

# Jessica Martinez-Palacios, M.Ed.

<https://www.linkedin.com/in/designerjessica>

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## EDUCATION

### Jones International University

Centennial, CO

*Master of Education for Adult Educators and Administrators, January 2010*

M.Ed. e-Learning Technology and Design (Specializing)

M.Ed. Higher Education Leadership and Administration (Specializing)

Magna Cum Laude

### University of Texas-Pan American

Edinburg, TX

*Bachelor of Arts Degree, Sociology, May 2007*

### South Texas College

McAllen, TX

*Associate Degree in Education, May 2004*

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## EXPERIENCE

### University of the Incarnate Word School of Professional Studies

San Antonio, Texas

*Adjunct Faculty*

*September 2022 - Present*

- Prepared curriculum for Leadership in Organizations.
- Developed/delivered online lectures in accordance with course objectives.
- Prepared course syllabus and aligned learning objectives with course materials.
- Evaluated and graded student coursework, assignments, and presentations. While providing effective feedback to students.

### University of the Incarnate Word School of Professional Studies

San Antonio, Texas

*Associate Director of Online Teaching and Learning*

*December 2021 - Present*

Office of Academic Affairs SPS

- Lead the development, implementation, and assessment of online courses and programs.
- Develop and implement training programs for faculty in effective online teaching strategies.
- Ensure that online courses and programs meet quality assurance standards.
- Evaluate and make recommendations regarding new tools and technologies to support and enhance the development and delivery of online and hybrid courses.
- Ensure that faculty and student online support functions are aligned to promote student success.
- Develop and lead training programs designed with best practices for online learning.
- Promote educational technologies that enhance teaching and learning.
- Provide instructional design support and teaching strategies to faculty in online, blended/hybrid, and face-to-face courses/programs.
- Provides customer service to faculty, staff, and students.

### University of the Incarnate Word School of Osteopathic Medicine

San Antonio, Texas

*eLearning Specialist and Program Coordinator*

*January 2020 – December 2021*

Office of Medical and Interprofessional Education

- Oversaw aspects related to the Master of Biomedical Sciences (MBS) and Master of Public Health (MPH) programs as Senior Coordinator. This involved serving as: Canvas Administrator, ExamSoft Administrator, NextGenU Content Administrator, Quality Matters (QM) Coordinator, and Academic Support (working closely with at-risk students).
- Assisted with identifying and resolving challenges related to: technology, content, assessments, and student experience.
- Led the migration of the Master of Biomedical Sciences (MBS) courses and Master of Public Health (MPH) courses from Blackboard to Canvas.
- Maintained quality assurance and accessibility standards by conducting quality control checks on new and existing courses (such as online, face-to-face, and blended).

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- In collaboration with NextGenU.org, oversaw all courses related to MBS, MPH, and DO. This included serving as a course developer/designer and assisting in troubleshooting.
- Supervised all MBS assessments using ExamSoft as well as analysis of performance data.
- Provided instructional design support and teaching strategies to faculty in online, blended/hybrid, and face-to-face courses/programs.
- Worked with subject matter experts to ensure alignment of learning outcomes, content, and assessment during the course development of courses.
- Organized training for faculty: Quality Matters, Course Design, Blackboard (Grade Center, Quizzes, and Various Tools), ExamSoft, Zoom, and OneDrive.
- Organized training for students: how to use Blackboard and ExamSoft, Accessing Student Support Services, and Student Best Practices.
- Provided Academic support to MBS students by meeting with students individually, meeting with students who are at risk, and providing semester workshops.
- Proposed various initiatives and policies related to the MBS/MPH program for faculty and students.
- Trained and mentored team members on course design, technologies, and content.
- Provided customer service to faculty, staff, and students.

### **University of the Incarnate Word School of Osteopathic Medicine**

**San Antonio, Texas**

*Education Specialist*

*June 2018 – December 2019*

Office of Medical and Interprofessional Education

- Provided support to faculty and students as the MBS Blackboard Administrator, ExamSoft Administrator, MBS Academic Support, and NextGenU Administrator.
- Developer and Course Designer to all MBS course offerings: web augmented and blended/hybrid courses.
- Supervised all MBS exams using ExamSoft/Examplify.
- Provided quality matters/instructional design support and teaching strategies.
- Trainings for faculty: Course Design, Blackboard (Grade Center, Quizzes), ExamSoft, etc.
- Trainings for students: how to use Blackboard and ExamSoft.
- Provided Academic support to MBS students and when needed to DO learners. Support included: providing workshops, meeting with students individually, and working with students who are at risk.
- Proposed various initiatives and policies related to the MBS program for faculty and students.
- Provided professional development to DO faculty on how to write outcomes.
- Provided customer service to faculty, staff, and students.

### **University of the Incarnate Word School of Osteopathic Medicine**

**San Antonio, Texas**

*Instructional Designer*

*June 2017 – June 2018*

Office of Medical and Interprofessional Education

- Served as the MBS Blackboard Administrator and ExamSoft Administrator.
- Developer and Course Designer of the MBS course template.
- Implemented Blackboard course deadlines for MBS Faculty.
- Provide instructional design support and teaching strategies.
- Trained faculty: how to use Blackboard, Blackboard Tools, Office 365, etc.
- Managed maintenance of the SOM Website.
- Worked in minor upkeep with eMedley LMS.
- Provided customer service to faculty, staff, and students.

### **University of the Incarnate Word (Broadway Campus)**

**San Antonio, Texas**

*Instructional Designer Title V*

*May 2012 – May 2017*

Departments: Instructional Technology, Center for Teaching & Learning, and Academic Advising

- Worked with three departments and managed multiple projects to completion to meet user needs.
- Work with subject matter experts to create: web augmented, blended/hybrid, flip classrooms, and online courses.
- Work with subject matter experts to create student resources: online modules and online orientations.
- As a trainer worked with a disciplined team developing training materials and workshops.
  - Trainings for faculty: Quality Matters, Course Design, ADA, Blackboard, Flipping the Classroom techniques, Respondus, StudyMate, Assessments, etc.

## **Jessica Martinez-Palacios, M.Ed.**

- Trainings for students: Student Orientations on how to use Blackboard, Accessing Student Support Services, and Student best practices.
- Lead Developer and Designer implemented the following:
  - UIW Main Campus Online and Blended Course Template: Using the Quality Matters Rubric and Course Design best practices, organized the default template to be user-friendly for all Main Campus courses.
  - UIW QM Course Checklist: Broke down the Quality Matters Rubric as a checklist for faculty to further understand and implement.
  - UIW Online Syllabus Template: Created an online syllabus template for faculty transitioning to online.
- Served on various UIW committees: Library Marketing Committee, IRD Planning Committee, and Distance Learning Committee.
- With Blackboard admin rights, provided customer service to faculty, staff, and students.

### **University of Texas-Pan American**

*Instructional Developer Designer*

**Edinburg, Texas**

*June 2007 – March 2012*

Center for Online Learning, Teaching and Technology

- Served as the department's lead trainer. Conducted online and face-to-face trainings for faculty and students.
  - Training for faculty: All things Blackboard, Blackboard best practices, Web 2.0 applications, Respondus, StudyMate, Video Making, Adult Learning, Quality Matters, etc.
  - Training for students: Blackboard Orientations, Online Assessments, and Effective Student best practices.
- Implemented an online certification course for faculty who were interested in teaching online.
  - The certification online course (4 to 6 week long) was required for faculty to take in order to transition online.
  - Faculty were enrolled in the course as students and I served as the course instructor.
  - As the course designer/developer, faculty got to experience how to take an online course as a student and learn the important role that faculty have. While also learning the importance of having a quality online course.
  - After successful completion of the course, Faculty were certified to teach online at UTPA.
- Coordinated with faculty members in designing and developing online course content and learning environments to ensure continuous improvement of quality courses. Type of course offerings included: web augmented, blended/hybrid, and online courses.
- Train and mentored team members on course design, technologies, and content.
- Presented at various conferences on adult theory, course instruction, leadership, best practices, course design, technology, and special projects.
- Educated faculty on: pedagogy vs andragogy and key theories of learning.
- Proposed innovative recommendations on appropriate technologies to support Learning-based instruction.
- Provided customer service to faculty, staff, and students.

### **The National Coalition for Burned Churches and Community Empowerment**

*Board Member*

**Remote, South Carolina**

*January 2006 – August 2011*

Nonprofit Organization

- This coalition was established to create a network of support and aid that would help future victims of places of worship. Highlights: Brought awareness about the cause to DC, Dallas, Charleston, and Memphis, and marched with Martin Luther King III (Human Rights Activist).
- Worked with Senior Leadership to organize instructional material.
- Assisted in developing and managing social media platforms.
- Attended national conferences.

### **University of Texas-Pan American**

*Instructional Designer Assistant*

**Edinburg, Texas**

*April 2002 – June 2007*

Center for Online Learning, Teaching and Technology

- Worked directly with Instructional Design team.
- Assisted with face-to-face faculty and student trainings.

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- Researched best practices and course delivery methods.
- Made course material ADA compliant.

### University of Texas-Pan American

*Help Desk Advisor*

Center for Online Learning, Teaching and Technology

- Provided help desk support to end users.
- Assisted with hardware, software, and networking issues.

Edinburg, Texas

April 2002 – June 2007

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## CERTIFICATES

### Quality Matters Program

*Peer Reviewer Course*

[www.qmprogram.org](http://www.qmprogram.org)

May 2020

### Quality Matters Program

*Connecting Learning Objectives and Assessments*

[www.qmprogram.org](http://www.qmprogram.org)

December 2015

### Quality Matters Program

*Designing your Online Course*

[www.qmprogram.org](http://www.qmprogram.org)

December 2015

### Quality Matters Program

*Designing your Blended Course*

[www.qmprogram.org](http://www.qmprogram.org)

May 2015

### Quality Matters Program

*Applying the QM Rubric*

[www.qmprogram.org](http://www.qmprogram.org)

September 2011

### University of Texas Pan-American

*Certificate to Teach Online*

Center for Online Learning, Teaching and Technology

Edinburg, TX

June 2008

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## SPEAKING ENGAGEMENTS

**“Back to the Basics Series: Writing Session (Learning) Objectives (SO) and Learning Outcomes (LO),”** co-presented on October 23, 2018 at the University of the Incarnate Word School of Osteopathic Medicine in San Antonio, Texas. *Topic Covered: Bloom’s, best practices, and examples.*

**“Back to the Basics Series: Writing Session (Learning) Objectives (SO) and Learning Outcomes (LO),”** co-presented on July 26, 2018 at the University of the Incarnate Word School of Osteopathic Medicine in San Antonio, Texas. *Topic Covered: Bloom’s, best practices, and examples.*

**“Online Plagiarism Workshop,”** co-presented at Tech Fair 2015 on April 1, 2015 at the University of the Incarnate Word in San Antonio, Texas. *Topic Covered: Creating a self-pace plagiarism workshop for students.*

**“Blackboard Guru: Initiative to Break Faculty Boundaries,”** co-presented at Blackboard World 2014 on July 15-17, 2014 at The Venetian/Palazzo Resort in Las Vegas, Nevada. *Topic Covered: Meeting the needs of faculty in creating an extensive 10 day Blackboard workshop.*

**“Spin It by Flipping Your Classroom,”** Innovations in Online Learning (IOL) Conference on May 21-23, 2014 at the Hyatt Regency in San Antonio, Texas. *Topic Covered: Overview of flipping the classroom workshop and sharing the new changes faculty implemented.*

**“Preaching the Gospel with Faculty Gurus,”** co-presented at the Innovations in Online Learning (IOL) Conference on May 21-23, 2014 at the Hyatt Regency in San Antonio, Texas. *Topic Covered: Overview of a 10 day workshop training faculty how to be Blackboard pro’s.*

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**"Flip it. What? How?,"** Texas Blackboard User's Group (T-Bug) Conference held on October 24-25, 2013 at the Holiday Inn San Antonio International Airport in San Antonio, Texas. *Topic Covered: Overview of a 5 day workshop training faculty how to flip their class.*

**"Reaching the Sinners with the Blackboard Gospel,"** co-presented at the Texas Blackboard User's Group (T-Bug) Conference held on October 24-25, 2013 at the Holiday Inn San Antonio International Airport in San Antonio, Texas. *Topic Covered: Overview of a 7 day workshop training faculty the in's and out's of Blackboard.*

**"Top 10 Instructional Features of Blackboard Learn,"** First Annual Excellence in Online Teaching Conference held on February 23-24, 2012 at The University of Texas-Pan American in Edinburg, TX. *Topic Covered: Introducing Blackboard Learn to faculty.*

**Career Day** - Jose Borrego Middle School held on March 21, 2011 in Monte Alto, TX. *Topic Covered: Being a first generation college graduate.*

**"Designing and Developing Online Assessments,"** Innovations in Online Learning Luncheon held on March 10, 2011 at The University of Texas-Pan American in Edinburg, TX. *Topic Covered: The do's and don'ts of online assessments.*

**"Accepting the Online Challenge is Only the First Step,"** University of Texas System's Innovations in Online Learning Conference held on May 26-28, 2010 in Austin, TX. *Topic Covered: Training and certifying faculty to teach fully online.*

**"The Getting Started Blueprint for Online,"** Hispanic Educational Technology Services (HETS) First Annual Best Practices Showcase held on January 14-15, 2010 in San Juan, Puerto Rico. *Topic Covered: Transferring faculty from face-to-face to an online teaching environment.*

**"An Effective Andragogy Training Plan,"** University of Texas System's Innovations in Online Learning Conference held on May 20-22, 2009 in Austin, TX. *Topic Covered: Using various learning theories to successfully train.*

**Career Day** - P.F.C. David Ybarra Middle School held on March 13, 2009 in Elsa, TX. *Topic Covered: Being a first generation college graduate.*

**"COLTT Open Source Software Support,"** Texas Blackboard User Groups (T-Bug) Conference held on October 17-18, 2008 in Houston, TX. *Topic Covered: Created a web page of free instructional software resources hosted by The University of Texas-Pan American.*

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## SKILLS

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| ✓ Adult Learning Theories/Principles | ✓ Blackboard Administrator                 | ✓ Project Management    |
| ✓ Accessibility Standards            | ✓ Bilingual: Spanish/English               | ✓ Public Speaking       |
| ✓ Adobe Photoshop                    | ✓ Develop instructional training materials | ✓ Quality Matters       |
| ✓ Adobe Captivate                    | ✓ ExamSoft Administrator                   | ✓ Quality Assurance     |
| ✓ Adobe Acrobat XI Pro               | ✓ Instructional Design Principles          | ✓ Research Technologies |
| ✓ Articulate Storyline               | ✓ Microsoft Office                         | ✓ Self-Directed Learner |
| ✓ Camtasia Studio                    | ✓ Multitask various projects               | ✓ SoftChalk             |
| ✓ Computer Savvy                     | ✓ Problem Solver                           | ✓ Lead Trainer          |
|                                      |  | ✓ Team Player           |
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