

# Gregory B. Zobel

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[@drgbz](#)

## Current Position

Assistant Professor of Educational Technology, Division of Teacher Education, College of Education, Western Oregon University. 2012—now.

## Education

Ph.D., Technical Communication and Rhetoric, Texas Tech University (December 2011).

*Dissertation:* Improving Humboldt County Mobile Visitors' Experiences through an Assemblage Approach to Usability Testing.

Chair: Dr. Brian Still; Members: Dr. Amanda Booher and Dr. Sean Zdenek.

M.A., English, Humboldt State University (May 2006).

Emphases: Teaching of Writing; Literature.

B.A., English, Robert D. Clark Honors College, University of Oregon (December 1995).

## Other Academic Experience

Moodle Technology Assistant, English; Texas Tech University, 2010—2011.

Doctoral Fellow, Technical Communication & Rhetoric; Texas Tech University, 2009—2011.

## Related Consulting Work

E-Learning Consultant, National Consortium on Deaf-Blindness. November 2012—now.

Contact: Dr. Amy Parker.

## INSTRUCTION

### Instructional Experience

Assistant Professor, Education; Western Oregon University, 2012—now.

Associate Faculty, English; College of the Redwoods, 2006—2009.

Lecturer, English; Humboldt State University, 2008.

Writing Center Tutor, Writing Center, English; Humboldt State University, 2006.

Writing Lab Tutor, English; Humboldt State University, 2004—2005.

## **Courses Taught at WOU**

CSE 604: Portfolio  
CSE 606: Web Based Web Site Design  
CSE 617: Open Source Software  
CSE 619: Big Thinkers  
CSE 624: Internet for Educators  
CSE 632: Cultural, Social, and Philosophical Issues in Educational Technology  
CSE 667: Making Video Accessible  
CSE 668: Creating Mobile Content  
CSE 669: Screencasting: Basics & Best Practices  
CSE 692: Learning Objects  
ED 270: Technology for Teachers  
ED 626: Instructional Design  
ED 633: Research and Writing  
LIB 686: Emerging Technologies

## **Courses Developed or Revised at WOU**

CSE 606: Web-based Web Site Design (Summer 2012). Developed course to teach students how to develop web sites online using WordPress. Course elements included audience awareness, basic usability, basic web site maintenance, and including multiple media in their sites.

CSE 606/617: Open Source Software (Summer 2012; Winter 2014). Did not run Summer 2012 due to low enrollment. The course will run in Winter 2014 as a required component for the Instructional Design Certificate. Course design focused on exposing students to and exploring diverse Open Source platforms like Ubuntu and OpenIndiana as well as using open source tools like AbiWord, Gimp, Firefox, and Audacity.

CSE 624: Internet for Educators (Summer 2012—Fall 2013). Revised the course core and content extensively and condensed it to fit in a six-week summer course in Summer 2012. In Fall 2012, expanded the course to fit in a ten-week quarter. Summer 2013 revised course content to include more Fair Use and video-related content to meet student needs.

CSE 632: Social & Philosophical Issues in Educational Technology (Fall 2012; Fall 2013). Did not run Fall 2012 due to low enrollment. Ran Fall 2013. Course design focused on

exploring basic and historical definitions of philosophy, technology, and education. The course blends historical role and understanding of technology with employing Technological Pedagogical Content Knowledge (TPACK).

CSE 667: Making Video Accessible (Summer 2013). The one-credit course will focus on making video accessible via captioning and audio description. Most of the efforts will focus on captioning. We will discuss and try out several different captioning tools, discuss captioning best practices, review potential classroom applications, and caption videos you have made or would like to use in your classes.

CSE 668: Creating Mobile Content (Summer 2013). This class will provide an initial overview of the differences in creating content for mobile and non-mobile platforms. Then we will work to convert, adapt, or create text, audio, video, data, and interactive pieces that work on mobile platforms. This means most of our time will be creating, converting, and testing out several texts into different formats and determining the best way to deliver those to mobile users.

CSE 669: Screencasting: Basics & Best Practices (Summer 2013). This course will focus on best practices for planning and creating screencasts. We will use several different types of software, talk about audio quality, scripting, captioning, etc. Much of the class will be practical, and will center on creating several different screencasts for your class. The end goal is to work with and develop/increase your screencasting skills.

ED 626 Instructional Design (restructured & redeveloped 2012 & 2013). Rebuilt the course to focus on working with the ADDIE approach to ID given ADDIE's position as basic/foundational to ID. Students worked through the ADDIE process and created materials for their courses and classes using this process so they would experience how the ADDIE process worked.

CSE 692 Learning Objects. Offered and redeveloped a course that had not been taught for several years. The course shifted focus to develop evaluation rubrics for already existing learning objects, evaluating objects that met the teachers' specific age and content-related needs, and curating a collection of objects for use in their classes.

### **Courses Taught/Developed (pre-WOU)**

English 1A: Analytical Reading/Writing.

English 150: Precollegiate Reading/Writing.

English 350: Reading & Writing Skills.

English 100: First Year Reading & Composition.

English 100A: Intensive Reading & Composition.

English 1A: Health; I developed a Health-themed 1A course for nursing students.

### **SCHOLARLY PRODUCTION**

## Publications & Book Reviews

[Forthcoming] **Zobel, G.** Response to C. Duerringer's "Choosing a Committee" (2013). In R. Skinnell, J. Holiday, C. Vasset & T. Skeen [Eds.], *What We Wish We'd Known: Negotiating Graduate School*. Southlake, TX: Fountainhead Press.

**Zobel, G.** (2014) Editor-at-Large for *Digital Humanities Now*: <http://digitalhumanitiesnow.org/>. For a week at a time, I reviewed, voted, and helped determine which content was featured on the website. January 4-10, 2014; February 15-21, 2014; April 12-19, 2014.

**Zobel, G.** (2014) Editor. *Data + Design: A simple introduction to preparing and visualising information*. One of 56 contributors who developed, authored, editing, and published this web-based, Creative Commons text in 2014. The publication was supported by Infoactive and the Donald W. Reynolds Journalism Institute. I was a volunteer editor. <https://infoactive.co/data-design/titlepage01.html>

**Zobel, G.** (2014). Seale's *E-Learning and Disability in Higher Education: Accessibility Research and Practice*. [Review of Seale's *E-Learning and Disability in Higher Education: Accessibility Research and Practice*. Routledge, Taylor & Francis Group: New York, 2014]. *Technical Communication*, Vol 61(3).

**Zobel, G.** (2014). Littlejohn and Anoush's *Technology-enhanced Professional Learning*. [Review of Allison Littlejohn and Margaryan Anoush's edited volume *Technology-enhanced Professional Learning: Process, Practices and Tools*. Routledge, Taylor & Francis Group: New York, 2014]. *Technical Communication*, Vol 61(3).

**Zobel, G.** (2014). O'Donoghue's *Producing Video for Teaching and Learning*. [Review of Michael O'Donoghue's *Producing Video for Teaching and Learning: A Framework for Planning and Collaboration*. Routledge, Taylor & Francis Group: New York, 2014]. *Technical Communication*, Vol 61(3).

**Zobel, G.** (2013). Larson and Lockee's *Streamlined ID*. [Review of Miriam B. Larson and Barbara B Lockee's *Streamlined ID: A Practical Guide to Instructional Design*. Routledge, Taylor & Francis Group: New York, 2014]. *Technical Communication*, Vol 60(4).

**Zobel, G.** (2013). *Online Education 2.0*. [Review of Editors' Kelli Cargile-Cook and Keith Grant-Davie's *Online Education 2.0: Evolving, Adapting, and Reinventing Online*. *Technical Communication*. Baywood: Amityville, 2013]. *Technical Communication*, Vol 60(4).

**Zobel, G.** (2013). Gochenour's *Information System Design Using TWiki*. [Review of Phil Gochenour's *Information System Design Using TWiki*. XML Press: Laguna Hills, CA, 2012]. *Technical Communication*, Vol 60(4).

**Zobel, G.** (2013). Spinuzzi's *Topsight*. [Review of Clay Spinuzzi's *Topsight: A Guide to Studying, Diagnosing, and Fixing Information Flow in Organizations*. CreateSpace: Austin, 2012]. *Technical Communication*, Vol 60(3).

**Zobel, G.** (2013). Engaging Complexity in Usability through Assemblage. *Communication Design Quarterly Review*. Vol 1(3), pp. 18-22.

- Zobel, G.** & Schirmer, J. (6/19/2013). Edu-Punk Video Killed the LMS Star: In Absentia Video Presentations. *Hybrid Pedagogy*.  
[http://www.hybridpedagogy.com/Journal/files/Edu\\_Punk\\_LMS.html#unique-entry-id-140](http://www.hybridpedagogy.com/Journal/files/Edu_Punk_LMS.html#unique-entry-id-140)
- Kuletz, E. & **Zobel, G.** (1/28/2013). Finding a Better and More Productive Project Management System (2013). EduCause. <http://www.educause.edu/ero/article/finding-better-and-more-productive-project-management-system>
- Kuletz, E. & **Zobel, G.** (11/29/2012). Relevant Technology: Asana. *ATTW Bulletin*.  
<http://attw.org/?q=node/188239>
- Andrews, C., Burleson, D., Dunks, K., Elmore, K., Lambert, C. S., Oppegaard, B., Pohland, E. E., Saad, D., Scharer, J., Wery, R., Wesley, M., & **Zobel, G.** (2012). New Method in User-Centered Design: Collaborative Prototype Design Process (CPDP). *Journal of Technical Writing and Communication*, 42, 2, pp. 123-142.
- Zobel, G.** (1/5/2009). "The Adjuncts' Mandate." Inside Higher Ed.com.
- Zobel, G.** (2008). Bousquet, Marc. How the University Works: Higher Education and the Low-Wage Nation. New York University Press: New York, 2008. Review appeared in CPFA News [Santa Monica], Volume 9, #2, pg. 3.
- Zobel, G.** (2007). "Fearless Joy" published by *Forum* Vol 11(1): in *CCC* Vol 59(1), A10-A12.

## Conference Presentations

- "Understanding Student Expectations of Online Learning." NW eLearning Conference. Boise, Idaho. 23-24 October 2014.
- With Kuletz, E. "Sharing Technology Tools and Strategies: Improving Collaboration and Efficiency." NW eLearning Conference. Boise, Idaho. 23-24 October 2014.
- "Assessing Faculty Perceived Risks in Teaching Online." NW eLearning Conference. Boise, Idaho. 23-24 October 2014.
- "Taxonomizing Screencasts." Digital Pedagogy Poster Session at the Conference on College Composition and Communication. Las Vegas. 13-16 March 2013.
- "Assemblage, Complexity, and Usability." Symposium on Communicating Complex Information. Greenville, NC. 25-26 February 2013. [Accepted to present; unable to attend due to bad weather.]
- "Reducing Distance and Reducing Confusion in Online Education with Instructor Generated Video." NWeLearn Conference. Portland. 18 October 2012.
- "Poking and prying with a purpose": Questioning Our Methods, Developing Better Researchers" presenting with Dr. Carole Clark-Papper and Dr. Rebecca Rickly. Led session "Doctoral Student Research Confidence and Research Challenges." CCCC. Atlanta. 7 April 2011.

"Doctoral Student Research Confidence and Research Challenges." CPTSC. Boise. 1 October 2010.

"Adjuncts & Allies." CCCC. San Francisco. 11 March 2009.

## **Invited Lectures and Presentations**

With Kuletz, E. "Sharing Technology Tools and Strategies: Improving Collaboration and Efficiency." Invited presentation at WOU's Teaching Research Institute Bagels & Bytes series. 7 August 2014.

"Grant Basics & Easy Action Steps." Invited presenter, BRIDGE Program. College of Education, WOU. 25 October 2013.

"Technology Tips for Graduate School Success." Co-presenter at WOU Graduate School Orientation. 18 October 2013. WOU.

"Grant Basics for K-12 Teachers." Invited Presentation. WOU. ED 429. 22 October 2012; 1 April 2013.

"Technology Tips for Graduate School Success." Co-presenter at WOU Graduate School Orientation. 28 September 2012. WOU.

"Visual Organizers in the Writing Classroom." Redwood Writing Project. Arcata, California. 14 July 2010.

"Captioning Web-based Videos with Subtitle Workshop," with Dr. Sean Zdenek. Texas Tech University, Lubbock, Texas. 30 October 2009.

"Captioning Web-based Videos: An Introduction," with Dr. Sean Zdenek. Texas Tech University, Lubbock, Texas. 16 October 2009.

## **PROFESSIONAL DEVELOPMENT**

### **Campus Workshops Organized, Sponsored, or Presented at WOU**

Helped coordinate Dr. Punya Mishra's campus visit, class visit, and presentation. 28 October 2014.

Comprehensive Exam Preparation Sessions for MEd Students at WOU. 6 and 9 October 2014.

ASSETT: SmartBoards, Clickers, DocCams, and iPads workshop for College of Education undergraduate and graduate students. 22 November 2013.

Teacher Technology Training Fair. Enhancing technology skills to increase teacher-trainee knowledge and increase employability. 19 October 2012; 20 May 2013.

Screencasting Workshop for College of Education faculty. Improving online and distance classes with screencasts; how to best use ScreenFlow. 9 October 2012.

Fall Technology Reorientation for faculty. Focused on enhancing document camera skills, working with StarBoard effectively, and sharing a new smart microphone. 19 September 2012.

ASSETT: SmartBoards, Clickers, DocCams, and iPads workshops and trainings organized in the College of Education for undergraduate and graduate students on 21 May, 4 June, and 6 June 2012.

## **Workshops Attended**

Web-writing Workshop hosted by WOU Graduate School. 10 June 2014.

ATTW Research Methods Workshop: Building Conceptual Structures from Qualitative Data with Dr. Christina Haas and Dr. Chad Wickman. 5 April 2011.

## **Conferences Attended**

ACP/CMA National College Media Convention. Chicago. 31 October—4 November, 2012.

## **Awards, Grants, and Recognition**

ASSETT Technology-in-Kind grant. Applied for and received ten Decks from Sol Republic. A Deck is a BlueTooth enabled mobile speaker. The devices were requested to support creation of mobile audio kits and to get technology for teachers to test out in their classrooms. Value \$2,000. October 2014.

Faculty Development Grant, \$500. Category II, Professional Travel to Conference—Attendee only. Awarded grant to travel to O'Reilly Open Source Convention in Portland, Oregon, July 2014. Funds were inadequate to support travel and attended—returned funding to FDC. Spring 2014.

Co-Recipient with Dr. Mary Bucy, \$500. Diversity Initiative Grant. We were awarded funds to bring to active women programmers who work in open source coding to speak about their work on campus. We had to return the award because we could not find two guest speakers within the short time frame. Spring 2014.

Applicant, AIC Grant, Requested \$26,691.28. Awarded \$1,624.00 to purchase a 13-inch MacBook Pro. Winter 2013.

Faculty Development Grant, \$1,104. Category 1, Professional Travel to Conference—Official Capacity. Supports presentation at Digital Pedagogy Poster Session at the Conference on College Composition and Communication. Las Vegas. 13-16 March 2013.

Faculty Development Grant, \$1,041. Category 1, Professional Travel to Conference—Official Capacity. Supports presentation at Symposium on Communicating Complex Information. Greenville, NC. 25-26 February 2013.

Applicant, Acclinet grant (not awarded). “Enhancing Virtualized Interface Capacity to Improve Student Satisfaction, Enhance Student Learning, and Expand Graduate Course Offerings.” \$27,000 grant request. May 2012.

Recipient, \$840 grant from the WOU foundation for “Open Source Software Training” research project. February 2012.

Applicant, NEA Learning and Leadership Grant (not awarded). “Developing Open Source & Open Education Courses.” \$2,000 grant request. January 2012.

Co-recipient, \$1,500 research grant with Dr. Rebecca Rickly from Council for Programs in Technical and Scientific Communication for “Doctoral Student Research Confidence and Research Challenges.” May 2010.

Recipient, \$1,000 honorarium as a Fellow/Teacher Consultant, Redwood Writing Project. 2010-2011.

Co-Recipient, \$10,311 research grant from the Office of Technology Commercialization for eye tracking technology research with Dr. Brian Still and Nathan Jahnke. June 2010.

Recipient, \$25,000 Presidential Doctoral Fellowship from Technical Communication & Rhetoric Department at TTU. August 2009—December 2011.

## **SERVICE**

### **Membership in Professional Associations**

Association of Teacher Educators: 2013—now.

Association of Teachers of Technical Writing: 2009—2013.

Council for Programs in Technical and Scientific Communication: 2009— now.

International Society for Technology in Education, 2012—now.

User Experience Professionals Association: 2010— now.

### **Service to Professional Associations**

Official Live Blogger for ATTW 2013 in Las Vegas, 2013.

*Contributions:* blogged live during the one-day conference to document four different panel presentations.

Member, CPTSC Committee for Diversity, 2010-2012.

*Contributions:* proposed changes to scholarship applications for LGBTQ inclusive language--changes were approved and implemented by the committee; reviewed CPTSC applications for graduate scholarship competition; created content for CPTSC website and newsletter to encourage greater graduate student participation. 2010—2012.

Fellow/Teacher Consultant with the Redwood Writing Project. Spring 2010—Spring 2011.



*Contributions:* attended Invitational Summer Institute 2010; co-organized *Writing the World* conference. 2 April 2011.

Community Service Officer, Student Chapter of STC at TTU. August 2009—August 2010.

## **Service to the College/University**

Member, Institutional Review Board. 2013—now.

Member, Graduate Committee. 2013—now.

Member, Student Petition Subcommittee for the Graduate Committee. 2014—now.

Member, Consortium. 2013—now.

Member, Graduate Programs Marketing Team. 2012—now.

Co-Founder and Coordinator, Agile and Sustainable Supplemental Educational Technology Training (ASSETT) project. 2012—now.

Advisor, Student Leadership Certificate program. 2012—now.

Faculty Mentor in Live/Learn program with Ackerman Hall. Working with Nicolette Dimond (RA) and third floor Gilmore. Fall 2013—Spring 2014.

Member, University Diversity Committee: D: Designation Subcommittee. 2013—2014.

Member, Dr. Amy Parker's Mentor Committee for the Teaching Research Institute. 2013-2014.

Faculty Mentor in Live/Learn program with Ackerman Hall. Worked with Jennifer Buckle (RA) and third floor Gilmore. Fall 2013—Spring 2014.

Coordinated efforts between UCS and DTE to obtain funding and support for digital signage outside of ED 217. Signage installed Winter 2013.

Developing and testing embeddable version of SIRS data collection in course Moodle. Collaborating with Michael Ellis of (UCS). September 2012—Spring 2013.

Testing viability of WordPress as platform for students and/or course delivery at WOU. Working through single blog as well as multisite delivery with Ron Swartzendruber (UCS), Danielle Gauntz (UCS), Elayne Kuletz (DEP), and Bill Kernan (UCS). 2012—Spring 2013.

Testing viability of increasing course enrollment through specific course advertisements on WOUtv and digital signage with Deborah Rezell (WOUtv), Bill Kernan (UCS), and Warren Allen (CoE). Fall 2012—Spring 2013.

Testing viability of Open Source (OS) software as learning content and tools for use in classes; testing delivery of OS software to online students with David McEvelly (UCS) and Bill Kernan (UCS). 2012—Spring 2013.

DJ at KWOU. 2012—Spring 2013.

Developed several videos and screencasts to promote graduate student success with Robert Monge (Library), Tracy Scharn (Library), and Elayne Kuletz (DEP). Fall 2012—Winter 2013.

Member, WOU WOO Committee, IT Task Team. 2012.

Member, WOU WOO Committee, Grants Task Team. 2012.

Interim Member, WOU Graduate Committee (filled in for Dr. Bucy). Spring 2012; Spring 2013.

Technical Support Volunteer, 17<sup>th</sup> Annual Oregon Rhetoric & Composition Conference. Monmouth, Oregon. 14 April 2012.

### **Service to the Division & Program**

Chair, DTE Graduate Committee, Fall 2014—now.

Program Coordinator, MS in Education Program. Fall 2013—now.

Member, DTE Steering Committee. Fall 2013—now.

Member, DTE Graduate Committee. Fall 2013—now.

Member, College of Education Licensure and Clinical Experience Council. Fall 2013—now.

Maintains Digital Signage outside of ED 217 with Bill Hamlin. Winter 2014—now.

Developed website for MSED Comprehensive Exams. Fall 2014. <http://www.wou.edu/~zobelg/comps-site/>

Developed website for College of Education's Conceptual Framework. Fall 2014. <http://www.wou.edu/~zobelg/coe-conceptual-framework/>

Budget Committee Chair, Division of Teacher Education. Fall 2012—Spring 2013.

Co-designed Instructional Design certificate with Dr. Mary Bucy for MS:Edit program. Spring 2012—Summer 2013.

Mentor, Tyler Ciscell, for HASTAC Scholar program. Fall 2012—Spring 2013.

Member, Division of Teacher Education MAT Interview Team. 2012—2013.

Co-Author, NVivo for Technical Communicators Website with Dr. Ryan Hoover. Texas Tech University. October 2009—August 2010. <http://sites.google.com/site/nvivo4tc/>

Co-Organizer, Deleuze & Guattari Reading Group with Andrew Husband. Texas Tech University. September 2009—June 2010.

### **Service to Graduate Students**

- Committee Member, Thesis, Corrie Larson
- Committee Member, Thesis, Amanda Larson

- Committee Member, Thesis, Teal Carter. 2013-2014.
- Committee Member, Thesis, Elona Schreiner. 2013.
- Committee Member, Professional Project, Alicia Krueger. 2012-2013.
- Committee Member, Thesis Committee, Tyler Ciscell. 2012-2013.
- Committee Member, Professional Project, Robin Rybarczik. 2013.
- Committee Member, Professional Project, Efrain Arredondo. 2013.

## **RESEARCH INTERESTS and OTHER RELEVANT EXPERIENCE**

### **Research Interests**

- Usability of Online Education
- Video and Screencasting in Online Education
- Usability Testing and User Experience
- Accessibility
- Complexity
- Usability Testing Open Source Software
- eLearning & Open Source Tools
- Grant Writing
- Research Methods Training in Technical Communication & Usability
- Graduate Student Professionalization

### **Additional Languages**

Studied American Sign Language with private tutors. Oct 2012—March 2013.

### **Management Experience**

Co-Owner, Das Romane Booksellers & Gallery; Eugene, OR, and online, 1995—2011.

Teller Coordinator, US Bank; Eureka, CA, 2002—2003.

Assistant Manager, Goodwill Industries; Eugene, OR, 2001—2002.

Manager, Euphoria Chocolate Company; Eugene, OR, 1998—2000.

Operations Manager, Eugene Mailbox Center; Eugene, OR, 1992—1998.

## **Editing Experience**

Editor and Primary Author, Adjunct Advice blog

(<http://blogs.bedfordstmartins.com/adjunctadvice/>). I co-conceived and developed the project with Nick Carbone and Bedford/St. Martin's New Media Department as an online professional resource to provide meaningful advice, support, and resources to adjuncts. 2007-2010.