

Kenneth James Hoerricks, PhD Pn1

Special Education Teacher | Certified TEFL Teacher
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Summary: *Creative, collaborative, and motivated innovator; seasoned educator with 24+ years of experience in supporting diverse populations of learners. Subject matter expert in content development, instructional design, Universal Design for Learning, and Culturally Relevant Pedagogy. Successful writer, designer, instructor, and presenter.*

SKILLS AND ACCOMPLISHMENTS

Instructional Design: 18 years of experience across a wide variety of domains. Theory driven and standards compliant. Comfortable collaborating with SMEs to maximize learning outcomes. Fluent with the latest instructional design and facilitation technology. Utilizes a human-centered approach to design across all methodologies, especially when designing for change.

Content Creation: 24 years of experience across a diverse spectrum of opportunities. Created [academic](#) and [technical papers](#), [instructional manuals](#), [blogs](#), web sites, and 2 published best-selling non-fiction books; [Forensic Photoshop](#) (2008) and [Leadership in the Lodge of Perfection](#) (2010 / 2019). Designed, developed, and wrote content for e-learning modules, and [complete on-line courses](#); including written lesson plans, and syllabi. Created the scripts and storyboards for video tutorials, webinars, and learning simulations. Fluent in the Adobe Creative Suite, creating content in Photoshop since version 2.5 and Premiere Pro since version 4. Ability to create content viewed on a variety of platforms utilizing SEO best practices.

Needs Analysis: 24 years of experience in helping things go right. Wholistic approach to needs / gap analysis (SME / stakeholders / learners / market position). Competent in market research, data analysis, and the evaluation of the target audience. Able to find the “why” in situations, then design interventions that sustainably bring about the desired change.

Evaluation and Assessment: 18 years of experience in respectfully evaluating and assessing people and organizations. Skilled in creating and evaluating valid assessment instruments for the testing of knowledge, skills, and abilities in all stages of the learning path; then using formative and summative assessments to inform the development and improvement of the learning program. Able to align learning programs with clear and achievable objectives.

Strengths: As a [non-verbal autistic person](#), I am able to empathize with a diverse range of learner types. That empathy makes it’s way into all the content that I create. I’m able to put myself into the shoes of the traditional and non-traditional learner in creating learning experiences that will have the most impact.

PROFICIENCIES

Articulate 360 Suite – visual design, storyboard, video and written content creation with ability to focus on the big picture.

Adobe Creative Suite + Adobe Captivate – innovative designs to create a big impact.

Deliverables – Microsoft Products, HTML5, SCORM, xAPI (tin can)

Learning Modalities – e-learning, blended learning, in-person, mobile, & micro learning.

MS Office / G Suite Apps – Proactive and sensitive to corporate needs.

Learning Management Systems (LMS) - collaboration with human resources and other business processes.

Theoretical Frameworks – Adult Learning Theory, ADDIE, ASSURE, iADAPTE Change Management Framework, and the Pedagogy of the Oppressed.

Design – Designing for print and web for over 20 years. Now utilizing the latest technology to design for apps and LMS deployment.

PROFESSIONAL EXPERIENCE

Normandie Avenue Elementary, Los Angeles, CA

Special Education Teacher - July 2020 - Present

Special Education - Special Day Class teacher for 4th & 5th Grade Special Education Students. Special Education Credential includes mild/moderate disabilities and autism.

Teach for America Los Angeles, Los Angeles, CA

2020 Corps Member - April 2020 - Present

Teach For America finds, develops, and supports a diverse network of leaders, working together to end educational inequity. It's alumni, corps members, and staff work in schools and in every sector and field that helps shape educational opportunity in America. The TFA community is bound by a set of Core Values and a shared commitment to Diversity, Equity and Inclusiveness we envision for our country.

West Valley County Water District, Neenach, CA

Member, Board of Directors - December 2010 - November 2017 | July 2020 - Present

Current Member of the Board of Directors (elected state-wide office) for this small municipal water utility serving the Holiday Valley community in Neenach, CA, in the mountains of northwest Los Angeles County. Previously served two terms as President of the Board of Directors (2010-2017).

Towcester Abbey Praeceptory, Castaic, CA

Director of Educational Programs - October 2015 – Present: Part Time, Remote

Responsible for publications, research, educational, and e-learning programs.

- Took on a new opportunity and faced tough challenges with a sense of urgency, high energy, and enthusiasm when I co-founded the Praeceptory at Towcester Abbey in order to improve the lives and outcomes of actually autistic people in Los Angeles county and beyond.
- Hands-on in the marketing efforts, interfacing with panicked parents / caregivers and medical professional, assuring all concerned that their special loved ones will receive the best of care.
- Utilized strong organizational and creative skills to create complete learning experiences (in-person, blended, and on-line) that are supportive of the unique needs and pace of autistic students.
- Partnered with Tynker and Lego to deliver coding and computer science education, creating a unique program that caters to the area's non-verbal autistic population.
- In [collaboration](#) with the Grand Lodge of Free and Accepted Masons in California, designed and produced [Revitalize!](#), a daily program of mentored leadership development offered on-line as micro learning. The course is comprehensive in it's treatment of the leader-follower relationship, from pre-boarding, to on-boarding, to finding one's place in the organization, to member engagement and beyond.

Apex Partners, Ltd., Las Vegas, NV

Senior Consultant (Instructional Designer / Instructor) - July 2018 – March 2020: Full Time | March 2020 – Present: Part Time, Remote

Responsible for the learning development and forensic science programs.

- Discovered a gap in the Texas Forensic Science Commission's licensing program. Designed, developed, wrote the courseware, and [validated](#) a course in [Statistics for Forensic Analysts](#) – now offered on-line as micro learning.
- With the dissolution of the partnership between Amped Software and Axon, re-created and updated the [Forensic Science courses](#) that I had previously designed and delivered in person on-line as micro-learning. Built the store front to market / sell training seats. Publicize the courses across the breadth of social media platforms.
- Utilize needs assessment / customer data as well as project management skills to assist customers in achieving their performance / standards compliance goals. Analyze user needs and use collected customer data to produce content most relevant to our target audience.

Amped Software, Inc., Henderson, NV

Director of Support and Training - March 2016 - February 2019

Responsible for support and training programs for the North American region. Assisted in marketing efforts.

- Gained insight into customer needs; identified opportunities that benefited the customer; built and delivered solutions that met customer expectations; established and maintained effective customer relationships.
- In partnership with Axon, formerly Taser, increased sales through the development of Axon's Forensic Suite Training Program. Utilized these training programs to increase Forensic Suite sales by 25% quarter over quarter.
- Designed, maintained, and delivered complete software training programs for the company's product line. Used training programs as an adjunct of customer support, helping things go right for the customer in the first place.
- Leveraged strong communication skills in consulting with SME to build and present in-person, blended, and virtual training sessions.
- Created marketing copy for the Axon Forensic Suite program, sales slicks, web ads, blog posts, social media campaigns, and scripts for their e-commerce site, outside / inside sales teams.
- Created marketing copy and [blog posts](#) for the company's main office in Italy to illustrate the value proposition of the company's products, converting readers to satisfied customers. Utilized A/B test strategy to maximize impact.
- Collaborate with a world-wide employee / contractor base via Google Hangouts / Slack to create and deliver products / services to customer base. Coordinate all facets of the process with sales & marketing team for targeted ad campaigns.

Los Angeles Police Department, Los Angeles, CA

Police Surveillance Specialist / Audio / Video Forensic Analyst - July 2001 – February 2016

- I designed, developed, and delivered in-service, task force, conference training, e-learning and presentations in synthesis with the Department's mission, vision, and values.
- I designed, developed, and delivered training presentations for two industry trade groups, the National Technical Investigators' Assoc. (NaTIA) and the Law Enforcement & Emergency Services Video Assoc (LEVA).

- Utilized technical writing to develop a technical knowledge base across the surveillance and digital forensics domains.
- Surveillance photographer and videographer responsible for the creation of recordings of criminal activities that would be presentable in court for the prosecution of offenders.
- Audio / video forensic analyst utilizing modern production and specialized equipment for the analysis of multimedia evidence.
- Researching, creating, and maintaining of state-mandated quality standards for the unit.
- Seconded to the Combatting Terrorism Technical Support Office ([CTTSO](#)) to collaborate on the guidebook, Best Practices for the Retrieval of Video Evidence from Digital CCTV Systems.
- Seconded to the National Institutes of Justice ([NIJ](#)) to collaborate on the creation of the standard guide, Criminal Justice Interview Room Recording System Standard.
- Loaned to the Organization of Scientific Area Committees on Forensic Science ([OSAC](#)) to collaborate on the creation of consensus standards documents. Currently near the end of my second and final term on the OSAC, serving as the lead of the Video Task Group.

Freelance, Worldwide

Author, Instructional Designer, Artist, Change Agent - August 1996 – Present

- Contract Instructor for Amped Software, Inc. (2012 – 2016)
- Contract Curriculum Designer / Instructional Designer for Amped Software, Inc. (2012 – 2016)
- Under contract to the government of the Republic of South Africa, created a change management program to transition a group of skilled graphic artists into forensic video analysts. In addition to the complete creation of this learning event, this also included the creation of all forms, manuals, and position descriptions that conformed to their ISO accreditation standards. Supervised the translation of the produced materials from English to Afrikaans, Xhosa, and Zulu.
- Writer for [Planet Neurodivergent](#) since 2019. (4 articles thus far)
- Curriculum Developer / Instructional Designer / Instructor for Courseography since 2020.
- Blogging on the Forensic Multimedia Analysis [blog](#) since 2007. (almost 2000 articles to date)
- Technical writer for [eForensics Magazine](#) since 2018.
- Technical reviewer for the Journal of Forensic Science since 2018.
- Professional event photographer, videographer, and re-touch artist.
- Adjunct Instructor – Woodbury University
- Guest Lecturer – Art Center College of Design, Pasadena
- [Guest Lecturer](#) – Grand Lodge of Free & Accepted Masons, California

EDUCATION

- **M.Ed, Special Education** (2020 – Present)
Loyola Marymount University, Los Angeles, CA
Specialization – Universal Design for Learning in the Special Day Class environment.
- **M.Ed, Instructional Design** (2018-2019)
Western Governors University, Salt Lake City, UT
Specialization – [Validation](#) of [course designs](#) / utilizing micro learning for effortless knowledge transfer.
- **Ph.D., Education** - Higher Education Leadership (2010-2018)

Trident University International, Cypress, CA

Specialization – Root cause analysis, needs assessments, and process design to maximize [autistic college student retention](#); data entry and reporting of results to open source repository to inform further research.

- **M.A. Organizational Leadership** (2009-2010)

Woodbury University, Burbank, CA

Specialization – Leadership development within non-traditional populations. My Thesis was later developed into a [best-selling book](#).

- **B.A., Organizational Leadership** (2006-2009)

Woodbury University, Burbank, CA

Specialization – Leadership development within small non-profit organizations.

CERTIFICATIONS

- Teaching English as a Foreign Language – 150 Hour (2020)
University of Toronto - OISE
- Certified Curriculum Developer / Certified Instructor
California Peace Officer Standards and Training (2007)
- Certified Instructor
Amped Software, Inc. (2012)
- Certified Audio Video Forensic Analyst
ETA-I (2019)