

# CURRICULUM VITAE

## HOLLY FIOCK BROWN

Senior Instructional Designer Manager  
Doctoral Student (ABD), Learning Design and Technology  
Purdue University  
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### EDUCATIONAL BACKGROUND

- Current      Doctor of Philosophy, Purdue University, West Lafayette, IN USA  
Major: Learning Design and Technology (formerly Educational Technology)  
Advisor: Dr. Jennifer Richardson
- 2015      Masters of Science in Education, Purdue University, West Lafayette, IN USA  
Major: Learning Design and Technology (formerly Educational Technology)  
Advisor: Dr. Jennifer Richardson
- 2010      Bachelor of Science, Purdue University, West Lafayette, IN USA  
Professional Teaching License: 1620701  
Major: Social Studies Education

### ACADEMIC APPOINTMENTS

- 2018-Present      Adjunct Professor. Purdue University, College of Education; Curriculum and Instruction, West Lafayette, IN.
- 2017-Present      Adjunct Professor. Purdue University, College of Education; Learning Design and Technology, West Lafayette, IN.

### PROFESSIONAL APPOINTMENTS

- 2021-Present      Advisory Committee Member. ID2ID Peer Mentoring Program, EDUCAUSE and Penn State University.

### PROFESSIONAL EXPERIENCE

- 2023-Present      Senior Instructional Designer Manager, Purdue Online, Teaching and Learning Technologies; Purdue University Online, West Lafayette, IN.
- 2022-2023      Interim Instructional Designer Manager, Purdue Online, Teaching and Learning Technologies; Purdue University Online, West Lafayette, IN.
- 2021-Present      Senior Instructional Designer, Purdue Online, Teaching and Learning Technologies College of Education; Learning Design and Technology, West Lafayette, IN.
- 2016-2021      Instructional Designer, Purdue Online, Teaching and Learning Technologies College of Education; Learning Design and Technology, West Lafayette, IN.
- 2014-2016      Curriculum Coordinator, College of Education; Learning Design and Technology, West Lafayette, IN.

2012-2014 Secretary IV, College of Education; Office of Graduate Studies, West Lafayette, IN.

## AWARDS AND HONORS

- 2024 ***Purdue's One-Time Recognition Program Award***, Purdue University. (\$1500)
- 2024 ***Purdue University Online Best in Class Award***, Purdue University.
- 2023 ***Bravo Award***, Purdue University. (\$500)
- 2023 ***UPCEA Outstanding Service in Postsecondary Instructional Design Award***, University Professional and Continuing Education Association.
- 2022 ***Best Paper Award – Online Teaching and Learning SIG***, American Educational Research Association; Richardson, J. C., Koehler, A. K., Tagare, D., Urena-Rodriguez, L., Xu, Q., Zhang, Z., Fiock, H., Long, Y., & Duha, M. S. (2023). *Community of Inquiry design decisions across disciplines*.
- 2022 ***Division of Distance Learning Journal Article Award – Quantitative: Second Place***, Association for Educational Communications and Technology; Lowenthal, P. R., Fiock, H. S., Shreaves, D. L., & Belt, E. S. (2022). *Investigating students' perceptions of screencasting style of video feedback in online courses*.
- 2022 ***Great Place to Work Award***, Purdue Online.
- 2022 ***2022 D2L Excellence Award***, Purdue Online. *Learning Online 101*.
- 2021 ***Outstanding Research and Theory Division Sponsored Accepted Student Proposal Award***, Association for Educational Communications and Technology; Fiock, H., Meech, S., Yang, M., Long, Y., Farmer, T., Koehler, A., & Cheng, Z. (2021). *Instructional design learners make sense of theory*.
- 2021 ***Honorable Mention - Learning Technologies Team Award***, eLearning Consortium of Colorado; nominated with Dr. Adrie Koehler; *Advanced Practices in Instructional Design*.
- 2021 ***Nominee - Learning Technologies Team Award***, eLearning Consortium of Colorado; nominated with partners from Purdue Online: Alexis Maschinot, Rachel Fundator, Elise Lofgren, and Emily Bonem; *Learning Online 101*.
- 2020 ***Bravo Award***, Purdue University. (\$750)
- 2019 ***UPCEA Outstanding Credit Program Award***, University Professional and Continuing Education Association, outstanding program award for the Online Master's in Science LDT program; awarded with Dr. William Watson.
- 2019 ***Online Learning MVP: Instructional Design and Support Award***, Innovative Learning, Purdue University. (\$2,500)
- 2018 ***Bravo Award***, Purdue University. (\$500)
- 2018 ***Excellence in Digital Education: Innovative Course Design and Use of Technology Award***, Innovative Learning, Purdue University; awarded with Dr. William Watson. (\$2,500)

- 2014 *Purdue University Rose Award*, Barbara Cook Chapter of Mortar Board, Purdue University.
- 2014 *Outstanding Service Award for the College of Education*, Purdue University. (\$200)

## ACADEMIC, PROFESSIONAL, AND SCHOLARLY MEMBERSHIPS

- 2019-Present Association for Educational Communications and Technology
- 2018-2019 ID2ID Peer Mentoring Program, EDUCAUSE, Buddy
- 2014-Present University Professional and Continuing Education Association
- 2013-Present Purdue Association for Learning Design and Technology

### A. DISCOVERY

Exploring a wide range of topics within instructional design and online learning, Holly has actively contributed to various research teams addressing challenges in diverse educational contexts. Her primary research interests include the Community of Inquiry Framework, with a focus on the actionable strategies instructors can implement to foster effective online communities of inquiry. Additionally, she is passionate about bridging the gap between research and practice, translating theoretical insights into practical applications for online learning.

(\*indicates blind peer review publication, \*indicates major contributing author)

#### a. Book Chapters

1. Richardson, J. C., **Fiock, H.**, Olesova, L., & Stenbom, S. (2024). *Evidence-based Practices for Developing a Community of Inquiry*. In T. Martindale, T. Amankwatia, L. Cifuentes & A. Pina (Eds.), *Handbook of Research in Online Learning*. Brill.
2. \***Fiock, H.** & McKenzie, G. (2023). *Frameworks to Engage Diverse Learners*. In J. Noone & P. Gubrud (Eds.), *Best Practices in Teaching Nursing*. Wolters Kluwer.
3. \***Fiock, H.** (2020). Reflection. In R. Kimmons (Ed.), *The Students' Guide to Learning Design and Research*. EdTech Books. Retrieved from <https://edtechbooks.org/studentguide/reflection>

#### b. Peer-Reviewed Journal Articles

1. +\***Fiock, H.** (2022). Designing an online student center. *International Journal of Designs for Learning*, 13(1), 19–34. <https://doi.org/10.14434/ijdl.v13i1.31961>
2. +\***Fiock, H.**, Meech, S., Yang, M., Long, Y., Farmer, T., Hilliard, N., Koehler, A., Cheng, Z. (2022). Instructional designers make sense of theory: A Collaborative autoethnography. *Educational Technology Research and Development*. <https://doi.org/10.1007/s11423-021-10075-8>
3. +Koehler, A., Cheng, Z., **Fiock, H.**, Janakiraman, S., Wang, H., & Chartier, K. (2021). Examining students' use of online case-based discussions to support problem solving: Considering individual and collaborative experiences. *Computers & Education*, 179. <https://doi.org/10.1016/j.compedu.2021.104407>
4. +Richardson, J. C., Caskurlu, S., Castellanos-Reyes, D., Duan, S., Ud Duha, M. S., **Fiock, H.**, & Long, Y. (2021). Instructors' conceptualization and

- implementation of scaffolding in online higher education courses. *Journal of Computing in Higher Education*. <https://doi.org/10.1007/s12528-021-09300-3>.
5. <sup>+</sup>Lowenthal, P.R., **Fiock, H.S.**, Shreaves, D.L. et al. (2021). Investigating students' perceptions of screencasting style of video feedback in online courses. *TechTrends*. <https://doi.org/10.1007/s11528-021-00665-x>
  6. <sup>+</sup>**Fiock, H.**, Maeda, Y., & Richardson, J. C. (2021). Instructor impact on differences in teaching presence scores in online courses. *The International Review of Research in Open and Distributed Learning*, 22(3), 55-76. <https://doi.org/10.19173/irrodl.v22i3.5456>
  7. <sup>+</sup>Koehler, A., Cheng, Z., **Fiock, H.**, Janakiraman, S., & Wang, H. (2020). Asynchronous online discussions during case-based learning: A Problem-solving process. *Online Learning*, 24(4). <http://dx.doi.org/10.24059/olj.v24i4.2332>
  8. <sup>+</sup>**Fiock, H.** (2020). Designing a Community of Inquiry in Online Courses. *The International Review of Research in Open and Distributed Learning*, 21(1), 135-153. <https://doi.org/10.19173/irrodl.v20i5.3985>
  9. <sup>+</sup>Watson, S. L., Watson, W. R., Yu, J. H., Caskurlu, S., Janakiraman, S., & **Fiock, H.** (2019). Attitudinal learning and its relation to gender, age, ethnicity, enrollment purpose, and most impactful learning activity in a Science of Happiness MOOC. *International Journal of Learning Technology*, 13(4), 306–326. <https://doi.org/10.1504/IJLT.2018.098501>
- c. Editor Reviewed Journal Articles**
1. <sup>\*</sup>**Fiock, H.** (2020). Completing graduate school while working full-time. *TechTrends*. <https://doi.org/10.1007/s11528-020-00484-6>
  2. <sup>\*</sup>**Fiock, H.** (2019). Contributions of Dr. Peggy Ertmer: A career worthy of recognition. *TechTrends*. <https://doi.org/10.1007/s11528-019-00403-4>
- d. Presentations at regional, national, or international professional conferences and/or other educational institutions**
- 1. International and National Conference Presentations**
1. <sup>+</sup>Richardson, J. C., Stenbom, S., **Fiock, H.**, & Lowenthal, P. (2024). Implementing evidence-based practices for designing communities of inquiry in online environments [Design in Practice Session]. 2024 Association for Educational Communications and Technology International Convention, Kansas City, MO.
  2. Berger, C., **Fiock Brown, H.**, & DeWitt, B. (2024, October 15). *Online Master's in AI Program: Creating Change*. Affordable Degrees-at-Scale Symposium, Atlanta, GA, United States.
  3. de Araujo, E., Hahn, C., **Fiock, H.**, & Beck, C. (2023, October 25-27). Propelling *The Future of Collaborative Course Developments with CoPILOT*. OLC Accelerate, Washington D.C., United States.
  4. <sup>+</sup>Richardson, J. C., Caskurlu, S., Castellanos-Reyes, D., Suzhen, D., Duha, M. S. U., **Fiock, H.**, & Long, Y. (2022). Scaffolding in online higher education courses: Insights from faculty [Roundtable Session]. 2022 AERA Annual Meeting, American Educational Research Association, San Diego, CA, United States.
  5. <sup>+</sup>**Fiock, H.**, Meech, S., Yang, M., Long, Y., Farmer, T., Koehler, A., Cheng, Z. (2021). *Instructional design learners make sense of theory*. Paper to be presented at Association for Educational Communications and Technology International Convention, Chicago, IL.

6. <sup>+</sup>Richardson, J., Caskurlu, S., Castellanos Reyes, D., Duan, S., Ud Duha, M. S., **Fiock, H.**, Long, Y. (2021). *Instructors' conceptualization and implementation of scaffolding in online higher education courses*. Paper to be presented at Association for Educational Communications and Technology International Convention, Chicago, IL.
7. <sup>+</sup>**Fiock, H.**, Brott, E. B., & Caskurlu, S. (2020, November 6). *Defining and assessing instructional design competencies* [Conference presentation]. AECT 2020 Convention, Virtual Conference.
8. <sup>+</sup>Koehler, A., Chartier, K., Cheng, Z., **Fiock, H.**, Janakiraman, S., and Wang, H. (2020). *The role of online case-based discussions in supporting individual problem solving* [Conference presentation]. AERA 2020 Convention, San Francisco, CA. (Conference cancelled).
9. <sup>+</sup>Koehler, A., Chartier, K., Cheng, Z., **Fiock, H.**, Janakiraman, S., and Wang, H. (2019). *Examining students' use of online case-based discussions to support problem solving* [Conference presentation]. AECT 2019 Conference, Las Vegas, NV.
10. <sup>+</sup>Richardson, J., Lewandowski, J., **Fiock, H.**, and Gentry, M. (April, 2016). *Getting our hands dirty: Applying an experiential learning lens to a graduate program in learning design and technology program* [Conference presentation]. Global Learn Conference 2016, Limerick, Ireland.

## 2. Local Conference Presentations

1. <sup>+</sup>**Fiock, H.** (April 15, 2020). *Running an online student center* [Conference presentation]. eLearning Consortium of Colorado Conference, virtual conference.
2. <sup>\*</sup>**Fiock, H.** (2020). *Designing for community: An online student center* [Conference presentation]. Instructional Systems Technology (IST) Conference, Bloomington, IN.

## B. LEARNING

Holly is dedicated to fostering engaging and supportive online learning environments, specializing in onboarding and mentoring students through introduction seminar courses. She integrates evidence-based strategies, including the Community of Inquiry Framework, to promote meaningful engagement and collaboration. She previously managed two exemplary online student centers in the College of Education, supporting community building and resource sharing. These centers served as models for similar initiatives across Purdue's campus. Her work reflects a commitment to advancing innovation and excellence in online learning and program development.

### a. Course Lead Instructor at Purdue University

1. EDCI 52001: Seminar 1, Summer 2021 – Present

1. The faculty course lead is responsible for course updates and maintains the course after taking over from the course designer. Faculty course leads may or may not teach the course in addition to overseeing other instructors/LTLs.

### b. Courses Taught at Purdue University

1. EDCI 52001: Seminar 1, Fall 2020 – Present

2. EDCI 57500: Foundations of Online and Blended Learning, Fall 2024

3. EDCI 591: Seminar I, Fall 2018 – Summer 2020

4.EDCI 660: Demonstrating Professional Competencies in LDT, Spring 2016 – Spring 2018

**c. Paid Teaching Assistant at Purdue University**

1.EDPS 55600: Intro to Quantitative Data Analysis Methods in Education I, Summer 2022

**d. Volunteer Teaching Assistant at Purdue University**

1.EDCI 62700: Project Management in Instructional Design, Spring 2016

2.EDCI 53100: Learning Theories and Instructional Design, Spring 2016

**e. Online Student Center Manager at Purdue University**

1.LDT Online Student Center

2.C&I Online Student Center

1. Responsible for the creation, update, and management of student center for two online programs. Weekly announcements are created and made to ensure students stay current with policies and procedures, Purdue community events, and academic topics of interest. In order to build community, student profiles and kudos are announced to help online learners showcase their own awards and events.

**f. Course and Curriculum Development**

1.Learning Online 101, Purdue University (launched, spring 2021, all undergraduate students enrolled)

2.EDCI 590: Pedagogy I (Transition to Teaching Program)

3.EDCI 590: Pedagogy II (Transition to Teaching Program)

4.LDT Online Student Center (Fall 2015-Current)

5.C&I Online Student Center (Fall 2017-Current)

6.Career and Technical Education (CTE) Web 2.0 Technologies Workshop: 2015, 2016, Purdue University, West Lafayette, IN.

7.EDPS 50200 Advanced Severe Characteristics: 2015, Purdue University, West Lafayette, IN.

**g. Instructional Materials**

1.I assisted in various job aid/tutorial development for Purdue University's transition from Blackboard Learn to Desire to Learn's Brightspace with others at Purdue Online. These aids helped to support both students and faculty in navigating the learning management system.

## C. ENGAGEMENT

Holly is committed to bridging the gap between research and practice, leveraging her expertise to translate cutting-edge educational research into actionable strategies for diverse audiences. She actively shares her insights through practitioner-focused conferences, professional development workshops, and online platforms, ensuring that her work has a meaningful impact on both educators and learners in real-world settings.

(^indicates paid or invited request, \*indicates major contributing author, #indicates subject to review)

**a. Invited Talks**

1.^Richardson, J., Rogers, S., Denoyelles, A., & **Fiock, H.** (2022, June 9).

Community of Inquiry Framework: Research to Practice. Webinar. Association

for Educational Communications and Technology: Division of Distance Learning.

2. <sup>^\*</sup>**Fiock, H.** (2022, February 23). Research talk #1: Instructional design theory and sense making. Webinar. EDTECH 698: Seminar in Educational Technology. Boise State University, Boise, ID.

**b. Campus and Departmental Talks**

1. **Fiock, H.** (December 9, 2022). *A Collaborative Autoethnography on How Instructional Design Learners Make Sense of Theory*. Presentation at Purdue University, Career and Technical Education Research Seminar, West Lafayette, IN.
2. Richardson, J., Caskurlu, S., Castellanos Reyes, D., Duan, S., Ud Duha, M. S., **Fiock, H.**, Long, Y. (January 21, 2022). *Instructors' conceptualization and implementation of scaffolding in online higher education courses*. Presentation at Purdue University, Career and Technical Education Research Seminar, West Lafayette, IN.

**c. Practitioner Focused Presentations**

1. <sup>^\*</sup>**Fiock, H.**, McKenzie, G., Eccles, J. (2021, February 23). Universal design: Approaches for supporting diverse learners. Webinar. SON Office of Student Affairs & Diversity and HealthE STEPS Nursing Workforce Diversity.
2. Castellanos Reyes, D., **Fiock, H.**, & Yang, M. (2021, January 28). II Digital Tool Showcase. Virtual Forum, Purdue Association of Learning Design and Technology (PALDT).
3. <sup>^\*</sup>**Fiock, H.**, McKenzie, G., Benner, P., McNiesh, S., & Chan, G. (2020, October 21). Creating a Community of Inquiry in Online Learning. Virtual Forum, HealthImpact.
4. <sup>\*</sup>Wilhelm, I., **Fiock, H.**, Magruder, E., & Waltzer, L. (2020, August 11). Preparing Instructors for an Uncertain Fall. Virtual Forum, The Chronicle of Higher Education.
5. <sup>^\*#</sup>Garcia, H., & **Fiock, H.** (2019, February). Effective feedback practices. Practices that promote social presence online. In STAR Symposium. Symposium connected at the Minnesota Online Quality Initiative Conference, virtual conference.
6. Watson, W. & **Fiock, H.** (April, 2018). The design and implementation of a digital-badges and competency-based program for online ID masters students. Presentation for Research Seminar - Career and Technical Education, West Lafayette, Indiana.

**d. Program Review**

1. (2024). The University of Arizona Global Campus. Bachelor of Arts in Instructional Design external program review.

**e. Grant Review**

1. (2018). BAA Grant Reviewer: Reading and scoring DoDEA Grant applications.

**f. Practitioner Focused Articles**

1. <sup>^\*#</sup>**Fiock, H.** & Garcia, H. (2019, November). How to give your students better feedback with technology. The Chronicle of Higher Education. <https://www.chronicle.com/article/how-to-give-your-students-better-feedback-with-technology/>
2. <sup>\*</sup>**Fiock, H.** (December, 2020). [Leveraging Learner And Course Evaluation Data](#). eLearning Industry.

3. \***Fiock, H.** (March, 2018). [7 Keys for Successfully Updating Online Courses](#). eLearning Industry.
4. \***Fiock, H.** (December, 2016). *10+ Examples of Responsive E-Learning Courses Built in Rise #153*. E-Learning Heroes, Articulate Global, Inc.  
<https://community.articulate.com/articles/examples-of-rise-responsive-elearning-courses>
5. \*#Purdue Repository for Online Teaching and Learning (PoRTAL) Digital Repository. (2018).
  1. [Accessibility 101](#)
  2. [Syllabus for Online Teaching Considerations](#)
  3. [Readiness to Teach Online](#)