Andrew P. Feldstein, D.P.S.

Fort Hays State University - Hays, KS 67601
785-628-4788 – apfeldstein@fhsu.edu

Curriculum Vitae

Visionary, strategic and pragmatic professional, and a dynamic university administrator, delivering 15 years of high-impact experience across higher education in a classroom setting, and 25+ years combined academic and business administration. Advocate for, and architect of, the student experience in higher education in which what students learn is balanced by how and why students learn. Overarching mission is to help build a university culture that promotes student agency, encourages curiosity, and emphasizes the value of collaboration. Proven record of initiating and accelerating the improvement and integration of culture, and ecosystems to encourage a learner-centered approach to curriculum, programs, and course designs. Articulate communicator continually focused on building and strengthening relationships across educational groups, leaders, community stakeholders, international partners, peers, and subordinates.

EDUCATION

Doctor of Professional Studies, Marketing & Management
Lubin School of Business, Pace University, New York, NY

Master of Arts (MA) - Speech Communications
The Pennsylvania State University, University Park, PA

Bachelor of Arts (BA) - English - Speech Communications
State University of New York at Oswego

ADMINISTRATIVE EXPERIENCE

FORT HAYS STATE UNIVERSITY   Jul 2017 - Present

Assistant Provost for Teaching Innovation and Learning Technologies

Leads a team of instructional designers, technologists, and faculty development specialists whose focus is to develop and support a teaching and learning ecosystem focused on engaging students in the learning process. Andrew monitors trends and changes in the educational technology market space to identify and adopt tools and strategies that have the potential to strengthen the connection between students, instructors, and the knowledge and skills our students need. The work by Andrew and his TILT team in supporting the FHSU campus, and our partner universities in China, through the pandemic was recognized with the 2021 President's Award. Andrew serves as Co-Goal Chair for the Student Success goal in the university strategic plan and is currently leading the effort to create a digital master plan for FHSU's teaching and learning ecosystem.

Key Accomplishments:

- Recognized as a 2022 Icon of Education for leadership and dedication to the mission of education in Kansas and Missouri by Ingram's Business Magazine.

- Built and leads the highly effective, multi-functional collaborative TILT team that was presented with the 2021 FHSU President's Award, given by the president for substantial contributions to the university through professional and personal achievements, for their work effectively transitioning domestic and international programs from face-to-face to online during the 2020-2021 pandemic.

- Leading a university-wide steering committee whose mission it is to create FHSU's first Digital Campus Master Plan. The purpose of the Digital Master Plan is to support all FHSU students regardless of location to create a learning environment that is open, connected, extensible, and sustainable. Our objective is to map our current teaching and learning ecosystem, determine the alignment with the FHSU Strategic Plan, create a vision for enhancements to this ecosystem that supports current and future students in becoming engaged global citizen-leaders.

Andrew P. Feldstein, D.P.S.
Page 2

- As co-chair of the Student Success goal in the FHSU Strategic Plan, has led efforts to define and promote student success analytics to optimize the student experience for online and face-to-face students by focusing on objectives that incorporate inclusive social learning practices and promoting more engaging and interactive courses.

- As part of the Academic Excellence goal in the FHSU Strategic Plan, continues to expand and refine the professional development opportunities for faculty and staff. We have successfully increased faculty participation with high quality professional development opportunities, including an expanded the use of asynchronous workshops and micro-lessons and adding more flexibility for faculty wishing to participate in less structured and more targeted development experiences.

FORT HAYS STATE UNIVERSITY   Jul 2015 - Jun 2017

Associate Vice-President for Innovation Learning & Technology

Provided leadership across the University's learning technology programs, to include implementation, oversight, and creative design in supporting the most effective, digitally driven teaching and learning opportunities for faculty and students.

Key Accomplishments:

- Revitalized the mission for the Learning Technologies group, replacing a model with rigid standards to a more streamlined model that adhered to best practices, and more accurately adapted to the needs of faculty and students.

- Collaborated with faculty and the instructional design team in creating online courses that were more compatible with university objectives, program and instructor goals, and met the best practices model for online course delivery.

- Introduced a Learning Technologies blog and knowledgebase, allowing faculty to stay abreast of available resources, new initiatives, and provided a centralized center for training and support.

- Implemented a new video content management system enhancing faculty's ability to create, manage, and provide high-quality video lessons. The success of this system can be evidenced in the 3,000 faculty created videos, with over 40,000 views in the first 14 months of deployment.

VIRGINIA STATE UNIVERSITY   Aug 2014 - Jul 2015

Chair, Department of Management & Marketing (Reginald F. Lewis College of Business)

Managed, and worked with approximately 400 students, and 14 faculty members within the Management and Marketing department at VSU, creating curriculum, scheduling courses, utilizing analyses for predicting enrollment numbers for specific courses, and making sure the students were on track for timely graduation.

Key Accomplishments:

- Encouraged retention through activities such as improving the advising process, better distribution of advisors, and the strong recommendations to students encouraging progress toward graduation.

- Mentored faculty members on the most effective classroom management policies and offered faculty development programs.

- Key representative of the department at the college and university level.

Andrew P. Feldstein

VIRGINIA STATE UNIVERSITY   Nov 2010 - Jul 2015
Director of Digital Programs - (Reginald F. Lewis College of Business)

Spearheaded the development, implementation, and creation of new efficient and effective methods of digital content delivery; including open educational resources, social learning communities, and comprehensive assessment practices. Increased student engagement and faculty empowerment through initiatives that encouraged experimentation, learning, creativity, and design.

Major Initiatives:

- Intensified the exploration of learning analytics for tracking and assessing social learning outcomes.
- Introduced game mechanics and badging in course design.
- Attained the 'Rich-Tech Technology Innovation Deployment Award' for digital textbook initiative.
- Launched the Social Learning Community Platform that offered a more collaborative, interactive, and productive student experience.
- Received the 'Governor's Award' for Innovative use of Technology for a digital textbook initiative developed in 2010.
- Introduced the Digital (Creative Commons based) Textbook Initiative, which, between 2010 and 2014, saved students over $1.5 million in book costs, increased retention, and student success.

ACADEMIC POSITIONS

- Associate Professor of Marketing: Robbins College of Business & Entrepreneurship - 2015- Present
- Associate Professor of Marketing, Reginald F. Lewis College of Business at VSU - 2013 - 2015
- Assistant Professor of Marketing, RFLCB at Virginia State University - 2007 - 2013
- Adjunct Professor, Marketing, Lubin School of Business, Pace University, NY - 2006 - 2007

PROFESSIONAL EXPERIENCE

FOUNDER - AlotlikeChristmas.com   2004 - 2007
Founder & Manager

Motivated a team of creative and innovative web designers and graphic artists tasked with developing an e-commerce website, utilizing a cutting-edge weblog as the primary marketing channel for promoting an online retail venture in an engaging, exciting, and cost-effective way.

BRANCH BROOK COMPANY   1984 - 2004
Director of Marketing & Merchandising

Revived and modernized previously marginalized product categories, replacing with consistent, and significant sales increases, while integrating categories into company's profits and identity.

- Introduced an innovative product development methodology, establishing company as a fashion forward leader. Built strong relationships with overseas manufacturers, increasing a competitive edge.

Andrew P. Feldstein

Page 4

PUBLICATIONS

Journal Articles

1. Martin, M.C., Martin, M.J., Feldstein, A.P., (2017). Using Yellowdig in Marketing Courses: An Analysis of Individual Contributions and Social Interactions in Online Classroom Communities and Their Impact on Learning and Student Engagement (pp. 34 pages). Global Journal of Business Pedagogy, 1(1), 55-73, January 2017
2. Feldstein, A. P., Gower, K. (2015). Using Social Network Analysis to Explore Digital Student Interactions and Business Competency Learning in a Web-based Educational Platform. *International Journal of Information Systems and Social Change*, 6(1), 1-23, January-March 2015
3. Feldstein, A. P., Martin, M. M. (2013). Understanding Slow Growth in the Adoption of E-Textbooks: Distinguishing Paper and Electronic Delivery of Course Content. *International Research in Education*, 1(1), 177-193. http://ire.macrothink.org
4. Feldstein, A. P., Hudson, A., Warren, K., Hilton, III, J., Young, B. (2012). Open Textbooks and Increased Student Access and Outcomes. *European Journal of Open, Distance and E-Learning*, n2, 1-9

Book Chapters

1. Feldstein, A. P. (2020). Leveraging game design and participatory culture to foster authentic learning, in Handbook of Teaching with Technology in Management, Leadership, and Business, *Research Handbooks in Business and Management series, Editors: Stuart Allen, Kim Gower, Danielle K. Allen, Edward Elgar Publishing, 2020*

Works in Progress

1. Feldstein, A. P., Moy, M. K., (in progress)., and 3) Social Capital, Access, and the Student Experience.
2. Feldstein, A. P., Moy, M.K., (In Progress)., Social Presence and Community: Creating Liminal Spaces Beyond the Online Classroom

Refereed Proceedings

1. Martin, M.C., Martin, M.J., Feldstein, A.P., (2016). Using Yellowdig in Marketing Courses: An Analysis of Individual Contributions and Social Interactions in Online Classroom Communities and Their Impact on Learning and Student Engagement (pp. 34 pages). Las Vegas, NV: 2016 Allied Academies Fall International Conference, Proceedings of the Academy of Educational Leadership, Oct. 26, 2016, 21,2, p.16.
2. Moore, J. W., Feldstein, A. P., Mitchem, C. E., Coss, D. L., Udeh, I. A. (2014). Gamification in the Introductory Accounting Course: Reaching Your Students Where They Live (pp. 11 pages). Myrtle Beach, SC: 2014 Annual Meeting of the Southeastern Institute for Operations Research and the Management Sciences (SEINFORMS).
3. Feldstein, A. P., Lee, Y. (2014). How Personal e-Learning Communities Influence Students' Learning Experiences (pp. 4 pages). The Interlink Alliance Faculty Development and Leadership Conference.
4. Feldstein, A. P. (2012). A Student centric Model for Higher Education Content: A Partnership Case Study. Chair Academy's 21st Annual Leadership Conference, 1-18.
5. Feldstein, A. P. (2011). Deconstructing Wikipedia: Collaborative Content Creation in an Open Process Platform. *Elsevier Procedia-Social and Behavioral Sciences*, 26 (2011) 76 - 84.
6. Feldstein, A. P., Wilson, B. (2010). Polyvore Collaboration: Innovation in Informal Online Affiliation Networks. *Elsevier Procedia-Social and Behavioral Sciences*, 2 (2010) 6561 - 6570.

7. Feldstein, A. P. (2009). Analyzing Online Communities: A Narrative Approach. MIT6 Media in Transition: Stone & Payrus, Storage & Transmission, 1-38.

Journal, Book & Grant Reviewer
- Educause (ELI) Proposal Reviewer
- Sage Publications
- First Monday: Peer-Reviewed Journal on the Internet
- Journal of Asynchronous Learning (Now OLC Journal)

CONFERENCE PRESENTATIONS

- Andrew Feldstein, Katy Kappler (2023) "Unpacking Sense of Belonging: Can we really build authentic relationships for students learning online?" OLC Innovate 2023, Online Learning Consortium, to be presented April 2023 (Nashville).

- Andrew Feldstein, Katy Kappler (2022) "I Belong Here - How Virtual Communities Improve Outcomes and Sense of Belonging for Online Students," EDUCAUSE Annual Conference 2022, November 2022 (Virtual).

- Andrew Feldstein, Katy Kappler (2021) "Using Virtual Communities to Build Meaningful Connections Among Students at a Distance," 2021 OLC Accelerate, Online Learning Consortium, September 2021 (Virtual).

- Andrew Feldstein, Jill Arensdorf (2021) "Using Virtual Communities to Build Meaningful Connections Among Students at a Distance," 2021 Academic Affairs Summer Meeting, *Recovery • Adaptation • Reinvention: The Post-2020 Regional Public University,* July 21, 2021 – July 23, 2021.

- Andrew Feldstein, Linda A (2020), "Online Professional Development for New Faculty with Microlearning" (ELI Annual Meeting, Seattle WA, March 2020) *Moved Online April 28-30

- Andrew Feldstein, Linda A (2019), "Using Game Design Principles to Create Authentic Learning Experiences" (OLC Innovate 2019: Education Reimagined, Denver, CO, April 2019)

- Andrew Feldstein (2019), "Authentic Learning as an Effective and Valuable Replacement for Experiential Learning" (Leading Change: The What and the How, AASCU Academic Affairs, Winter Meeting, Amelia Island, FL, Feb. 2019)

- Tim Crowley, Andrew Feldstein, Jeff Briggs (2019), "A Social Belonging Faculty Development Intervention" (Leading Change: The What and the How, AASCU Academic Affairs, Winter Meeting, Amelia Island, FL, Feb. 2019)

- Tim Crowley, Andrew Feldstein (2018), "A Social Belonging Faculty Development Intervention" (Michael Tilford Conference on Diversity and Multiculturalism 2018: Teaching, Advising, and Supporting Practices of Equity, Hays, KS, October 2018)

- Tim Crowley, Andrew Feldstein, Jeff Briggs (2018), "A Social Belonging Faculty Development Intervention" (The Changing Landscape of Higher Education: Opportunities Disguised as Challenges, AASCU Academic Affairs, Summer Meeting, Seattle WA, July 2018)

- Andrew Feldstein, Linda A (2017), "Leaderboards and Points: A Tale of Two Social Learning Platforms" (OLC Innovate 2017: Innovations in Blended and Online Learning, New Orleans, LA, April 2017)

Andrew P. Feldstein

CONFERENCE PRESENTATIONS

- Martin, M.C., Martin, M.J., Feldstein, A.P., (2016). "Using Yellowdig in Marketing Courses: An Analysis of Individual Contributions and Social Interactions in Online Classroom Communities and Their Impact on Learning and Student Engagement" (2016 Allied Academies Fall International Conference, Las Vegas, NV, Oct. 2016

- Andrew Feldstein, Kristin Rupp, & Jeff Bitikofer (2016) "Collaborative Learning Spaces" (Check 2016: Conference on Higher Education Computing in Kansas, Washburn U, Topeka, KS, May 2016)

- Andrew Feldstein (2014), "Explaining the Slow Growth of E-textbooks in an Increasingly Digital Environment," (7th Annual Emerging Technologies for Online Learning Symposium, Dallas, TX, April 2014)

- Serena Reese, Colleen Taylor, Andrew Feldstein, and Melissa Witiak (2014) "Extreme Makeover: Conversion of an Inquiry Based Face to Face Laboratory to a Blended Learning Environment Using Blackboard for Structure and Scaffolding" (The Interlink Alliance Conference, Petersburg, VA, March 2014)

- Andrew Feldstein (2013) Open Textbooks and Digital Content: Features and Benefits, OpenVa: 1st Annual SCHEV Open Digital Learning Resources Conference, UMW, Fredericksburg, VA, Oct. 15.

- Andrew Feldstein (2013) How Online Learning Communities Successfully Transformed VSU Classrooms Into Collaborative Learning Platforms, 6th Annual International Symposium on Emerging Technologies for Online Learning, Las Vegas NV, April 10.

- Pamela Taylor, Brent Wilson, and Andrew Feldstein (2013) Connecting and Visualizing Complex Lived Worlds in Art: Hypertext, Polyvore and eLASTIC, 2013 NAEA National Convention in Fort Worth, Texas, March 7-10.

- Andrew Feldstein, Merri Incitti, and Andrew McCann (2012), "Assessment and the Integrated Curriculum: Challenges of Incorporating Longitudinal Data" (Presented at AACSB's ICAM 2012 Conference, San Diego, CA, April 2012)

- Andrew Feldstein (2012), "A Student-Centric Model for Higher Education Content: A Partnership Case Study," (Presented at Chair Academy's 21st Annual Leadership Conference, Atlanta, Ga, Mar 2012).

- Andrew Feldstein (2011), "Moving to Digital Course Content: The Importance of Access and Open Textbooks," (Presented at the Educause (ELI) 2011 Online Fall Focus Session: Open Educational Content: Addressing Challenges and Seizing Opportunities, Sept. 2011)

- Andrew Feldstein (2011), "Adventures in Student Group Work: It's the journey that counts but we don't all have to go in one car," (Presented at the 4th Annual Emerging Technologies for Online Learning Symposium, San Jose, Ca, July 2011).

- Andrew Feldstein (2011), "Digital Delivery of Course Content: Is Johnny Reading," (Presented at MiT7 conference on Media in Transition Cambridge Ma. April, 2011

- Andrew Feldstein (2010), "Deconstructing Wikipedia: Collaborative Content Creation in an Open Process Platform," (Presented at COINS 2010 Collaborative Innovation Networks Conference, Savannah, GA, Oct. 2010).

Andrew P. Feldstein
Page 7

- Andrew Feldstein and Shari McCurdy Smith (2010), "A Study of Student Values on Transparency as an Educational Tool," (Presented at the 3rd Annual Emerging Technologies for Online Learning Symposium, San Jose, Ca, July 2010).

- Andrew Feldstein and Brent Wilson (2009), "Polyvore Collaboration: Innovation in Informal Online Affiliation Networks," (Presented at COINS 2009 Collaborative Innovation Networks Conference, Savannah, GA, Oct. 2009).

- Andrew Feldstein (2009), "Preserving the Narrative: An Exploratory Analysis of Conversations in Online Communities," (Presented at Consumer Culture Theory Conference 4, Ann Arbor, MI. June 2009).

- Andrew Feldstein (2009), "Analyzing Online Communities: A Narrative Approach," (Presented at, MiT6 conference on Media in Transition Cambridge Ma. April 2009).

- Andrew Feldstein (2008), "Mapping Conversations in a Computer-Mediated Environment," (Presented at Sunbelt XXVIII International Social Network Conference, St. Petersburg, FL, Jan. 25, 2008).

- Andrew Feldstein (2007), "Brand Communities in a World of Knowledge-Based Products and Common Property," (Presented at MiT5 conference on Media in Transition Cambridge Ma. April, 2007).

INVITED ARTICLES, TALKS, AND PANELS

- Pandemic as Catalyst: What we learned from the Spring 2020 COVID-19 transition and how that is changing our approach to teaching and learning, Marist College School of Management Research Seminar Series, September 16th, 2020

- Yellowdig Webinar: Community Building Town Hall with Bryan Alexander, April 21, 2020

- Yellowdig Webinar: Discussion of Yellowdig Case Study and Implementation at FHSU with Andrew Feldstein, Fort Hays State University: Yellowdig Blog, August 30, 2017, https://yellowdig.blog/blog/2017/8/30/watch-interview-with-dr-andrew-feldstein

- Leaderboards and Points: Game Mechanics and Motivational Affordances Interview with Andrew Feldstein and Linda A, Fort Hays State University: Magna Publications Online Classroom Newsletter, July 2017, p. 3

- Majority Rules: Early adopters count, but consensus is the key to ensuring innovations take root; Andrew Feldstein, EdTech Focus on Higher Education, Fall 2016, p. 47

- The Benefits of E-textbooks: Interview with Andrew Feldstein, Virginia State University : Magna Publications Online Classroom Newsletter, Published July, 2015

- How to Utilize Social Media and Digital Technology to Meet the Expectations of Customers in the 21st Century: International Business Workshop for Russian Business Executives, Moscow School of Business, Richmond, October 25th, 2013

Andrew P. Feldstein
Page 8

- GoingOn: Social Learning Platform Development Team Meeting, May 30, 2012, invited speaker.

- WVST Radio Interview: RFLSB "Digital at the Core Initiative", September 29, 2011

- Open Educational Content: Addressing Challenges and Seizing Opportunities, Educause Learning Initiative Online Focus Session, September 15, 2011

INVITED ARTICLES, TALKS, AND PANELS

- Access: Digital Instruction and Content, Presented to 20-person delegation from the University of Illorin, Ilorin, Nigeria, June 22, 2011

- "Hats Off to Virginia: Q&A with Dr. Andrew Feldstein", June 2, 2011 College Open textbooks Blog, http://www.collegeopentextbooks.org/blog/uncategorized/hats-off-to-virginia-part-1-2/

- Flat World Knowledge: Spotlight on Innovators, April 11, 2011, panelist

- Open Textbooks: Bringing Innovation to Business Programs, Oct. 27, 2010, Panelist

- Global Marketing in a Digital Era: International Business Workshop for Russian Business Executives, Moscow School of Business, Richmond, October 26th, 2010

- Innovations in the VA/MD/DC Region: The Rise of Open Textbooks, Oct. 13, 2010, Panelist

- Introduction to Digital at the Core Infrastructure, RFLSB Executive Board Meeting with President Miller, VSU Jones Dining Hall, Sept 2010

- AMA Richmond Panel Discussion on Social Media and Web 2.0, University of Richmond, Feb. 2010, Panelist

GRANT ACHIEVEMENTS

- $1,250,000, United States Department of Justice (2021), Reforming Polce Through National Network of Regional Training Centers at Fort Hays State University, FHSU Department of Criminal Justice, Project Advisory Online Implementation

- $449,000, National Science Foundation (2019), Developing the Science Comprehensive Online Learning Platform for Rural School Science Teacher Development, FHSU College of Education, Project Advisory Team

- $150,000 (2 to 1 Matching), Mary Morton Parson's Foundation (2014)- Grant to create a fully outfitted Collaborative, Digital Learning Lab in the Reginald F. Lewis College of Business, Principle Investigator

- $50,000, Dominion Foundation (2011), RFL School of Business Digital Textbook Initiative, Principle Investigator

Andrew P. Feldstein

AWARDS AND HONORS

- President's Award- 2021, Teaching Innovation and Learning Technology Team, Pandemic Response 2020-21 (Award Presentation https://use.vg/434kep)

- Ukrops Outstanding Faculty Award - 2012

- RichTech Technology Innovation Deployment Award for "Digital at the Core", Project Leader - 2012

- Virginia State University Nominee: 2012 Virginia Outstanding Faculty Award, "Teaching with Technology" - 2012

- Governor's Award for Innovative Use of Technology in Higher Education, for "Digital at the Core", Sept. 2011, Project Leader - 2011

UNIVERSITY SERVICES - MEMBERSHIPS - LICENSURE

University Service (FHSU)

- Member (Current), President's Cabinet (FHSU)
- Co-Chair (Current), FHSU Strategic Plan, Goal 2-Student Engagement (FHSU)
- Chair (Current), Digital Master Plan Steering Committee (FHSU)
- Member (Current), Senior Leadership Team (FHSU)
- Member (Current), Provost's Academic Council (FHSU)
- Member (Current), Scholarship Environment Committee (FHSU
- Chair (Work Completed), Learning Management System RFP Committee
- Member (ex-officio), Faculty Development Committee (FHSU)
- Chair, Instructional Services Subcommittee- Digital Accessibility Committee (FHSU)
- Member, Reimagining the First Year Steering Committee (FHSU)
- Member (ex-officio), Open Educational Resources Committee (FHSU)

Department Service (VSU)

- Committee Chair, Department Curriculum Committee. (August 2010 - May 2013).

College and University Service (VSU)

- Committee Member, Dean's Cabinet. (August 2010 – May 2014)
- Committee Chair, Curriculum, and Assessment. (August 2013 - May 2014)
- Committee Member, Strategic Planning. (August 2013 - May 2014)
- Committee Chair, AOL Procedure, and Curriculum Management Subcommittee. (February 21, 2014 - April 15, 2014)
- Committee Chair, Assessment. (August 2012 - May 2013)
- Committee Chair, Digital Environment. (August 2010 - May 2013)
- Committee Chair, Curriculum, and Assessment. (August 2010 - May 2012)
- Committee Chair, Marketing, External Relations & Instructional Resources. (August 2009 - May 2010)
- Committee Chair, Curriculum Task Force. (October 2009- August 2010)

Andrew P. Feldstein

Page 10

- Committee Member, School Recruitment. (August 2009 - May 2010)
- Committee Chair, Marketing, Communication, and Recognition. (August 2008 - May 2009)
- Faculty Senate: Spring 2008 thru Spring 2012
- Organizing Committee- SCHEV OPENVA Digital Learning Resources Committee, (VSU)

Professional Memberships

- Member, Society for Learning Analytics Research
- Member, Online Learning Consortium
- Member, Sigma Nu Tau Entrepreneurship Honor Society
- Beta Gamma Sigma International Honor Society

Licenses and Certifications

- Center for Computational Analysis of Social & Organizational Systems (CASOS) 2020 Summer Institute
- LINKS Center, Summer Workshop on Social Network Analysis. (June 2018)
- Sloan-C Online Teaching Certificate, Sloan Consortium. (Nov 2009 - Present)