

ku•dos con•cepts

Polly Kornblith, Ed.M.
pk@kudosconcepts.com

401 Sandy Valley Road
Westwood, MA 02090
617.566.7975
www.kudosconcepts.com

instructional design & e-learning development

- Currently creating a facilitator's guide for a complex, all-day, in-person simulation on drug discovery and development for Novartis
- Designed and developed three online human resources courses for the United Nations Field Personnel Division for deployment to missions worldwide
- Developed a proposal and outlined a design for converting an in-person "Counseling to Careers" training to a blended version
- Designed an online training program for the Federal Aviation Administration on the Automatic Detection and Processing Terminal (ADAPT) system
- Created online training course on writing and developing effective policy for the United Nations Department of Peacekeeping Operations
- Designed three 6-hour online courses on strategic healthcare management for eCornell
- Developed two 8-hour online courses on negotiations for eCornell in collaboration with Samuel Bacharach, McKelvey-Grant Professor in the Department of Organizational Behavior at the School of Industrial and Labor Relations at Cornell University
- Designed three custom online courses for the United Nations Development Programme (UNDP) as part of an eCornell Human Resource Management certification: *Foundations of Human Resource Management in UNDP, Learning & Development, and Job Evaluation*
- Consulted to WebCT (now Blackboard) and major educational publishers on ways to enhance the quality of digital content offerings
- Developed criteria for evaluating the quality of digital content available in the higher education market
- Designed assessments for determining knowledge and skill levels of managers in an online leadership-training certificate program
- Composed, selected, and assembled online resource materials to accompany chapters in higher-education textbooks for Houghton Mifflin
- Developed AERS training modules for the Federal Aviation Administration
- Developed user training for DYS Analytics (now Permessia) on an enterprise application that analyzes email traffic patterns, optimizes resource use, defines and monitors service levels, and detects possible security issues
- Designed and created online learning modules on Six Sigma measurement statistical analysis for Pearson Performance Solutions
- Created online modules for the Master of Translation program at NYU Virtual College
- Developed web design and computer skills curricula, including teacher training materials, for use in secondary schools
- Created online course on e-commerce for NYUonline
- Designed self-paced online learning modules on an eCRM application
- Developed numerous courses for system administrators, developers, and business users on the NetGenesis (now SPSS) e-business intelligence tool
- Designed and wrote training course materials for Cold Fusion, now a product of Macromedia
- Created courseware on web site design and data warehousing for Sybase, Inc.
- Produced slide-based, 2-day course for eRoom (now EMC) on its APIs

research & writing

- Research, documented, analyzed, and recommended improvements in online course development and production workflow for Pearson Education
- Created guides for managing multiple course sections and teaching with MyMathLab, a Pearson Education online math education product
- Developed and updated numerous install and user guides for DYS Analytics (now Permessa) CONTROL! applications
- Wrote numerous guides for instructors and students teaching and learning in online environments, including WebCT (now Blackboard) and Pearson Education's CourseCompass
- Developed 250-page hardware/software manual on the Polaroid Prediction 2000 Automatic Halftone Proofing System
- Documented adapter for bringing XML from BladeRunner into BroadVision's One-to-One Enterprise server
- Authored *Lotus Notes and Domino 4.5 Answers*, 1st and 2nd editions, published by Osborne/McGraw-Hill; 2nd edition of the book is rated 2nd best Lotus Notes book available on Amazon
- Wrote white paper and multimedia marketing presentation on Next Generation Learning tool for developing and deploying web-based instruction
- Wrote client handbook and white paper for Shareholder.com (now NASDAQ), which provides shareholder services for Fortune 500 clients

web & multimedia design

- Reorganized and revised all content on the Pearson CourseCompass web site
- Scripted and produced 5 online training videos for Pearson Education
- Conceptualized, designed, and coded web site for Harvard Medical School department
- Developed online marketing tours of CourseCompass for Pearson Education

project management

- Managed course development and documentation projects for DYS Analytics, NetGenesis (now SPSS), Sybase, Polaroid, BroadVision, and NetCentric
- Managed editing of all Sybase, Inc. training and consulting materials, including student materials, instructor guides, slides, multimedia presentations, marketing collateral, white papers, and online learning objects, for 6+ years
- Performed market research and implemented marketing strategy for a startup high-tech licensing company
- Developed, implemented, and evaluated national marketing plan that increased sales by 200% annually for 3 consecutive years and expanded customer base by 1000% for innovative educational curriculum product

education

- Ed.M., Harvard University, 1982
- B.A., Beacon College, 1979

government clearance

- Top Secret

affiliations

- Editorial Freelancers Association
- National e-Learning Guild
- New England Learning Association
- Society for Technical Communication (International Judge, 2007, 2009; Region 1 Judge, 2001–present)
- Student-Alumni Mentoring Initiative, Harvard Graduate School of Education

references

- Available upon request

sample projects

eCornell

- *Strategic Planning for Healthcare Management, Parts 1 and 2*, instructional designer, 2008-2009
- *Transformational Excellence*, instructional designer, 2008
- *Conducting Negotiations*, instructional designer, 2008
- *Preparing to Negotiate*, instructional designer, 2007–2008
- *Management Essentials*, assessment developer, 2005–present

FAA

- ADAPT online training course, designer, 2008–2009
- AERS training modules, developer, 2003

Jobs for the Future

- Developed a proposal and outlined a design for converting an in-person “Counseling to Careers” training to a blended version, 2010

Harvard Medical School

- Center for Animal Resources and Comparative Medicine web site, designer, 2001-2002, 2010 (update)

Houghton Mifflin

- Online Eduspace materials to accompany college-level education textbooks, developer, 2004–present

Jobs for the Future

- Developed a proposal and outlined a design for converting an in-person “Counseling to Careers” training to a blended version

Kronos

- *The Writer’s Tune-Up*, workshop developer, 2006
- *Workforce HR: Managing the Employee Lifecycle*, editor, 2006
- *Workforce Accruals*, editor, 2006
- *Configuring & Managing Pay Rules*, editor, 2006
- *Managing the Employee Lifecycle*, editor, 2006

Lotus Development (now IBM)

- SmartSuite 4.0, 96, and 97 online help, release notes, and demos, developer, 1996
- SmartSuite 96 for Windows 95 ScreenCam movies, developer 1995
- *The Fundamentals of Notes/FX Using SmartSuite for Windows*, writer, 1995
- *Basic Notes Concepts and Notes Technical User*, v.2 and v.3, editor, 1992, 1993

Macromedia (now Adobe)

- *Developing ASP.NET Applications with Dreamweaver MX*, editor, 2002
- *Macromedia Education Style Supplement*, writer, 2001
- *Building J2EE Applications*, editor, 2001
- *Developing High-Performance Cold Fusion Applications*, editor, 1999
- *Fast Track to Cold Fusion*, course developer, 1997

Microsoft Press

- *Microsoft Word 6.0: Step by Step*, editor, 1994
- *Excel Visual Basic for Applications: Step by Step* (Version 5 for Macintosh), editor, 1994
- *Running Microsoft Excel 5*, editor, 1993

NetGenesis (now SPSS)

- *NetGenesis Administration*, course developer, 1998, 1999, 2002, 2001
- *Installing NetGenesis*, course developer, 2000, 2001
- *Extending NetGenesis*, course developer, 1999

Novartis

- *Drug Discovery and Development* facilitator's guide, developer, in progress

Osborne/ McGraw-Hill

- *Lotus Notes and Domino 4.5 Answers: Certified Tech Support*, 2nd ed., author, 1997
- *Lotus Notes Answers: Certified Tech Support*, author, 1994

Pearson Education

- FAQs for working with MyTest Word documents, 2010
- Pegasus Recommendations report, research analyst, 2009
- Online training videos for Mastering products, script writer and producer, 2006–2007
- MyMathLab and MathXL help systems, writer, 2004–2007
- *Managing Sections in MyMathLab for Blackboard*, writer, 2005
- *Managing Sections in MathXL*, writer, 2004
- *Managing Sections in MyMathLab for CourseCompass*, writer, 2004
- *MathPro 5 Instructor Guide*, writer, 2003
- *PH GradeAssist Instructor Guide*, writer, 2002, 2005
- CourseCompass textbook edition insert, writer, 2001
- *MyMathLab Instructor's Guide* and *MyMathLab Student's Guide*, writer, 2001, 2002, 2004
- CourseCompass Instructor and Student online help, developer, 2000, 2001, 2002, 2006
- CourseCompass online demonstrations, content developer, 2001

Pearson Performance Solutions

- *Measurement System Analysis*, Six Sigma training, instructional designer and writer, 2002–2003

Pegasystems

- *Deployment Planning Guide 1.0*, editor, 2006
- *Upgrade Guide 5.1 to 5.2*, editor, 2006
- *Authentication in PegaRULES Process Commander 5.1*, editor, 2006
- *Administration and Security*, editor, 2006
- PegaRULES Process Commander 5.1 help files, editor, 2006

Sybase, Inc.

- *Building Applications Using Java and Enterprise Application Server*, editor, 1999
- Technical Support Education presentations, weekly editor, 1999
- *Fast Track to Warehouse Studio*, course developer, 1998–1999
- "Sybase Learning Connection: Next Generation Learning," presentation and white paper, writer, 1998
- *Fast Track to Web Site Design*, course developer, 1998

Thomson

- Competitive Analysis Feature Grid, analyst, 2002

United Nations

- *Staffing in Peacekeeping Operations*, instructional designer and content developer, 2009-present
- *Entitlements and Benefits in Peacekeeping Operations*, instructional designer and content developer, 2009-present
- *Fundamentals of Human Resource Management in Peacekeeping Operations*, instructional designer and content developer, 2009-present
- *Writing Effective Guidance*, instructional designer, 2009
- *Foundations of Human Resource Management in UNDP*, instructional designer, 2006–2007
- *Learning & Development*, instructional designer, 2007
- *Job Classification*, instructional designer, 2007

WebCT (now Blackboard)

- Next Generation Project, eLearning consultant, 2005
- *Key Features for Digital Content*, developer, 2005
- *Best Practices Guide for e-Pack Creators*, writer, 2002