

# John M. Ashby

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Experienced Educational Technology professional with a record of innovation in digital media services management, presentation systems development, and the application of technology to teaching and learning. Accomplished teacher, collaborator, media producer, and facilitator of professional development.

**Leadership** Functions as department administrator, strategic plan facilitator, advisory board member, institutional committee chair and team participant, roles requiring different leadership styles.

**Vision** Plans strategic goals with execution based on action across projects and time. Applies high standards and values long-term achievement over brushfire management.

**Innovation** Seeks opportunities for appropriate technology at the appropriate time, not for its own sake. Makes outcome-based decisions on new technology and business processes.

## Accomplishments Demonstrate Broad Capability

- Saved \$2.7 million in one year for institutional server/storage purchases by contract consolidation.
- Reduced energy costs by \$200,000 in first phase of IT Environmental Stewardship initiative.
- Implemented \$5 million classroom technology investment to transform learning spaces.
- Consolidated academic computing and AV units into a converged faculty support organization.

➤ <i>Electronic imaging</i>	➤ <i>Digital streaming</i>	➤ <i>Blackboard course development</i>
➤ <i>Media content management</i>	➤ <i>Video, Audio, Photography</i>	➤ <i>Visio, SmartDraw, Adobe Apps</i>
➤ <i>SQL database experience</i>	➤ <i>Novell and MS Server</i>	➤ <i>DTV and CATV planning</i>

*Selected articles and case studies are available at: <http://swbellpwp.att.net/a/s/ashbyjm/>*

## PROFESSIONAL BACKGROUND

### Saint Louis University, St. Louis MO

#### Adjunct Instructor in Communication

1979 – Present

Taught 26 courses including Video Design and Production, Photography, Media Design, and Advanced Media. Utilized tools such as Blackboard and computer-based media applications.

#### Enterprise Architect

2006 – 2009

Leadership role in University technology strategic planning, procurement reform, standards governance, and alignment of key IT projects to institutional goals.

- Saved \$2.7 million in one year for institutional server/storage purchases by proposing and implementing a competitive preferred-provider contract for servers and storage, which consolidated institutional purchasing power while enforcing standards.
- Reduced energy costs by \$200,000 in first phase of IT Environmental Stewardship initiative, utilizing auto-shutdown and energy optimization in classroom and lab PCs.

#### Director, Educational Technology

2001 – 2006

#### *(initially)* Associate Director of Academic IT and Director of Instructional Media

2000 – 2001

Created a converged services unit that combined multimedia production, classroom AV support, and academic computer lab services into a unified faculty service department. Responsible for up to 25 employees and \$2.1 million operating budget.

- Proposed, designed, and implemented continuous refresh programs for computers and presentation systems in public classrooms and computer labs.
- Implemented HDTV for classrooms, streaming, and IP video applications.
- Developed video server solution for content delivered via Course Management System.
- Differentiated self-service faculty media labs from chargeback production services.

**Director, Instructional Media Center** 1989 – 2000

Guided and developed academic media services department from a student labor/portable equipment delivery model to a contemporary presentation classroom support model that focused on instructional applications of technology. Supervised eight employees plus student workers.

- As co-director of a \$5 million grant project, planned and implemented the installation of 200 classroom presentation systems at two standardized technology “levels.”
- Deployed a Distance Learning Network to leverage video, fiber, and ISDN investments for videoconferencing across multiple specialized learning spaces.
- Consolidated multiple satellite dishes and video sources into a classroom CATV system.
- Developed database-driven automation for media catalog and equipment management.

**Assistant Director, Instructional Media Center** 1984 – 1989

Supervised professional staff and interns, led workshops and training functions, managed business operations, and coordinated lab, production, and A/V classroom services.

**Media Production Director** 1979 – 1984

Managed and performed video, photography, audio, and slide/tape production, as well as conference/meeting support (both cost-recovery and subsidized services).

**Circulation Manager** 1976 – 1979

Managed instructional A/V equipment and film distribution services, student production internships, and 10 or more part-time employees.

**Media Production Technician, School of Nursing** 1975– 1976

Produced instructional and promotional content using video, photography, sound, and other tools.

**Part-time Positions at Saint Louis University**

**Media Technician** 1974 – 1975

**Media Coordinator**, Institute for Environmental Studies 1973 – 1974

**Stix, Baer, and Fuller, St. Louis MO (purchased by Dillard’s)**

**Audit and Payroll Assistant** 1972 – 1975

Audit and balance daily sales from 5 retail stores, provide clerical support for payroll cycles (PT).

**Consulting Activity**

- Server-storage Non-hardware Deliverables Recommendations, Saint Louis University, 2007
- Streaming Media Review, Fairfield University, 2006
- Datacenter Power Outage After-action Review, Saint Louis University, 2006

**EDUCATION**

**Saint Louis University**

**M.A. Communication**

**B.A. Communication**, Magna cum laude. Emphasis: — Media Design and Production  
— Computers in Media Systems Integration  
— Instructional Technology  
— Environmental Studies Certificate

**Professional Development**

Workshop certificates include WebFocus reporting, Blackboard CE6 Fundamentals, Enterprise Architecture, and Business Analysis. 84 hours of HR-sponsored management skills training completed in-house.

## CONFERENCE PRESENTATIONS

- “Relationship Focus for IT Strategic Planning,” Helix Conference (Morenet), Lake of the Ozarks, MO, April 2008. Co-presenter.
- “Enterprise Architecture: Partnerships, Procurement, and Persuasion,” Educause Midwest Regional Conference, Chicago, IL, March 2008. Co-presenter.
- “Building an Enterprise Architecture Program at Saint Louis University,” Educause Midwest Regional Conference, Chicago, IL, March 2007. Co-presenter.
- “Bring the Outside World In: Virtual Faculty Development within AJCU,” AJCU Educational Technology Conference, Syracuse, NY, May 2006. Co-presenter with Mary Stephen, Director of the Reinert Center for Teaching Excellence.
- “Installed Classroom Technology: Coping with the Present, Planning for the Future,” AJCU Educational Technology Conference, Syracuse, NY, May 2006. Panelist.
- “HDTV Update,” AJCU Educational Technology Conference, Philadelphia, PA, May 2005.
- “Computing and Convergence: Bigger, Faster, Better?” ITEST Workshop on Computers and Virtual Reality, St. Louis, MO, March 2000.
- “Copyright Issues for Media Decisionmakers.” Conference of the International Association of Learning Laboratories, Notre Dame University, South Bend, IN, July 1995.

## PUBLICATIONS (Print)

- “Computing and Convergence: Bigger, Faster, Better?” *ITEST Bulletin*, 31:3 (Summer 2000).
- “The Saint Louis University ‘Virtual VCR’ Project and the Higher Ed Market.” *Crestron Connections*, Summer 1999.
- “Copyright Issues for Media Decisionmakers.” *Journal of the International Association of Learning Laboratories*, 29:1 (Summer 1996).
- “Do-It-Yourself Databases and the LAN.” *Tech Trends*, October 1990.
- “Break Through the Database ‘Wall.’” *Tech Trends*, March 1988.
- “Micros Are Not Just for Teachers.” *Instructional Innovator*, February 1983.

## EXTERNAL FUNDRAISING PARTICIPATION

- 1999 \$5,000,000 Danforth Foundation grant: initiated classroom inventory and standard technology designs for classroom installations, which formed the budget foundation for a two-year project prepared by the provost and executive vice president. Project co-director with responsibility for 126 new installations and numerous upgrades to legacy classrooms.
- 1997 \$160,000 Emerson Electric grant: prepared the technical proposal components to build a 3-room Distance Learning Network for the Distance Learning Task Force.
- 1996 \$25,000 AT&T grant: awarded to develop a Mobile Multimedia Instructor Station.
- 1994 Instructional Media Technology Endowment established with fundraising from former student interns and employees.

## MEMBERSHIPS

- Educause
- Infocomm
- AJCU Educational Technology Conference
- Institute for Theological Encounter with Science and Technology
- Phi Beta Kappa
- Sierra Club

## ACADEMIC COMMITTEES

- Center for Teaching Excellence Advisory Board (2000 – present)
- IT Strategic Planning Task Force (2006 – 2007)
- Academic Resources Council (1996 – present)
- Classroom Technology Subcommittee, co-Chair (2002 – 2003)

## SAMPLE PRODUCTIONS

### Video:

- 5/1985 *Healing the Eight Stages of Life* - Producer/director for a series of twelve 30-min. programs for Matthew & Dennis Linn, S.J., and Sheila Fabricant (multi-camera live and filmstyle with post-production editing). Published by Paulist Press and aired June 1985 on Eternal Word Television Network.
- 5/1983 *Praying with Another for Healing* - Producer/director for a series of twelve 30-min. programs for the Thomas Merton Foundation (multi-camera color with post-production editing). Published by Paulist Press.

### Slide/Tape:

- 9/1981 *Drawing Together — Saint Louis University* - a 20-min. single projector program for alumni clubs across the country.
- 2/1980 *Diversity Is the Difference* - a 10-min. single projector and sound recruiting piece for the Admissions Office.

### Multi-Image/ Experimental:

- 11/1979 *Logic* - a 3-screen/12-projector multi-image program, with one of two optional shows selected by computer based on galvanic skin response of a member of the audience to a series of computer questions. Electronic System hardware and software developed as a part of M.A. program at Saint Louis University, with computer control of lights, tape recorder, program choice, multi-image programmer.  
*Presented for a meeting of the Association for Multi-Image, February 1980.*

## MICROCOMPUTER APPLICATIONS DEVELOPMENT

- 7/1999 Implemented Embark Photo Management Database with Fine & Performing Arts, and designed digital slide library technology for image capture and cataloging.
- 7/1998 "Virtual VCR" Media Retrieval system designed and customized with Crestron to integrate the video collection, cable TV distribution system, and computerized scheduling and control. Collaborated on multiple updates since introduction.
- 7/1987 Designed an early comprehensive SQL-based inventory and scheduling system for managing circulating audiovisual hardware and software, built around a multi-user programmable database for a PC LAN. Updated periodically with billing, production, repair tracking, and video cataloging. Windows-based redesign and upgrades implemented in 1997 and 2005.
- 10/1984 Created computerized billing system for the TRS-80 I in the BASIC language, accessing files maintained by a flat file database program. Rewrote and enhanced package in July 1985 for IBM PC format.
- 1/1981 Wrote a production reporting system for the TRS-80 I in the BASIC language to assist in gathering production statistics for annual reports and internal planning.

## PERSONAL INTERESTS

Photography, choral music, electronics, networked microcomputers, auto mechanics.