

Laural Kirchner

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Portfolio: www.LauralKirchner.com

Professional Summary

Innovative instructional designer with 15+ years of experience creating accessible, engaging, and evidence-based learning experiences for educators, families, and community learners. Skilled in ADDIE, Backward Design, and Cognitivist and Constructivist learning principles. Proficient in Vyond, Articulate Storyline & Rise 360, Camtasia, and Canva for interactive multimedia content. Experienced in leading professional development, managing large-scale programs, and integrating PBS KIDS, PBS LearningMedia, and INFOhio resources. Passionate about designing learning experiences that drive measurable engagement and outcomes.

Professional Experience

WBGU-PBS (Bowling Green State University) - Bowling Green, OH **Education and Outreach Coordinator | December 2021 - October 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 a large-scale community event (~400 participants), managing 40+ volunteers, coordinating 10 partner organizations, and overseeing program activities from planning through execution.
- Expanded and strengthened community partnerships by 360%, significantly 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.

- Proofread weekly e-newsletters, ensuring clarity, accuracy, and high-quality messaging for educators and community audiences.
- Mentored outreach trainers and student employees, fostering instructional design, facilitation, and project management skills.
- Integrated PBS KIDS, PBS LearningMedia, and INFOhio resources into professional development programs and community initiatives.

Educational Services Trainer | 2010–2021

- Planned, coordinated, and executed professional development workshops for educators, managing scheduling, participant tracking, reporting, and stakeholder communications.
- Facilitated engaging, standards-aligned training sessions for diverse audiences, applying instructional design principles to enhance learning.
- Analyzed participant feedback and project metrics using Kirkpatrick's reaction-level principles to assess engagement, monitor deliverables, and guide continuous improvement.
- Promoted PBS KIDS learning programs at major educational events, expanding community engagement and building strategic partnerships.

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
- Focused on inquiry-based, hands-on, and project-based learning, curriculum development, and measurable student learning outcomes.

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

- Camtasia Certification – TechSmith
- W3Cx Certification
- INFOhio IPartner