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Education:

Ph.D. in Instructional Technology, 1971
Syracuse University, Syracuse, NY, USA

M.S. in Education (Instructional Technology), 1965
Syracuse University, Syracuse, NY, USA

B.A. in Speech (Television) and English, *cum laude*, 1963
Marquette University, Milwaukee, Wisconsin, USA

Employment:

- 7/05-present Retired, Associate Professor Emeritus. Continue to do research, writing, and consulting in educational technology
- 9/72-6/05 Associate Professor, Department of Instructional Systems Technology, School of Education, and the Graduate School, Indiana University; served as chairman of the department, 1988-1991.
- 9/68-5/72 Assistant Professor, School of Education, University of North Carolina at Greensboro. *Nature of work:* Developed and taught graduate courses in instructional media; served as Coordinator of Center for Instructional Media and planned its new facilities.

Major Consulting

Institute of APEC Cyber Education, Seoul, Korea; assist president and key staff with strategic planning. January 2004.

LG Group (formerly Lucky-Goldstar): training needs assessment at corporate education center in Korea, 1992; conducted parts of 12-week Instructional Design workshop in Bloomington, summers of 1992-1997.

Citibank: planned 5-day workshop on training strategy for workshop at Sonoma, CA, August 1995. Planned and conducted professional development day for training managers at San Francisco, topic: Selecting Media and Methods, August 1996.

NCR Corp.: Served as judge and consultant on Instructional Products Quality Awards, 1992-94.

Samsung Corp.: Conducted one-week workshop on instructional development for corporate trainers; Bloomington, IN, July 1992.

USAID: Conducted workshop on instructional development and remediation; Manzini, Swaziland, January 1991.

Resource person to conference on management of learning resource centers; Jakarta, Indonesia, September 1987.

Consultant to Arab Organization of Administrative Sciences on instructional technology for management development; Amman, Jordan, August 1982, July 1985.

Consultant to The Network for design of a training simulation for public school equity advocates; Andover, MA, November 1983-February 1984.

Resource person for national faculty development seminar for professors of educational technology; Jogjakarta, Indonesia, June 1983.

Conducted faculty development seminar on simulation/gaming at Interamerican University of Puerto Rico; San German, Puerto Rico, March 1983.

Consultant to Agency for International Development (AID) on educational technology in Egyptian universities and elementary/secondary schools; Cairo, Egypt, January 1978, May to June 1979.

Conducted faculty seminars on instructional development at University of Qatar; Doha, Qatar, January 1979.

Consultant to Denoyer-Geppert Co. on design of audiovisual materials for Saudi Arabian elementary/secondary school curriculum; Riyadh, Saudi Arabia, September 1978.

U.S. Department of State consultant to Universidad Nacional Abierta (Open University); Caracas, Venezuela, December 1977.

Commissioned by University Consortium for Instructional Development and Technology (UCIDT) to develop a published workshop package on Diffusion of Innovations as part of the Instructional Development Institute; 1975-1976

Consultant on faculty development to Stillman College; Tuscaloosa, Alabama, June 1974, March 1975, May 1975, May 1982.

Member of USAID consultant team on innovative communications strategies for nonformal education in less-developed countries; Washington, DC, June to August 1971.

UNESCO consultant on microteaching to the Ministry of Education; Madrid, Spain, May to June 1971.

Journal Editing:

Founding editor and editor-in-chief, *Asia-Pacific Cybereducation Journal*, 2003-2005.
Available at: <http://www.acecjournal.org>

Editor of International Review department in *Educational Communication and Technology Journal*, 1982 to 1987

Professional Affiliations & Offices:

Association for Educational Communications and Technology (AECT)
AECT Board of Directors, 1988-1991
President, International Division, 1978-1979
Board of Directors, Division for Instructional Development, 1986-88
Chairman, Awards Committee, 1976 to 1978, 1986 to 1987
Association for Media and Technology in Education in Canada (AMTEC)
International Society for Performance Improvement (ISPI)
President, Bloomington Chapter, 1986 to 1987
North American Simulation and Gaming Association (NASAGA)
Board of Directors, 1984 to 1987
President, Annual Conference, 1985
Chairman, Membership Committee, 1985 to 1987
Secretary, 1986 to 1987
Editor, *Simages*, 1986 to 1987
Phi Delta Kappa

Honors:

Board of Directors Special Service Award from Association for Educational Communications and Technology (AECT), for work on Definition project, October 2007.

Student Choice Award for excellence in teaching, Indiana University Student Alumni Association, April 2005

Outstanding Book in Educational Technology and Teacher Education from AECT Division for Teacher Education, October 2004.

Board of Directors Distinguished Service Award from Association for Educational Communications and Technology (AECT), for career accomplishments, February 2000.

Outstanding Literature of the Field Award from AECT Division for Instructional Development for the first four editions of *Instructional Media and the New Technologies of Instruction*, February 1996.

Outstanding Instructional Communication Award from National Society for Performance & Instruction (NSPI) for *Instructional Media and the New Technologies of Instruction*, coauthored with Heinich and Russell, April 1983.

Publication of the Year Award from AECT for *Instructional Media and the New Technologies of Instruction*, January 1983.

Diffusion Simulation Game recognized by NSPI as Finalist for Instructional Development Product of the Year, 1978.

Senior Fulbright Lecturer, National Council of Peruvian Universities; Lima, Peru, August-September 1976.

Academy Associate, National Academy of Education; grant awarded to conduct research on cable television in American education; June-August 1971.

Marquette University Speech School Alumni Award, 1964.

National Defense Education Act (NDEA) Fellowship, Syracuse University, 1963 to 1967

Selected Publications:

Chapter 16, I'm Not Sure You'd Call it Leadership and Chapter 25, Donald P. Ely as a Leader, in C.T. Miller and A.A. Piña (Eds.). *Lessons in Leadership in the Field of Educational Technology*. Cham, Switzerland: Springer Nature Switzerland AG, 2019

Co-author with Sung Pil Kang. How Shall We Define Human Performance Technology? *Performance Improvement Quarterly* 31:2 (2018), 189-216.

The Systems Approach to Instructional Development, in A. Carr-Chellman & G. Rowland (Eds.). *Issues in Technology, Learning, and Instructional Design: Classic and Contemporary Dialogues*. New York: Routledge, 2016.

Reprinting of "In Search of the Elusive ADDIE Model" (Molenda, 2003) as a "classic," in January 2015 issue of *Performance Improvement*.

Co-editor with Deepak Subramony of special theme issue, "The Mythical Retention Chart and the Corruption of Dale's Cone of Experience," *Educational Technology*, Nov.-Dec. 2014.

10 entries on: Behaviorism, Reinforcement, Practice, Discovery Learning, Transfer, Individualized Instruction, Self-Directed Learning, Innovation, Open Education, and Visual & Pictorial Learning in R.C. Richey (Ed.) *Encyclopedia of Terminology for Educational Communications and Technology*, New York: Springer, 2013.

Individualized Instruction: A Recurring Theme, *TechTrends* 56:6 (Nov.-Dec. 2012), 12-14.

Research and Theory in Instructional Systems Technology at Indiana University, co-authored and edited by M. Molenda and attributed to "Faculty of Instructional Systems Technology." In M. Orey, J. McClendon & R. M. Branch (Eds.), *Educational media and technology yearbook 2009*. Englewood, CO: Libraries Unlimited, 2009.

Coauthor with A. Januszewski. Response to Columns by Hlynka and Romiszowski, *Educational Technology* (Jan-Feb. 2009), pp. 53-55.

Richey's Interpretation of the AECT Definition, *Educational Technology* (July-Aug. 2009), p. 55.

Instructional Technology Must Contribute to Productivity, *Journal of Computing in Higher Education* (2009) 21:80-94.

Guest editor, *TechTrends* theme issue on 2008 Definition. Introduction: "To Better Educate the Next Generation of Professionals," *TechTrends* 53:5 (Sept-Oct. 2009) p. 28. Articles by other contributing authors: pp. 29-45.

Ch. 3. Origins and Evolution of Instructional Systems Design, in Silber & Foshay (Ed's) *Handbook of Improving Performance in the Workplace, Vol. 1: Instructional Design and Training Delivery*. Sponsored by ISPI, published by Pfeiffer (2009)

The Programmed Instruction Movement: When Effectiveness Mattered. *TechTrends*, 52:2 (2008, March/April), 52-58.

Co-editor with A. Januszewski, *Educational Technology: A Definition with Commentary*. New York: L. Erlbaum Associates, 2008.

Coauthor with R. Robinson and L. Rezabek. Facilitating learning, Ch. 2 in A. Januszewski & M. Molenda (Ed's), *Educational Technology: A Definition with Commentary*. New York: L. Erlbaum Associates, 2008.

Coauthor with J. Pershing. Improving performance, Ch. 3 in A. Januszewski & M. Molenda (Ed's), *Educational Technology: A Definition with Commentary*. New York: L. Erlbaum Associates, 2008.

Coauthor with E. Boling. Creating, Ch. 4 in A. Januszewski & M. Molenda (Ed's), *Educational Technology: A Definition with Commentary*. New York: L. Erlbaum Associates, 2008.

Using, Ch. 5 in A. Januszewski & M. Molenda (Ed's), *Educational Technology: A Definition with Commentary*. New York: L. Erlbaum Associates, 2008.

Coauthor with R. Robinson. Values, Ch. 9 in A. Januszewski & M. Molenda (Ed's), *Educational Technology: A Definition with Commentary*. New York: L. Erlbaum Associates, 2008.

Historical Foundations. Chapter in J.M. Spector, M.D. Merrill, J. Van Merriënboer, and M.P. Driscoll (Eds.). *Handbook of Research on Educational Communications and Technology, 3rd ed.* New York: L. Erlbaum Associates, 2008.

Molenda, M. & Russell, J.D. (2006). Instruction as an Intervention. In J.A. Pershing (Ed.) *Handbook of Human Performance Technology, 3rd ed.* San Francisco: Jossey-Bass Pfeiffer, pp. 335-369.

Coauthor with Barbara Bichelmeyer, Issues and Trends in Instructional Technology: Gradual Growth atop Tectonic Shifts. In M. A. Fitzgerald, M. Orey, and R.M. Branch (Ed's), *Educational Media and Technology Yearbook 2006*. Englewood, CO: Libraries Unlimited, 2006.

Coauthor with Barbara Bichelmeyer. Issues and Trends in Instructional Technology: Slow Growth as Economy Recovers. In M. A. Fitzgerald, M. Orey, and R.M. Branch (Ed's) *Educational Media and Technology Yearbook 2005*. Englewood, CO: Libraries Unlimited, 2005.

Reader Comments: On the Origins of the "Retention Chart," *Educational Technology*, January-February 2004, 64.

Coauthor with Sung Pil Kang. Online Journals in Educational Technology: Status and Directions. *Asia-Pacific Cybereducation Journal* 1:1 (2004), 35-4.

Coauthor with Michael Sullivan. Issues and Trends in Instructional Technology: Bad Economy Slows Technology Investment. In M. A. Fitzgerald, M. Orey, and R.M. Branch (Ed's) *Educational Media and Technology Yearbook 2004*. Englewood, CO: Libraries Unlimited, 2004.

Association for Educational Communications and Technology in the 20th Century: A Brief History. Prepared for AECT website, 2004. Accessible at www.aect.org/About/History/

Coauthor with James A. Pershing. The Strategic Impact Model: An Integrative Approach to Performance Improvement and Instructional Systems Design. *TechTrends*, 48:2 (2004), 26-32.

Coauthor with Michael Sullivan, Issues and Trends in Instructional Technology: Treading Water. In R.M. Branch. and M.A. Fitzgerald. (Eds.) *Educational Media and Technology Yearbook 2003*, Volume 28. Englewood, CO: Libraries Unlimited, 2003.

Richard E. Clark, biographical entry. In A. Kovalchick & K. Dawson (Ed's). *Educational Technology: An Encyclopedia*. Santa Barbara, CA: ABC-Clio, 2003.

ADDIE Model. In A. Kovalchick & K. Dawson (Ed's). *Educational Technology: An Encyclopedia*. Santa Barbara, CA: ABC-Clio, 2003.

Cone of Experience. In A. Kovalchick & K. Dawson (Ed's). *Educational Technology: An Encyclopedia*. Santa Barbara, CA: ABC-Clio, 2003.

In Search of the Elusive ADDIE Model. *Performance Improvement* 42:5, May-June, 2003, pp. 34-36.

A New Framework for Teaching in the Cognitive Domain. ERIC Digest #EDO-IR-2002-09. ERIC Clearinghouse on Information & Technology, Syracuse, NY, December, 2002.

Coauthor with Michael Sullivan, Issues and Trends in Instructional Technology: Hitting the Plateau. In R.M. Branch. and M.A. Fitzgerald. (Eds.) *Educational Media and Technology Yearbook 2002*, Volume 27. Englewood, CO: Libraries Unlimited, 2002.

Coauthor with Phillip Harris, Issues and Trends in Instructional Technology. In R.M. Branch and M.A. Fitzgerald (Eds.) *Educational Media and Technology Yearbook 2001*, Volume 26. Englewood, CO: Libraries Unlimited, 2001.

Coauthor with Michael Sullivan, Issues and Trends. In R.M. Branch and M.A. Fitzgerald (Eds.) *Educational Media and Technology Yearbook 2000*, Volume 25. Englewood, CO: Libraries Unlimited, 2000.

Coauthor with James A. Pershing and Trena Paulus, et al. Letters Home: The Meaning of Instructional Technology. *TechTrends* 44:1, 2000, pp. 31-38.

Coauthor with James D. Russell and Sharon Smaldino, Trends in Media and Technology in Education and Training. In R.M. Branch and M.A. Fitzgerald (Eds.) *Educational Media and Technology Yearbook 1998*, Volume 23. Englewood, CO: Libraries Unlimited, 1998.

Historical and Philosophical Foundations of Instructional Design: A North American View. In S. Dijkstra et al. (Eds) *Instructional Design: International Perspectives*. New York: L. Erlbaum Associates, 1997.

Coauthor with James Pershing and Charles Reigeluth, Designing Instructional Systems. Chapter in R. Craig (Ed.) *ASTD Training and Development Handbook, 4th Ed*. New York: McGraw-Hill, 1996.

An Agenda for Research on the Educational Media and Technology Profession, chapter in *Educational Media and Technology Yearbook, 1995/1996*. Englewood, CO: Libraries Unlimited, 1996.

Educational Technology in Elementary and Secondary Education, encyclopedia article in *International Encyclopedia of Educational Technology, 2nd ed.* Edited by Tjeerd Plomp and Donald P. Ely. Oxford, UK: Pergamon, 1996.

Educational Technology in Elementary and Secondary Education, encyclopedia article in *International Encyclopedia of Education, 2nd ed.* Edited by Torsten Husen and T. Neville Postlethwaite. Oxford, UK: Pergamon, 1994.

Coauthor with James D. Russell, Role of Still, Audio, and Audiovisual Media in Education, encyclopedia article in *International Encyclopedia of Education, 2nd ed.* Edited by T. Husen and T.N. Postlethwaite. Oxford, UK: Pergamon, 1994.

Coauthor with Robert Heinich and James D. Russell, *Systematic Planning for Materials and Media Utilization*. In G.M. Piskurich (Ed.) *The ASTD Handbook of Instructional Technology*. NY: McGraw-Hill, 1993.

Robert Heinich, Michael Molenda, and James D. Russell, *Instructional Media and the New Technologies of Instruction*. Fourth edition, New York: Macmillan, 1993
Third edition, New York: Macmillan, 1989
Second edition, New York: Macmillan, 1985
First edition, New York: John Wiley, 1982

In *Educational Media and Technology Yearbook 1992, volume 18*. Englewood, CO: Libraries Unlimited, 1992. Contributed two chapters:

- Technology and School Restructuring: Some Clarifying Propositions
- Robert Heinich (biography)

A Philosophical Critique of the Claims of 'Constructivism'. *Educational Technology*, September 1991, 44-48.

Book review of *The International Encyclopedia of Education* (Oxford: Pergamon, 1985). In *International Review of Education*, 32 (1986), 355-363.

Book review of *Designing Instructional Systems* (London: Kogan Page, 1981) in *Educational Communication and Technology Journal*, 30:2, 117-120 (Summer 1982).

Simulation/Gaming and Environmental Education. In *Environmental Education: Principles, Methods, and Applications*, edited by Trilochan Bakshi and Zev Naveh. London: Plenum Press, 1980.

Coauthor with John Rice, Simulation Review: Diffusion Simulation Game. *Simulation & Games*, 10:4 (December 1979).

Coauthor with Robert Heinich, Report on the First Annual Survey of the Circulation of Educational Media in the Public Schools. *DEMM (Division of Educational Media Management) Newsletter*, 7:1 (Fall 1979).

Introducing and Evaluating a Course through a Game. *NSPI Journal*, 18:7 (September 1979); also in *Simages* (Fall 1979).

Problematique Analysis of System Disorders. *Audiovisual Instruction*, 24:10 (December 1979).

Coauthor with Marjorie Cambre, a series of four articles, The 1976 Member Opinion Survey. *Audiovisual Instruction*, 22:3, 4, 7, 8 (March, April, September, October 1977).

AECT Member Opinion Survey 1975-1976. In *Educational Media Yearbook 1977*, edited by James W. Brown. New York: Bowker, 1977.

Diffusion Simulation Game. Los Angeles: University Consortium for Instructional Development and Technology, 1976.

Educating for the Future (book review essay). *AV Communication Review*, 22:4 (Fall 1974).

Instructional Television in Higher Education. In *Cable TV and the University: Proceedings of the Conference*. Princeton, NJ: EDUCOM, 1974.

Coauthor with Dallas Mulvaney, The AV Game: Teaching a Whole Course as a Simulation Game. *Viewpoints*, 49:6 (November 1973).

Everybody's Talking about Cable. *Today's Education*, 61:8 (November 1972).

Five Big Questions about Cable Television. *School Libraries*, 21:4 (Summer 1972).

Cable TV: Challenge to Education and Law. *Journal of Law and Education*, 1:2 (April 1972).

CATV and Access to Knowledge. *Yale Review of Law and Social Action*, 2:3 (Spring 1972).

The Educational Implications of Cable Television and Video Cassettes: An Annotated Bibliography. *Audiovisual Instruction*, 17:4 (April 1972).

Instructional Systems Development (a series of three monographs). Syracuse, NY: Syracuse University, 1968.

Coauthor with Harold Wigren and Henry Ingle, *A Survey of Closed-Circuit Television 1967*. Washington, DC: National Education Association, 1967.

Major Presentations:

“Issues and Trends in Instructional Technology: Treading Water.” Paper presented at the annual convention of AECT, Anaheim, CA, October 2003.

Seminar speaker, Instructional Systems program, Florida State University, Tallahassee; March 19, 2003

With Michael Sullivan, “Trends and Issues in Educational Technology” at AECT annual conference, Dallas, November 2002.

“A New Typology for Instructional Methods” at Distance Teaching & Learning Conference, Madison, WI, August 2002.

With Michael Sullivan, "Trends and Issues in Educational Technology" at AECT annual conference, Atlanta, November 2001.

"Instructional Methods for Distance Learning" at Distance Teaching & Learning Conference, Madison, WI, August 2000.

Keynote presentation, "A Model for Academic Instruction" at Media and Education annual conference, Poznan, Poland, April 2000.

"An Integrative Model to Guide the Performance Improvement Process," Annual IFTDO Professors Forum, Long Beach, CA, March 1999.

With Sung Tae Baek, "A Model for the Transition from Training to Performance Improvement" Annual conference of American Society for Training and Development (ASTD), San Francisco, June 1998.

With Yong Sung Kim, "Human Performance Technology: A Vehicle for Transforming the Corporate Training Function to a Learning Organization", Annual conference of American Society for Training and Development (ASTD), San Francisco, June 1998.

Co-director, pre-conference workshop, "New Directions in Teaching Media Utilization," annual conferences of Association for Educational Communications and Technology (AECT); annually 1983-1997.

"Class Act: Producing and Presenting Library Instruction," American Library Association 114th annual conference, Chicago, June 1995.

With Yong Sung Kim, "Corporate - University Collaboration in Instructional Design Training," Annual conference of National Society for Performance and Instruction (NSPI), Atlanta, April 1995.

With J. Fred Olive, "The Educational Media and Technology Profession: An Agenda for Research and Assessment of the Knowledge Base," Annual conference of AECT, Anaheim, CA, February 1995.

With James Pershing, "NSSE Evaluative Criteria for Educational Technology in K-12 Schools," Annual conference of AECT, Anaheim, CA, February 1995.

With James Pershing, "Using Technology as a Productivity Tool for Schools," Annual conference of AECT, Nashville, TN, February 1994.

With James Pershing, "Cost/Benefit Analysis and Technology Address the Schools= Financial Crisis," Annual conference of AECT, New Orleans, 1993.

"ASoft Technologies for School Restructuring," annual conference of Association for Media and Technology for Education in Canada (AMTEC); Vancouver, BC, June 1992.

With James Pershing, "Competencies Needed by Corporate Instructional Designers," annual conference of National Society for Performance and Instruction (NSPI); Miami Beach, FL, April 1992.

“Key Propositions Related to the Roles of Technology in School Restructuring,” annual conference of AECT; Washington, DC, February 1992.

“Distance Education Primer,” annual conference of AECT; Orlando, FL, February 1991.

“Toward Transformation: An Alternative View of the Restructured School,” Institute for Educational Leadership's Alumni College; Washington, DC, December 1989.

“Utilization of Simulation/Games in Academic Instruction” and “A Process for Developing Instructional Simulations and Games,” annual conference of North American Simulation and Gaming Association (NASAGA); Lennoxville, Quebec, October 1987.

Series of lectures on educational technology at Universities of Murcia, Salamanca, Bilbao, Seville, and Santiago de Compostela, Spain, sponsored by Fundacion Pedro Barrie de la Maza and Fulbright Program; May 1987, May 1988.

“An Agenda for Research on Instructional Development,” annual conference of AECT; Atlanta, GA, March 1987.

“Toward Transformation: How the Use of Technology to Improve Instructional Productivity Depends on Classroom Structural Reorganization,” EduTec '86 international conference; Tokyo, Japan, October 1986.

“New Technologies of Instruction in Education and Training,” International Communications Industries Association annual conferences; 1983-1987.

Seminar/workshop coordinator, “Instructional Technology in Management Development,” Arab Organization of Administrative Sciences; Amman, Jordan, May-June 1982, July 1985.

Keynote speaker and coordinator, workshop on simulation/gaming, First Conference in Educational Technology in Venezuela; Caracas, Venezuela, April 1982.

“Learning Packages,” a three-day seminar at the Arab States Educational Technology Exhibition; Kuwait, November 1980.

“Breaking Away from Old Routines,” American Society for Training and Development, Charlotte Area Chapter; Charlotte, NC, June 1980.

“Simulation/Gaming in Environmental Education,” International Congress of Ecology; Jerusalem, Israel, September 1978.

“Socioeconomic Requirements for ID Success,” featured speaker for Conference on Instructional Development; Lexington, KY, April 1978.

Distinguished Visiting Lecturer, “Instructional Strategies in Simulation/Gaming,” Utah State University; Logan, UT, July 1977.

“Gaining Acceptance of Innovative Practices and Products: The Diffusion Game,” annual conference of National Society for Performance and Instruction (NSPI); Atlanta, April 1976, Chicago, April 1977.

“Motivating Media Utilization,” annual conference of Association for Educational Communications and Technology (AECT); Dallas, TX, April 1975.

“Educational Applications of Cable Television,” National Publi-Cable Conference; Washington, DC, May 1973.

Developed and conducted a four-day Action Laboratory, “Media as a Dimension in Tomorrow's School,” annual conference of Association for Supervision and Curriculum Development (ASCD); Minneapolis, MN, March 1973.

Major Professional Interests:

Research and writing on the historical and intellectual foundations of educational technology and methods of instruction.

Consulting with planners in designing instructional systems for university education, nonformal education, and business/industry training.

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