

Randy Michael Ziegenfuss

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Life-long educator with 29 years of experience developing a passion for teaching, learning, leadership, technology and supporting the life-long learning of all students and staff. Strong background in developing and leading the implementation of a progressive vision for education, balancing increased opportunities for students with fiscal responsibility. Highly motivated by organizational challenges that involve new learning and problem solving. Skilled at working collaboratively with a variety of stakeholders in the organization on small and large-scale projects, utilizing a data-informed stance to identify needs and take action to achieve goals. Accomplished educational professional with refined interpersonal and communications skills.

EXPERIENCE

- 2015 – Present **SALISBURY TOWNSHIP SCHOOL DISTRICT** Allentown, PA
Superintendent
- Lead and supervise the administrative team, including principals and central office personnel, on curriculum, technology, budget, special education, facilities, transportation, legislative and human resources issues.
 - Collaborate with school board leadership to develop monthly board meeting and executive session agendas.
 - Collaborate with the Business Administrator to plan fiscally responsible annual budgets to support growth in student achievement.
 - Lead a complete board policy and administrative regulations review.
 - Coordinate the negotiations process for support staff collective bargaining agreement.
 - Manage the human resources team responsible for recruitment, retention, compensation and benefits for all District employees.
 - Collaborate with a variety of stakeholders including school board, administration, teachers, students and parents to collaboratively develop a progressive vision for teaching and learning in 2020.
 - Collaborate with the assistant superintendent and supervisor of instructional practice to lead the Innovate Salisbury Collaborative, a team of teachers focusing on educational innovations.
 - Collaborate with the assistant superintendent, supervisor of instructional practice and a team of educational researchers from Apple, Inc. to design and implement an action research study to identify critical support factors for transformational learning in the District.
 - Lead the maintenance and evaluation of a one-to-one laptop initiative (K-12), Teaching & Learning 2020 (TL2020). The TL2020 program has received national recognition as a Project RED Signature District, an Apple Distinguished Program and a National School Boards Association Digital School District Finalist.
 - Engage the Salisbury community and parents in conversations about education topics through regular workshops and participation in the Superintendent's Parent Advisory Council.
 - Collaborate with a variety of stakeholders including school board, administration, teachers, students and parents to promote Salisbury Township School District as the hub of the Salisbury community.
 - Deliver presentations and publish articles on District initiatives for professional and business organizations including Education Week, Edutopia, AASA, PSBA, PASA, PAECT and Apple, Inc.
 - Oversee the District's social media marketing platforms including the District website, blogs (TL2014.org, TL2020.org, SalisburySD.US), Facebook, Twitter, Pinterest, LinkedIn, Vimeo and Instagram.
- 2012 - 2014 **SALISBURY TOWNSHIP SCHOOL DISTRICT** Allentown, PA
Assistant Superintendent for Teaching and Learning
- Advised the superintendent on curriculum, technology, budget, special education, facilities, transportation, legislative and human resources issues.
 - Collaborated with the superintendent and business administrator on document preparation for contract negotiations with the Salisbury Education Association. Observed the negotiations process for the support staff collective bargaining agreement.
 - Served as a member of the core human resources team responsible for recruitment, retention, compensation and benefits for all District employees.
 - Collaborated with school board members to develop monthly curriculum and technology committee meeting agendas.
 - Lead the Office of Teaching and Learning, including the supervision of the supervisor of instructional practice, coordinator of technology, computer technicians and secretary.

- Lead the curriculum review process including the implementation of PA Core Standards, the Pennsylvania Standards Aligned System (SAS), digital textbook adoption, and virtual/blended learning options.
- Coordinated secondary level department chairs and secondary/elementary level educational liaisons to effectively lead departments and transition to PA Core Standards.
- Lead the development and implementation of Response to Instruction and Intervention (RtII) at the elementary level.
- Coordinated District testing and assessment to meet PA School Performance Profile (SPP) requirements including Keystone exams, Computer Diagnostic Tools (CDTs) and Pennsylvania System of School Assessment (PSSA) testing.
- Lead state-mandated initiatives including Educator Effectiveness, Principal Effectiveness and Student Learning Objective (SLO) models.
- Collaborated with the supervisor of instructional practice to launch and sustain the District's virtual school, Virtual Academy of Salisbury Township (VAST).
- Successfully lead the planning, implementation and evaluation of a one-to-one laptop initiative (K-12), Teaching & Learning 2020 (TL2020). The TL2020 program has received national recognition as a Project RED Signature District and an Apple Distinguished Program.
- Exercised fiscal responsibility in the planning and implementation of TL2020, resulting in increased learning opportunities for all students.
- Supported Salisbury's designation as an Apple Authorized Service Provider (AASP), establishing a revenue stream by providing technology repair services for local school districts.
- Delivered presentations and published articles on District initiatives for professional and business organizations including AASA, PSBA, Lehigh University, One to One Institute and Apple, Inc.
- Testified before the Pennsylvania Senate Education Committee on digital learning.
- Collaborated with the supervisor of instructional practice, instructional coach, library media teachers and computer technicians to plan and deliver professional development for teaching, administrative and support staff.
- Lead the professional learning of the administrative team with a focus on 21st century models of teaching and learning, professional learning communities within a technology-rich learning ecology, a classroom walkthrough protocol, PA Core Standards and technology integration models.
- Oversaw the District's social media marketing platforms including the District website, blogs (TL2014.org, TL2020.org, SalisburySD.US), Facebook, Twitter, Pinterest, LinkedIn, Vimeo and Instagram.
- Supported innovative programs including TEDx SalisburyHighSchool, Summer Computer Camp, the IMPACT Student Film Festival, library maker spaces and Social Media Week.
- Engaged the Salisbury community and parents in conversations about education topics through regular workshops and participation in the Superintendent's Parent Advisory Council.

2007 - Present

MORAVIAN COLLEGE

Bethlehem, PA

Clinical Adjunct Professor of Education

- Teaching undergraduate and graduate courses including Technology in the Classroom, Digital Portfolio, Digital Storytelling, Cultivating a Personal Learning Network, Literacy in an iWorld (blended learning course in conjunction with the Keystone State Reading Association (KSRA) annual conference), Data Driven Instructional Systems, Teacher as Inquirer and Teacher as Evaluator.
- Designed, developed and taught a program of courses to meet the requirements of the PDE Online Instruction Endorsement.
- Developed an internal review process for the Principal Certification Program and the use of networked technologies for teaching and learning. Provided professional development for program staff and instructors in effective uses of networked technologies.
- Provided professional development to multiple programs in the Comenius Center in the development and implementation of a blended learning model.
- Provided a faculty workshop sponsored by the Committee for the Advancement of Teaching – *Technology: From Practical to Philosophical*.

2006 - 2012

SALISBURY TOWNSHIP SCHOOL DISTRICT

Allentown, PA

Director of Data and Technology

- Provided technology leadership, planning and visioning related to teaching, assessment and learning, resulting in a one-to-one laptop initiative in grades 6-12. The implementation of TL2014 increased learning opportunities for a diverse group of learners while providing budgetary savings for the District.
- Coordinated an Apple Executive Briefing for a wide variety of District stakeholders, ensuring the process aligned with District vision and goals and maintained a high level of group synergy throughout.

- Implemented annual assessment and evaluation of teaching and learning initiatives.
- Collaborated with the assistant superintendent, instructional coaches, librarians and computer technicians in the development and deployment of job-embedded professional learning opportunities, including challenge-based learning and iWork/iLife products.
- Managed a District-wide social media marketing strategy including policy and guidelines for the use of blogs, Facebook and Twitter.
- Mentored the Technology Department staff – network specialist, computer technicians and secretary – to support the implementation of TL2014.
- Developed the leadership of the administrative team focusing on 21st century models of teaching and learning, the implementation of professional learning communities within a technology-rich learning ecology, and the development of an understanding of technology integration models including SAMR and TPACK.

1999 - 2006 **EAST PENN SCHOOL DISTRICT** Emmaus, PA
Instructional Technology Specialist

- Originated the position of instructional technology specialist, working closely with the Curriculum Department to coordinate the use of instructional technology in three secondary schools.
- Provided job-embedded and after-hours professional development to all staff in a K-12 setting.
- Assisted in the strategic planning process to develop a vision for technology use in all areas of the organization.

1987 - 1999 **EAST PENN SCHOOL DISTRICT** Emmaus, PA
Music Teacher

- Taught choral, general music and musical theatre in grades 6-12.
- Directed a select choral group of high school students (Emmaus Chamber Harmony) and traveled to England, France and Italy.
- Musically directed theatre productions at the middle and high school levels.

EDUCATION

May 2010 **UNIVERSITY OF PENNSYLVANIA** Philadelphia, PA
Doctor of Education (Ed.D.) in Educational and Organizational Leadership

- Dissertation: *Education in the 21st Century: Toward an Expanded Epistemic Frame of Leadership*
- Advisor: Sharon M. Ravitch, Ph.D.

May 2005 **TEACHERS COLLEGE, COLUMBIA UNIVERSITY** New York, NY
Master of Arts (MA)

- Area of study: Technology Leadership

May 1987 **MORAVIAN COLLEGE** Bethlehem, PA
Bachelor of Music (B. Mus.) – magna cum laude with Honors in Music

- Major: Music; Minor: Education
- Honors Thesis: *Teaching Principles Involved in Beginning Brass Instruction Using the Music Teaching Methods of Zoltan Kodály, Carl Orff and Edwin Gordon*
- Advisor: Paul E. Larson, Ed.D.

CERTIFICATIONS

- Superintendent Letter of Eligibility (PA)
- Instructional Technology Specialist (PA)
- Music K-12 (PA)

PRESENTATION AND PUBLICATION

- Pennsylvania Educational Technology Expo and Conference (PETE & C) – Hershey, PA – February 2016. *Twitter for School Leaders* and *The SAMR Framework: Leveling Tech Integration*
- EduCon 2.8 – Science Leadership Academy – Philadelphia, PA – January 2016. *Generation Z – It's Complicated*

- Edutopia – December 2015 – *A PD Story: Bringing 1:1 Technology to Our District*
- Pennsylvania Association for Supervision and Curriculum Development (PASCD) – Delaware Valley Region – Digital Literacy and Leadership – October 2015 – *Evaluating and Assessing Your Digital Learning Initiative: Keys to Success.*
- School Leadership Conference (PASA/PSBA) – Hershey, PA – October 2015. – *Evaluating and Assessing Your Digital Learning Initiative: Keys to Success.*
- Education Week – September 2015 – *4 Ways to Hack Opening Day.*
- 1:1 Institute Newsletter – September 2015 – *Building Leadership Capacity for Digital Transformation.*
- Keystone Technology Innovators (KTI) Summit – Bloomsburg, PA – July 2015 – *Make School Different.*
- Bucks-Lehigh EduSummit – Center Valley, PA – August 2015. *Approaches to Literacy for Generation Z and The SAMR Framework: Leveling Tech Integration.*
- PASA Women’s Caucus – Hershey, PA – May 2015 – *Evaluating and Assessing Your Tech Initiative.*
- National Conference on Education (AASA) – San Diego, CA – February 2015. *Evaluating and Assessing Your Digital Learning Initiative: Keys to Success.*
- Pennsylvania Educational Technology Expo and Conference (PETE & C) – Hershey, PA – February 2015. *Evaluating and Assessing Your Tech Initiative and The SAMR Framework: Leveling Tech Integration.*
- Keystone Technology Innovators/Integrators – Allentown, PA – December 2014 – Keynote: *Toward transformation of our classrooms (and ourselves!): 3 considerations...*
- Keystone State Reading Association (KSRA) Conference – State College, PA – October 2014. *Twitteracy: The What, Why and How.*
- Colonial Association of Reading Educators and Moravian College Education Department – Bethlehem, PA – October 2014. *Approaches to Literacy for Generation Z.*
- Bucks-Lehigh EduSummit – Center Valley, PA – August 2014. *Generation Z...It’s complicated...*
- Action Research Network of the Americas (ARNA) Conference – Bethlehem, PA – May 2014. *Redesigning Foundations of Teacher Action Research for the Post-Backpack Generation.*
- Lehigh University School Study Council (LUSSC) – Bethlehem, PA – October 2013. *Visionary Leadership: Key to Solving the Teaching and Learning Puzzle.*
- School Leadership Conference (PASA/PSBA) – Hershey, PA – October 2013. *Using Social Media to Build Capital and Develop Relationships*
- Bucks-Lehigh EduSummit – Center Valley, PA – August 2013. *Using Infographics in the Classroom. SAMR and Tech Integration Models. Using Learnist in the Classroom.*
- 1:1 Institute Newsletter – June 2013 – *In Their Own Words: Teaching and Learning in a 1:1 Environment*
- Apple Leadership and Learning Events – Princeton, NJ; Philadelphia, PA; Charleston, WV; Harrisburg, PA – March 2013 to present. Panelist.
- 1:1 Institute Newsletter – March 2013 – *Common Core Standards and Media Curriculum*
- Pennsylvania Educational Technology Expo and Conference (PETE & C) – Hershey, PA – February 2013. *Visioneering...Technology...Challenging Times*
- School Leadership Conference (PASA/PSBA) – Hershey, PA – October 2012. *Visioneering with Technology in Challenging Times*
- International Society for Technology in Education (ISTE) – Philadelphia, PA – June 2011. *Education in the 21st Century: A New Frame of Leadership*
- 32nd Annual Ethnography in Education Forum – University of Pennsylvania – Philadelphia, PA – February 2011. Panelist for *Practitioner Research: Leadership and the Practice(s) of Inquiry*
- EduCon 2.3 – Science Leadership Academy – Philadelphia, PA – January 2011. *Leadership – A Missing Piece: Reimagining School and District Leadership*

AWARDS

- PA Association for Educational Communications and Technology (PAECT) – Outstanding Leader of the Year - 2015
- Pennsylvania School Librarians Association (PSLA) – Outstanding School Administrator – District Level – 2014.
- Pennsylvania School Public Relations Association (PenSPRA) – Award of Excellence – Social Media Week – 2014.

COMMUNITY ACTIVITIES

- TLTalkRadio Podcast – TLTalkRadio.org – Co-Founder and Co-Host (2014 – present)
- Co-founder of #currichat Twitter chat (2015)
- Education Policy Fellowship Program Alumni – Class of 2014-15

- Pennsylvania Association of School Administrators (PASA) – Board of Governors - Member and Technology Committee Chair
- Chamber Music Society of Bethlehem – Bethlehem, PA – Board Member/President (2011 - 2015)
- Freddy© Awards (*recognizing excellence in high school musical theatre*) – Easton, PA – Musical Director (2003 - 12)
- Mid-Career Program Alumni Fellow in Educational Leadership at the Graduate School of Education, University of Pennsylvania – Philadelphia, PA (2011-12)

ORGANIZATIONAL MEMBERSHIPS

- Action Research Network of the Americas (ARNA)
- American Association of School Administrators (AASA)
- American Educational Research Association (AERA)
- Association for Supervision and Curriculum Development (ASCD)
- Greater Lehigh Valley Consortium for Excellence and Equity (GLVCEE)
- International Society for Technology in Education (ISTE)
- Lehigh University School Study Council (LUSCC)
- National Superintendents Roundtable (NSR)
- Pennsylvania Association for Educational Communications and Technology (PAECT)
- Pennsylvania Association for Supervision and Curriculum Development (PASCD)
- Pennsylvania Association of School Administrators (PASA)
 - Board of Governors – 2015-Present
 - Technology Committee Member – 2013-15
 - Technology Committee Chair – 2015-Present
- Pennsylvania School Public Relations Association (PenSPRA)