

# Steven James McGriff, Ph.D.

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## IN BRIEF

Steve is a champion for student-centered learning with technology who inspires teachers and education leaders to lead with a passion for developing students' future-proof skills. As a teacher educator, he creates compelling professional learning programs that empower the use of digital media for problem-solving, creativity, communication, and collaboration. He teaches courses, facilitates training, and coaches leaders to explore and develop possibilities for improving and transforming educational systems. As a divergent thinker, Steve creatively imagines education and training in ways that uncover and nurture other's creative confidence.

Steve works as an educational consultant with more than 20 years of expertise in instructional systems design, educational technology integration, and curriculum design. He knows how to create and manage professional learning experiences for workshops, school professional learning, international conferences, business training, research grants, and school districts.

## IN DETAIL EXPERIENCE

**Founder, Maestro and Chief Instructional Designer**

**DivergentED Consultants, San Jose, CA**

8/2016 – present

Provides training, consulting services, curriculum design, and educational technology expertise for schools, districts, higher education, educational non-profit organizations, and corporations. Designs and delivers workshops on adult learning principles, student-centered learning practices, instructional design, visual literacy, and educator professional learning program design. Teaches online courses for instructional design. Writes grants and conducts literature reviews. Facilitates large and small groups, specializing in design thinking and group process work. Presents with inspiration at conferences. Serves on EquityEDU Advisory Council. Connects and collaborates with multiple professional learning networks on LinkedIn, Facebook, Twitter, and Instagram. Blog: [divergentED.com](http://divergentED.com).

**Professor-in-Residence, Krause Center for Innovation (KCI), Foothill College**

Foothill-De Anza Community College District, Los Altos Hills, CA

7/2008 – 6/2016

**Summary:** Created and administrated educator professional learning programs and events. Managed and collaboratively led research grants. Empowered K-12 and college educators to effectively use educational technologies and pedagogical strategies to improve student learning outcomes. Inspired teachers to create student-centered learning environments around digital media to nurture students' skills in problem-solving, creativity, communication, and collaboration. Taught courses in educational technology integration.

▫ **Instructional Technology Program Development:** Led KCI's instructional technology-related initiatives, programs, and events with increasing levels of participant satisfaction, a variety of

offerings, and frequency of events per year. Directed teams of instructors to lead intensive professional learning programs serving over 3000 teacher-participants. Coached instructional leaders and teacher-participants to achieve increasing levels of success in professional educational technology opportunities, such as conference presentations, creative endeavors, and career promotions. Analyzed and applied research findings and current educational technology methodologies (e.g., SAMR, Technology Integration Matrix, and TPACK) to design and implement high-quality teacher professional learning programs. Created needs assessments and participant surveys. Analyzed data findings for clients. Nurtured the use of social media (i.e., Twitter) as a professional learning network among inspired educators. Established vision and leadership to sustain and enhance excellence in professional learning programs for educators and to model equitable and engaging learning experiences for students.

Established pedagogical practices and instructional strategies that supported the use of technology throughout the KCI's professional learning programs. Analyzed and documented MERIT (Making Education Relevant and Interactive Through Technology) professional learning program instructional flow to better facilitate a transformational experience for participants. Developed a new revenue generating professional learning program model for school districts (mini-MERIT). Co-led development of a professional learning program for middle school mathematics (FAME). Co-designed a design thinking workshop for the Tech Museum. Developed a customized training program model for a 2-week educational technology program for 108 teachers in the Pangasinan Province, Philippines.

▫ **Academic Leadership:** Designed and developed the only California Certificate of Achievement in Instructional Design and Technology, comprising 10-courses in a 27-unit program of study. Facilitated curriculum scheduling with KCI's part-time faculty; created, designed, developed, and managed KCI's college curriculum with emphasis on educational technology integration in the classroom; planned and scheduled courses; updated curriculum to comply with California Title 5. Taught classes to educators about the integration of technology into classroom instruction. Participated in and presented at state and national conferences on educational technology.

▫ **Administrative Leadership:** Worked collaboratively with KCI's leadership team to develop strategic plans, set policy, and cast vision. Actualized cultural diversity and actively supported a multicultural environment. Participated in the Foothill curriculum and technology committees, as well as represented the KCI on academic matters to the College and outside constituencies. Led, coached and advised contracted instructional trainers. Coached KCI leadership team in effective visual and verbal communication strategies. Produced marketing materials, social media, promotional video, and business presentations that promoted professional learning for educators.

Established new practices and procedures to conduct the judging of educational technology competition programs. Realigned KCI's graphic design and visual guidelines for print, web, and presentation materials. Created new systems and processes for designing courses; developing curriculum maps; managing review of program applications; analyzing needs assessment data;

implementing professional learning programs; communication, workflow, and document management; and event and meeting planning.

▫ **Partnership Building:** Collaborated with regional and state educational agencies to establish a Foothill College presence in educational technology venues. Consulted with local school district administrators to inspire educational technology learning initiatives. Promoted effective integration of technology that improves student-learning outcomes. Wrote grant proposals and established partnership relationships with educational agencies, higher education institutions, and donors at national and regional levels.

**Assistant Professor**, Department of Instructional Technology (tenure-track)

College of Education, San José State University, San José, CA

8/2005 – 5/2009

Designed, developed, and taught graduate courses in instructional design, graphic design, distance learning, emerging technologies, information management, and professional development. Advised graduate students. Managed department projects and events, such as IT Professional Development Night and focus groups. Managed the department practicum program and served as liaison to corporate and non-profit partners. Supported department's professional staff and faculty development and academic research. Served on College and University committees. Areas of interests included self-efficacy for learning, self-directed learning, rubrics, and faculty development.

**Instructional Technology Consultant:** Instructional Design and Development

NSF ITEST Grant project, *Marine Biotechnology and Bioinformatics for Teachers* 9/2005 – 3/2009

Collaborated with research team to design curriculum and workshop sessions, developed instructional materials, presented technology topics, recorded educational video and photographs, facilitated lesson plan development for teacher participants, designed and developed project website, edited website content, and science lesson plans. See program website at <http://marinebiotech.net>

**Lecturer.** Department of Instructional Technology

College of Education, San José State University, San José, CA

8/2002 – 8/2005

**Lecturer, Universidad Don Bosco** — San Salvador, El Salvador. Joint master's degree program in instructional technology with San José State University

7/2004 – 11/2006

## MORE EXPERIENCE

**Advisory Council, EquityEDU** (present) — equity is the path to justice

**Instructional Design Intern** — Innovative Learning, Andersen, St. Charles, IL (2001)

**Manager, Academic Technology Lab, Academic Computing** — Stanford University, Stanford, CA (1998-99)

## EDUCATION

**The Pennsylvania State University**, University Park, PA

— Ph.D., Education: Instructional Systems, (May 2007)

**Dissertation Title:** *The Effect of an Analytical-Trait, Task-Specific Rubric With or Without Explanation on Self-efficacy and Academic Achievement*

**Supporting Field:** Leadership in Higher Education

**Award:** Academic Computing Fellowship, 1999 – 2002

**San José State University**, College of Education, San José, CA

— Master of Arts, Education: Instructional Technology

**Concentration:** Computers and Interactive Technologies

**Master's Thesis Project:** *A Practical Guide for Higher Education Website Design*

**Stanford University**, Stanford, CA — Bachelor of Arts, Studio Art: Art Design

**Stanford-in-Berlin**, Stanford University, Overseas Studies Program

*Krupp Foundation Internship Program* — Raychem Corporation, München, Germany

## COLLEGE & UNIVERSITY EXPERIENCE

**Teaching: Foothill College (Learning in New Media Classrooms LINC)**

LINC 98 Teaching and Learning in the Digital Age (Fall 2018)

LINC 82B Instructional Materials Design (Fall 2018)

**Teaching: San José State University**

**Graduate Courses in Instructional Technology, Connie L. Lurie School of Education**

EDIT 122 Microcomputers in Education (Fall 2002)

EDIT 226 Instructional Design Seminar (2002-08)

EDIT 241 Emerging Technologies for Teachers (Spring 2003, Summer 2003, Spring 2004)

EDIT 242 Practicum in Instructional Technology (2004-09)

EDIT 270 Instructional Technology Seminar (2008-09, capstone course)

EDIT 271 Computer Applications Seminar: Web-based Learning (Spring 2008)

EDIT 272 Information Management (Summer 2004, online course)

EDIT 273 Instructional Graphics (2002-07)

EDIT 285 Distance Learning and Telecommunications (Fall 2006, Spring 2008)

## Service

Egan Middle School 8th Grade Portfolio Review (2012, 2013)

Campbell Middle School 8th Grade Exhibition Review (2011)

Foothill College, Teaching and Learning Center Task Force (2010 - 2012)

Instructional Technology Department Student Recruitment Committee, (2005-07)

Instructional Technology Department Faculty Recruitment Committee, Chair (2006-07)

Instructional Technology Department Curriculum Committee (2002-08)

Santa Clara County Office of Education, Educational Technology Consortium (2006-08)  
College of Education Curriculum Committee, Secretary (2002-07), Chair (2007-08)  
College of Education Assessment Committee (2007-08)  
College of Education Equity, Advocacy, and Policy Committee (2007-08)  
San José State University, Service Learning Liaison for Instructional Technology (2006-07)  
San José State University, University Library Board (Spring 2007)  
Community Service: Cadwallader Elementary School: Career Day (March 2006)  
Community Service: Cadwallader Elementary School: Science Fair Judge (March 2007)

### **Scholarship**

Provost's Assessment Award for Department of Instructional Technology (April 2007)

### **Professional Contributions**

Advisory Board, MOUSE Squad California, (2010-2013)

ISTE Poster Session Review Captain (2012)

Reviewer, National Science Foundation (NSF) Merit Review Process, DR-K12 Program (May 2007)

Editor, Alumni Update Newsletter, Instructional Technology Department (May 2007)

### **PUBLICATIONS**

McGriff, S.J. (2006). Assessing what really matters: Rubrics can improve student achievement. Proceedings of the Annual Conference of the Association for Educational Communications and Technology (AECT), Dallas, TX, October 2006.

McGriff, S.J. (2006). Be a scientist, do practical science: Teachers explore marine biotechnology and bioinformatics. Proceedings of the Annual Conference of the Association for Educational Communications and Technology (AECT), Dallas, TX, October 2006.

Barba, R. & McGriff, S.J. (2006). Technical Report of SJSU/UDB Master's Degree in Instructional Technology for Cohort 1, Spring 2006.

McGriff, S. (2005). SJSU Instructional Technology Program Evaluation Report. Technical report prepared for SJSU IT Department.

McGriff, S.J. (2001). Leadership in Higher Education: Instructional Designers in Faculty Development. Proceedings of the Annual Conference of the Association for Educational Communications and Technology (AECT), Atlanta, GA, November 2001.

Nworie, J. & McGriff, S.J. (2001). Towards the Transformation of Higher Education: Educational Technology Leadership. Proceedings of the Annual Conference of the Association for Educational Communications and Technology (AECT), Atlanta, GA, November 2001.

McGriff, S.J. (1997). Video Streaming Technology as a Distance Education Tool: Applications for Higher Education. *ED Journal*, 11(8), 11-16.

## ACADEMIC PRESENTATIONS

- McGriff, S.J. (2008, October). Anyone Can Be Visually Literate: Graphic Design Tips for Educators. Innovative Learning Conference, San José, CA, October 14-16, 2008.
- McGriff, S.J. (2007). Team Building in Biotechnology, Bioinformatics, and Pedagogy. Audio poster presented at the NSF ITEST Summit 2007, Washington, D.C., February 6-8, 2007.
- McGriff, S.J. (2006). Assessing What Really Matters: Rubrics Can Improve Student Achievement, at the annual Association for Educational Communications and Technology (AECT) conference, October 10-13, 2006, Dallas, TX.
- McGriff, S.J. (2006). Be a Scientist, Do Practical Science: Teachers Explore Marine Biotechnology and Bioinformatics, at the annual Association for Educational Communications and Technology (AECT) conference, October 10-13, 2006, Dallas, TX.
- McGriff, S.J. (2006, May). Project-based Learning: WebQuest for Language Learning at the IT Workshop for the Chulalongkorn University (Bangkok, Thailand) Graduate Program in English as an International Language. Invited presentation at San José State University.
- McGriff, S.J. (2006, May). Introduction to Instructional Technology at the IT Workshop for the Chulalongkorn University (Bangkok, Thailand) Graduate Program in English as an International Language. Invited presentation at San José State University, San Jose, CA.
- McGriff, S.J. (2006, April). Teaching a Graduate Instructional Technology Course Across Geographic, Cultural, and Language Barriers at the CSU 9th Regional Symposium on University Teaching, April 1, 2006, CSU Dominguez Hills, Torrance, CA.
- McGriff, S.J. (2006). Marine Biotechnology and Bioinformatics. Poster presented at the NSF ITEST Summit 2006, Washington, D.C., February 7-10, 2006.
- McGriff, S.J. (2006). Developing Expertise in Instructional Technology. Poster presented at the annual meeting of iCUE, Woodside, CA, February 4, 2006.
- McGriff, S.J. (2003). Drawing Beyond the Lines: Pushing the Boundaries of Graphics for Instruction and Encouraging Creativity. International conference of the Association for Educational Communications and Technology (AECT), Anaheim, CA.
- Lu, M. & McGriff, S.J. (2003). Instructional Material/Idea Exchange: What 'Works' Magic in Your Multimedia/Graphic Design and Production Classes? International conference of the Association for Educational Communications and Technology (AECT), Anaheim, CA.
- Clark, K. & McGriff, S.J. (2002). The Digital Divide in Higher Education: Minority Issues in Educational Technology. Invited presentation, Banneker Discussion Group, American Council on Education (ACE), Washington, D.C.
- McGriff, S.J. (2001). Leadership in Higher Education: Instructional Designers in Faculty Development Programs. International conference of the Association for Educational Communications and Technology (AECT), Atlanta, GA.

- Nworie, J. & McGriff, S.J. (2001). Towards the Transformation of Higher Education: Educational Technology Leadership. International conference of the Association for Educational Communications and Technology (AECT), Atlanta, GA.
- McGriff, S.J. (2000). Project Management for Instructional Design in Higher Education. Annual conference of the Pennsylvania Association for Educational Communications and Technology (PAECT), Harrisburg, PA.
- McGriff, S.J. & Park, J. (2000). Design and Development of Interactive Learning Environments: Methods and Models. Annual conference of the Pennsylvania Association for Educational Communications and Technology (PAECT), Harrisburg, PA.
- McGriff, S.J., Kim, H., & Hsu, P. (2000). Towards an Assessment of Problem Solving Ability in Middle School. Annual conference of the Pennsylvania Association for Educational Communications and Technology (PAECT), Harrisburg, PA.
- Clark, K. & McGriff, S.J. (2000). The Instructional Design Practicum: The impact of field work experience on employment selection and their role within an organization. International conference of the Association for Educational Communications and Technology (AECT), Long Beach, CA.
- McGriff, S.J. (1999, July). The Diverse Quality of Education Web Sites: Practical Design Guidelines. Syllabus99 Education Technology Conference, Santa Clara, CA.

## **GRANTS**

**Silicon Valley Education Foundation**, Education In-school Grant for the Faculty Academy for Mathematics Excellence (FAME) professional development program:

March 2013, \$60,000 \ March 2012, \$60,000 \ March 2011, \$98,000 \ March 2010, \$98,000 \ March 2009, \$39,000

**BelleJAR Philanthropy Foundation**, grant for MERIT (Making Education Relevant and Interactive through Technology) educator professional development program, 2011 & 2012, \$25,000.

**Intrepid Philanthropy Foundation**, grant for MERIT (Making Education Relevant and Interactive through Technology) educator professional development program, 2011 & 2012, \$10,000.

**Vadasz Family Foundation**, grant for Faculty Academy for Mathematics Excellence (FAME) professional development program, 2011-2012, \$60,000.

**Morgan Family Foundation**, grant for MERIT (Making Education Relevant and Interactive through Technology) educator professional development program, 2008-2011, \$225,000.

**College of Education Faculty Professional Development Grant**, San José State University, 2007-2008, 2006-2007, 2002-2005. Amount: \$500.

**San José State University Junior Faculty Career Development Grant**, 2006-2007. Amount: .20 release time and \$1,000.

**Department of Instructional Technology Faculty Development Grant**, San José State University, annual grant received 2002-2007. Amount \$500.

## K-12 EDUCATIONAL TECHNOLOGY PRESENTATIONS and WORKSHOP

- McGriff, S.J. (2019, May) **EdTech for You Workshop** for higher education faculty. Long Beach City College, Long Beach, CA
- McGriff, S.J. (2019, May) **spARCS for Motivation** and **Thin Slides Let Your Students' Creativity Shine**. CUE BOLD Professional Learning Event, Carlsbad, CA
- Hebern, M. & McGriff, S.J. (2019, March) **UDL: Every Student, Every Time**. CUE National Conference, Palm Springs, CA
- McGriff, S.J. & Hebern, M. (2019, March) **Eduprotocols Workshop**. CUE National Conference, Palm Springs, CA
- McGriff, S.J. (2019, March) **Visual Design to Supercharge Comprehension**. Poster Presentation, CUE National Conference, Palm Springs, CA
- McGriff, S.J. & Hebern, M. (2018, October) **Eduprotocols Workshop**. CUE Fall Conference, American Canyon High School, American Canyon, CA.
- McGriff, S.J. (2018, July) **Uncovering Creativity and Innovation**. CUE Black Label Professional Learning Workshop, Lake Elsinore School District, Lake Elsinore, CA:
- McGriff, S.J. (2018, July) **Iron Chef #Eduprotocol** and **Introduction to #Eduprotocols**. CUE RockStar Teacher Camp, Sequoia Middle School, Pleasant Hill, CA.
- McGriff, S.J. (2018, May) **Iron Chef #Eduprotocol** and **Thin Slides Let Your Students' Creativity Shine**. CUE BOLD Professional Learning Event, Laguna Beach, CA:
- Sun, V. & McGriff, S.J. (2018, March) **Rubric: The Guide on the Side**. CUE National Conference, Palm Springs, CA.
- McGriff, S.J. & Corippo, J. (2018, March) **Iron Chef: UDL+ ELA Protocol Workshop**. CUE National Conference, Palm Springs, CA.
- McGriff, S.J. (2018, March) **Writing Excellent Instructional Objectives; ARCS to Spark Motivating Lesson Design; and CUE's CraftED: The ELA +UDL Protocols**. CUE Black Label Professional Learning Workshops, Simi Valley Unified School District, Simi Valley, CA:
- McGriff, S.J. & Corippo, J. (2017, October) **CUE's New UDL+ ELA Protocol Workshop**. Fall CUE Conference, American Canyon, CA.
- McGriff, S.J. (2017, October) **Visual Voice: Clearly Show Your Message**. Fall CUE Conference, American Canyon, CA.
- McGriff, S.J. (facilitator), Kluesner, M., Anderson, J., Cordero, K., Berger, L. (2017, October) **Rubric: The Guide on the Side**. A panel presentation and discussion at Fall CUE Conference, American Canyon, CA.
- McGriff, S.J. (2017, June) **GOOD! Design Basics with Google Draw**. Workshop at ISTE Conference, San Antonio, TX.
- McGriff, S.J. (2017, March) **Graphic Design Ideas! Whirlwind Style**. National CUE Conference, Palm Springs, CA.



- McGriff, S.J. (2017, March) **Graphic Design for Teaching and Learning Workshop**. National CUE Conference, Palm Springs, CA.
- McGriff, S.J. (2016, October) **Graphic Design for Teaching and Learning Workshop**. Fall CUE Conference, American Canyon, CA.
- McGriff, S.J. & Schwab, A. (2016, October) **Tiered Professional Learning to Build a District's Capacity**. Fall CUE Conference, American Canyon, CA.
- McGriff, S.J. (2016, September) Easy! **Graphic Design for Educators BYOD Workshop**. East Bay CUE Conference, Berkeley, CA.
- McGriff, S.J. & Schwab, A. (2016, March) **Tiered Professional Learning to Build a District's Capacity**. National CUE Conference, Palm Springs, CA.
- McGriff, S.J. (2015, March) **Graphic Design Tips for Creating Infographics**. National CUE Conference, Palm Springs, CA.
- McGriff, S.J. & Takara, C. (2014, October) **Make a Makerspace and Design Thinking Lab in Your Classroom**. Fall CUE Conference, American Canyon, CA.
- McGriff, S.J. (2012, March). **Prezi with Power: Graphic Design Tips for Educators**. The Computer Using Educators (CUE) conference, Palm Springs, CA, March 14-17, 2012.
- McGriff, S.J. (2011, March). **Graphic Design for Educators: Six Elements for Successful Communication**. National CUE Conference, Palm Springs, CA.
- Simkins, M. & McGriff, S.J. (2011, March). **Certifying Administrators as Edtech Leaders**. National CUE Conference, Palm Springs, CA.
- McGriff, S.J. & Hurley, R. (2011, March). **MERIT: Making Education Relevant and Interactive through Technology**. Silicon Valley Computer Using Educators (SVCUE) conference, San Jose, CA.
- McGriff, S.J. (2011, March). **Graphic Design for Educators: Six Elements for Successful Communication**. Silicon Valley Computer Using Educators (SVCUE) conference, San Jose, CA.
- McGriff, S.J. (2010, June). **Improve Your Looks! Dress Up Your Instructional Materials**. Harker Teacher Institute, San Jose, CA.
- McGriff, S.J. (2010, February). **Improve Your Looks! Dress Up Your Instructional Materials**. Silicon Valley Computer Using Educators (SVCUE) conference, San Jose, CA.

## PROFESSIONAL PROFILE

Association Memberships: CUE, ISTE, ASCD • Profile Summary Sheet: [bit.ly/mcgriff-profile](http://bit.ly/mcgriff-profile)

## PROFESSIONAL INTERESTS

creative confidence, creativity, ideation, visual literacy, information graphics, design thinking, social media for professional learning, transformative school models