogical best practices.
- Provide training for faculty and staff on effective use of technology in the classroom and online. Teach bi-weekly faculty development lectures on academic topics related to e-Learning and teaching and learning. Conduct in-lab workshops on creating e-Learning modules for online student learning.
- Created faculty development website utilizing embedded learning management system to facilitate the platform for seven online courses designed to teach the medical SME faculty how to be teachers.
- Configured a digital badging and certification system into the LMS for faculty to receive a badge/certification upon completion.
- Partnered with SME faculty to create medical case-based Articulate Storyline learning module with advanced trigger and JavaScript features. Developed multiple e-Learning modules utilizing Articulate 360 software.
- Design, develop, create a weekly email campaign to faculty and staff promoting weekly training and tips related to teaching and learning.
- Championed team-based learning (TBL) reintroduction to the university by creating a TBL workbook, online course, and leading educational lectures for faculty to learn how to conduct TBL.
- Official EDUCAUSE Ambassador for the university.

- Team Leadership
- Team Training
- Project Planning
- Event Planning
- Accountability
- Business Process Improvement
- Balloon Animals, Roller Skating

**SOFTWARE  
PROFICIENCY**

- Microsoft Office Suite: Teams, Word, PowerPoint, Excel, Publisher, Notebook, SharePoint, Forms, Planner, OneDrive,
- LearnDash LMS,
- Blackboard LMS,
- Moodle LMS,
- Canvas LMS,
- Elentra LMS,
- Google Classroom
- ChatGPT
- Articulate 360 Suite: Articulate Studio, Storyline, Rise, Replay, Review
- Adobe Creative Suite: Photoshop, Dreamweaver, Acrobat,
- Web Design, Html, CSS,
- WordPress,
- Guidebook, Blippar Augmented Reality,
- Zoom,
- Credly Digital Badging,
- Qualtrics,
- Stripo Email Design,
- MailChimp, Constant Contact,
- Formstack,
- Search Engine Optimization (SEO), Pay Per Click (PPC) advertising, Social Media Marketing,
- Database CRMs: PeopleSoft, OnBase, Salesforce, Goldmine, Oracle, Sage,
- QuickBooks,
- Google G-Suite, Google Analytics, Google AdWords, Google Drive

**VOLUNTEER  
ACTIVITIES**

2023	Kiwanis Fundraiser Committee
2022-2023	Kiwanis
2013-2023	Girl Scout Leader

**EVENT COORDINATOR/OUTREACH REPRESENTATIVE** **08/2017 – 08/2018**  
*Department of Outreach, Recruitment & Educational Partnerships*  
**California State Polytechnic University, Pomona**

- Responsible for promoting and supporting the University's enrollment and persistence goals by participating in student recruitment and campus marketing efforts.
- Assist with the planning and implementation of on- and off-campus programs and events designed to encourage/assist prospective students to apply to Cal Poly Pomona and to learn about the services and programs available at Cal Poly Pomona.
- Contribute to the design, planning, and implementation of events such as Preview Day, CPP Counselor Day, Discover CPP, Majors Fair, White House Initiative visit, CSU Counselor's Conference, etc.
- Serve as the planning and implementation lead for campus tours which received over 20,000 tour-goers. Tasks included overseeing the tour calendar, providing customer service for off-campus tour planners, scheduling 20+ students into the scheduled tour slots.
- Development of planning and implementation of student training. Assist with the assignment and response to requests for college fair participation and requests for counselor visits.
- *Department of Admissions and Outreach split, and my position was moved to the newly developed department of Outreach, Recruitment & Educational Partnerships.*

**EVENT COORDINATOR** **02/2016 – 7/2017**  
*Department of Admissions & Outreach*  
**California State Polytechnic University, Pomona**

- Lead day-to-day success for CPP campus tour program.
- Provide valuable insight into the future of the tour program by developing Academic Tours that partner with the academic colleges of the campus to share and enhance the tour experience increasing yield.
- Assist with budgeting and student scheduling which during January 2016 included approximately 850 scheduled student assistant hours.
- Design, coordinate, and implement internal and external events for the Office of Admissions and Outreach, including Counselor Day, Discover CPP, Experience CPP, 8th Grade Majors Fair, etc.
- Assisted with the development of an in-house database intranet which developed ease of event scheduling, communication, and reporting on college fairs and other outreach events, campus tours, student schedules, and FAQs.
- Wrote department Standard Operating Procedure Manual for Front Counter Lobby and the Photo ID process.
- *Promoted from the previous position.*

**ADMINISTRATIVE SUPPORT COORDINATOR** **11/2014 – 2/2016**  
*Department of Admissions & Outreach*  
**California State Polytechnic University, Pomona**

- Organized the successful 2015 High School Counselors Day, inviting 200+ local area high school counselors to learn about the admissions process and how it relates to their students.
- Assisted with coordination and scheduling of the 900+ Fall outreach events for the department.
- Developed a marketing program for AVID letters and communications.

2012-2014	Web Designer, Kodiak Relay for Life
2012	Belisle-Hopkins Relief Fund
2010	Co-Chair Stiles-Clark Auction - benefit the Santa to the Villages Program
2009	Committee Member, Kodiak Rodeo & State Fair; Art Designer for merchandise
2001	Vice President Public Relations, CSUF Panhellenic Council
2000	Philanthropy Chair, CSUF Panhellenic Council
2000	CSUF Greek Week Committee

- Fundamental in the rollout of the GET system process as it relates to campus photo IDs and new students entering orientation.
- Oversaw Cal Poly Pomona campus tours during staff transitions and maintained the day-to-day operations during Spring 2015.
- Represented the Office of Admissions and Outreach on the Cal Poly Pomona Homecoming Committee; arranged a tram tour and new tour script for over 500 Homecoming attendees.
- Prepare budget projections for travel, outreach events, and student payroll.
- Prepare monthly payroll for 30-60 students employed by the office, develop a digital filing system for budget documentation, prepare travel paperwork for the staff and prepare accounts payable documentation per the State requirements.
- Provide administrative operational support to the Department of Admissions and Outreach with frequent contact of all levels of management, administration, students, parents, and off-campus agencies that involve complex secretarial and administrative work.
- Assisted with the development of a WordPress virtual database system designed to capture and report outreach event activities, staff/student travel, frequently asked questions, student schedules, and campus tour reservations.

**OFFICE MANAGER, DIGITAL MARKETING  
International Source Network  
General Finance Source Supply**

**06/2013 – 11/2014  
Upland, CA**

- Created and implemented print and digital marketing for the companies under the corporate umbrella. Including, but not limited to corporate marketing letters, postcards, inter-company networking, website design and creation, search engine optimization, and search engine marketing.
- Started as an Office Manager with one of the smaller companies before moving to corporate marketing where I worked daily with the Chinese factories, logistics companies, and clients.
- Prepared and analyzed all financial reports utilizing QuickBooks.
- Managed all Accounts Payables and Accounts Receivables.
- Key role in the company sales growth of 30% in the last 6 months.

**OWNER/OPERATOR  
Fireweed Studios**

**03/2005 – 06/2013  
USA**

- Started my marketing operation from my home, which included services to small business owners such as website design, graphic design, direct mailers, business cards, marketing literature, features of search engine optimization, paid online advertisements, and the development of marketing plans.
- Worked with a very tight budget for most clients while maximizing their marketing exposure.
- At the time I was a military spouse and we moved often. Having my own business allowed me to continue to bring in an income regardless of our current duty station.

**PROPERTY MANAGER  
F & R, INC.**

**04/2009 – 6/2012  
Kodiak, AK**

- Responsible for managing a portfolio of apartment communities and commercial properties with a combined annual gross income of \$1.9 million.

## PROFESSIONAL COMMITTEES

- EDUCAUSE Artificial Intelligence (AI) Expert Panel
- Co-Lead: EDUCAUSE Digital Learning Strategy Development Committee
- University EdTech Sub-Committee
- University Faculty Development Committee
- Faculty Orientation & Development Committee, College of Pharmacy
- Interim-Provost Advisory Committee
- EdTech Sub-Committee for The College of Graduate Nursing
- EdTech Sub-Committee for The College of Health Sciences
- Faculty Orientation and Development Committee for the College of Pharmacy
- Staff Council
- CPP Homecoming Committee
- Outreach and Recruitment Marketing Brochure Committee
- Student Hire Committee
- Veteran Yield Committee
- SSPII Search Committee

- Developed and implemented marketing objectives, census development, community relations, policies and procedures, budgetary objectives, regulatory compliance, and employee relations.
- Revitalized a 54-unit apartment complex and increased occupancy from 30% to 100%.
- Advertised vacant space for lease, selected tenants, made lease agreements, collected all deposits, and rent, solved tenant issues, and oversaw evictions.
- Updated owners about the physical condition of the property, and all financial arrangements while acting as a liaison between the owner of the properties and tenants.
- Maintained all resident files in compliance with Section 221(d) HUD Requirements.
- Developed scope of multi-property security camera installation while cohesively working with local law enforcement to thwart potential criminal activity.
- Managed the database and cash flow reports for the rental properties. Spearheaded implementation of digital healthcare record management system for daily staff charting at the Assisted Living sector of a subsidiary company.
- Developed employee operations manual and all Assisted Living tenant contracts in compliance with the State of Alaska Department of Senior and Disability Service guidelines.
- Worked closely with maintenance personnel to ensure all upkeep and repairs were performed to company standards, on time, and within budget.

**MARKETING MANAGER**  
Hershey Systems, Inc.

**03/2005 – 5/2006**  
**Santa Fe Springs, CA**

- Helped to increase sales through a solid marketing campaign that included: integrated marketing communications, brand awareness, public relations, website reinforcement, email campaigns, tradeshow, and webinars.
- Developed and created corporate product literature.
- Wrote and published client & partner case studies, success stories, and testimonials. Managed public relations including product launches, corporate announcements, press releases, analysis briefings, and coordination of speaking engagements. Created advertisements and promotional “giveaways” and managed any sales promotions.
- Corporate website administrator: developed and maintained corporate, client, and partner websites.
- Planned and executed scheduled webinars to drive sales activity.
- Designed corporate templates for presentations & proposals.
- Conducted quarterly client communication including newsletters, conference calls, and webinars.
- Event planning includes trade shows, customer conferences, and partner meetings.
- GoldMine CRM Database administrator.
- Developed annual Marketing Plan and Budget.

**CONTEMPORARY MARKETING REPRESENTATIVE**  
Anheuser Busch

**08/2004 –03/2005**  
**Pomona, CA**

- Promoted Anheuser-Busch products to a contemporary adult market for key on-premises accounts.

- Helped to set up and arrange local special event venues such as the Pomona Drag Races.
- Researched information to better understand the demographics and customer profiles in key accounts.
- Aggressively anticipated, monitored, and met external customer and consumer needs.
- Effectively presented ideas and information on products to retailers and consumers.
- Identified and communicated sales and marketing opportunities to increase volume, distribution, and profits.
- Maintained a structured call frequency on assigned accounts.

**TRAFFIC MANAGER**  
**Lead Generations, Inc.**

**08/2003 – 08/2004**  
**San Clemente, CA**

- Maintained the flow of daily operations while maximizing profit and lead sales.
- Responsible for all lead traffic through our database systems.
- Created print advertising.
- Executive Administrative Assistant to the CEO and Director of Sales.
- Accountable for invoicing

**DISNEYLAND RESORT**  
**Guest Relations & Tour Guide**

**10/1998 – 06/2003**  
**Anaheim, CA**

- Guest Relations Cast Member & Trainer.
- Worked with guests and made managerial-type decisions concerning any questions, comments, or concerns that arose during their visit to Disneyland Resort.
- Conducted Park tours as a well-known Disneyland Tour Guide.
- Adept at handling Guest inquiries and concerns in an effective and timely manner while maintaining a positive and enthusiastic perspective.
- Answered phone calls, used the Resort intranet, completed ticket and cash transactions using a computer, and provided park information.
- Employed concurrently while attending college full-time.

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## NATIONAL & INTERNATIONAL CONFERENCE PRESENTATIONS

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Blackman, A., Culver, J. & **Mendolia-Moore, T.**, Stein, R., (2023). Leveraging the EDUCAUSE Digital Learning Strategy Framework at Your Institution. Poster Presentation at the EDUCAUSE Annual Meeting conference, Chicago, IL.

Blackman, A. & **Mendolia-Moore, T.**, (2023). Leveraging the EDUCAUSE Digital Learning Strategy Framework at Your Institution. Poster Presentation at the EDUCAUSE Learning Initiative (ELI) conference, Anaheim, CA.

Guillaume, M., Johnson, T., **Mendolia-Moore, T.**, & Trudgeon, R. (2023). Ready, (Head)Set, Go! Virtual Reality Immersive Simulation for Interprofessional Education. Demonstration Presentation at the EDUCAUSE Learning Initiative (ELI) conference, Anaheim, CA.

**Mendolia-Moore, T.**, (2023). Empathetic Chatbot: Enhancing Medical Education with Artificial Intelligence. WIP Poster Presentation at the 9th International Conference of the Immersive Learning Research Network (iLRN2023), Virbela, San Luis Obispo, CA.

**Mendolia-Moore, T.**, (2023). In The Role of Virtual Reality in Distance Learning: An Examination of the Efficacy on Student Learning Outcomes, Social Presence, and Collaborative Learning. WIP Poster Presentation at the 9th International Conference of the Immersive Learning Research Network (iLRN2023), Virbela, San Luis Obispo, CA.

Prasad, C. & **Mendolia-Moore, T.** (2023). Microlearning and the Effectiveness of eLearning Instructional Aides Compared to Recorded Classroom Lectures. Poster Presentation at the annual conference of the American Association of College of Osteopathic Medicine, Baltimore, Maryland.

**Mendolia-Moore, T.**, & Prasad, C. (2022). Microlearning and the Effectiveness of eLearning Instructional Aides Compared to Recorded Classroom Lectures. ePoster Presentation at the annual conference of the Association for Medical Education in Europe, Lyon, France.

Beauchamp, J., **Mendolia-Moore, T.**, Gogineni., H. (2022). Comparing Interactive Case-Based eLearning with Paper-Based Cases in a Second Year Pharmacy Therapeutic Liver Course. Poster presentation at the annual conference of the American College of Clinical Pharmacy, Grapevine, TX.

Biltz, N., Keller Johnson, T., Cone, H., Peek, G., **Mendolia-Moore, T.**, Chun, S. (2021). Virtual Escape Room in the Classroom: Clinical Application for Neurorehabilitation. Poster presentation at the annual conference of the American Physical Therapy Association, virtual.

**Mendolia-Moore, T.**, (2021). Simulated Case-Based Learning, COVID-Style. Presentation at the annual conference of Serious Play Online, Virbela VR, online.

**Mendolia-Moore, T.**, (2021). Ready Player One...Ready Player Now. Petch kutcha presentation given at the annual conference Immersive Learning Research Network (iLRN), Virbela VR, online.

**Mendolia-Moore, T.**, (2021). Based on Bandersnatch: Designing a 'Choose Your Own Adventure' eLearning Module. Education presentation given at the annual conference of the Online Learning Consortium (OLC) Innovate, Zoom, online.

**Mendolia-Moore, T.**, (2020). Augmented Reality (AR) Physical Examination of 4-Legged Patient. HoloLens educational technology demonstration was planned for the annual conference of the EDUCAUSE Learning Initiative (ELI) which was canceled due to the discovery of COVID, Seattle, WA.

**Mendolia-Moore, T.**, (2019). PBL Gamechanger: Utilizing Gamification and Case-Based Learning in Articulate Storyline for Medical Education. Education presentation given at the annual conference of the Online Learning Consortium (OLC) Accelerate, Orlando, FL.

**Mendolia-Moore, T.**, (2019). Reimaging the College Campus Tour with XR. Augmented reality educational technology demonstration given at the EDUCAUSE Learning Initiative (ELI) conference, Anaheim, CA.

## PEER REVIEWER

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*Journal of Science Education and Technology, Springer, 2023, 1*

## PUBLICATIONS

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**Mendolia-Moore, T. A.** (2023). Empathetic chatbot: Enhancing medical education with Artificial Intelligence. *Practitioner Proceedings of the 9th International Conference of the Immersive Learning Research Network (iLRN2023)*. <https://doi.org/10.56198/itig2u41k>

**Mendolia-Moore, T. A.** (2023). The role of virtual reality in distance learning: An examination of the efficacy on student learning outcomes, social presence, and collaborative learning. *Practitioner Proceedings of the 9th International Conference of the Immersive Learning Research Network (iLRN2023)*. <https://doi.org/10.56198/itig24xf8>

Blackman, A., & **Mendolia-Moore, T.A.** (2023). *A framework for developing an Institutional Digital Learning Strategy*. EDUCAUSE Review. <https://er.educause.edu/articles/2023/5/a-framework-for-developing-an-institutional-digital-learning-strategy>

**Mendolia-Moore, T.** (2022). *First Breaths: 3D-Printing Preemie CPAP Apparatus*. Retrieved from <https://news.westernu.edu/blog/first-breaths-3d-printing-preemie-cpap-apparatuses/>

Bauchamp, J., **Mendolia-Moore, T.**, & Gogineni, H. (2022). Trainee poster competition finalists' poster abstracts presented at the 123rd annual meeting of the American Association of Colleges of Pharmacy, July 23-27, 2022. *American Journal of Pharmaceutical Education*, 86(5), 9168. <https://doi.org/10.5688/ajpe9168>

**Mendolia-Moore, T.A.** (2019, February 27). *The college path: A virtual tour*. Retrieved from <http://broncoscholar.library.cpp.edu/handle/10211.3/208084>