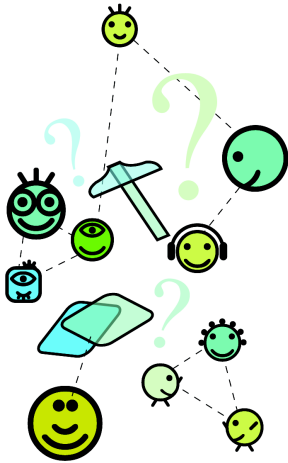


Jayne Jacobson  
Office of Assessment &  
Innovation at Washington  
State University  
CUE 502G  
Pullman, WA 99164-4550  
509-335-7245  
[jaymej@wsu.edu](mailto:jaymej@wsu.edu)

## JAYME JACOBSON

*Key professional experiences as a learning design consultant at the  
Office of Assessment and Innovation at Washington State University:*



### COLLABORATIVE LEARNING SPACES

Designed and implemented online learning spaces for multiple engineering capstone courses. These sites included course hub spaces; virtual career fairs; team sites where students could interact with industry mentors and manage projects; individual team member ePortfolios; and sites where students could showcase final presentations and receive feedback from professional engineers.

Worked with faculty, students and programmers to develop a professional networking and research-sharing site for the university's Global Plant Science Initiative.

Designed and implemented sites for diverse disciplines in which students could share and give feedback about each other's work.

Advised and guided numerous faculty members about Web 2.0 strategies for creating spaces that encourage authentic learning and student interactions by using a mix of blogs, wikis, and other free online tools.

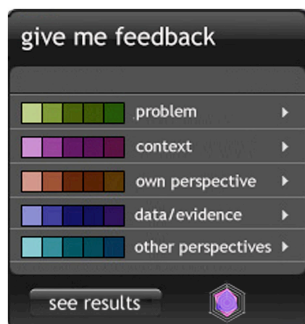


### EPORTFOLIOS

Involved in the university's ePortfolio initiative since its inception in 2004. Instrumental in conceptualizing and articulating that ePortfolios should be a process for life-long learning and metacognition rather than a collection of work in a specific platform.

Directed and oversaw all aspects of the university's two ePortfolio contests, from initial conception, timelines, rules, judging criteria, recruitment of judges, publicity, workshops, website, and awards.

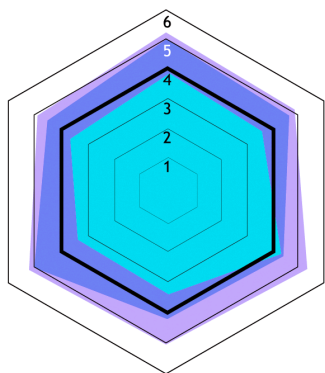
Facilitated numerous presentations and workshops for faculty and students about the benefits of ePortfolios and how to get started. Worked with faculty across the university to integrate ePortfolios into their courses. Designed and built program sites to house collections of student ePortfolios.



### EMBEDDED ASSESSMENT

Recognized as early as 2006 the need for structured feedback on ePortfolio artifacts and began developing expandable rubrics in html that were small enough to be situated next to student work.

Worked with the "Harvesting Gradebook" team to conceptualize, storyboard, and prototype the idea that feedback mechanisms could be embedded next to student artifacts and that the data collected through those mechanisms could be routed back to multiple audiences (students, instructors, programs) in different formats for diverse purposes.



#### INFORMATION VISUALIZATION

Developed novel ways for visually capturing learning growth by capitalizing on the brain's proclivity for pattern recognition, most notably the transparent overlay patterns of radar graphs as they are used to represent the scores of multiple dimensions of a rubric.

Presented program-level assessment data in clear and visually compelling formats that allowed faculty to interpret patterns and trends and become engaged in discussions about how they could revise aspects of their program in response.

Facilitated faculty interchange about improving visual thinking by coordinating the Using Vision to Think Brownbag series.



#### HARNESSING THE POWER OF PLAY AND HUMOR

Created playful discussion formats to encourage improvisational thinking and open dialogue among participants about topics revolving around new trends in learning and how best to meet challenges with flexibility and innovation.

Collaborated with staff and student interns to write, design, and produce the award winning *SKEW* newsletter, which used different humorous themes and formats for each issue in order to focus on faculty concerns surrounding teaching and learning.

#### EDUCATION

University of Idaho, 2005: *M.S. in Experimental Psychology: Visual Perception*

University of Idaho, 2002: *B.A. in Fine Arts*

Massachusetts College of Art 1977-79: *Fine Arts* • Northern Arizona University 1975-77: *Fine Arts*

#### PROFESSIONAL EXPERIENCE

Learning Design Consultant at the Office of Assessment and Innovation  
at Washington State University 2001 to present

Graphic Designer from 1987 to 2001

(1992-2001 RJ: Design, Moscow, ID • 1988-1994 Freelance graphic design, Providence, R.I.

1987 - 1989 Richard Marthers: Design, Providence, R.I.)

#### RELATED PRESENTATIONS

2010 General Education Affinity Group and California State University Assessment Council Webinar, Feb 11, presenting *The Harvesting Gradebook*, with Gary Brown, Nils Peterson, and Theron Desrosier

2009 American Association of Colleges and Universities (AAC&U) Annual Meeting, "Ready or Not: Global Challenges, College Learning, and America's Promise," January 21-24, Seattle, presenting: *Authentic Assessment of Learning in Global Contexts* with Nils Peterson.

2009 The Teaching Learning and Technology Group (TLT Group) Webinar, Sept 25, presenting *The Harvesting Gradebook*, with Nils Peterson and Theron Desrosier.

2009 Foundations in Art, Theory, and Education (FATE) conference, Portland, Oregon, April 3, presenting: *Understanding how the brain processes motion: Biological motion research and figure drawing*.

2008 The Teaching Learning and Technology Group (TLT Group) Webinar, May 16, presenting *Rubrics and ePortfolios: Real World Assessment*, with Gary Brown and Theron Desrosier.

2007 Visual Literacies: Exploring Critical Issues, Mansfield College, Oxford, July 3 - 5, presenting *Visual Intelligence: Bridging the Gap from Visual Literacy to Visual Reasoning*, with Greg Turner-Rahman.