

Anna Conard, Ph.D.

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EDUCATION

Doctor of Philosophy, Western Michigan University - Industrial-Organizational Behavior Management

Kalamazoo, MI

September 2013-June 2016

GPA: 4.0

Dissertation: Using Postfeedback Delays to Reduce Racing in Online Learning

Master of Arts, Western Michigan University - Industrial/Organizational Psychology

Kalamazoo, MI

September 2011-June 2013

GPA: 4.0

Thesis: Using Normative Messages and Incentives to Increase Organizational Performance

Bachelor of Science, Western Michigan University - Psychology

Kalamazoo, MI

September 2007-May 2011

APPLIED EXPERIENCE

Instructional Designer for Ardent Learning Inc., August 2016-Present

Franklin, TN

- Conducted needs analyses to determine learning needs and recommend appropriate learning strategies
- Collaborated with project managers, graphic designers, and the external client to develop learning materials for webinars, instructor-led training sessions, learner assessments, and session evaluations
- Worked with many subject matter experts in the automotive industry to develop and deliver advanced training solutions
- Facilitated train-the-trainer and beta sessions
- Managed project timelines
- Evaluated the impact of training solutions

Instructional Design Contractor for Ardent Learning Inc., March 2016-August 2016

- Developed a design document for a Webinar on problem solving for Nissan's service managers
- Designed a 30-minute Webinar and posttest on problem solving and wrote the text for a voice-over

- Created a facilitator guide for a 2-hour instructor-led training session with Nissan’s service managers
- Drafted a design document for an in-dealership training session with Nissan’s service managers
- Developed assessment tools for all training sessions
- Revised all documents based on client and internal reviews

***Instructional Design Team Member for the WMU Cooley Law School, June 2015-December 2015
Grand Rapids, MI***

- Attended weekly meetings with the instructional design team
- Assisted in the redevelopment of three law courses
- Developed the course syllabus for one law course
- Assisted and facilitated a peer-to-peer tutoring session for the Intro to Law course each week
- Met with the course instructor and teaching assistant each week to discuss the project

***Treasurer for the Organizational Behavior Management Network, September 2014-April 2016
Kalamazoo, MI***

- Attended weekly OBM Network officer meetings
- Balanced the Network’s financials using Quicken software
- Ordered all OBM Network marketing material and awards
- Attended and worked all OBM Network conferences
- Met with the Membership Coordinator with updates on recently purchased membership

***Systems Analysis Intern for Kellogg’s - Category Management Onboarding, January 2014-April 2014
Battle Creek, MI***

- Developed a Total Performance System map of the Category Management onboarding process
- Facilitated weekly meetings with subject matter experts in order to create an “Is” process map
- Developed a “Should” process map in order to maximize efficiency and ease of the current onboarding process
- Presented findings and final report to Kellogg’s Sales Learning & Development team

***General Psychology Coordinator for Western Michigan University, September 2013-April 2014
Kalamazoo, MI***

- Supervised and delivered feedback to 15-20 coordinating and teaching assistants for five sections of PSY 1000
- Maintained a record of coordinating and teaching assistants’ performance on assignments, office conduct, and attendance
- Developed and administered eight unit assignments for teaching assistants
- Prepared materials for eight unit exams for five sections of PSY 1000

***Safety Intern, Western Michigan University - Bernhard Center Dining, September 2013-December 2013
Kalamazoo, MI***

- Conducted safety assessments and developed workshop based on safety needs

- Conducted safety observations with the use of safety checklist(s) to determine safety levels among employees
- Developed a Behavior-Based Safety program (safety meetings, feedback process, incentives for desired safe behaviors, and a safety suggestion system) and presented the program to managers and employees

***Newsletter Editor for the Organizational Behavior Management Network, May 2012-October 2014
Kalamazoo, MI***

- Recruited approximately five articles for each issue (three per year) of the OBM Network Newsletter
- Contacted professionals in OBM or a similar field to submit articles
- Reviewed, edited, and formatted all article submissions
- Attended weekly OBM Network officer meetings
- Attended and worked all OBM Network conferences (one every two years)

***Psychology Undergraduate Advisor for Western Michigan University, September 2012-May 2013
Kalamazoo, MI***

- Provided guidance to approximately 300 psychology majors/minors
- Interacted with advisors in other departments
- Assisted students with registration for classes, practica, research apprenticeships, and teaching assistantships
- Declared psychology majors/minors
- Answered emails and phone calls daily
- Held weekly walk-in hours (approximately 20 hours per week) for students
- Provided suggestions for students' class schedules

***Office Assistant for Whole Life Counseling, August 2010-May 2011
Kalamazoo, Michigan***

- Communicated with insurance companies to inquire about conversion to a group practice
- Administered mental health screenings with a licensed professional
- Completed the conversion from a single provider practice to a group provider practice
- Assisted with the establishment of a group therapy program
- Developed a patient archiving system

***Manager for the Grand Traverse Resort & Spa, Summer 2010, Summer 2011
Traverse City, Michigan***

- Conducted interviews and hired 7-9 staff members per year
- Interacted with other department leaders in weekly meetings
- Created weekly staff schedules and performed weekly check-ins with staff
- Ordered weekly food/beverage inventory

RESEARCH EXPERIENCE

Principal Investigator, January 2015-April 2016

Doctoral Dissertation: Using Postfeedback Delays to Reduce Racing in Online Learning

The purpose of this project is to examine the use of postfeedback delays on computer-based racing in online learning environments.

- Researched and reviewed previous literature on computer-based instruction and postfeedback delays
- Developed and wrote the research manuscript
- Prepared all lab materials for participants
- Developed a training manual and interviewed/trained three research assistants
- Prepared participants for the pretest/posttest by reading a script and prepping their work station
- Collected participant performance data
- Monitored the performance and conduct of all participants and research assistants
- Scheduled all participant sessions
- Distributed cash awards to all participants whom met the participation requirement

Principal Investigator, September 2012-June 2013

Master's Thesis: Using Normative Messages and Incentives to Improve Organizational Performance

The purpose of this project was to examine how normative messages in conjunction with a lottery incentive program may differentially affect behavior for a specific task.

- Researched and reviewed previous literature on normative messages and incentives
- Developed and wrote the research manuscript
- Developed and training manual and trained all research assistants
- Prepared participants for the check task by reading a script and prepping their work station
- Collected and analyzed participant performance data
- Monitored the performance and conduct of all participants and research assistants
- Scheduled all participant introductory sessions via email

Research Assistant for Dr. Douglas Johnson, September 2011-April 2012

Western Michigan University

Project: The Impact of Evaluation and Information on Making Feedback Work

- Prepared participants for the check task by reading a script and prepping their work station
- Provided appropriate performance feedback for participants on the check task
- Collected performance data using an excel spreadsheet
- Monitored all participants while completing the check task

Research Assistant for Dr. Ron Van Houten, December 2010-January 2011

Western Michigan University

Project: Countermeasures for Drowsy Driving

- Assisted with the development of the driving simulator
- Researched and prepared research grant applications for principal investigator

- Pilot tested the simulator software and observed data for pilot tests
- Attended lab meetings and met 2-3 times a week for status updates and pilot tests

TEACHING EXPERIENCE

Instructor or Record, PSY 3300: Advanced Research Methods, September 2015-May 2016

Supervisor: Dr. Anthony DeFulio

Western Michigan University

- Assisted in the development of the course structure and materials
- Developed the lectures, quizzes, in-class assignments, and homework assignments for three course units
- Met with four other course instructors weekly to discuss updates and course materials
- Prepared/delivered lectures (approximately 2.5 hours of lecturing per week)
- Frequently assessed students using quizzes, homework assignments, paper projects, poster projects, and in-class activities
- Offered two hours of instructor office hours for tutoring
- Provided extensive feedback on 11 homework assignments and two paper projects
- Interacted with other sections of PSY 3300 for two in-class assignments

Instructor of Record, PSY 3844: Professional and Career Development, September 2014-May 2015

Supervisor: Dr. Douglas Johnson

Western Michigan University

- Prepared/delivered lectures (approximately 2.5 hours of lecturing per week)
- Frequently assessed students using examinations, assignments, relevant demonstrations, and in-class activities
- Offered two hours of instructor office hours for tutoring and grade disclosure
- Provided extensive feedback on eight course assignments
- Course topics included: an exploration of various career paths and opportunities available in psychology, guidelines for selection of major, strategies for internship attainment and advancement in academia, networking methods for employment, portfolio development and enhancement, resume development and utilization, techniques for proper interviewing etiquette, development of a personal statement, and development of a Curriculum Vitae

Teaching Assistant, PSY 4600: Survey of Behavior Analysis Research, September 2010-December 2010

Dr. Alyce Dickinson, Professor of Psychology, Western Michigan University

- Attended two lectures per week for one semester
- Held approximately four study sessions for unit exams
- Proctored and graded eight short answer unit exams
- Responded (in-person or email) to any questions pertaining to the material

Teaching Assistant, PSY 2500: Abnormal Psychology, January 2010-April 2010

Dr. Galen Alessi, Professor of Clinical Psychology, Western Michigan University

- Provided instructional hours with direct interaction and instruction for students
- Emailed class with course updates

- Held study sessions the evening before the exam
- Graded all unit exams
- Maintained a complete record of grades throughout the semester

PROFESSIONAL PRESENTATIONS

Conard, A. L. (May 2016). *Using Postfeedback Delays to Reduce Racing in Online Learning*. Paper presented at the Association for Behavior Analysis International Convention, Chicago, IL.

Morrison, J., **Conard, A. L.**, Johnson, D. A. (May 2016). *The Durability of Behavior Change: Temporal Generality in Organizational Behavior Management*. Paper presented at the Association for Behavior Analysis International Convention, Chicago, IL.

ACADEMIC/RESEARCH AWARDS

*Recipient of the Continuous Learning Group Research Grant
October 2014*

Dissertation: Using Postfeedback Delays to Reduce Racing in Online Learning

*Recipient of the Western Michigan University Graduate College Research Grant
February 2013*

Thesis: Using Normative Messages and Incentives to Increase Organizational Performance

ACADEMIC ORGANIZATIONS

*Member of the I/O Graduate Student Organization, September 2013-May 2016
Western Michigan University*

*Secretary of I/O Graduate Student Organization, September 2013-May 2014
Western Michigan University*

*Member of Behavior Analysis Graduate Student Organization, September 2012-April 2016
Western Michigan University*

*Academic Integrity Committee, October 2010-April 2011
Western Michigan University*

PROFESSIONAL ORGANIZATIONS

*Member, Organizational Behavior Management Network
September 2010-Present*

*Member, Association of Behavior Analysis International
September 2010-Present*