

# Brian D. Beitzel

## University Address

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Department of Educational Psychology, Counseling and Special Education  
366 Fizzle Hall  
SUNY Oneonta  
Oneonta, NY 13820  
(607) 436-3933  
E-mail: brian.beitzel@oneonta.edu

## Educational History

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- 2004 *Ph.D., Educational Psychology*, University of Wisconsin-Madison. Minor: Measurement. Dissertation Title: *Designing Contrasting Video Case Activities to Facilitate Learning of Complex Subject Matter*. Chair: Dr. Sharon J. Derry.
- 1999 *M.S., Educational Psychology*, University of Wisconsin-Madison. Thesis Title: *Mnemonimals Unleashed: Categorization of, and Memory for, Unusual Creatures*. Chair: Dr. Joel R. Levin.
- 1996 *B.S., Psychology*, University of Southern Colorado (now Colorado State University-Pueblo). Minor: Reading. Summa Cum Laude.
- 1993 *B.A., Education*, Peoples Bible College, Colorado Springs, Colorado.

## Areas of Specialization

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Cognition in educational contexts  
Educational assessment

## Professional Organizations

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American Educational Research Association

Divisional Memberships: Learning and Instruction (Div. C), Measurement (Div. D)

American Psychological Association (APA) Divisional Memberships:

Teaching of Psychology (Div. 2), Educational Psychology (Div. 15)

## Honors and Awards

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- 2009 *SUNY Chancellor's Award for Excellence in Teaching*.
- 2007 *Paul R. Pintrich Outstanding Dissertation Award*, American Psychological Association (Division 15: Educational Psychology).
- 2006, 2007 *Outstanding Faculty Member*, SUNY Oneonta Inter-Greek Council (2 awards in 2007).

## Administrative Experience

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### Positions Held

- JULY 25, 2016-  
PRESENT *Director of Education Assessment and Accreditation*, School of Education and Human Ecology, State University of New York College at Oneonta.
- responsible for preparing the Education unit for CAEP accreditation
  - managed data systems to support accreditation requirements
  - prepared accountability reports for external agencies
- MAY 19, 2012-  
AUG. 31, 2015 *Chair*, Department of Educational Psychology, Counseling and Special Education, State University of New York College at Oneonta
- supervised 12 faculty, a secretary, and adjuncts
  - managed a \$27,000 operating budget
  - oversaw two Department-wide relocations (into and out of temporary quarters)

## Teaching Experience

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### Positions Held

- SEPT. 1, 2013-  
PRESENT *Professor*, Department of Educational Psychology, Counseling and Special Education, State University of New York College at Oneonta.
- SEPT. 1, 2010-  
AUG. 31, 2013 *Associate Professor*, Department of Educational Psychology, Counseling and Special Education, State University of New York College at Oneonta. (Tenured on September 1, 2011)
- SEPT. 1, 2004-  
AUG. 31, 2010 *Assistant Professor*, Department of Educational Psychology and Counseling, State University of New York College at Oneonta.
- 1998-1999 *Teaching Assistant*, Psychology, UW-Madison. Taught labs and discussion sections for an undergraduate research methods course; supervised students' independent research projects.
- 1997-1998 *Teaching Assistant*, Educational Psychology, UW-Madison. Assisted with grading student work.
- 1996 *Teaching Assistant*, Educational Psychology, UW-Madison. Assisted with grading student work.
- 1989-1991 *Elementary Teacher*, Emmanuel Day School, Colorado Springs, Colorado. Taught various classes to students in the upper grades.

### Courses Taught

*Psychological Foundations of Education: Learning and Motivation*, SUNY Oneonta.

*Assessment*, SUNY Oneonta.

*Improving College Study Skills*, SUNY Oneonta.

*Child Growth and Development*, SUNY Oneonta.

*Educational Applications of Developmental Psychology*, SUNY Oneonta.

*Survey of Exceptional Children*, SUNY Oneonta.

*Experimental Psychology Lab*, Department of Psychology, UW-Madison. Developed lab syllabus and lesson plans. Supervised students' independent research projects.

## Scholarship

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### Refereed Journal Articles

Beitzel, B. D. & Staley, R. K. (2015). The efficacy of using diagrams when solving probability word problems in college. *The Journal of Experimental Education*, 83, 130–145.

Beitzel, B. D. (2013). Student response to faculty instruction (SRFI): An empirically derived instrument to measure student evaluations of teaching. *Journal of Research in Education*, 23, 97–115.

Beitzel, B. D. (2012). Formatting L<sup>A</sup>T<sub>E</sub>X documents in APA style (6th edition) using the apa6 class. *The PracT<sub>E</sub>X Journal*, 2012(1), 1–12.

Beitzel, B. D., Staley, R. K., & DuBois, N. F. (2011a). The (in)effectiveness of visual representations as an aid to solving probability word problems. *Effective Education*, 3, 11–22.

Beitzel, B. D., Staley, R. K., & DuBois, N. F. (2011b). When best intentions go awry: The failures of concrete representations to help solve probability word problems. *Educational Research Quarterly*, 34(3), 3–14.

Beitzel, B. D. (2010). Numbers can be hazardous to your health: Using boxplots to monitor collaborative assessment data. *Excelsior: Leadership in Teaching and Learning*, 5(1), 90–98.

Beitzel, B. D. & Derry, S. J. (2009). When the book is better than the movie: How contrasting video cases influence text learning. *Journal of Educational Computing Research*, 40, 337–355.

Derry, S. J., Hmelo-Silver, C. E., Nagarajan, A., Chernobilsky, E., & Beitzel, B. D. (2006). Cognitive transfer revisited: Can we exploit new media to solve old problems on a large scale? *Journal of Educational Computing Research*, 35, 145–162.

Jones, M. S., Levin, M. E., Levin, J. R., & Beitzel, B. D. (2000). Can vocabulary-learning strategies and pair-learning formats be profitably combined? *Journal of Educational Psychology*, 92, 256–262.

### Refereed Conference Proceedings

Beitzel, B. D. & Gonyea, N. E. (2014). The rubric interview: A technique for improving the reliability of scoring written products. In *Proceedings of the 2014 Conference on Higher Education Pedagogy* (p. 242). Blacksburg, VA: Center for Instructional Development and Educational Research.

Gonyea, N. E. & Beitzel, B. D. (2013). Do you get more than you pay for? How open-access textbooks can facilitate radical re-design of college classes. In *Proceedings of the 2013 Conference on Higher Education Pedagogy* (p. 94). Blacksburg, VA: Center for Instructional Development and Educational Research.

Gonyea, N. E. & Beitzel, B. D. (2012). Do you get what you pay for? The availability, use, and development of open-access textbooks for college classes. In *Proceedings of the 2012 Conference on Higher Education Pedagogy* (p. 240). Blacksburg, VA: Center for Instructional Development and Educational Research.

### Non-Refereed Articles

- Beitzel, B. D. (2012a). How not to forget your next appointment: Use technology to combat the effects of aging. *The Journal of Community Informatics*, 8(1). Retrieved from <http://ci-journal.net/index.php/ciej/article/view/888>
- Beitzel, B. D. (2012b). The apa6 L<sup>A</sup>T<sub>E</sub>X class: Challenges encountered when updating to new professional requirements. *TUGboat*, 33(1), 33–38.
- Beitzel, B. D. (2011). The meetingmins L<sup>A</sup>T<sub>E</sub>X class: Hierarchically organized meeting agendas and minutes. *TUGboat*, 32(3), 333–334.
- Beitzel, B. D. (2009, January). Handle with care: Videos can hinder student learning. *On Center*, 25(5), 3.

### Refereed Conference Presentations

- Beitzel, B. D., Staley, R. K., Holmes, M. S., & Snow, A. L. (2017, April). *The eyes have it: Examining a physiological measure of cognitive load*. Poster presented at the annual meeting of the American Educational Research Association, San Antonio, TX.
- Beitzel, B. D. & Staley, R. K. (2016, April). *Paging the mathematician general: Empirical warnings for diagram use*. Paper presented at the annual meeting of the American Educational Research Association, Washington, DC.
- Beitzel, B. D., Boss, R. C., & Gonyea, N. E. (2015, April). *Diagrams may not be your friend: Empirically discriminating their problem-solving efficacy*. Poster presented at the annual meeting of the American Educational Research Association, Chicago, IL.
- Beitzel, B. D., Gonyea, N. E., & Staley, R. K. (2014, April). *Illusions of using a diagram: An investigation of two types of mathematical representations*. Poster presented at the annual meeting of the American Educational Research Association, Philadelphia, PA.
- Beitzel, B. D. & Gonyea, N. E. (2013, April). *The rubric interview: A technique to improve the reliability of scoring writing samples*. Paper presented at the annual meeting of the American Educational Research Association, San Francisco, CA.
- Beitzel, B. D., Gonyea, N. E., & Staley, R. K. (2013, April). *The more the merrier? An investigation of multiple external representations on problem-solving performance*. Poster presented at the annual meeting of the American Educational Research Association, San Francisco, CA.
- Beitzel, B. D. & Staley, R. K. (2012, April). *Promoting problem-solving accuracy through the use of concrete representations*. Poster presented at the annual meeting of the American Educational Research Association, Vancouver, British Columbia.
- Beitzel, B. D. & Staley, R. K. (2011, April). *Sometimes they are effective: Using external representations to help solve probability word problems*. Paper presented at the annual meeting of the American Educational Research Association, New Orleans, LA.
- Beitzel, B. D., Staley, R. K., & Dubois, N. F. (2009, April). *When best intentions go awry: The failures of concrete representations to help solve probability word problems*. Poster presented at the annual meeting of the American Educational Research Association, San Diego, CA.
- Beitzel, B. D., Staley, R. K., & DuBois, N. F. (2008, March). *The cognitive load cost of constructing representations when learning to solve mathematical word problems*. Poster presented at the annual meeting of the American Educational Research Association, New York.

- Atkinson, R. K., Lusk, M. M., & Beitzel, B. D. (2007, August). *Learning from book-based examples: Exploring the impact of combining fading with prompts and matrices*. Paper presented at the biennial meeting of the European Association for Research on Learning and Instruction, Budapest, Hungary.
- Beitzel, B. D., Staley, R. K., & DuBois, N. F. (2007, April). *Do representations help college students solve mathematical word problems?* Poster presented at the annual meeting of the American Educational Research Association, Chicago.
- Beitzel, B. D. & Derry, S. J. (2004, April). *Designing contrasting video case activities to facilitate learning of complex subject matter*. Paper presented at the annual meeting of the American Educational Research Association, San Diego, CA.
- Rummel, N. E., Levin, J. R., & Beitzel, B. D. (2001, August). *Can a mnemonic study strategy enhance students' processing and recall of integrated text?* Paper presented at the 9th European Conference for Research on Learning and Instruction, Fribourg, Switzerland.
- Beitzel, B. D., Glover, T. A., Levin, J. R., & Carney, R. N. (2000, April). *Can students learn and remember conceptual categories mnemonically?* Paper presented at the annual meeting of the American Educational Research Association, New Orleans, LA.
- Derry, S. J. & the STEP Research Group\*. (2000a, April). *Reconceptualizing professional development: Collaborative video projects on the World Wide Web*. Paper presented at the annual meeting of the American Educational Research Association, New Orleans, LA. (\*P. Feltovich, R. Spiro, C. Hmelo, C. Fassnacht, C. Steinkuehler, J. Street, J.-B. Kim, N. Canty, J. Posselt, J. Lee, B. Beitzel, M. Siegel, J. Seymour, B. Viola, & Y. Lee).
- Derry, S. J. & the STEP Research Group\*. (2000b, October). *Taking STEPs toward infusing modeling and visualization technologies into teacher education*. Paper prepared for the NSF-sponsored workshop, Integrating Modeling and Visualization into K-12 Teacher Education Programs, Alexandria VA. (\*P. Feltovich, R. Spiro, C. Hmelo, C. Fassnacht, C. Steinkuehler, J. Street, J.-B. Kim, N. Canty, J. Possett, J. Lee, B. Beitzel, M. Siegel, J. Seymour, B. Viola & Y. Lee).
- Atkinson, R. K., Levin, J. R., Beitzel, B. D., & Glover, T. A. (1999, April). *In search of the unique cognitive benefits of mnemonic matrices*. Paper presented at the annual meeting of the American Educational Research Association, Montreal, Canada.
- Glover, T. A., Beitzel, B. D., Levin, J. R., & Carney, R. N. (1999, April). *Mnemanimal classifications: A technique for recognizing what's what and who's who on your day at the zoo*. Paper presented at the annual meeting of the American Educational Research Association, Montreal, Canada.
- Jones, M. S., Levin, J. R., Levin, M. E., & Beitzel, B. D. (1998, April). *Are two vocabulary-learning heads better than one?* Paper presented at the annual meeting of the American Educational Research Association, San Diego, CA.

### **Non-Refereed Conference Presentations**

- Beitzel, B. D. (2010, October). *When you want the whole story, get some good graphics: Using boxplots to monitor assessment data*. Poster presented at the Fall 2010 conference of the New York State Association of Teacher Educators, New York Association of Colleges for Teacher Education, and Task Force on Quality Inclusive Schooling, Saratoga Springs, NY.
- Beitzel, B. D. (2008, October). *Banishing the elephant from the room: Myths about learning styles*. Presented at the annual Best Practices Conference, SUNY Oneonta, Oneonta, NY.

Beitzel, B. D., Staley, R. K., & DuBois, N. F. (2008, March). *Solving probability problems in college: Do external representations help?* Poster presented at the Faculty Research Show, SUNY Oneonta, Oneonta, NY.

Beitzel, B. D. & Derry, S. J. (2004, November). *Contrasting video case activities: Which instructional designs lead to better learning?* Poster presented at the Celebration of Teaching, SUNY Oneonta, Oneonta, NY.

### Open-Access Text Materials (Peer-reviewed)

Beitzel, B. D. (2011). *Information-processing theory for classroom teachers*. [Open-access textbook chapter.] Retrieved from <http://cnx.org/content/m42774/latest/>

### Invited Presentations

Beitzel, B. D. (2008, September). *Using video in class: When the book is better than the movie*. Invited lecture presented in the Famous Last Words lecture series, SUNY Oneonta, Oneonta, NY.

Beitzel, B. D. (2007, August). *When the book is better than the movie: How contrasting video cases influence text learning*. Invited address (delivered on my behalf by dissertation advisor Sharon Derry [due to the birth of my son]) for the Paul R. Pintrich Outstanding Dissertation Award, presented at the annual meeting of the American Psychological Association, San Francisco, CA.

### Software

*apa6*. (2016). [A display class to format documents in compliance with the American Psychological Association's *Publication Manual* (6th edition) using the  $\text{\LaTeX}$  typesetting software.]

*meetingmins*. (2013). [A display class to facilitate formatting and printing of meeting minutes using the  $\text{\LaTeX}$  typesetting software.]

### Grant and Award Activities

2016-2018 Evaluator, *Critical MaSS: Math and Science Scholars*, National Science Foundation (\$612,515 award to PI John Schaumloffel).

2014-2018 Principal Investigator, *The Eyes Have It: Triangulating Physiological and Psychological Data During Problem Solving*, Spencer Foundation (\$49,988 award). This grant funded eye-tracking hardware and software to explore how learners visually interact with mathematics diagrams when solving word problems.

2013-2017 Evaluator, *CLICK: Color and Light to Improve Chemical Knowledge*, National Science Foundation (\$199,592 award to PI Jacqueline Bennett).

2012-2013 Principal Investigator, *edTPA Training*, Assessment Incentive Grant, Academic Program Assessment Committee, SUNY Oneonta (\$2,365 award). This grant funded a training session for student-teaching supervisors to come to campus for one day to establish inter-rater reliability for the edTPA teacher-certification instrument.

2011-2013 Principal Investigator, *Customizing the Teaching of Educational Psychology Using Open-Access Text and Materials*, College Open Textbooks (\$2,250 award). This grant enabled a group of educational psychologists from around the country to publish open-access materials for college courses.

- 2011-2012 Principal Investigator, *TWS Reliability Measure*, Assessment Incentive Grant, Academic Program Assessment Committee, SUNY Oneonta (\$1,030 award). This grant funded 10 student-teaching supervisors to come to campus for one day to establish inter-rater reliability for the Teacher Work Sample.
- 2009-2013 Evaluator, *Improving the Use of Computer Data Analysis Skills in Undergraduate Meteorology*, National Science Foundation (\$199,592 award to PI Todd Ellis).
- 2005-2006 *Teaching Fellow*, Teaching Learning and Technology Center, SUNY Oneonta (\$5,000 award). Developed a multimedia “e-Lecture” interface from the ground up using Macromedia Flash.

### **Professional Development Activities (Leadership Role)**

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- MAR. 22, 2017 *Assessment Acclamation: Improvement Together*; all-day pre-conference workshop for institutions seeking national accreditation by the Council for the Accreditation of Educator Preparation (CAEP). Because of my contributions to CAEP as an Assessment Reviewer, I was invited to assist with presenting this hands-on workshop to help institutions improve the quality of their assessment instruments.
- OCT. 28, 2016 *Authentic Assessment*; keynote speaker for Superintendent’s Conference Day, Cooperstown Central School District.
- JULY 17, 2016 *Quality Classroom Assessments*; presented to Master Teachers.
- APRIL 14, 2016 *Topics in the Learning Sciences*; presented to Master Teachers.

## Professional Development Activities (Participant Role)

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- MAY 2017 *SCUP Level I Campus Planning Workshop*, Society for College and University Planning (SCUP).
- JANUARY 2017 *Anti-Racism Workshop*, Racial Equity Institute.
- 2016-2017 *Institutional Effectiveness Certificate*, SUNY Center for Professional Development, through completion of three courses:
  - Introduction to Institutional Effectiveness (Completed with Distinction)
  - Research Methods for Institutional Effectiveness (Completed with Distinction)
  - Championing Change: Applying Institutional Effectiveness on Your Campus (Completed with Distinction)
- SUMMER 2015 *Lead Evaluator training* (three-day series), Broome-Tioga BOCES.
- APRIL 2014 *Eye Tracking – Innovation in Educational Research and Assessment* (one-day workshop led by Dr. Gary Feng).
- APRIL 2013 *An Introduction to Hierarchical Linear Modeling for Educational Researchers* (one-day workshop led by Dr. Betsy McCoach and Dr. Ann O’Connell).
- OCTOBER 2012 *Leadership Academy for Department Chairs*, American Council on Education.
- SUMMER 2011 *Clinical Trial Data Analysis Using R* (online course).
- SUMMER 2006 *Quasi-Experimental Methods Workshop*, Northwestern University (five-day workshop led by Dr. Thomas Cook and Dr. William Shadish).

## College and Community Service

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### Department of Educational Psychology, Counseling and Special Education

- 2015-2016 Search Committee (Assistant Professor—Development)
- 2012-2015 Department Chair
- 2012 Search Committee (Assistant Professor—Development)
- 2012 Search Committee (Assistant Professor—Special Education)
- 2011-2012 Search Committee (Assistant Professor—Development)
- 2010-2011 Search Committee Chair (Assistant Professor—Development)
- 2005 Search Committee (Assistant Professor—Educational Psychology)



## Division of Education

- SPRING 2016 Accreditation Coordinator
- 2005-2014 Wrote reports and provided psychometric interpretation of student assessment data, as well as technical support, for all departments in the Division of Education.
- 2005-2009, Program Assessment Committee (Chair, 2005-2007)  
2010-2011,  
2012-2014
- 2004-2005 Social Committee

## College-wide

- 2017-2019 Co-Chair, Strategic Planning Council
- 2016-PRESENT Chair, Academic Chancellor's Awards Committee
- 2016-2017 Vice Chair, Strategic Planning Council
- 2016-2019 Academic Program Assessment Committee
- 2015-2018 Institutional Review Board
- 2015-2016 Search Committee (Provost and Vice President for Academic Affairs)
- 2014 Search Committee (Manager of Foundation and Corporate Programs—Division of College Advancement)
- 2013-2014 Search Committee Chair (Director of Institutional Research—Office of Institutional Assessment and Effectiveness)
- 2013 Search Committee (Grants Writer/Coordinator—Grants Development Office)
- 2010-2013 Portal Implementation Team
- 2009 Task Force on Institutional Distinctiveness (part of the campus-wide strategic-planning process)
- 2007-2013 Committee on Instruction (Chair, 2007-2011)
- 2007 Search Committee (Associate Provost for Institutional Assessment & Effectiveness)
- 2005-2010 Educational Technology Committee
- 2004-2006 College Senate

## Community Service

- 2005-2012 Village of Otego Planning Board

## Service to the Profession

- 2017-2018 Consulting Editor, *Educational Psychology: An International Journal of Experimental Educational Psychology*
- 2016-2017 Team Lead (Chair), Early Instrument Review, Council for the Accreditation of Educator Preparation (CAEP)
- 2015-2017 Assessment Reviewer (initial cadre) for the Council for the Accreditation of Educator Preparation (CAEP)
- 2015 Manuscript reviewer for *Cognition and Instruction*
- 2010 Review panelist for the National Science Foundation
- 2010 Proposal reviewer for the 2010 annual meeting of the Cognitive Science Society
- 2009 Manuscript reviewer for *Journal of Educational Computing Research*
- 2007-PRESENT Editorial Review Board, *Excelsior: Leadership in Teaching and Learning*