Dr. Glen J. Coulthard

Professor, Okanagan School of Business
Okanagan College, British Columbia, Canada

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EDUCATION

Doctor of Philosophy (Ph.D.), 2015
Purdue University, West Lafayette, IN
Program: Learning Design & Technology, Department of Curriculum & Instruction
Specialty Area: Human Performance Technology (HPT) and Strategic Evaluation

Research Areas and Scholarly Activities:

- Evaluating the use of innovative technologies in knowledge management (KMS)
- Investigating the impact of social media on human performance improvement
- Assessing user acceptance of corporate management information systems (MIS)

Master of Arts (M.A.), 2001
George Washington University, Washington, D.C.
Technology Leadership, School of Education & Human Development

Bachelor of Commerce (B.Com., 5-year program), 1988
University of British Columbia, Vancouver, British Columbia, Canada
Dean's Honours List: Marketing (major) and Accounting & MIS (minor),

ACADEMIC APPOINTMENTS

College Professor, Okanagan School of Business (2002 – present)
Okanagan College, British Columbia, Canada

Duties: Senior faculty member responsible for designing and presenting in-class, online, and blended instruction; for coaching and mentoring both junior faculty and student teams; and, for participating on service committees. Sampling of my expertise and the courses I have developed and/or taught for the School of Business include:

- Buad 128: Computing Applications
- Buad 200: Digital Marketing
- Buad 210: Marketing Research
- Buad 247: Training & Development
- Buad 283: Management Information Systems
- Buad 298: Small Business Management
- Buad 333: Search Engine Marketing
- Buad 335: Electronic Commerce
- Buad 344: Marketing & Data Analytics

Graduate Teaching Assistant, Dept. of Curriculum & Instruction (2005 – 2007)
Purdue University, West Lafayette, IN

Duties: Responsible for lecturing and mentoring Undergraduate & Masters' students.

Program Administrator, Faculty of Adult & Continuing Education (1994 – 1998)
Okanagan University College, British Columbia, Canada

Duties: Responsible for administration of technology programs, hiring and evaluating instructional staff, and the project development and management of advanced certificates: Computer Animation, AutoCAD & GIS, and Digital Entrepreneurship.

PROFESSIONAL & CORPORATE EXPERIENCE

President, Owner/Director (1995 - present)
Current Communications Inc., British Columbia, Canada

Duties: Entrepreneurial venture through which my team provides workshops, consulting, website hosting, e-learning development, and technology-based services.

Executive Director, Corporate Training (1992 - 1994)
Computer Consultants International (CCI), British Columbia, Canada

Duties: Senior position responsible for managing staff and projects, securing resources, meeting budgets and deadlines, designing and developing instructional materials, and delivering technology training to corporate and government clients.

Management Consultant, Hospitality and Tourism Industry (1988 - 1992)
Laventhol & Horwath / Price Waterhouse Consulting Group, British Columbia, Canada

Duties: Staff researcher and consultant responsible for collecting data, analyzing market trends, and performing financial valuations and risk analyses; responsible for the *Western Canadian Lodging Industry Report*; completed four levels of the CGA.

SELECTED PAPERS, CONFERENCES AND PRESENTATIONS

Coulthard, G. J. & Newby, T. (*in progress*). Supporting knowledge management using social software in communities of practice.

Coulthard, G. J. (*in progress).* Evaluating the learning effectiveness of Web-based simulation and augmented-virtual reality technologies.

Coulthard, G. J. (2018-Mar). Cybersecurity for Small Business. Workshop presentation for the Business Exchange at Community Futures of the North Okanagan, Vernon, BC.

Coulthard G. J. (2016-Nov). Digital Marketing Best Practices: How to enter the RACE! Keynote presentation to the Salmon Arm Economic Development Society's (SAEDS) 2016 Business Forum at the Prestige Harbourfront Resort, Salmon Arm, BC.

Coulthard, G. J. (2013-May). Social Media Marketing and Customer Analytics. Developed and presented a two-day workshop for Kelowna Businesses at OC.

Ertmer, P. A., Richardson, J. C., Belland, B., Camin, D., Connolly, P., Coulthard, G. J., et al. (2007). Using peer feedback to enhance the quality of student online postings: An exploratory study. *Journal of Computer-Mediated Communication, 12*(2), article 4. Retrieved from http://jcmc.indiana.edu/vol12/issue2/ertmer.html

Coulthard, G. J. (2005). Evaluating the use of simulation software in a digital literacy course. Presented at the League for Innovation in the Community College: 2005 Conference on Information Technology, Dallas, TX.

Coulthard, G. J. (2004). Marketing your corporate training and curriculum development services. Workshop presentation to the Faculty of Adult & Continuing Education at Okanagan University College, Vernon, BC.

Coulthard, G. J. (2002). Teaching and learning Microsoft Office. Presented at the Texas Community College Association's 2002 Annual Conference, Houston, TX.

BOOK PUBLICATIONS

Beginning in 1995, I have designed, written, and managed a long-running series of college-level business technology textbooks for McGraw-Hill Higher Education (MHHE). As of this writing, my textbook series has sold more than 2.4 million copies worldwide.

Coulthard, G. J., Orwick, M., & Scheeren, J. (2013-2016). Project Learn for Microsoft Office. Burr Ridge, IL: McGraw-Hill Higher Education.

Coulthard, G. J. (2013). *Computing Now!* New York, NY: McGraw-Hill Higher Education.

Coulthard, G. J. & Triad Interactive, Inc. (2009). *SimNet for Microsoft Office*. New York, NY: McGraw-Hill Higher Education.

Coulthard, G. & Clifford, S. (2004). *Advantage series for computer education: Microsoft Office*. New York, NY: McGraw-Hill Technology Education.

Hutchinson, S. & Coulthard, G. (1996-2002). *Advantage series for computer education: Microsoft Office*. Burr Ridge, IL: McGraw-Hill Higher Education.

SERVICE COMMITTEES

- Education Council (EDCO), Okanagan College (2018-present)
- Professional Development (PD) Committee, Okanagan College (2018-present)
- MIS Coach for Queen's University Business Case Competition (2014-present)
- Grant-in-Aid (GIA) Committee, Okanagan College (2012-2017)
- Extended Study Leave (ESL) Committee, Okanagan College (2012-2015)
- Research Ethics Board (REB), Okanagan College (2008-2012)
- Steering Committee Member and Technology Leader for the Institute for Leadership in Learning & Teaching (ILLT), Okanagan College (2007-2013)
- Promotions Committee, School of Business, Okanagan College (2009-2014)
- Vice President, Purdue Association of Educational Technology (2006-2007)