

# JOHN HARTRANFT

johnhartranft.com

## PROFILE

25 years experience developing and managing successful **educational services** (K-12 students, collegians and adult learners) and **business development solutions** (corporate clients, community-based organizations, and government agencies). Broad skill set that combines a command of business principles with both effective teaching approaches and technology.

strategic planning  
budgeting  
resource development  
program management

writing/editing  
web and print publishing  
teaching / training workshops  
curriculum development

eLearning content development  
instructional technologies  
technical assistance consulting  
geographic information systems (GIS)

Project experience focused on facilitating learning and growth and requiring integrated, multidisciplinary processes and communication skills.

## PROJECT EXPERIENCE

### Educational Services

- ▶ As **content developer and e-learning consultant**, applied educational principles and subject matter expertise to generate web learning modules for corporate global online training program. (Osram Sylvania)
- ▶ **Experienced teacher and coach** with ability to apply principles to a variety of subjects and activities. e.g., U.S. and World History, Geography, Civics, Yearbook, Technology Applications, Information Management and Design, Digital Imaging, Web Publishing, Writing. Proficiency in engaging a wide range of age and developmental levels as evidenced by experience in teaching processes for developing and writing college-level argument and research essays to tutoring remedial students in grammar and reading strategies. (Christ Episcopal School, Montgomery College, Wootton High School)
- ▶ Forged alliance with the **National Building Museum**, serving as director and lead faculty member of program designed to engage middle and high school students in exploring their community using **photography and journal writing**. Recruited volunteer faculty of professionals from diverse fields to work with students to document their experiences and create a **public exhibit** offering a unique perspective of the **City of Rockville**. (Peerless Rockville)
- ▶ Conceived, developed, and conducted first-of-its-kind **literacy seminar for 120 educational professionals and volunteers in New York City**, featuring a keynote by an award-winning author and professional development workshops. Established program service delivery model for national, nonprofit organization. (Reading Is Fundamental, Inc.)
- ▶ Delivered management consulting and technical expertise for Kiwanis International initiative to engage more than 300 local civic clubs to support educational and social services for more than 10,000 children from birth to five years old.
- ▶ Developed curriculum and implemented training course for volunteer docents. Won support from Montgomery County Arts and Humanities Council of Montgomery County and the Maryland Humanities Council, through a grant from the National Endowment for the Humanities.

## Program Development and Management

- ▶ Revised and updated K-8 program integrating technology with content learning. Managed ongoing implementation of teaching and administrative practices that resulted in school accreditation and **100% outstanding/highly satisfied rating** by parents. (Christ Episcopal School)
- ▶ Expanded educational programs in local history, architecture, urban planning. Managed programs and services through **4-year, 150% growth in annual operating revenues**. (Peerless Rockville)
- ▶ Successfully developed and managed a team that was recognized by the **Ameritech Foundation** for **outstanding accountability and achievement** in educational services provided in 7 mid-western U.S. cities.
- ▶ Managed three-year New York Times Regional Newspaper literacy program in 27 communities serving more than 10,000 children annually. Cited as one of the “**most successful projects** in our affiliate areas” in the **New York Times Foundation** 1993 Annual Report.

## Information Technology

- ▶ Directed, designed and implemented school IT infrastructure, e.g. new computer classrooms, networked learning environment, hardware and software specification and procurement and installation. Trained faculty and staff on effective use of technology applications. **Directed web communications** and revision of website to improve site architecture and content management. (Christ Episcopal School)
- ▶ **Consolidated web content** from 24 separate websites into central corporate **content management system** to facilitate easy access to relevant information. Interviewed key personnel and coordinated web content development across business units. (Marriott Corporation)
- ▶ Initiated and developed **Geographic Information Systems (GIS)** capability for historic preservation organization. Inventoried and managed process to create raster images of historical map collection. Researched and compiled information on 20<sup>th</sup> century historical themes and places. Geo-referenced historical data with current spatial data sets according to established standards. (Peerless Rockville)

## Business Development

- ▶ Successfully developed and implemented **strategies to extend market reach** of 18 international lighting manufacturers. Principal factory liaison to more than 400 architecture, engineering, and interior design firms. Established marketing alliances to expand agency's product line. Conducted continuing education and product seminars.
- ▶ Managed corporate-sponsored grant program through **two years of aggressive growth**. Wrote and edited newsletter targeting the business community, offering information on cause-marketing promotions and strategic alliances. Cultivated alliances with 15 new corporate sponsors **increasing the amount of annual grants** awarded to community organizations from **\$400,000 to \$1.5 million**. Liaison to more than 200 corporate and foundation executives. (Reading Is Fundamental)
- ▶ Consulted with VP of Public Affairs and Director of Corporate Communications of UGI Corporation to implement major **multi-year corporate and community education initiative** resulting in more than 25% of company employees serving as volunteers in 235 schools located in UGI gas and electric utility service areas.
- ▶ Charter member and trustee of investment trust established to raise funds and invest revenues to increase endowment. Established operating by-laws and investment policies. (Peerless Rockville)
- ▶ Provided management consulting services in program planning, evaluation, and resource development to a network of 12,000 local educational and social service institutions, including administering more than **\$8 million** in annual contracts funded by the **U.S. Department of Education**. **Raised \$3 million annually** in private sector funding to support national and local education programs. (Reading Is Fundamental)

## PROFESSIONAL HISTORY

- 2003- *Consultant*, Web Content Development, eLearning Services, Business Development  
Corporate Clients include Osram Sylvania, Rooftop Events, Marriott Corporation, Klett International
- 2008- *Coach* at **Wootton High School**, Rockville, MD
- 2005-2011 *Teacher, Technology Director, Web Administrator* at **Christ Episcopal School**, Rockville, MD
- 2003-2005 *Lecturer, Writing Center* at **Montgomery College**, Rockville, MD
- 1998-2003 *Program Director* at **Peerless Rockville Historic Preservation, Ltd.** Rockville, MD
- 1996-1998 *Manufacturer's Representative* at **Potomac Lighting, Inc.** Maryland / DC / Virginia
- 1988-1996 *Program/Development Manager* at **Reading Is Fundamental, Inc. / Smithsonian Institution**  
Washington, DC
- 1987-1988 *Teacher / Coach* at **Montgomery County & Howard County, MD Public Schools**

## EDUCATION / TRAINING

M.S. in Business, **Johns Hopkins University** 1994

B.S. in Education / Social Studies, **Penn State University** 1987

Certificate in Geographic Information Systems, **Penn State University** 2003

- ▶ Completed more than 400 hours of GIS training, project work, and examination to be authorized by **Environmental Systems Research Institute (ESRI)** as Instructor for introductory course in ArcGIS, the leading GIS software. Project work included designing a geodatabase populated with historical data from a 1920 Sanborn map of Charlottesville, Virginia, analyzing land use and habitats to identify priority areas for conservation, delineating areas optimal for wine grape cultivation, siting areas for sewage sludge disposal, watershed characterization and modeling, mapping census data (see portfolio at [www.topolab.com/psu](http://www.topolab.com/psu)).

IMPACT certified coach, **USA Volleyball** 2010

## AFFILIATIONS

International Society for Technology in Education  
National Council for Geographic Education  
Information Architecture Institute  
Penn State Varsity S Club  
American Volleyball Coaches Association  
USA Volleyball

## **PUBLICATIONS / WRITING / EDITING**

- Web Editor/Administrator/Developer, [www.ces-rockville.org](http://www.ces-rockville.org) 2005-2010
- Web Editor/Developer, Penn State Men's Volleyball Alumni, web (current) [psuvolleyball.com](http://psuvolleyball.com)
- Web Editor/Developer, Wootton High School Boys Volleyball web (current) [woottonvolleyball.com](http://woottonvolleyball.com)
- Design Editor, Christ Episcopal School Annual Report, 2005-2009
- Webmaster, [www.peerlessrockville.org](http://www.peerlessrockville.org), 1999-2003
- Editor, Peerless Rockville Newsletter 1999-2003
- Photo credit, "Literary Rockville" The Wilson Quarterly, Winter 2003
- Photo credit, Great Scott: A Conversation with Frances Kroll Ring, Showtime Networks, Inc. 2002
- Author, "Investigating Where We Live" Rockville Reports, September 2001
- Series author, Bicycle Tours of Historic Rockville, 1999-2002
- Writer/Editor, RIF Update, 1994-96
- Author, "Head Start and RIF" National Head Start Association Journal Fall 1991
- Writer, The Centre Line community newsletter, 1990-95
- Contributor, "Enhancing the Civic Awareness of Prospective Teachers" Social Studies Journal, 1988

## **PRESENTATIONS / EXHIBITS**

- Project Director & Curator, Investigating Where We Live/Rockville traveling exhibit, 2001, 2002
- Poster Session, Engaging Youth Perspectives in Investigations of Neighborhood History, Culture, and Architecture, Organization of American Historians / National Council on Public History Conference, 2002
- Project Director & Curator, Reconciling History With Hope exhibit, Magical Montgomery Festival, 2001
- Speaker/Guest Teacher/Advocate, local civic organization meetings, schools, public hearings, workshops, business functions, 1996-2003
- Seminar, Encouraging Young Readers, National Association for the Education of Young Children Conference, 1992
- Major Emphasis Program Speaker/Panel, Kiwanis International Convention, 1991, 1992
- Speaker, Oregon State Department of Education Chapter 1 Conference
- Speaker, National Association of Partners in Education, 1990
- Speaker, New York City Communication Arts Director's Conference, 1990
- Seminar, Motivating Children to Read, International Reading Association Great Lakes Conference, 1989
- Seminar, Making Reading Fun, New York City Parents & Reading Conference, 1989

## **PROFESSIONAL / COMMUNITY SERVICE**

- Coach, Wootton High School Varsity Volleyball, 2008-current [woottonvolleyball.com](http://woottonvolleyball.com)
- Coach, Maryland Volleyball Program U18, 2010-2011 (National ranking: #25)
- Penn State Men's Volleyball Alumni, Web Developer (current) [psuvolleyball.com](http://psuvolleyball.com)
- City of Rockville Bicycle Advisory Committee, 2002-2004
- Montgomery Preservation, Inc., Board of Directors, Secretary 2000-2002
- Thomas A. Wootton High School Humanities Signature Program Advisory Council 2001-03
- Rockville Chamber of Commerce Partnership Committee, 2001-02
- Montgomery County Board of Education, Carver Site Task Force, 2001
- Arts and Humanities Council of Montgomery County, Grants Advisory Committee, 2001
- National Building Museum, Education Program Faculty, 2000
- Montgomery County Executive's Office, Rockville Library Site Selection Committee, 1998
- Rockville Town Center Action Team, 1997-2001
- West End Citizen's Association, Treasurer, 1996-2000
- Young Children: Priority One Advisory Council, Kiwanis International, 1991-93
- Delta Sigma Pi professional business society, Chi Chapter Vice President, 1993-94
- Americana Centre Condominium, Board of Directors, 1990-91, Communications Committee 1990-95