

# VITA

## Robert C. McCracken, ED. D

Collège of Education and Human Development  
School of Teacher Education and Leadership

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## Education

1997	Oxford University: Virginia Polytechnic Inst.& University: Degree:	Oxford, England Blacksburg, Virginia Extended Studies
1994	Virginia Polytechnic Inst. & University: Degree: Major:	Blacksburg, Virginia Doctorate in Education Ed. D. in Educ. Admin.
1993	Virginia Polytechnic Inst. & University: Degree:	Blacksburg, Virginia CAGS in Educ.Admin.
1976	Virginia Polytechnic Inst. & University: Degree:	Blacksburg, Virginia MA in Educ.Admin.
1973	California State College: Degree:	California, Pennsylvania. BS in Elementary Education

## Specialty Training / Post Graduate Study

2012-2013	Trained and Certified as Master Reviewer for Quality Matters, an organization that creates certification of On-Line Courses at both the K-12 level and higher education level
2011-2012	Trained as Instructor and Assessor for the National Center for Biomedical Research and Training
2010-2011	Trained as Peer Reviewer for the Quality Management Process
2010-2011	Trained by the Virginia Department of Education and William and Mary University as a Division Liaison Team Member for School Improvement
2005-2006	Trained with the Edvantia Research Corporation as a School Improvement Coach Specialist
2004-present	Trained Assessor for the National Association of Secondary School Principals 21 <sup>st</sup> Century School Leaders Program
2001-present	Notary Public for the Commonwealth At Large
1999-2001	Cisco Network Academy Program, New River Community College

- 1999-2000 Suicide Prevention and Alternative Assessment Training, Giles County Social Services
- 1995-1996 Covey Training, Virginia Tech
- 1986-1987 Pilot Participant in Creative Leadership Inc. workshop titled, Leadership Development in Education
- 1986-1987 National Association for Secondary School Principals – Assessor Training

### **Professional Licensure**

- Teaching:** Kindergarten Elementary KG-7
- Administration:** General Supervisor
  - Director of Instruction
  - Elementary School Principal
  - Middle School Principal
  - Secondary School Principal
  - Elementary School Supervisor
  - Assistant Superintendent for Instruction
  - Division Superintendent

### **Professional Experience**

- 2011 – Present Division Liaison for the Virginia Department of Education and William and Mary University for the School Improvement Program
- 2004 – Present Assistant Professor, Director of the Professional Development Center, College of Education and Human Development, School of Teacher Education and Leadership, Radford, Virginia.
- 2005 – Present Executive Coaching Program Director, Virginia Association of School Superintendents (VASS), Charlottesville, VA
- 2008 – Present Educational Review Specialist/Program Coordinator, Virginia Association of School Superintendents (VASS), Charlottesville, VA
- 1989-2004 Superintendent of Schools, Giles County Public Schools, 15 Continuous Years of Service, Giles County, Virginia
- 1987-1989 Administrative Assistant, Stafford County Public Schools, Stafford, Virginia
- 1985-1987 Director of Special Programs, Stafford County Public Schools, Stafford, Virginia
- 1984-1985 Secondary Principal, Prince William County Public Schools, Manassas, Virginia
- 1982-1984 Elementary Principal, Prince William County Public Schools, Manassas, Virginia

1978-1982	Supervisor of Instructional Materials, Prince William County Public Schools, Manassas, Virginia
1980-1981	Acting Supervisor of Finance, Prince William County Public Schools, Interim Assignments, Manassas, Virginia
1974-1978	In-Service Instructor, Prince William County Pubic Schools, Manassas, Virginia
1974-1978	Grade Level Leader/Lead Teacher, Neabsco Elementary School, Prince William County Public Schools, Manassas, Virginia
1972-1978	Classroom Teacher, Neabsco Elementary School, Prince William County Public Schools, Manassas, Virginia

### **UNIVERSITY TEACHING**

#### **Radford University Cumulative Courses Taught**

EDUC	615	2001-Present	Principles of Curriculum Development
EDEL	624	2002-Present	Technology for Administrators
EDUC	612	2004-Present	Introduction to School Administration
EDEL	690	2004-Present	Internship for School Leaders
EDEL	635	2009-Present	Seminar: Problems for Educational Leaders
EDUC	617	2010-Present	Models of Teaching

#### **Virginia Polytechnic Institute & State University Cumulative Courses Taught**

EDAD	6044	1996-1998	Government & Policies in Education
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### **SERVICE TO UNIVERSITIES**

2005-2011	Directed the Professional Development Center for the College of Education and Human Development at Radford University
2007-2011	Member of numerous dissertation committees for doctoral students in educational leadership at Virginia Tech
2005-2011	Directed the Executive Coaching Program for the Virginia Association of School Superintendents
2005-2009	Primary Investigator of a grant for High Quality Professional Development for Special Educators (\$73,000)
2005-2011	Chaired Educational Studies for the Virginia Association of School Superintendents for the numerous school divisions in Virginia.
2007-2009	Served on the Professional Education Committee of Radford University
2007-2009	Served on the College of Education's Technology Committee of Radford University

- 2005-2006 Member of a dissertation committee for a doctoral student(s) in educational leadership with George Washington University
- 2005-2006 Served as a member of Radford University's Presidential Task Force for Reinventing the College: Public Engagement
- 2005-2009 Served on Radford University's Graduate Affair Council and subcommittee of Graduate Faculty Application Review Committee
- 2004-2006 Primary Investigator of a Grant for Alternative Licensure for School Administrators (2 Grants - \$100,000 each)
- 2004-2005 Co-Directed the College of Education and Human Development's Professional Development Center at Radford University
- 1996-1998 Preliminary Examinations & Dissertation Work / Adjunct Faculty, Virginia Tech
- 1995-1998 Member of Virginia Tech's Search Committee for special education and policy studies leadership positions
- 1995-1998 Member of Virginia Tech's Collaboration Task Force for the restructuring of the College of Education
- 1995-1998 Member of Virginia's University Research Consortium Steering Committee

### **Curriculum Development**

- 2000-2001 Career Switcher Program with Western Virginia Education Consortium
- 2001-2002 Radford University, Principals of Curriculum Development
- 2002-2003 Radford University, Technology for Administrators
- 2004-2005 PEP Educational Leadership Program and Instructional Modules
- 2004-2005 Conversion of Courses Assigned to Hybrid Models using WebCt, Breeze, and Respondus
- 2008-2009 Development of an On-Line Licensure Certificate Program for the Educational Leadership Program

### **Service to the Profession**

- 2006-2011 Elected to the Executive Board of the Virginia Association for Supervision and Curriculum Development
- 2002-2003 Elected as Chairman-Elect of the Appalachia Education Laboratory Board of Directors
- 2002-2005 Selected as member of Virginia Internet 2 K - 20 Council
- 2002-2006 Selected as a member of the Virginia Task Force to Evaluate and Redesign Preparation Programs and Professional Development for School Leaders
- 2000-2004 Elected as Virginia Caucus Chairman of the Appalachia Education Laboratory Board of Directors
- 1999-2004 Co-Chairman of the Virginia Association of School Superintendents

legislative committee

- 1999-2004 Member of the Virginia Economic Bridge
- 1998-2002 Chairman of New River Valley Magnet School for the counties and cities of the New River Valley
- 1998-2004 Appointed to the Board of Directors of the Appalachia Educational Laboratory
- 1998-2004 Appointed to the Advisory Board and selected as Chair for the Virginia Tech Museum of Natural History; which is a branch of the Virginia Museum of Natural History
- 1992-2003 Chairman of Superintendent's Advisory Council for Virginia Tech's Leadership Academy
- 1999-2002 Chairman of Region VII Superintendent's Group for the counties and cities of Southwest Virginia's Department of Education Study Region
- 1998-2002 Chairman of Western Virginia Public Education Consortium for the counties and cities of the New Century Region
- 1999-2001 Member of the Virginia Special Education Standards Project Steering Committee
- 1996-2000 President of New Century Communication Network Executive Board
- 1997-1999 Appointed to the Advisory Board for Virginia Tech's Institute for Connecting Science Research to the Classroom
- 1997-1999 Appointed by the Governor of Virginia to the Education Advisory Committee for the Commonwealth's Council on Information Management
- 1995-1999 Appointed by the Virginia Superintendent of Public Instruction to the Virginia Special Education Advisory Committee
- 1997-1998 Chairman of the New River Community Policy and Management Team for the counties of Giles and Pulaski
- 1996-1998 Appointed to the State Management Team for the Comprehensive Services Act
- 1992-1996 Superintendent-in-Charge, Southwest Virginia Governor's School for Mathematics, Science, and Technology
- 1990-1991 Represented the Governor of Virginia's Office at the Mid-Atlantic National Goals on Education Panel Hearings and Meetings

- 1988-1989 Games Director for a Virginia Special Olympics Spring Event
- 1988-1989 Member of Virginia's Department of Education K-6 Special Education Task Force for the development of computer software for special education data
- 1986-1989 Pilot participant in Virginia Systems Change Project
- 1986-1987 Phi Delta Kappa, Founding Member Rappahannock Chapter
- 1982-1984 Chairman of the Superintendent's Professional Advisory Council, Prince William County Public Schools, Manassas, Virginia
- 1978-1980 Support Personnel Grievance Counselor, Prince William County Public Schools, Manassas, Virginia
- 1977-1978 Consultant to Eden Prairie Public Schools, Eden Prairie, Minnesota - Year-Round Education and various contracts with other educational organizations
- 1975-1977 Member of Educational Specifications Committee, Prince William County Public Schools, Manassas, Virginia

### **Invited Presentations**

McCracken, Robert C. (Jan 2012). Data and What's New in Technology, Presented at the COTA/Virginia Tech Recently Appointed Administrators Academy, Roanoke, Virginia

McCracken, Robert C. (January 2012). Value Added Education, Presented at the Salem City School Board Annual Retreat, Salem, Virginia

McCracken, Robert C. (December, 2010), Utilizing the ISLLC Standards at the Higher Education Level, Co-Presented (Moore, Sandra J.) at the Annual VASCD Conference, Williamsburg, Virginia

McCracken, Robert C. (October. 2011). The Educational Peer Review Process, Presented at the Annual Legislative Conference Virginia Association of School Superintendents Conference, Lynchburg, Virginia

McCracken, Robert C. (May 2012). Coaching: New Superintendents Training, Presented at the Annual Conference Virginia Association of School Superintendents Conference, Roanoke, Virginia

McCracken, Robert C. (Jan 2011). Data and What's New in Technology, Presented at the COTA/Virginia Tech Recently Appointed Administrators Academy, Roanoke, Virginia

McCracken, Robert C. (May 2011). Coaching: New Superintendents; Mentors Can Help, Presented at the Annual Conference Virginia Association of School Superintendents Conference, Roanoke, Virginia

McCracken, Robert C. (October. 2010). Coaching: Looking for Data with a Peer Review Process, Presented at the Annual Legislative Conference Virginia Association of School Superintendents Conference, Lynchburg, Virginia

McCracken, Robert C. (December, 2010), Lead or Follow: Using Technology, Presented at the Annual VASCD Conference, Williamsburg, Virginia

McCracken, Robert C. (Jan 2010). New Technology Tools and Data, Presented at the COTA/Virginia Tech Recently Appointed Administrators Academy, Roanoke, Virginia

McCracken, Robert C. (April. 2010). Using Technology and Web 2.0, Presented at Horn Elementary School, Vinton, Virginia

McCracken, Robert C. (May 2010). Coaching: A Mentor Process for New School Superintendents, Presented at the Annual Conference Virginia Association of School Superintendents Conference, Roanoke, Virginia

McCracken, Robert C. (October. 2009). Utilizing a Peer Review Process and Stimulus Funding, Presented at the Annual Legislative Conference Virginia Association of School Superintendents Conference, Lynchburg, Virginia

McCracken, Robert C. (Sept. 2008). Web2.0 Concepts, Presented at the Annual Southwest Virginia VASCD Conference, Abingdon, Virginia

McCracken, Robert C. (Dec. 2008). Web2.0 Concepts and Implementation Techniques, Presented at the Annual Virginia VASCD Conference, Williamsburg, Virginia

McCracken, Robert C. (Jan 2009). New Technology Tools, Presented at the COTA/Virginia Tech Recently Appointed Administrators' Academy, Roanoke, Virginia

McCracken, Robert C. (Aug. 2009). Change: Past, Present and Future: You and Technology, Presented at the Faculty In-Service Program for Horn Elementary School, Roanoke County Public Schools Administrators, Roanoke, Virginia

McCracken, Robert C. (June. 2009). Teacher Evaluation: Update and Follow-Up, Presented at the Patrick County Public Schools Annual Planning Retreat, Radford, Virginia

McCracken, Robert C. (July 2008). Change: Past, Present and Future: You and Technology, Presented at the Annual Retreat of the Roanoke County Public Schools Administrators, Roanoke, Virginia

McCracken, Robert C. (May 2008). Evaluation Strategies and Realities, Presented at the Annual Retreat of the Patrick County Public Schools Administrators, Radford, Virginia

McCracken, Robert C. (May 2008). Educational Studies for Your District, Presented at the 2007 Annual Legislative Conference of the Virginia Association of Schools Superintendents, Lynchburg, Virginia

McCracken, Robert C. (May 2008). Mentoring New Superintendents, Presented at the 2007 Annual Conference of the Virginia Association of Schools Superintendents, Roanoke, Virginia

McCracken, Robert C. (January 2008). Using Data and Technology for Improving Student Achievement, Presented at the Recently Approved School Leaders' Academy, Roanoke, Virginia

McCracken, Robert C. (November 2007). Utilizing Technology to Teach New Leaders, Presented at the Annual Conference of the Virginia Association of Supervision of Curriculum and Development, Williamsburg, Virginia

McCracken, Robert C. (October 2007). Educational Studies for Your District, Presented at the 2007 Annual Legislative Conference of the Virginia Association of Schools Superintendents, Lynchburg, Virginia

McCracken, Robert C. (October 2007). Mentoring New Superintendents, Presented at the 2007 Annual Legislative Conference of the Virginia Association of Schools Superintendents, Lynchburg, Virginia

McCracken, Robert C. (August 2007). Using Change to Positively Influence Instruction, Presented at the teacher association opening school meeting of Craig County Public Schools, New Castle, Virginia

McCracken, Robert C. (June 2006). NCLB and AYP: Challenges and Successes, Presented at the 2006 Annual Administrative Retreat for Roanoke City Schools, Roanoke, Virginia

McCracken, Robert C. (May 2006). Implementing the Executive Coaching Program with Virginia's School Superintendents, Presented at the 2006 Annual Superintendent's Conference, Roanoke, Virginia

McCracken, Robert C. (April 2006). Using Data to Make Decision, Presented at the Recently Appointed Principals Workshop, Roanoke, Virginia

McCracken, Robert C. & Flora, William F. (March 2006). PEP: Alternative Route to School Leaders Licensure in Virginia, Presented at the National Association for Alternative Certification Conference, Chicago, Illinois

McCracken, Robert C. (February 2005). A Wolf in Sheep's Clothing: NCLB, Presented at Radford University PDK Symposium, Radford, Virginia

McCracken, Robert C. (April, 2005). Leadership, Technology and the Need for *Change*, Presented at the Professional Development Blue Ridge East – TTI Strand for Administrators, Roanoke County Public Schools, Roanoke, Virginia



McCracken, Robert C. and William F. Flora (2004, December). Removing Barriers in Technology. Presentation at Virginia Department of Education Annual Technology Conference, Roanoke, Virginia

McCracken, Robert C. (2004, March). Making Smooth Transitions: A Personal Story. Presented at the Governor's High School Leadership Summit. Richmond, Virginia

McCracken, Robert C. (2002, September). The Electronic Board Book. Presented at the Virginia Superintendents' Professional Conference. Dublin, Virginia.

McCracken, Robert C. (2002, October). "People Skills for the 21<sup>st</sup> Century" on Change in Education and Educational Technology. Presented at the New River Leadership. Radford, Virginia.

McCracken, Robert C. (2002, May). . Change in School Leaders and School Leadership. Presented at Radford University's Aspiring Administrators' Academy. Radford, Virginia.

McCracken, Robert C. (2001, June). Role of the New School. Presented at Western Virginia Public Education Consortium Career Switcher's Program. Pembroke, Virginia.

McCracken, Robert C. (2000, December). Palm Pilot for Managing Information. Presented at Virginia Department of Educational Technology's Annual Technology Conference. Roanoke, Virginia.

McCracken, Robert C. (2000, November). Partnership Program titled "Silver Links". Presented at the Virginia School Board Association's Annual Conference. Williamsburg, Virginia.

McCracken, Robert C. (1997, October). School Law in Rural Schools. Virginia Tech. Roanoke, Virginia.

McCracken, Robert C. (1999, August). Technology & Collaboration. Virginia Tech. Blacksburg, Virginia.

McCracken, Robert C. (1991, February). Partnerships in Small Schools in Rural America. Presented at the National Conference of the American Association of School Administrators. San Francisco, California.

McCracken, Robert C. (1991, November). Presented and served as moderator for a Business Partnership Teleconference sponsored by the Virginia Department of Education. Staunton, Virginia.

McCracken, Robert C. (1993, February). Search Consultants' Strategies and Expectations. Presented at the National Conference of the American Association of School Administrators. New Orleans.

McCracken, Robert C. (1993, April). Successful Business Partnership. Presented at the

## Educational Summit in Martinsville, Virginia

McCracken, Robert C. (1997, July). Partnerships in Southwest Virginia. Presenter at a regional workshop, sponsored by Congressman Rick Boucher, Virginia Department of Education, Virginia Department of Volunteerism, and Forward Southwest. Abingdon, Virginia.

McCracken, Robert C. (1993, December). Southwest Virginia Leadership Academy. Presented a workshop on the use of computers in the Superintendent's Office. Blacksburg, Virginia.

McCracken, Robert C. (1995, May). School Renewal and Site-Based Decision Making. Presented at a regional conference sponsored by the Southern Association of Colleges and Schools. Radford, Virginia.

McCracken, Robert C. (1994, November). Presented at a leadership conference sponsored by the Institute for Leadership and Volunteer Development. Blacksburg, Virginia.

McCracken, Robert C. (1997, October). Site-Based Decision Making. Presented at a Virginia Education Association Workshop. Blacksburg, Virginia.

McCracken, Robert C. (1991, February). Business Partnerships. Presented at a meeting of the Virginia Association of Counties, Virginia Municipal League, and the Virginia School Boards Association. Richmond, Virginia.

McCracken, Robert C. (1992, March). Developing School / Business / Community Partnerships for Education Reform. Presented at a regional workshop sponsored by the Virginia Business Education Partnership Program. Richmond, Virginia.

McCracken, Robert C. (1990, October). ON COMMON GROUND. Presented at a state meeting of the Virginia Systems Change Project. Richmond, Virginia.

McCracken, Robert C. (1988, May). Use of Computers in the Management of Special Education Student Data and Networking through Specialnet. Presented at Virginia's 1988 Special Education Annual Conference. Richmond, Virginia.

McCracken, Robert C. (1989, October). Represented Virginia at the National TASH Conference in San Francisco, California for the purpose of presenting ideas to the Virginia team in planning integration of handicapped students into regular education.

McCracken, Robert C. (1996, March). Making Special Education Work. CEC State Convention. Fair Oaks, Virginia.

McCracken, Robert C. (1995, April). Examples of Successful Collaboration. Southwest Virginia Leadership Academy. Blacksburg, Virginia.

### Articles

Flora, W. F., & McCracken, R. C. (2007). Alternative Licensure for School Leaders: Embracing Change in Leadership Training. *Virginia Educational Leadership* , 59-61.

McCracken, Robert C., Unpublished Doctoral Dissertation titled A Comparative Study of Costs of Inclusive Special Education in the Commonwealth of Virginia, Virginia Polytechnic Institute and State University

McCracken, Robert C., Article published by the Total Quality and Site-Based Management Journal: TQM & SBM in a Small Rural School District

McCracken, Robert C., Article published by Appalachia Educational Laboratory titled, GILES COUNTY ADDRESSES GOAL 3: STUDENT ACHIEVEMENT AND CITIZENSHIP

McCracken, Robert C., Article published by Virginia Review, CURRENTS

McCracken, Robert C., Article published by the American Association of School Administrators titled, TWELVE LEADERS SUPPORT DIVERGENT APPROACHES NATIONWIDE

McCracken, Robert C., Article published by Appalachia Educational Laboratory titled, FUNDING DISPARITY EVIDENT IN SCHOOL FACILITIES

### Awards

2006-07	College of Education “Outstanding Faculty Service Award, Radford University
2004-2005	First “Geek-of-the Week” Award by Radford University’s Academic Computing Center
2002-2003	National ‘Making It Happen in Education Technology’ award.
2000-2001	Superintendent of the Year 2001 for Region VII
1999-2000	Virginia Tech Excellence in Education Award for Leadership in Technology
1997-1998	Recognized by the Governor of Virginia and received the Horizon Award for School-Business Partnerships and the Governor's Award for School - Business Partnerships for 1997
1997-1998	Excellence in Education - Scholastic Excellence through Service by Virginia Polytechnic Institute and State University
1996-1997	All Star School Award for Excellence in School-To-Work Planning and Implementation by the Public Service Programs – Outreach Division, and the Economic Development Assistance Center of Virginia Tech
1991-1992	Nominated for Superintendent of the Year by the Giles County School Board
1977-1978	Teacher of the Year, Prince William County Public Schools, Manassas, Virginia

### **Professional Affiliations**

Virginia Association for Supervision Curriculum Development

American Association of School Administrators

Virginia Association of School Superintendents

Trained assessor for administrative assessment centers operated by the National Association of Secondary School Principals

Charter member and founding president of the Northern Virginia - Rappahannock Chapter of Phi Delta Kappa

Past Member of Virginia Systems Change Advisory Board

Past member of Virginia Media Association, Virginia Association of Elementary School Principals, and Virginia Association of Special Education Directors

### **Community Leadership**

Member New Century Council Task Force

Ex-Officio Member Giles County Community Development Corporation

Member of Industrial Development Authority/Industrial Development Council's Local Contact Team

Member of Education & Training Task Force of the Blue Ridge Economic Development Commission

Member of First United Methodist Church, Pearisburg, Virginia

Member of Pearisburg Lions Club, Pearisburg, Virginia

Member of Pearisburg Festival Around Town Planning Committee, Pearisburg, Virginia

Member of Giles County 4-H Advisory Board

Deacon, Spotsylvania Presbyterian Church, Fredericksburg, Virginia

School Board Member, Stafford County Public Schools, Stafford, Virginia

Parent Teacher Organization, President and Vice President, Neabsco Elementary School, Prince William County Public Schools, Manassas, Virginia

Music Director, Ebenezer Methodist Church, Stafford, Virginia

