Randy Michael Ziegenfuss

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Life-long educator with over 34 years of experience in public education developing a passion for teaching, learning, leadership, technology and supporting the life-long learning of all learners – young and adult. Strong background in developing and leading the implementation of a progressive vision for learner-centered education, balancing increased opportunities for learners 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 – 2021   **SALISBURY TOWNSHIP SCHOOL DISTRICT**   Allentown, PA
Superintendent (Retired, 2021)

- Lead and supervise the leadership team, including principals and central office personnel, on curriculum, technology, budget, special education, facilities, transportation, legislative and human resources issues.
- Collaborate with all stakeholders to create a culture of learning. The District has been recognized as a Top Workplace in the Lehigh Valley for 2016, 2017, 2018 and 2019.
- Collaborate with school board leadership to develop monthly board meeting and executive session agendas.
- Collaborate with the Chief Financial Officer 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 and teacher collective bargaining agreements.
- 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 (Profile of A Graduate and Learning Beliefs) for teaching and learning in 2020 and beyond.
- Collaborate with the assistant superintendent and supervisor of instructional practice to lead the Innovate Salisbury Collaborative and Leading #YourSalisbury teams of teachers and school leaders focused on educational innovations and transformation.
- Collaborate with the associate superintendent, director of teaching and learning 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 the associate superintendent, director of teaching and learning and middle school principal to create a micro school/school-within-a-school (Project Wonder).
- Collaborate with the associate superintendent, coordinator of technology and high school principal to create a student internship program.
- Collaborate with a variety of stakeholders including school board, administration, teachers, students, parents and local Salisbury Township government to promote Salisbury Township School District as the hub of the Salisbury community.
- Collaborate with the associate superintendent to create the Salisbury Township School District Alumni Wall of Honor.
- Collaborate with the associate superintendent, coordinator of technology and high school principal to create a Student Social Media Advisory Council.
- Participant in the American Association of School Administrators (AASA) National Superintendent's Certification Program.
- Deliver presentations and publish articles on District initiatives for professional and business organizations including Lehigh University School Study Council (LUSSC) Education Week, Edutopia, AASA, PSBA, PASA, PAECT, CoSN, FETC, EdTEch Digest, EdCircuit and Apple, Inc.

- Oversee the District's social media platforms including the District website, blogs (TL2020.org, SalisburySD.US), Facebook, Twitter, Pinterest, LinkedIn, Vimeo and Instagram.
- Advocate for public education and education in the Salisbury Township School District through proactive communication with state and federal legislators.

2007 - Present	**MORAVIAN COLLEGE**	Bethlehem, PA

Clinical Adjunct Professor of Education
- Teaching undergraduate and graduate courses including Teacher as Inquirer, Teacher as Evaluator, 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.
- Collaboratively 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 graduate programs 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.*

2017 - Present	**CARBON-LEHIGH INTERMEDIATE UNIT 21**	Schnecksville, PA

Instructor
- Designed, developed and taught *District Leadership in the 21st Century* course for the PA Superintendent Letter of Eligibility program.

2018 - Present	**DELAWARE VALLEY UNIVERSITY**	Doylestown, PA

Adjunct Professor
- Teaching courses in the Ed.D. program: *Program Design, Development & Evaluation; Integrating Learning Technologies.*

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.
- Testified before the Pennsylvania House Education Committee on school libraries.
- 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.

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 TPCK.

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)
- National Superintendent Certification (through AASA)
- Instructional Technology Specialist (PA)
- Music K-12 (PA)

PRESENTATION AND PUBLICATION

- International Society for Technology in Education (ISTE) – Online – December 2020 – *What Superintendents Need from Their Technology Leaders.* Panelist.
- Future of Education Technology Conference (FETC) – Miami, FL – January 2020 – Featured Speaker: *Knowing Today's Learners: Who is Generation Z; Understanding Learner Agency to Transform Your Digital Learning Environment; What Superintendents Need from Their Technology Leaders: Collaborating for Success; Reframing EdTEch: Shift Your Paradigm from School-Centered to Learner-Centered; Learning and Leadership in the Shift Age.*
- SuperCUE – Santa Cruz, CA – July 2019 – *Shift Your Paradigm: From School-Centered to Learner-Centered.*
- Innovations Labs Schools – Summer 2019 – Contributing Author to the *Global Goals Book.*
- Education Reimagined – Spring/Summer 2019 – *Shift Your Paradigm: What does learner-centered leadership look like? Parts 1-4*
- Lehigh Valley Health Network Innovations in Education Summit – Keynote: *Future of Learning: Science Fiction Soon to be Science Fact;* Session: *Generation Z: It's Complicated.*
- Grant Wood Area Education Agency – Cedar Rapids, IA – March 2019 – Workshop: *Shift Your Paradigm: From School-Centered to Learner-Centered.*
- National Conference on Education (AASA) – Los Angeles, CA – March 2019 – Panelist: *Repositioning Educational Leadership: Inquiry-Based Approaches to District Leadership;* Panelist: *Leadership Lessons for Our Times: Cyber Security.*
- Future of Education Technology Conference (FETC) – Orlando, FL – January 2019 – Featured Speaker: *Gen Z: It's Complicated; Understanding Learner Agency to Transform Your Digital Learning Environment; Purchasing at Scale: Lessons Learned for District-Wide EdTech Procurement; What Superintendents Need from Their Technology Leaders; Personalized Learning: Beyond Technology; Reframing EdTEch: Shift Your Paradigm from School-Centered to Learner-Centered; The Future of Learning – Science Fiction or Science Fact.*
- *Education Write Now: Top Strategies for Improving Relationships and Culture* (Routledge, 2019): contributed a chapter: *Relationships: The Foundation of Learner-Centered Environments.*
- Pennsylvania SAS Conference – Hershey, PA – December 2018 – *Scaling the District Vision to Develop Employability Skills.*
- Greater Lehigh Valley Consortium for Equity in Education (GLVCEE) – Bethlehem, PA – October 2018 – workshop on *The Imperative and Context: Why Digital Transformation.*

- PASA EdCongress – State College, PA – March 2018 – *Social media and other strategies for engaging the community*
- Future of Education Technology Conference (FETC) – Orlando, FL – January 2018 – Featured Speaker: *Digital transformation: How to start and where to go; Future-focused: The long-game in U.S. Education; Generation Z: It's complicated; Our greatest untapped resource: #StuVoice; Shift your paradigm: From technology-centered to learner-centered; Generation-savvy leadership: Tapping into teachers' and learners' skills and interests.*
- Pennsylvania SAS Conference – Hershey, PA – December 2017 – *Voice and Choice and the Learner-centered Lens* and *Leading Innovation*
- edCircuit – November 2017 – *Leading a learner-centered school*
- Edsurge Fusion – San Francisco, CA – November 2018 – Panelist: *Vision for personalized learning: creating, partnering and sustaining it with your community*
- edtech digest - November 2017 – *The technology and learning conversation has shifted* and *Future Focused*
- edCircuit – October 2017 – *Are you ready to shift your paradigm of learning and leadership?*
- edtech digest – October 2017 – *Leading a digital transformation*
- School Leadership Conference (PASA/PSBA) – Hershey, PA – October 2017 – *Demystifying the Evaluation Process for Superintendents and Assistant Superintendents*
- Eastern PA EduSummit – Center Valley, PA – August 2017 – *Game Changers: 7 Instructional* Practices and *Place-based Learning*
- Pennsylvania School Librarians Association (PSLA) – Hershey, PA – March 2017 – *Libraries: Your Key to Content Curation in a Personalized Learning Environment*
- National Conference on Education (AASA) – New Orleans, LA – March 2017 – *Innovate Salisbury 180: Unique Professional Learning for Systems Change*
- National Conference on Education (AASA) – New Orleans, LA – March 2017 – *Journey to Digital Transformation: Lead it, Support it, Evaluate it*
- The K12 Leader Forum – February 2017 – Keynote: *Future Focused: The Long Game in Education*
- The K12 Leader – January 2017 – *Edleadership Blindspot: A Compelling Vision for Learning*
- Capital Area Intermediate Unit (CAIU) iPad Summit – December 2016 – Keynote: *Elevating Our Vision for the Future*
- Pennsylvania SAS Conference – Hershey, PA – December 2016 - *Libraries: Your Key to Content Curation in a Personalized Learning Environment*
- Pennsylvania SAS Conference – Hershey, PA – December 2016 – *Developing a Compelling Vision: A Process*
- Pennsylvania Association for Supervision and Curriculum Development (PASCD) – Hershey, PA – November 2016 – *The Journey to Digital Transformation: Lead it. Support it. Evaluate it*
- Convening of Superintendents – US Department of Education & White House Policy Council – Personalized Learning – Washington, DC – November 2016.
- SNUG National Conference – Fort Worth, TX – October 2016 – Keynote: *Let's Make School Different*
- School Leadership Conference (PASA/PSBA) – Hershey, PA – October 2016 – *Social Media for Advocacy* and *Uncovering the Uncommon Dots to Build A Vision for the Future*
- Bucks-Lehigh EduSummit – Center Valley, PA – August 2016 – *Game Changers: 7 Instructional* Practices and *Generation Z…It's complicated…*
- Keystone Technology Innovators (KTI) Summit – Bloomsburg, PA – July 2016 – Keynote: *Leading A Vision for Learning in Your Classroom*
- Ignite Talk – Philadelphia, PA – July 2016 – *Do we have a crisis of vision?*
- International Society for Technology in Education (ISTE) – Denver, CO – June 2016 – *Equitable Digital Leadership in Urban, Suburban and Rural School Systems.* Panelist.
- Pennsylvania Association of School Administrators (PASA) Webinar – June 2016 – *Social Media for Advocacy.* Panelist.
- Edutopia – May 2016 – *Innovate Salisbury: An Action Research Project* (Co-author)
- Channel One News – May 2016 – *EdTech: A Superintendent's Perspective*
- Pennsylvania School Librarians Association (PSLA) – Hershey, PA – May 2016 – *Leading from the Library: Administrators and Librarians Collaborate to Extend Our Reach*
- PASA Women's Caucus – Hershey, PA – May 2016 – *Leadership: The Fuel That Ignites Transformation*
- Pennsylvania Educational Technology Expo and Conference (PETE & C) – Hershey, PA – February 2016 – *Twitter for School Leaders* and *The SAMR Framework: Leveling Tech Integration*
- edCircuit – February 2016 – *Educational Leadership in a 1099 World*
- Self-published ebook – January 2016 – *Three Key Principles of Digital Transformation*
- EduCon 2.8 – Science Leadership Academy – Philadelphia, PA – January 2016 – *Generation Z – It's Complicated*

- What's Next? – Implementing Research Practices – Cupertino, CA – December 2015 – *Critical Factors of Success in Designing Transformational Learning Experiences*
- 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*
- Bucks-Lehigh EduSummit – Center Valley, PA – August 2015. *Approaches to Literacy for Generation Z* and *The SAMR Framework: Leveling Tech Integration*
- Keystone Technology Innovators (KTI) Summit – Bloomsburg, PA – July 2015 – Keynote: *Make School Different*
- 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* and *SAMR and Tech Integration Models. Using Learni.st 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, Pittsburgh, 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

- University of Pennsylvania Midcareer Program Alumni Council (2019 – present)
- Future of Education Technology Conference – Proposal Reviewer (2018, 2019, 2020)
- International Society for Technology in Education (ISTE) – Proposal Reviewer (2016, 2018, 2019, 2020, 2021)
- International Literacy Association (ILA) – Proposal Reviewer (2018, 2019, 2020)
- Consortium for School Networking (CoSN) – Superintendent Advisory
- Shift Your Paradigm Podcast – ShiftYourParadigm.org – Co-Founder and Co-Host (2017 – present)
- Edcamp Lehigh Valley – Organizer/host (2017 – present)
- HSLC – Board Member (2017 – present)
- Edcamp Leadership (Philadelphia) – Organizer (2016)
- Leader Lehigh Valley Board of Governors – Member (2016 – 2018)
- 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 (2015 – present)
- Chamber Music Society of Bethlehem – Bethlehem, PA – Board Member (2011 – 2019; 2021 – present); 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)
- Association for Supervision and Curriculum Development (ASCD)
- Bucks-Mercer Penn School Study Council
- Consortium for School Networking (CoSN)
- Greater Lehigh Valley Consortium for Excellence and Equity (GLVCEE)
- International Society for Technology in Education (ISTE)
- Lehigh University School Study Council (LUSSC)
- 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-Present
  - Technology Committee Chair – 2015-Present
- Pennsylvania School Public Relations Association (PenSPRA)