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### **Summary**

Respected administrator, author, educator, speaker and entrepreneur with a passion for using innovative technologies to help people learn. Proven ability to manage innovative learning and development initiatives as well as develop strategies and curriculum. Demonstrated strength in distance learning and instructional technologies. Specific expertise in learning sciences, instruction, assessment and evaluation of corporate and academic curriculum programs.

### **Education**

#### **Ph.D. in Instructional Design for Online Learning**

Capella University, Minneapolis, MN, 2008

#### **Master of Science in Instructional Design and Development**

Lehigh University, Bethlehem, PA, 2004

#### **Master of Arts in Economics**

West Virginia University, Morgantown, WV, 1976

#### **Bachelor of Arts in Economics**

Waynesburg College, Waynesburg, PA, 1974

### **Executive Experience**

Advantage Learning Technologies, Inc., Coopersburg, PA

**CEO/President.....2002-Present**

#### **Roles and Responsibilities**

As CEO of Advantage Learning Technologies, Inc., provide strategic and consulting services to corporations, institutions and organizations on technology integration for workforce learning and development. Create and develop classes and programs using the latest research in psychology, neuroscience human factors and learning sciences. Develop business in markets including technology, oil and gas and health care and other sectors including many of the Fortune 500. Clients included Liz Claiborne, Johnson and Johnson, Sanofi-Aventis, BMS, Pfizer, KPMG, Adobe, DOD, CPG, Almac, Merck, Wells Fargo, IAC/Interactive, Brookwood Media Arts and others.

#### **Major Achievements and Initiatives**

- Created strategic initiatives to deliver a wide variety of training and learning solutions including VLEs, ILT, LCMS, LMS, distance learning, remote classrooms, multimedia e-learning, virtual simulations, m-learning and compliance training programs, products and courses.
- Developed approaches for new and cost-effective technologies use that enhance suggested learning and performance solutions for corporate, government and organizational clients.

- Communicated with clients managing complex, international, multi-tiered stakeholder training environments.
- Developed business including marketing and client relations, and product development.
- Created and delivered workshop and seminars on instructional design and learning science to Fortune 1000 companies.
- Acted as a liaison between business leaders, trainers, and information technology to insure projects meet objectives & implement on time and within budget.
- Fostered relationships across all areas of complex organizations through the development and adherence to organizational objectives and measurable evaluation and assessment.
- Administered contracts, subcontracts and project management tools to meet deadlines.
- Spearheaded performance improvement initiatives for a variety of departments including sales, finance, information technologies and engineering.

Cedar Crest College, Allentown, PA

**Associate Provost, School of Adult and Graduate Studies.....2017 to 2019**

As the Associate Provost for Adult and Graduate Education provide leadership about the development, marketing, delivery, and assessment of the academic programs offered through the School of Adult and Graduate Education (SAGE). Oversee the academic programs for the College's graduate students and adult undergraduates, as well as online programs, and lead the College's exploration of newer methods of instruction and credentialing, such as competency-based education, prior learning assessment, and adaptive learning.

**Major Achievements and Initiatives**

- Promoted enrollment growth at the College through the development of new adult and graduate education programs, in conjunction with academic departments.
- Developed and promote online programs, distance-learning initiatives, and other alternative modalities of program delivery, which support academic and institutional objectives, including non-credit bearing courses and programs.
- Developed marketing and recruiting strategies, which promoted enrollment growth in adult and graduate education.
- Lead the application and/or accreditation process for academic programs.
- Identified opportunities in adult and graduate education, which support the mission and Strategic Plan of the College.
- Promoted collaborative initiatives and partnership within the local community that support new and existing adult and graduate programs.

American University, Washington, DC

**Associate Dean of Graduate Programs and Online Learning.....2015-2017**

**Roles and Responsibilities**

As Associate Dean of Graduate Programs and Online Learning in the School of Professional and Extended Studies (SPeXS) at American University, a \$18 Million revenue stream, created, developed and implemented new master's degree

programs including the Modular Masters MA (a stackable certificates program) and MS programs in Health Care Management, Sports Analytics and Management, Measurement and Evaluation, Human Resource Analytics and Management. Built an online-integrated core of professional skills courses shared across programs and allows the adult learner to select a learning path. Initiated innovative business-to-business marketing for credit and non-credit offerings. Responsible for all budgets, program directors, staff, Adult Coaching and Career Center, 72 faculty, vendor and enabler relationships.

### **Major Achievements and Initiatives**

- Developed the first MS degree curriculum for SPeXS using subject matter experts (SMEs) by forming an Advisory Committee comprised of top industry professionals and guided the proposal through the committee process to successful approval.
- Established Advisory Committees of top industry professionals to create criterion referenced program competencies and course outcomes, prior to the creation of the new programs.
- Established assessment level maps for introducing, reinforcing, empathizing and demonstrating the learning objectives of each new program with the competencies established.
- Created instructional approaches and strategies that map and track specific outcomes at the program, course and lesson levels.
- Lead relevant research efforts to evaluate learning outcomes and program effectiveness.
- Evaluated overall graduate curriculum at American University at the time and determined the need for specific professional programs geared at mid-career adult learners online.
- Created the graduate program department (5 staff, 4 program directors and 48 faculty) and programs including 7 certificates, noncredit and 6 full credit MS degrees, an 18 Million dollar revenue stream.
- Refined and implemented the business model for a stackable certificate program leading to a flexible integrated MA degree with 56 combinations.
- Generated new and sustainable revenue streams for online learning.
- Initiated adult learning initiatives that provide nontraditional students with additional access and flexibility.
- Created a carousel curriculum of professional core course that can be combined with subject specific content and stacked as professional certificates or turned into MA or MS degrees.
- Utilized multiple platforms and venues of innovative technologies such as synchronous and asynchronous applications, LMSs, social networks, SDLs, video, ILTs and VILTs, etc. to provide convenient and affordable access.
- Managed marketing, enrollment and retention services in-house and with vendor partners.
- Maintained learner focused operational practices designed to optimize learning, retention, degree completion and securing credentials.
- Developed strong relationship with university faculty and administrators to garner support for new program initiatives, delivery methods and curriculum models.
- Managed the documentation of accreditation, licensure, and regulatory requirements.

- Worked with faculty, ID staff and partners to optimize the use of technologies in course production and delivery.
- Set and enacted priorities while meeting aggressive goals working as an entrepreneur in a university environment.

LaSalle University, Philadelphia, PA

**Director Graduate Program, Instructional Technology Management, M.S.  
Undergraduate Program Organizational Leadership, B.A....2008-2015**

**Roles and Responsibilities**

As Director of MS in Instructional Technologies Management and BA in Organization Leadership at LaSalle University, represented College of Professional and Continuing Studies on various committees including: Academic Affairs, Curriculum Committee, Middle States Evaluation, Assessment and Evaluation, Graduate Studies, Financial Aid, La Salle University Online and others. Developed strategic and operational initiatives including new programs, budget priorities and curriculum and policy innovation. Provided leadership for the online, nontraditional and adult enrollment initiatives. Introduced new technologies, innovative instructional and assessment approaches. Supervised the development of curriculum, competencies, outcomes, learning objectives and evaluation.

**Major Achievements and Initiatives**

- Instituted relationships with corporate and institutional partners.
- Created and managed budgets for operation, marketing and financial aid.
- Executed a comprehensive marketing plan for the programs.
- Produced business contacts and community support and involvement.
- Evaluated the ongoing quality assurance of the programs including review of course syllabi, student evaluation of courses, and appropriate use of technology.
- Recruited and evaluated 24 faculty to teach in the programs.
- Constructed executive training webinar series including xAPI, MOOCs, Augmented Learning, Assessment, Networked Learning, Big Data and many more.
- Established a realistic plan for financial success in online and blended programming.
- Created the instructionally sound templates and models.
- Counseled on faculty development for programs offered by the LaSalle
- Directed the admission committee that sets standards on admission to the programs, and monitors student progression through the programs.
- Collaborated with Fortune 500 organizations to develop flexible program delivery and revenue models.
- Established an authentic assessment and evaluation approach based on data.
- Reframed the curriculum of ORL for non-traditional learners and an accelerated online program.
- Spearheaded the initiative for online and distance learning courses and programs.

British Oxygen Corporation, Murray Hill, NJ

**Director of Distributed Information  
Technologies.....1987-1992**

**Roles and Responsibilities**

As Director of Distributed Information Systems at British Oxygen Corporation, acted as a liaison between 5 main business units for all information processing and technology management for all system that lead up to the main frame in Murray Hill including all financial systems, point of sale systems, liquid scheduling systems and distribution tracking systems. Coordinated four major regional data centers in Malvern PA, Lyle, Ill, Oakland Ca and Chattanooga TN.

**Major Achievements and Initiatives**

- Managed information technology department for 4 regional data centers, approximately 450 POS retail stores, all information systems and support for North America, BOC Liquid Air, AIRCO Gasses, Specialty Gasses and Chemicals, and Retail. Budget of 15 million plus.
- Converted AmeriGas to BOC systems and closed data center at Valley Forge, PA
- Developed connectivity for sending financial data to corporate headquarter monthly.
- Directed work efforts of Information Technology teams (32 direct reports) that aligned business objectives with new infrastructure projects for a wide variety of business units.
- Coordinated projects, system analysts, programmers and clients in multimillion-dollar system project integrations and rollouts.

Alpern, Rosenthal and Company, Pittsburgh PA

**Director Management Advisory**

**Services**.....1982-1986

**Roles and Responsibilities**

As Director of Management Advisory Services for a tier one accounting firm developed business relations with clients and service engagements for installation of financial applications and integrated systems.

**Major Achievements and Initiatives**

- Engaged a large and varied consulting staff involved in systems evaluations, training requirements, and software specifications design and selections.
- Developed a consulting division for a tier one accounting firm.
- Implemented information technology systems that aligned with business objectives.
- Served as a consultant to executive management on information planning and analytics.

Concord Management Systems, Inc. Greenbelt, MD

**Vice President of Software**

**Development**.....1978-1981

**Roles and Responsibilities**

As Vice President of Software Development for a management consulting for the worldwide construction industry. Developed integrated information technology solutions for business strategies and financial management systems.

**Major Achievements and Initiatives**

- Designed and developed business application software and coordinated training and programming staff.
- Implemented systems conversation and integration operations.
- Advanced a startup business into a 7-million-dollar business in 3 years.

### **Teaching Experience**

**LaSalle University, Philadelphia, PA**  
**Adjunct Faculty.....2008–Present**

**Cedar Crest College, Allentown, PA**  
**Adjunct Faculty.....2017-2019**

- Teach MBA courses and faculty training

American University, Washington, D.C.  
**Faculty.....2015-2017**

- Taught a variety of Business courses including Emerging Technologies, created program curriculums and instructional design

LaSalle University, Philadelphia, PA  
**Director/Adjunct Faculty.....2008 - 2016**

- Facilitated and designed online synchronous and asynchronous courses to graduate students and faculty in instructional design, visual literacy, assessment and evaluation, social media, adult learning, online pedagogy, corporate e-learning and instructions design.

Westwood College Online, Denver, CO  
**Instructor/Designer.....2004-2005**

- Taught and designed asynchronous courses in intro to economics, micro and macroeconomics, and learner success strategies.

Whitehall High School, Whitehall, PA  
**Teacher..... 1997-2002**

- Designed and taught computer-programming courses including the Adobe Suite, FrontPage, PowerPoint, HTML and Web design. Designed courses.

Glenville State College, WV, St. Vincent’s College, Seton Hill College, Latrobe, PA  
**Instructor.....1976-1978**

### **Technical Proficiencies & Certificates**

Microsoft Office, Adobe CS, Sound Forge, Adobe Premiere, Blackboard, Moodle, Canvas, WebEx, Collaborate, Connect, Articulate Studio and Storyline2, Captivate, xAPI, VR. AI, AR and others.

Leadership in Online Learning Mastery Certificate, completed May, 2015 Online Learning Consortium, Competencies Based Education Certification, 2016 Online Learning Consortium

## Non Profit Service

Pencils of Promise, Executive Fund Raising

SMART Recovery, International Training Consultant

### Speaking Engagements and Presentations:

AI and the Agile Workplace - 10th International Multi-Conference on Complexity, Informatics and Cybernetics (IMCIC 2019), Orlando, USA, on March 12-15, 2019.

*Chatbots and Vocal Interaction Technology*, Educause – Thursday October 30 to November 2, 2018. Denver, CO.

*Chatbots and Vocal Interaction Technology*, Montgomery County Community College, 24<sup>th</sup> Annual Technology and Learning Conference, October 5, 2018. Plymouth Meeting, PA.

*Higher Education Reborn*, Keynote, Alvernia College, Annual Faculty Meeting, August 17, 2018, Reading, PA.

*Higher Education Reborn*, 12<sup>th</sup> Annual LVIAC Conference on Serving Adult Learner, Cedar Crest College, Invited Keynote. <https://lvaic.org/event/12th-annual-lvaic-conference-on-serving-adult-learners/>

*Chatbots and Vocal Interaction Technology*, University of the Sciences – Thursday March 8, 2018.

<https://sites.google.com/usciences.edu/elearning2018/program/presentations-by-theme/abstracts/baggio>

<https://sites.google.com/usciences.edu/elearning2018/program/presentation-videos>

*Future of Education Panel Discussion* University of the Sciences – Thursday March 8, 2018.

<https://sites.google.com/usciences.edu/elearning2018/program/presentations-by-theme/abstracts/panel>

<http://www.rodspulsepodcast.com/2018/04/rpp-164-future-of-education-discussion.html>

*Higher Education, Reborn*. Drexel eLearning 3.0 Conference - Thursday March 2017, invited keynote. <http://drexel.edu/it/news/e-learning-conference/archive/2017/>

*Touchpoints: Leading, Inspiring and Measuring Performance in the Virtual Workplace*, September 22, 2015. TED Talks Live, Pyramid Club, Philadelphia, PA

*Exploring the Science of Personality and Learning in the Virtual Environment*, Spring Symposium, Plymouth Meeting, PA. February 21, 2015

*Touchpoints: Leading, Inspiring and Measuring Performance in the Virtual Workplace*, Federal Reserve Bank, Philadelphia, PA. September 17, 2014

*The Pajama Effect: Success Skills for Working and Leading in a Virtual Environment*, video series, Institute for Management Studies, San Francisco, CA, July 10, 2014

*Tools for Success in the Virtual Workplace*, IMS (Institute for Management Studies), Annual Conference, Winter Park Florida, June 17-20, 2014

*ID for SME's*, ASTD Philadelphia Annual Conference, Drexel Hill, PA, May 21, 2014

*Tools for Success in the Virtual Workplace*, IMS (Institute for Management Studies), Philadelphia, PA, December 5, 2013 and February 22, 2014, Cleveland, OH, March 19, 2014, Minneapolis, MN, May 14, 2014, November 13, 2014, Iselin, NJ.

*The Pajama Effect: Working and Leading in the Virtual Environment*, The Training Industry, March 11, 2014

*Creating Supportive Multimedia Learning Environments*, Ed Media 2013, Victoria, Canada, June 24-28, 2013

*Why Problem Based Learning Online*, DLA2013 Distance Learning Administration Conference 2013, Jekyll Island, GA June 2-5, 2013

*Aligning Outcomes on 3 Levels: Program, Course and Lesson*, Training Industry, March 12, 2013

*Aligning Outcomes on 3 Levels: Program, Course and Lesson*, PASSHE, February 11, 2013

*How Do You Compete with Free?* Distance Learning Administrators Annual Conference 2012, Jekyll Island, GA June 3-6, 2012

*Crystal Ball Gazing*, ASTD Regional Conference Innovative Teaching and Learning, Philadelphia, PA, May 10, 2012

*Web 3.0 and Adaptive Learning*, Lunchtime Learning Series, May 8, 2012

*The Pajama Effect*, ASTD Philadelphia, March 14, 2012

*Problem Based Learning*, La Salle Faculty Training, February 23, 2012

Innovative Learning and Technology Panel, Philadelphia Chamber of Commerce, February 15, 2012

*The Visual Connection*, Distance Teaching and Learning, University of Wisconsin, Madison, Wisconsin, August 3-5, 2011

*The Pajama Effect*, Ed-Media, Lisbon Portugal, AACE, June27-July 1, 2011

*The Pajama Effect*, Lunchtime Learning Series, La Salle University, Philadelphia, PA, May 10, 2011

*The Visual Connection*, Global Learn Asia Pacific 2011 Conference, Melbourne, Australia, May 17-20, 2011

*The P.J. Effect: Success Skills for the Virtual Classroom*, Distance Learning Association, Savannah, GA, May 22-25, 2011



*Success Skills for Blended Learning Courses*, Sloan Consortium Annual Blended Learning Conference and Workshop, March 28-29, 2011, Oak Brook, Illinois

*The P.J. Effect: Success Skills for the Virtual Classroom*, Society for Information Technology & Teacher Education, SITE 2011 Conference, March 7-11, 2011, Nashville, TN.

*The P.J. Effect: Success Skills for the Virtual Workplace*, Global TIME 2011, Association for the Advancement of Computing in Education, February 22-24, 2011

*Direct Instruction for Mobile Learning*, Society for Applied Learning Technologies (SALT), February 23-25, 2011, Orlando, FL.

*The Pajama Effect*, ASTD Greater Philadelphia, eLearning Special Interest Group, September 16, 2010, Plymouth Meeting PA

*You Listen With Your Eyes: Using Visuals to Fast Forward Learning*, Symposium on Higher Education, Wharton School, University of Pennsylvania, Philadelphia, PA, July 23, 2010

*Crystal Ball Gazing: 7 Meta Trends for Learning 2010*, Distance learning Administration Conference University of West Georgia, Jekyll Island Club, Jekyll Island, GA, June 6-9, 2010 Keynote

*Crystal Ball Gazing: 7 Meta Trends for Learning 2010*, SHRM, Penn State, Great Valley, PA May 2010

*Crystal Ball Gazing 2010: Meta Trends and The Future of e-Learning*, E-Learning Guild, Orlando, FL, March 23-25, 2010

*You Listen with Your Eyes: Using Visuals to Fast Forward Learning*, ASTD Maryland Insync Training, Invited Speaker March 11, 2010

*You Listen with Your Eyes: Using Visuals to Fast Forward Learning*, National Speakers Conference, Nashville, TN, February 12-14, 2010, Invited Speaker

*You Listen with Your Eyes: Using Visuals to Fast Forward Learning*, September 16, 2009, ASTD Philadelphia Pennsylvania Chapter

*The Dark Side: Anonymity Online*, (SALT) Society for Applied Learning Technology Conference, Washington, D.C. August 19-24, 2009

*Visuals to Fast Forward Learning*, E-Learning Guild, July 16 and 17, 2009 Keynote, Online Conference on Not Just a Pretty Interface Visuals and Graphic that Enhance Learning. Online at <http://www.elearningguild.com>

*You Listen with Your Eyes: Using Visuals to Fast Forward Learning*, Insync Communications Soap Box Series, Monthly starting June 18, 2009 for information go to <http://www.insynctraining.com/calendar.htm>

*Crystal Ball Gazing 2009 and Beyond: Meta Trends in e-Learning*, Society for Human Resource Management (SHRM), Philadelphia, PA, Keynote, June 3, 2009

*Visuals for Learning by Design*, April 28, 2009, ASTD Eastern Pennsylvania Chapter

*The Dark Side: Anonymity Online*, The eLearning Guild National Conference, Orlando, FL, March 11-13, 2009

*Visuals and Learning by Design*, Orlando, FL, CPG Corporate Conference, February 24-25, 2009.

*Visuals and Learning by Design*, Bloomsburg University, Bloomsburg, PA November, 20, 2008 Short video available at:  
<http://media.bloomu.edu/watch/?id=492da26c872a5>

*Crystal Ball Gazing*, Pennsylvania Distance Learning Association, November 12, 2008 Podcast available at: <http://rod4jefferson.blogspot.com/2008/12/rpp-76-interview-with-bobbe-baggio-part.html>

*Visuals and Learning by Design*, ASTD, NJ, October 6, 2008

*Anonymity in Cyber Education: Should You Be Concerned?*, USDLA, St.Louis, MO, April 13-17, 2008

*Anonymity in Cyber Education: Should You Be Concerned?*, ASTD, Philadelphia, PA, February 21, 2008

*Visuals and Learning by Design*, Illinois Online Conference, Learning Times Network, February 13-17, 2008

*Anonymity in Cyber Education: Should You Be Concerned?*, World Conference on e-learning, AACE, Quebec Canada, October 15-19, 2007

*Anonymity in Cyber Education*, TCC Online Conference, Learning Times Network, 2007

*The Webinar on Webinars*, presented at ASTD Philadelphia e Learning SIG, 2007  
*Virtual Teams using Web 2.0*, presented at Delaware Quality Conference, University of Delaware, Newark DE, 2007

*Web 2.0 for Learning*, presented to 150+ participants at SEI Investments, 2007

*Web 2.0 Using Social Software for Learning*, presented to 70+ participants at PADLA (Pennsylvania Distance Learning Association), ING Direct, 2007

*The Top 10 Elements for Creating Successful Learning Products*, presented at ASTD, Delaware Chapter, 2006

*Should You be Concerned About Anonymity in Cyber Education?* Gateways to Education: International Virtual Conference for Teachers, Moffet Institute, Israel 2006

## **Publications**

Baggio, B. (2018 intended) *Higher Education Reborn: Where We Were, Where We Are and Where We Are Going*. Advantage Learning Press, New York, NY.

Baggio, B. (2017) *Touchpoints: Leading, Inspiring and Measuring Performance in the Virtual Environment*, Advantage Learning Press, New York, NY.

Baggio, B. (2016) *Analyzing Digital Discourse and Human Behavior in Modern Virtual Environments*, Ed., IGI Global, Hershey, PA.

Baggio, B. (2016) Why We Would Rather Text That Talk. *Analyzing Digital Discourse and Human Behavior in Modern Virtual Environments*. (Baggio, Ed.) Education, IGI Global, Hershey, PA.

Baggio, B. (2014) *The Pajama Effect: Success Skills for Leading and Working in a Virtual Environment*, Advantage Learning Press, New York, NY.

Baggio, B. (2014), *The Pajama Effect Workbook*, Advantage Learning Press, New York, NY.

Baggio, B. (2014) *Respond-Ability Index (RAI)*, Advantage Learning Press, New York, NY.

Baggio, B. (2011) You, You Online, and You When Nobody Knows It's You Online, *Michael Allen's eLearning Annual 2012*, John Wiley & Co., San Francisco, CA.

Baggio, B. & Beldarrain, Y. (2011). *Anonymity and Learning in Digitally Mediated Communications: Authenticity and Trust in Cyber Education*, IGI Global, Hershey, PA.

Baggio, B. (2010). *The Visual Connection: You Listen with Your Eyes*. Proteus Press, New York, NY.

Baggio, B. (2009). Creating supportive multimedia learning environments. *Handbook of Research on Human Performance and Instructional Technology* (Holim & Kidd, Eds.) Education, IGI Global, Hershey, PA.

Baggio, B. & Belderrain, Y. (2007) Implications of anonymity in cyber education. *Understanding Online Instructional Modeling: Theories and Practices*. (Zheng & Sharmila, Eds.) Education, IGI Global, Hershey, PA.

Baggio, B. (2007) *Anonymity in Cyber Education: Should You Be Concerned?* World Conference on e-learning, AACE, Quebec Canada.

Baggio, B & Beck, J. (2007) Meeting global manufacturing training and learning challenges with reusable learning objects, Learning Solutions, <http://www.elearningguild.com/articles> August, 2007.

### **Professional Affiliations**

Online Learning Consortium, UPCEA, ATD National, ATD Greater Philadelphia, Pennsylvania Distance Learning Association, Association for the Advancement of Computing in Education (AACE), e-Learning Guild, Founder and Co-Chairperson ASTD Philadelphia e-Learning Special Interest Group 2006-2009, UPCEA Middle States Membership Committee, CLO, Membership Committee UPCEA, Middle States 2011-2012, UPCEA Commissioner Elected 2011-2012 Distance Learning, Instruction and Technologies.

### **Accreditation and Program Review**

DeSales University, Access Program Curriculum Review, October 24-25, 2016.  
Chairperson, Committee members included: Dr. Robert Stokes – V.P. Continuing Education at Villanova, Ms. Denise Von Funk - Sr. V.P. Sovereign Bank, Member of the Board of Trustees, and ACCESS graduate, Center Valley, PA.

Invited Reviewer, Open, Global, Mobile Track, Sloan Consortium Annual Conference on Online Learning, October 10-12, 2012-2015, Orlando, FL.

DeSales University, Access Program Curriculum Review, November 28-28, 2011.  
Chairperson, Committee members included: Dr. Robert Stokes – V.P. Continuing Education at Villanova, Ms. Denise Von Funk - Sr. V.P. Sovereign Bank, Member of the Board of Trustees, and ACCESS graduate, Center Valley, PA.