

Richard W. Zinser
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Education

Doctor of Education, 1988, Counseling Psychology (HRD emphasis), Western Michigan University, Dissertation on Adult Career Development in Business
Master of Arts, 1982, Counseling and Personnel, Western Michigan University
Master of Arts, 1978, European Intellectual History, Oakland University
Bachelor of Arts, 1976, Liberal Arts, Oakland University

Academic Experience

Associate Professor, 2006-present, Western Michigan University, Kalamazoo, MI. Teach graduate courses in Career and Technical Education (on campus, off campus, on-line, and summer); redeveloped courses to provide an on-line masters degree; conduct funded and unfunded research on CTE topics; advise masters and doctoral students; serve as dissertation chair for 16 doctoral candidates; serve the university, the College of Education and the Department on numerous committees; serve the profession in leadership positions for national associations and as a reviewer for journal manuscripts.

Current courses:

CTE 5120 Principles of CTE
CTE 5420 Curriculum Development in CTE
CTE 5430 Work-based Learning
CTE 6160 Occupational Selection and Training
CTE 6170 Seminar in CTE
CTE 6430 Measurement & Evaluation in CTE
CTE 6450 Overview of Employment and Training Systems
CTE 6480 Adult Learning in CTE
CTE 6500 Bus/Ind/Educ Learning
EDLD 7300 Doctoral Dissertation

Assistant Professor, 2000-2006; Term Faculty, 1998-2000; Adjunct Faculty, 1993-1998.

Adjunct Faculty, 1996-2001, Spring Arbor College, Spring Arbor, MI. taught courses in Management and Organizational Development, supervised student theses.

High School Teacher, 1994-1999, Kalamazoo Public Schools, Kalamazoo, MI. Taught a two-year manufacturing course for 11-12 grades, one-half time contract.

Business Experience

Human Resource Consultant, *RZ Resources*. 1993-1998: Provided training, management interviewing and assessment, employee surveys, policy manuals, compensation studies, and organizational development for a variety of clients. Contract trainer for 3 community colleges teaching courses in Participative Management, Total Quality Management,

Statistical Process Control, Train-the-Trainer, and Team Problem Solving for corporate clients.

Executive Director, *Michigan Plastics Industry Roundtable*. 1996 (½ time): Directed a state-wide organization for the Michigan Department of Labor to promote school-to-work programs in education and develop a how-to guide for industry.

Human Resource Consultant, *BDO Seidman*. August 1991 to August 1993: Providing training, management interviewing and assessment, employee surveys, policy manuals, compensation studies, and organizational development for CPA firm clients.

Training Manager, *NWL Control Systems*. March 1989 to April 1990: Responsible for all training needs of this 1600 employee \$200MM aerospace company. Designed and conducted courses such as career development, team problem solving, team facilitators, performance appraisal, world class manufacturing, and interpersonal skills. Served as internal consultant for teambuilding, conflict resolution, employee involvement program, and total quality management. Provided individual counseling for career and management development.

Employee Relations Manager, *Fabri-Kal Corporation*. January 1987 to March 1989: Responsible for all aspects of human resources for a 250 employee \$30MM plastics company. Accomplishments in selection, training, labor relations, safety, payroll, and benefits. Served as Corporate HR Manager for 800 employees at four locations for performance appraisal, service awards, HRIS, and an employee survey.

Personnel / Training Manager *Lear Seigler Plastics*, 1978-1986: taught courses in statistical process control, supervision, and orientation a 450 employee \$35MM plastics company. Assisted in recruitment, labor relations, safety; developed and managed employee involvement and productivity incentive program.

Refereed Publications

VanderMolen, J. & Zinser, R. (2009). Job tasks performed by career system administrators. *Journal of Industrial Teacher Education*, 46 (1).

Zinser, R. & Vito-Randall, S. (2008). Data mining for current trends in CTE enrollment. *Conference Proceedings*, Association for Career and Technical Education Research, Charlotte, NC.

Zinser, R. & Hanssen, C. (2006). Improving access to the baccalaureate: Articulation agreements and the National Science Foundation ATE program. *Community College Review*, 34 (1) pp. 27-43.

Kohler, P. & Zinser, R. (2006). Recruitment and support of females for information technology careers. *Conference Proceedings*, Association for Career and Technical Education Research, Atlanta, GA.

- Zinser, R. & Poledink, P. (2005). The Ford Partnership for Advanced Studies: A new case for curriculum integration in technology education. *Journal of Technology Education*, 17 (1).
- Zinser, R. & Lawrenz, F. (2004). New roles to meet industry needs: A look at the Advanced Technological Education program. *Journal of Vocational Education Research*, 29 (2).
- Zinser, R. (2004). Business and technical teachers' perceptions of career and employability skills. *Workforce Education Forum*, 31 (2).
- Zinser, R. (2003). An evaluation of a community college technical program by local industry. *Journal of Industrial Teacher Education*, 40 (3).
- Zinser R. (2003). Developing career and employability skills: A US case study. *Education and Training* (international journal), 45 (7).
- Zinser, R. (2001). Developing a career matrix for technology students. *The Technology Teacher* (international journal), 60 (4).

Refereed Submitted

- Miller, P., & Zinser, R. Teacher leadership in community colleges: Transforming teaching and organizational governance. Manuscript submitted to *Community College Review*, January, 2007. Under revision.

Manuscripts in Process

- Harrison, J. & Zinser, R. Contextual learning in a global economy

Technical and Research Reports

- Zinser, R. & Hill, J. (November, 2006). NT programs research brief, CCRC
- Kohler, P., Applegate, B., Cai, X., Bradshaw, E., Hill, J., & Zinser, R. (April, 2006). *Enrollment in nontraditional occupational programs: Where have all the females gone?* Paper presented for the AERA Annual Meeting, San Francisco, CA.
- Zinser, R. (January, 1997), *Careers in plastics: A guide to establishing a school-to-work program in Michigan*, Lansing, MI: Michigan Center for Career and Technical Education, 457p. (ERIC Accession # ED 418254).

Non-refereed Publications

- Zinser, R. (2009). The preparation of vocational teachers in America. *Professional Education in Russia and Abroad*, 1(1), 86-90/

Zinser, R. (September, 1998). A good impression trashed, in *The dog did it! and other classroom stories from vocational educators*, American Vocational Association, Alexandria, VA.

External Grants

Schroter, D. & Zinser, R. (February, 2009). *Evaluation of the Center's Effectiveness and Performance on GPRA Measures*. National Research Center for Career and Technical Education, \$300,000 through 2010.

Horvitz, B. & Zinser, R. (December, 2008). *Identifying the state of online instruction in ATE-funded technical education programs at community colleges*. National Science Foundation, \$29, 000.

Principal Investigator, *Michigan CTE Teacher Educators*, Michigan Department of Education \$7,000 (2007-2008).

Principal Investigator, *Michigan CTE Teacher Educators*, Michigan Department of Labor and Economic Growth, \$7,000 (2005-2006).

Principal Investigator, *Michigan CTE Teacher Educators*, Michigan Department of Labor and Economic Growth, \$6,000 (2004-2005).

Evaluator, *Evaluation of the Workforce Development Institute for Manufacturing Simulation* at Mott Community College, Sub-contract from the US Department of Labor, \$24,000 (2004-2005).

Principal Investigator, *Ford PAS Curriculum and Michigan Standards*, Ford Motor Company, \$5,000 (June-December, 2003).

Evaluator, *Evaluation of the Regional Center for Manufacturing Simulation* at Mott Community College, Sub-contract from the National Science Foundation, \$30,000 (2002-2004).

Grant Writing

Irwin, J. & Zinser, R (January, 2008). *The Process of Learning Object Search, Selection, and Evaluation by STEM Teachers*. Submitted to National Science Foundation, \$270,000 [The evaluation component for Zinser is \$9000], not funded.

Internal Consulting

CTE Faculty Consultant, 1) *Creating career connections for students with disabilities*, and 2) *Creating pathways to information technology careers*, Career Connections Research Center, Western Michigan University, 11% funded (January 2005 to 2007).

Consultant, *NSF's Advanced Technology Education Program*, The Evaluation Center, Western Michigan University, 11% funded (April-November, 2003).

External consulting

Teacher Training, *Ford Academy of Manufacturing Sciences*, Ford Motor Company, University of Detroit-Mercy (June, 2001).

Evaluation Workshop, *CTE program evaluation*, Allegan Career and Technical Center, (November, 2000).

Consultant, *Alignment of academic skills standards with a secondary manufacturing curriculum*, Ford Motor Co., Dearborn, MI (August, 2000).

Evaluator, *An evaluation of the plastics curriculum*, Kalamazoo Valley Community College, Kalamazoo, MI, \$4,000 (December, 1999).

Principal Investigator, *A Guide to Establishing a School-to-Work Program in Michigan*, Michigan Jobs Commission, Lansing, MI, \$68,000 (January, 1996-January, 1997).

Invited Reviewer

Editorial Board, *Professional Education in Russia and Abroad*

Reviewer, Association for Career and Technical Education Research 2009 conference, reviewed 14 manuscripts.

Reviewer, *Career and Technical Education Research*, special issue on Programs of Study (2009), reviewed 4 manuscripts.

Reviewer: Research proposals for the *National Research Center for Career and Technical Education*, May 2008

Participant, *National Research Agenda for Career and Technical Education*, study conducted by ACTER, 2007-08.

Reviewer, *University Council for Workforce and Human Resource Education*. Reviewed 5 dissertations for Annual Dissertation Award. 2008.

Reviewer, *Career and Technical Education Research*. 2006 to present. Review several manuscripts per semester.

Reviewer, *Journal of Industrial Teacher Education*. 2007 to present. Review several manuscripts per year.

Review Panel, *Journal of Industrial Teacher Education*, (2005), Outstanding Manuscript Award, reviewed 10 manuscripts for refereed journal.

Reviewer, *From Concept to Consumer*, new high school course developed by the Education Development Center, Newton, MA, September, 2001.

Reviewer, *Techniques Magazine*, Publications Focus Group, December, 1998.

Reviewer, *Educational Technology by Design*, textbook for Addison-Wesley Publishers, September, 1997.

Reviewer, *The Instructional Design Casebook*, textbook for Addison-Wesley Publishers, August, 1996.

Refereed Presentations

Zinser, R. & Vito-Randall, S. (December, 2008). *Data mining for current trends in CTE enrollment*. Association for Career and Technical Education Research conference, Charlotte, NC.

Kohler, P. & Zinser, R. (December, 2006). *Recruitment and support of females for information technology careers*. Association for Career and Technical Education Research conference, Atlanta, GA. **Outstanding Manuscript Award.**

Poledink, P. & Zinser, R. (February, 2006). *The Ford Partnership for Advanced Studies*. Michigan Career Conference, Grand Rapids, MI.

Zinser, R. (December, 2004). *A new case for integration: The Ford Partnership for Advanced Studies*. Association for Career and Technical Education, National Conference, Las Vegas, NV.

Zinser, R. (March, 2004). *A forum for career and technical teacher educators in Michigan*. Michigan Association of Adult and Continuing Education, State conference, Detroit, MI.

Zinser, R. (December, 2003). *Business and technical teachers' perceptions of career and employability skills*. Association for Career and Technical Education National Conference, Orlando, FL.

Zinser, R. (December, 2001). *Creation of a career and employability skills course for CTE teachers*. Association for Career and Technical Education National Conference, New Orleans, LA.

Zinser, R. (March, 2001). *Recruiting technical teachers*. International Technology Education Association, Conference, Atlanta, GA.

Zinser, R. (November, 2000). *A 2+2 program model for technical teacher preparation*. National Council on Occupational Information, National Conference, Denver, CO.

Zinser, R. (February, 2000). *Developing a career opportunities matrix*. Center on Education and Work, Careers Conference 2000, Madison, WI.

Zinser, R. (December, 1999). *Work-based learning: An evaluation of student internships*. Association for Career and Technical Education National Conference, Orlando, FL.

Zinser, R. (June, 1999). *Work-based learning*. Governor's Career Preparation Conference, Lansing, MI.

Zinser, R. (March, 1999). *Business roundtables: Partnership between government, education, and business*. National Association of Business Teacher Educators Conference, Chicago, IL.

Bruno, L. & Zinser, R. (December, 1998). *Manufacturing: A great career choice*. American Vocational Association National Conference, New Orleans, LA.

Zinser, R. (June, 1997). *Plastics initiative: Overview of the industry's response to school-to-work, development and implementation*. Governor's School-to-Work Conference. Lansing Center, Lansing, MI.

Invited Presentations

Zinser, R. (November, 2009). *The preparation of vocational teachers in America*. Conference on Comparative Analysis of Education Development in Cultures and Civilizations, Kemerovo, Russia (November 11-12).

Zinser, R., Walter, R., Price, W. & Martinez, R. (December, 2008). *The roles, responsibilities, and ethics of a peer reviewer*. Association for Career and Technical Education Research conference, Charlotte, NC

Workshops

Presented at the *National Training Institute* of the Joint Apprenticeship and Training Committee, University of Michigan, July, 2009.

Professional Associations

Academy for Human Resource Development, 2006-present

Association for Career and Technical Education Research, 2004-present.

Research program chair, 2009 conference.

University Council for Workforce and Human Resource Education, 2004-present

Trustee, 2008-11.

National Association of Industrial and Technical Teacher Educators, 2001-present

Vice President of Industrial Training, 2008-10.

Association for Career and Technical Education, 1998-present.

Michigan Industrial Technology Education Society, 1998-present.

Michigan Business Education Association, 2006-08.

International Technology Education Association, 1998-08