

Laural Kirchner

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Portfolio: www.LauralKirchner.com

Professional Summary

Instructional designer and trainer with 15+ years of experience creating clear, engaging learning experiences for educators, families, and community partners. Experienced in translating complex programs, tools, and standards into clear, role-based training that supports educators, facilitators, and community organizations. Proven track record of designing and delivering professional learning at scale, managing grant-funded and cross-functional projects, and evaluating impact using learner feedback and performance data. Skilled in ADDIE, adult learning principles, and blended learning design, with strong strengths in facilitation, stakeholder collaboration, and program execution.

Professional Experience

WBGU-PBS (Bowling Green State University) - Bowling Green, OH **Education and Outreach Coordinator | December 2021 - November 2025**

- Secured a \$10,000 education donation by developing ROI and instructional design strategy using ADDIE and Backward Design, applying Kirkpatrick principles to evaluate learning impact.
- Managed end-to-end implementation of a \$300,000 grant-funded program, coordinating logistics, facilitator training, marketing, and materials distribution while applying instructional design principles to enhance learning outcomes.
- Authored *Sun, Moon & Shadows: Your Ultimate Eclipse Guide and Activity Companion*, downloaded 10,000+ times and featured by the Ohio Department of Education and Workforce.
- Created and led “Fin-tastic Learning with Phoebe,” an immersive marine biology experience with a life-sized whale, multimedia storytelling, and hands-on activities, engaging ~2,000 students.
- Key Contributor to a project nominated for the 56th Public Media Awards (NETA) “Resources for the Community,” recognized for outstanding educational programming and community impact.
- Co-developed an OCCRRA credit-approved online training for teachers using ADDIE principles, designing interactive, standards-aligned modules that expanded professional learning statewide.
- Directed the planning and execution of a large-scale community learning event (~400 participants), designing activities, coordinating 40+ facilitators and 10 partner organizations, and ensuring consistent, engaging training experiences.
- Expanded and strengthened community partnerships by 360%, increasing program reach and fostering strategic collaboration with local organizations and stakeholders
- Developed and wrote weekly e-newsletter articles reaching 4,000+ educators and community members, strengthening engagement and supporting organizational learning initiatives.

- Ensured accuracy and clarity in weekly communications, translating program updates and learning content into accessible materials for 4,000+ educators and community members.
- Mentored outreach trainers and student employees, building instructional design, facilitation, and project management capabilities across the team.
- Incorporated PBS KIDS, PBS LearningMedia, and INFOhio resources into professional development and community programs, enhancing learner engagement and content accessibility.

Educational Services Trainer | 2010–2021

- Planned and delivered professional development workshops for educators, coordinating schedules, tracking participants, and managing stakeholder communications to ensure smooth and effective program delivery.
- Facilitated interactive, standards-aligned training sessions for diverse audiences, applying instructional design principles to increase engagement and knowledge retention.
- Collected and analyzed participant feedback and learning metrics using Kirkpatrick principles to monitor outcomes, guide improvements, and measure training effectiveness.
- Promoted PBS KIDS programs at major events, expanding reach to 2,000+ learners and cultivating partnerships that supported ongoing training initiatives.

Earlier Teaching Experience

Middle School Remedial & ESL Tutor | Bowling Green City Schools, 2014–2021

Science Teacher (Grades 7–8) | Bowling Green Junior High School, 1998–2001

- Designed and delivered standards-aligned, inquiry-based learning activities, measuring outcomes to ensure skill development.
- Developed differentiated instructional strategies for diverse learners, adapting lessons to varying needs to maximize engagement and mastery.
- Partnered with educators, families, and support staff to coordinate instruction, share insights, and implement targeted interventions for student success.

Education

- Master of Education in Instructional Design and Technology, Bowling Green State University
 - Bachelor of Science in Education (Science Specialization), Bowling Green State University
 - Bachelor of Arts in Interpersonal & Public Communication, Bowling Green State University
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Instructional Design & Learning Technologies

- Skilled in ADDIE, Backward Design, Cognitivist, Constructivist, and Adult Learning principles
 - Proficient in Vyond video animation, Articulate Storyline, Rise 360, Camtasia, Canva
 - Experienced in user-centered design, accessibility standards, assessment design, and evaluation of learning outcomes
 - Integration of PBS KIDS, PBS LearningMedia, and INFOhio in learning programs
 - Strong collaboration with educators, subject-matter experts, and media specialists to develop high-quality instructional resources
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Certifications

- Certificate in Instructional Design, Bowling Green State University
- Certificate in Web Accessibility (WAI1.0.1x), W3Cx / W3C via edX
- Camtasia Certification – TechSmith
- INFOhio IPartner