

PEDRO F. HERNANDEZ-RAMOS

Santa Clara University
Department of Education & Center for Science, Technology, and Society
500 El Camino Real
Santa Clara, CA 95053-0201
(408) 554-4131 **(408) 551-6048**

Email Address: pfernandezramos@scu.edu

Educational Background

- 1985 Ph.D. in Mass Communication Research,
Stanford University, Palo Alto, California
- 1979 B.A. (“Licenciatura”) in Communication,
Universidad Iberoamericana, Mexico City, Mexico

Professional Experience

- 2001-Current **Assistant Professor**, Department of Education, School of Education, Counseling Psychology, and Pastoral Ministries; and **Program Director**, Center for Science, Technology, and Society. Teaching: Educational technology course in the Teacher Credential program, and Master-level courses in the MA emphasis in Teaching and Learning with Technology. Research: Predictors of technology use among public school K-12 teachers. At CSTS: Organize symposia and conference; meetings of scholars in Program Area.
- 2000-2001 **Academic Solutions Manager**, Worldwide Education Group, Cisco Systems. Responsible for business and market development activities addressing K-12 and Higher Education customers and partners. Lead role in product development effort to adapt the “Cisco Collaboration Server” for education and learning markets, and in forging strategic partnerships. Contributed to marketing communication projects including tradeshow participation. Lead author of a paper presented at the International Workshop on Advanced Learning Technologies (IEEE, New Zealand, 12/00). Extensive experience presenting to K-12 and Higher Education customers during executive briefings.
- 1999-2000 **Director of Market Development**, IMS Global Learning Consortium. This not-for-profit corporation is focused on the creation and promotion of technical standards for distributed learning. I was one of four people in senior management. My responsibilities included recruitment of Investment-level members, definition of the market development strategy, supervision of marketing materials and communications including the public Web site, management of participation at

tradeshows and events, and press and public relations. Wrote several articles for member publications and other journals and magazines.

- 1998-1999 **National Education Marketing Manager**, Acer America Corporation. Responsible for the definition of overall marketing strategies for the education market. In charge of the creation and distribution of white papers, brochures, and other marcom/marketing collateral. Act as liaison with product development groups and R&D organization for the development of education specific solutions (hardware and software). Create and implement a channel marketing communications program. Provide support to field sales in handling key accounts and major bid opportunities.
- 1997-1998 **Consultant**, Private Practice. Provide evaluation and program design services for private companies and international organizations. Assignments included: Teléfonos de México (Mexico City), The World Bank (Brasilia Ministry of Education, World Links for Development program), Computer Curriculum Corporation (Sunnyvale, CA).
- 1991-1997 **Research Manager, Apple Classrooms of Tomorrow (ACOT) Program**, Apple Computer, Inc. Also served as Education Business Development Manager for Apple Pacific, and Education Manager for Apple Latin America & Caribbean. Defined ACOT's research strategy and directions. Managed collaborations with education research partners in the United States, Europe, and Australia. Submitted research proposals to public and private funding sources. Supervised all research projects and production of research reports. Established successful partnerships with researchers from three continents. Supervised the preparation of research proposals. Developed working relationships with international funding agencies (e.g., World Bank, European Union).
- 1990-1991 **Consultant**, Private Practice. Designed, executed, and documented results of usability testing studies for major hardware and software companies, including Microsoft and Sun Microsystems, under contract with Applied Communications Technology (Menlo Park, CA) and Lasselle-Ramsey (Mountain View, CA).
- 1984-1990 **Assistant Editor and Lecturer**, Annenberg School of Communication, University of Pennsylvania. Assistant Editor of the *International Encyclopedia of Communications*, a joint project of the University of Pennsylvania's Annenberg School of Communications and Oxford University Press. Participated in all aspects of the editorial process and contributed one co-authored article. As Lecturer at the Annenberg School, created and delivered two courses, "Introduction to Attitude Change, Persuasion, and Communication Campaigns" and "International Communications and Development."
- 1979-1980 **Research Projects Director**, Instituto de Investigación en Comunicación ("Institute for Communication Research"), Mexico City. Responsible for project

design, selection and supervision of research personnel, data collection and analysis, report writing, and presentation of results.

Articles in Peer-Reviewed Journals

Hernández-Ramos, P. (2004). Web Logs and Online Discussions as Tools to Promote Reflective Practice. *Journal of Interactive Online Learning* 3(1), Summer. [A peer-reviewed Electronic Journal available online at:
<http://www.ncolr.org/jiol/archives/2004/summer/toc.html>.]

Conradson, S. & Hernández-Ramos, P. (2004). Computers, the Internet, and cheating among secondary school students: Some implications for educators. *Practical Assessment, Research, and Evaluation*, 9(9). [A Peer-Reviewed Electronic Journal available online at <http://pareonline.net/getvn.asp?v=9&n=9>.]

Hernández-Ramos, P. & Giancarlo, C. A. (2004). Situating teacher education: From the university classroom to the “real” classroom. *Journal of Computing in Teacher Education*, 20 (4), 121-128.

De La Paz, S., Hernández-Ramos, P. & Barron, L. (2004). Multimedia Environments in Mathematics Teacher Education: Preparing Regular and Special Educators for Inclusive Classrooms. *Journal of Technology and Teacher Education* 12(4), 599-613.

Roberts, D.F., Bachen, C.M., Hornby, M.C., & Hernández-Ramos, P. (1984). Reading and Television: Predictors of Reading Achievement at Different Age Levels. *Communication Research*, 11(1), 9-49.

Awards

Award for Innovative Excellence in Teaching, Learning and Technology, received at the 14th International Conference on College Teaching and Learning, March 2004, for “highly creative contributions to teaching, learning, and technology.”

Chapters

Hernández-Ramos, P. “Educación, Computación, Telecomunicaciones.” (1994). [Education, Computing, Telecommunications.] In J. Elguea (ed.) *Telecomunicaciones y Desarrollo*. Mexico City: Instituto Tecnológico de Teléfonos de México, 135-152.

Chafee, S. & Hernández-Ramos, P. (1986). Comunicación Política (“Political Communication”). In C. Fernández-Collado & G. L. Dahnke (eds.), *La Comunicación Humana: Ciencia Social*. New York & Mexico City: McGraw-Hill, 309-360.

Encyclopedia Entry

Hernández-Ramos, P. & Schramm, W. (1989). Development Communication—1. History and Theories. *International Encyclopedia of Communications*, Vol. 2, pp. 9-12.

Articles

Hernández-Ramos, P. (2003). The NASDAQ Stock Market Education Award. *STS Nexus*, 4 (1), 16-20.

Hernández-Ramos, P., McAnany, E. & Soukup, P. (2002). Educational Technology in the Service of Global Learners. *STS Nexus*, 2(1), 15-21.

Conference Presentations

Hernández-Ramos, P. (2004, July). Teachers Learning to “Do” Video: Aim, Shoot, Ready! Paper presented at the Digital Generations: Education for the New Media Age conference, London, England.

Hernández-Ramos, P. (2004, April). Web Logs and Online Discussions as Tools to Promote Reflective Practice. Poster session presented at the Annual Meetings of the American Educational Research Association, San Diego, California.

Hernández-Ramos, P. (2004, March). Preparing Teachers for the Present and the Future. Paper presented at the 15th International Conference on College Teaching and Learning, Jacksonville, Florida.

Hernández-Ramos, P. (2003, April). Introduction—Keynote Dialogue #1: Cultural Dimensions of a Networked World. *Networked World: Information Technology and Globalization* Conference, Santa Clara, California.

Hernández-Ramos, P., Giancarlo, C.A. & Stortz, C. (2003, March). Situating Teacher Education: From the University Classroom to the “Real” Classroom.” Paper presented at the 14th International Conference of the Society for Information Technology and Teacher Education, Albuquerque, New Mexico.

Hernández-Ramos, P. (2001, July). La brecha digital y el efecto red (“The digital divide and the network effect”). Paper presented at the Second International Forum on Digital Culture, Mexico City, Mexico.

Hernández-Ramos, P., Alexander, D., Belous, A., & Behrens, J. (2000, December). Changing the Way We Learn: How Cisco Systems is Doing It.” Paper presented at the IEEE International Workshop on Advanced Learning Technologies (IWALT), Palmerston North, New Zealand.

Conference Organization

Served in the planning committee for the *Networked World: Information Technology and Globalization* Conference, April 24, 2003.

Hernández-Ramos, P. The Case of Mexico as a Developing Country. Part of the *Networked World: Information Technology and Globalization* Conference, April 25, 2003.

External Grants

Fletcher Jones Foundation, 2002. "Technology for Teacher Education." For purchase of computer equipment for a new Electronic Portfolio Laboratory, a Software Library, computer resources for the Reading and Learning Center, and a half-time technical support staff position. Amount: \$157,000.

Fletcher Jones Foundation, 2004. "Technology for Teacher Education: Year II." For purchase of laptop computers and Personal Digital Assistants (PDAs) for Department of Education faculty, to enhance the Electronic Portfolio Laboratory, support a university/school videoconference project, continue the technical support staff position, and provide funds for administration of expanded programs. Amount: \$151,360.

Internal Grants

University Research Grant, 2003. For a research project titled "The Technology Difference in Teaching." Amount: \$5,000.

Technology Steering Committee, 2002. For purchase of a Mobile Laptop Cart for the Department of Education. Amount: \$32,000.

Technology Steering Committee, 2004. For purchase of digital cameras and other resources to enhance productivity and support documentation and dissemination efforts of the Center for Science, Technology, and Society. Amount: \$3,640.

Technology Steering Committee, 2004. Collaboration with Brian Granger, Physics Department, to leverage the computing resources in the Department of Education's Electronic Portfolio Laboratory to create "A computational cluster and lab for physics instruction and research." Amount: \$38,384.

Service

Associations

International Society for Technology in Education
Association for the Advancement of Computing in Education
Computer-Using Educators
Association for Educational Communications & Technology
American Educational Research Association
Association for Supervision and Curriculum Development

Co-Editor

STS Nexus, 3(2), "The Impact of Information Technology on Globalization."
Summer 2003.

Community

Technology Committee, Horace Mann Elementary School, San José, California
(2001-present)
Workshop on Multicultural Awareness for teachers at Lincoln High School, San
José, California (2002)
Keynote presentation, "The Power and Value of Community," at the annual
fundraising event of the Pan-American Roundtable of Los Gatos-Saratoga
(2004)
"Faculty Associate," The George Lucas Educational Foundation, San Rafael,
California (2004-2005 cycle)

University

Director, MA emphasis in "Teaching and Learning with Technology,"
Department of Education (2001-present)
Masters Committee, Department of Education, (2001-present)
Judge, Technology Benefiting Humanity Awards (Education category) (2001 and
2002)
Chair of Education category judging panel, Technology Benefiting Humanity
Awards (2003)
Search Committee, Executive Director for the Center for Science, Technology,
and Society, Don Dodson, Chair (2003-2004)
Ignatian Faculty Forum, Tracey Kahn and Juan Velasco, Co-Leaders (2003-2004)
Steering Committee, Center for Nanostructures, School of Engineering (2003-
present)