Shahron Williams van Rooij

swilliae@gmu.edu · 571.287.1562· www.linkedin.com/in/vanrooij1

Associate Professor Emerita, Learning Design and Technology

Adjunct Faculty, Organizational Performance and Workplace Learning

SUMMARY OF QUALIFICATIONS

Experienced educator and scholar-practitioner with a Ph.D. in Education specializing in Instructional Design and Technology and over 15 years of experience in curriculum development, online teaching, and workplace learning. Proven expertise in utilizing eLearning tools like Adobe Captivate and Articulate Storyline and applying multimedia learning principles to enhance online education. Recognized for scholarly contributions with multiple peer-reviewed publications in the field of Learning and Development. Committed to preparing students for leadership in their fields by equipping them with cutting-edge skills in organizational learning and performance improvement.

EDUCATION AND CERTIFICATIONS

Ph.D., Education: Concentration, Instructional Design and Technology; Specialization, Software Information Systems, George Mason University, Fairfax, Va 2007

Certified ChatGPT Prompt Engineer©, Blockchain Council, 2024

Certified ChatGPT Expert©, Blockchain Council**,** 2023

Project Management Professional/PMP©, Project Management Institute (PMI), Newtown Square, PA,2007

ACADEMIC EXPERIENCE

Grand Canyon University, Phoeniz, AZ

Adjunct Faculty (Contract) ***February 2025 – Present***

- Teaching courses in the MS Instructional Design program
- Member of and contributor to the Teaching with AI initiative

George Mason University, Fairfax, VA

Associate Professor Emerita (Contract) ***June 2023 - Present***

- Researching **Learning and Development industry trends** to update content for the Chief Learning Officer program, Costello College of Business.
- Apply knowledge of **workplace learning trends** to update my book *The Business Side of Learning Design and Technologies*, first edition published by Routledge in 2018.
- Collaborate and mentor students to improve their **leadership skills** in **instructional design** and **organizational performance**.

Associate Professor/Academic Program Coordinator) ***August 2013 - May 2023***

- Led curriculum development for the **MS in Learning Design and Technology**, focusing on innovative instructional strategies to address **disruptive innovation** in learning organizations; resulted in 20% increase in enrollment.
- Developed and taught graduate-level courses in **instructional design models**, **project management**, and **workplace learning**.
- Delivered courses in **hybrid** and **online formats** utilizing platforms like **Adobe Captivate** and **Articulate Storyline**.

Assistant Professor **August 2007 - July 2013**

- Delivered online and in-person courses related to **instructional design**, **learning technologies**, and **organizational learning**.
- Developed original research in **eLearning technologies** and **workplace learning strategies**, contributing to peer-reviewed journals.

OTHER PROFESSIONAL EXPERIENCE

Datatel, Inc. **September 1996 - August 2007**

Director, Product Management & Marketing

- Led product development for educational software, focusing on **learning management systems** and **corporate training** solutions.
- Managed teams to deliver **multimedia learning tools** for corporate clients, increasing employee performance and knowledge retention.

SELECTED SCHOLARLY PUBLICATIONS

Books

Williams van Rooij, S. (2025). *The business side of learning design and technologies: Supporting organizational knowledge, performance, and change management* (2nd ed.). Routledge. https://doi.org/10.4324/9781003518624

Book Chapters (*invited)

*Williams van Rooij, S. (2021). Critical reflection, leadership, and the public good: A chief learning officer perspective. In M, Malloch, L. Cairns, K. Evans, & B.N. O'Connor (Eds), *The SAGE handbook of learning and work*. (pp. 239-261). SAGE Publications, Ltd.

*Williams van Rooij, S. (2014). Jack Waterkamp: Managing scope change in an instructional design project. In P.A. Ertmer, J. Quinn, & K.D. Glazewski (Eds.), *The I.D. casebook: Case studies in instructional design*, 5th ed. (chapter 24). Upper Saddle River, NJ: Prentice Hall**.**

*Williams van Rooij, S. (2014). Jack Waterkamp: Managing scope change in an instructional design project. In P.A. Ertmer & J. Quinn (Eds.), *The I.D. casebook: Case studies in instructional design*, 4th ed. (pp 259-271). Upper Saddle River, NJ: Prentice Hall**.**

Refereed Journal Articles

Williams van Rooij, S. (2023). Reflective practices of Learning & Development professionals: A mixed methods study. *Research in Higher Education Journal*, 43. https://www.aabri.com/manuscripts/223621.pdf

Hinton, R., & Williams van Rooij, S. (2021). CxO advisory councils: New approaches in executive education. *Journal of Education for Business*, 96(5), 284-290. DOI: 10.1080/08832323.2020.1812491.

Williams van Rooij, S. (2020). Critical reflection for civic-mindedness: The executive blog as "regeneration alcove". *Adult Learning*, 31(2), 78-87. Doi:10.1177/1045159519859540

Battista, A., & Williams van Rooij, S. (2018). The business impact of learning: A healthcare case study. *Journal of Applied Business and Economics*, 20(1), 94-105. http://mutex.gmu.edu/login?url=https://www-proquest-com.mutex.gmu.edu/scholarly-journals/business-impact-learning-healthcare-case-study/docview/2059609488/se-2?accountid=14541

Williams van Rooij, S. (2018). Niche programs in executive education: Opportunities for innovation and integration. *Journal of Higher Education Theory and Practice*, 18(2), 10-23. http://mutex.gmu.edu/login?url=https://www-proquest-com.mutex.gmu.edu/scholarly-journals/niche-programs-executive-education-opportunities/docview/2116006131/se-2?accountid=14541.

Williams van Rooij, S., & Zirkle, K. (2016). Balancing pedagogy, student readiness, and accessibility: A case study in collaborative online course development. *The Internet and Higher Education,* 28, 1-7. https://doi.org/10.1016/j.iheduc.2015.08.001

van Rooij, S.W., & Merkebu, J. (2015). Measuring the business impact of employee learning: A view from the professional services sector. *Human Resource Development Quarterly,* 26(3), 275-297. https://doi-org.mutex.gmu.edu/10.1002/hrdq.21211

Van der Klink, M., Van der Heijden, B., Boon, J., & Williams van Rooij, S. (2014). Exploring the contribution of formal and informal learning to academic staff

member employability: A Dutch perspective. *Career Development International*, 19(3), 337-356. DOI 10.1108/CDI-03-2013-0030

Williams van Rooij, S. (2013). The career path to instructional design project management: An expert perspective from the U.S. professional services sector. *International Journal of Training and Development*, 17(1), 33-53.

Williams van Rooij, S. (2012). Training older workers: Lessons learned, unlearned, and relearned from the field of Instructional design. *Human Resource Management*, 51(2), 281-298.

AWARDS AND RECOGNITION

Human Capital Media, Judge, *2019 Chief Learning Officer Learning Elite* award program

George Mason University*,* Nominee*, 2019 Career Connection Faculty Award*

Association for Educational Communications & Technology (AECT), *Reviewer Excellence Award-Development Section, 2018, Educational Technology, Research & Development*, for distinguished service to the ETR&D Research Board of Consulting Editors

Association for Educational Communications & Technology (AECT), *Outstanding Development Reviewer Award, 2017*, *Educational Technology, Research & Development*, for distinguished service to the ETR&D Research Board of Consulting Editors