
JOE BUSTILLOS

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Writer. Educator. Technologist.

Summary

Profile: Writer, Digital Storyteller, Face-to-Face & Online Educator, Curriculum Designer, Technology & Learning Troubleshooter

Whether troubleshooting the first fiber-optic cables in Southern California in the mid-1980s, teaching sixth-grade second language learners in the mid-1990s, or teaching educators how to leverage technology in their classrooms in the late 2000s, I used my listening skills to help find a way to achieve what was needed. My expertise is in assessing complex circumstances and finding the words or media to make the data more readily understandable.

Skills

Writing - News/Editorial

Proficiency: 4-Advanced: Can perform actions associated with this skill without assistance.

When I earned my BA in journalism I wrote for the entertainment section of the student paper and became comfortable encapsulating the gist of the media I was reviewing, communicating what worked without giving away the story. Over the years I've employed this skill continuing to review media, but more often than not commenting on technology products or trends.

Writing - Creative Writing

Proficiency: 4-Advanced: Can perform actions associated with this skill without assistance.

I've been writing short stories, poems and songs since my teenage years. I am actively working on several longer writing projects.

Writing - Blogging

Proficiency: 5-Expert: Can provide guidance, troubleshoot and answer questions on this skill.

I've been blogging and posting content and media online since my first LiveJournal blog in the early 2000s, switching to WordPress in 2004.

Presentation Skills

Proficiency: 4-Advanced: Can perform actions associated with this skill without assistance.

Besides the daily process of delivering curriculum and facilitating learning via presentation and interaction that I've enjoyed since I began teaching in 1995, I've been fortunate enough to have shared subjects important to me at Macworld in San Francisco (2012: Disruptive Ed-Tech: Mobile Technology Invasion of the Classroom) and Barcamp Orlando 2015 (Education in the Age of the Technologist).

instructional Design

Proficiency: 3-Intermediate: Can successfully complete tasks as requested with little to no assistance.

I have been creating curriculum materials and designing learning modules since my earliest teaching experiences beginning in 1995, when my district's designated textbooks and curriculum proved ineffective and insufficient to the learning needs of my sixth-grade second-language learners. Based on learning goals and objectives outlined in my state's frameworks I created work-booklets, found and presented appropriate literature and media. As the technology improved I moved my units and lessons to online content management systems and webpages. Teaching at the masters and undergraduate levels fully-online from 2008 to 2014, I learned how to best use the school's online learning platform, combining text, media, interactive video conferencing, and blogging to create learning communities/cadres to boost course effectiveness.

Educator/Teacher

Proficiency: 5-Expert: Can provide guidance, troubleshoot and answer questions on this skill.

I spent 13-years working as a public school teacher in California, working three-years as a 6th grade teacher, three-years as a teacher-in-special-assignment creating and teaching a school-wide video-journalism program, four-years as a computer lab teacher working with kindergarten through fifth grade students, finishing teaching technology and media in a middle-school computer lab to sixth to eighth grade students. I then spent six-years creating curriculum and teaching educators enrolled in a master's online degree program.

Educational Technology

Proficiency: 5-Expert: Can provide guidance, troubleshoot and answer questions on this skill.

Since beginning my teaching career in 1995 I had been the technology go-to-person in every position I've held, I've been the site-coordinator, I've represented my site at the district level and I've received formal training in Educational Technology, earning a Masters Degree at Pepperdine (2002) and doing doctoral studies also at Pepperdine (2004-2009).

Teaching - Assessments

Proficiency: 4-Advanced: Can perform actions associated with this skill without assistance.

Part of creating curriculum and working with different populations and learning needs, required that I develop a certain level of understanding how to create appropriate and effective assessments to help analyze the learning and determine the next course of action to take.

Teaching - Collaboration

Proficiency: 5-Expert: Can provide guidance, troubleshoot and answer questions on this skill.

Whether working with sixth-grade second-language learners in Southern California or masters students online spread all over the world or my own learning experience in my online masters and online doctoral studies, I believe the learning experience is all the more powerful the more students are authentically brought into each other's learning process and experiences.

Teaching - Curriculum Development

Proficiency: 5-Expert: Can provide guidance, troubleshoot and answer questions on this skill.

Working with different populations where existing curriculum didn't work and adapting to improving technology motivated me to create learning materials and curriculum to address the learning needs of my students.

Teaching - Multiple Intelligences

Proficiency: 5-Expert: Can provide guidance, troubleshoot and answer questions on this

skill.

My experiences teaching younger learners with varying language skills and life experiences and the explosion of image/media technology has given me the opportunity to attempt to match my students' learning styles and create materials that address their strengths. The right tool for the right job makes it better and more efficient for everyone.

Teaching - Online and Distance Learning

Proficiency: 5-Expert: Can provide guidance, troubleshoot and answer questions on this skill.

I've experienced online education as both a student and instructor for the past 15-years. From 2008 to 2014 I helped create, implement, deliver instruction and maintain Full Sail University's online EMDT & IDT Master's degree programs as a course director/professor.

Photography

Proficiency: 3-Intermediate: Can successfully complete tasks as requested with little to no assistance.

I've been using photography as part of my storytelling process as the technology improved enough to include images with words. I've posted my work on my flickr site for years and recently began to post my still and video photography on my own site at <http://jbsmediaprojects.com>

Editing - Video/Film

Proficiency: 3-Intermediate: Can successfully complete tasks as requested with little to no assistance.

I have been producing video projects since my undergraduate journalism degree in the late 1980s. I began teaching video-journalism in my student-teacher training in 1994 and used video-journalism PSA teams to promote literacy with my second-language learners from 1995 to 1998. From 1998 to 2001 I taught, supervised and edited videos produced as part of Furgeson Academy of Communication and Technology's video journalism program. I have continued to create videos as part of my learning and personal projects.

Troubleshooting

Proficiency: 4-Advanced: Can perform actions associated with this skill without assistance.

Technology, learning challenges, communicating complex ideas---my years as a communications technician, growing up experiencing different cultural expectations has afforded me the opportunity to develop a problem-solving/analytical approach to any situation.

Computer Hardware & Maintenance

Proficiency: 3-Intermediate: Can successfully complete tasks as requested with little to no assistance.

- Designed, assisted installation and maintained Macintosh computers for 30-classrooms, computer lab, video-studio and school site network, 1998-2001
- Assisted installation and maintained 30-seat PC computer lab, created and maintained Novell folder/file student population shares, 2001-2005
- Maintained 30-seat Macintosh computer lab, created and maintained Appleshare folder/file for lab, 2005-2008
- Assisted peer technology troubleshooting and technology purchase recommendations, 2008-2014.

Operating System - Windows/Apps/Networking

Proficiency: 4-Advanced: Can perform actions associated with this skill without assistance.

Maintaining classroom technology has traditionally fallen to the teacher, and I have been keeping my classroom PCs of varying vintages running and assisting peers in unofficial and official capacities since my first teaching assignment in 1995. Whether it's software installation, networking, purchasing recommendations or basic troubleshooting, I've been the go-to person before the official technicians were called.

Operating System - Macintosh/iOS/Apps/Networking

I've been working with Mac OS since OS9 and iOS since before it was given it's own designation. Whether it's software installation, networking, purchasing recommendations or basic troubleshooting, I've been the goto person before the official technicians were called.

Work History

May 2015 - Present

Full Sail Labs Facilitator

Full Sail University - Orlando FL

Helped create and implement week-long theme-based instruction & exploration in video-making, game programming, recording arts & robotics with 7 to 12 year olds, & Challenge-Based Learning with high school students, and After-School instruction.

Jun 2008 - Oct 2014

Professor/Course Director - Education Media Design Technology & Instructional Design Technology Online Masters Degree Programs

Full Sail University - Orlando FL

- *Duties (Summary):* Created and taught online Masters' courses on principles of graphic design & instructional design, media, online collaboration, leadership, blogging, and copyright to educators, corporate trainers, & content creators.
- *Detailed:*
 - Course Creation, Design and Implementation of EDM613: Media Asset Creation
 - Facilitate Online Instruction and management for EDM613: Media Asset Creation
 - Facilitate Online Instruction and course management for EDM532: Emergent Technologies in a Collaborative Culture
 - Facilitate Online Instruction and course management for DGL: Digital Literacy (Undergrad Month 1 University Intro Course)
 - Facilitate Online Instruction and course management for MDL: Mastery (Graduate Month 1 University Intro Course)
 - Assist EMDTMS Program Director, Course Directors and Course Directors for other EMDTMS with Mac OS, blogging platforms, online media posting and other course responsibilities.

Sep 2005 - Jun 2008

Computer Lab Teacher/Certificated

DeMille Middle School - Long Beach Unified School District - Long Beach CA

- *Duties (summary):* Taught journalism, yearbook and technology to 6th-8th graders.
- *Detailed:*
 - Set-up, managed, and maintained 38-station computer lab running Apple Macintosh OS9 and assisted with school site technology running OS9, Windows 98/XP
 - Implemented and continued to develop Introductory Computer & Print Media Computer curriculum, coordinated with a fellow computer lab teacher, to support student projects using AppleWorks, MS Office (Word, PowerPoint, & Excel), Adobe Illustrator, Adobe Photoshop Elements, Typing Tutor (keyboarding) and Internet research.
 - Technology Coordinator: Assisted the department head and helped represent the school site at district level meetings with District's Director of Educational Technology

Sep 2001 - Jun 2005

Computer Lab Teacher/Certificated/Site Technology Coordinator

Twain Elementary School - Long Beach Unified School District - Long Beach CA

- *Duties (summary):* Taught all students (K-5th grade) technology units integrated with their classroom curriculum. Maintained school website/online PTA publication with monthly updates.
- *Detailed:*
 - Set-up, managed, and maintained 42-station computer lab and school site technology (one to five

networked computers per 40 classrooms), running Windows 98/XP and Novell network operating system

- Developed computer lab curriculum, coordinated with classroom teachers, to support student projects using MS Office (Word, PowerPoint, & Excel), MS Paint, KidPix, Hyperstudio, Type-to-Learn (keyboarding) and Internet research.
- Conducted staff development on using Groupwise (district e-mail), word processing basics, MS PowerPoint and using the Internet for student research.
- Created, maintained and edited school website with new school news every month for parents, access to resources for student projects and plans for easy access to tech training and support for teachers: TwainTalkOnline
- Technology Coordinator: Represented school site at district level meetings with District's Director of Educational Technology

Nov 1998 - Jul 2001

Technology Teacher/Certificated/Teacher in Special Assignment/Site Tech Coordinator/Magnet Grant Co-Coordinator

Ferguson Elementary School - ABC Unified School District - Hawaiian Gardens CA

- *Duties (summary):* Designed and implemented Federal Magnet Grant to teach video journalism to 5th and 6th grade students and integrated technology and curriculum with the rest of the school. Ferguson Academy of Communication & Technology (FACT)
- *Detailed:*
 - Researched, directed purchasing, installation, & maintenance of all educational technology: computer hardware, software, networking, and video studio technologies for Magnet program. Coordinated with district staff, contractors, and Ferguson staff in the installation and maintenance of data/video network, electrical facilities upgrade, phones, and library circulation network
 - Trained & supported Ferguson staff and students in the usage of computer and video technologies:
 - Developed training strategies for video journalism teams (5th grade)
 - Developed procedures for studio production groups (6th grade)
 - Developed resource management system to handle flow of cameras, tapes, teams, editing resources, story assignments and tape archival
 - Developed coordination system to facilitate teacher usage of the studio and video coverage in the classroom
 - Conducted Staff Development in the areas of hardware, software, Internet and basic computer skills
 - Technology Coordinator: Represented school site at district level meetings with District's Director of Educational Technology

Sep 1995 - Nov 1998

6th Grade Teacher/Certificated

Ferguson Elementary School - ABC Unified School District - Hawaiian Gardens CA

- *Duties (summary):* Created multimedia social studies/ancient history units & video-journalism/language arts to tech and teamwork to address the needs of low-performing second-language students.
- *Detail:*
 - Language Arts: Developed Writers' Workshop program using classroom computer time with Newspaper, Literary Magazine & Video Magazine publication models.
 - Social Studies: Developed curriculum using group literature exploration, individual booklets, video interaction, library & computer research projects.
 - Technology Accessibility: Developed classroom computer rotation which gave a class of thirty students one-hour a week individual computer time.
 - Technology Coordinator: Represented school site at district level meetings when the district was creating its technology plan

Mar 1995 - Jun 1995

6th Grade Teacher/Certificated

Juarez Elementary School - ABC Unified School District - Cerritos CA

Spring Semester Temporary Assignment worked with multi-cultural students.

1979 - 1994

Communications Technician

Pacific Telephone/Pacific Bell/Pacific Telesis - Orange County CA

Frame-Technician, El Toro - June - Sept 1979. Sept 1979 - October 1994, FMAC/DNAC-group. Tested installations and maintained voice, data, T-CXR, and fiber-optic systems in local switch centers (Anaheim-Irvine-South Orange County).

Portfolio: Articles/Presentations

If viewing this via paper, please go to <http://joebustillos.info/presentations/> to view these items, if via PDF click any line to jump to that portfolio item:

- [Academic Paper: Looking at the Tenures of Steve Jobs & John Scully at Apple Computer, Pepperdine EDD program 2004](#)
- [Academic Paper: The Collapse of the Bell System: An Anecdotal Reflection from a Former Comm Tech, Pepperdine EDD program 2005](#)
- [Biographical Editorial: Subliminal Ethnicity, Ember, Fuller Seminary Student Publication 1985](#)
- [Education Media Unit: Copyright Issues, Full Sail University CE, Orlando, Florida 2009-2014](#)
- [Education Position Paper: My Four Pillars: A Philosophy of Higher Education, Part 1 2014](#)
- [Education Position Paper: Teaching Using Tech: Philosophy of Higher Education, Part 2 2014](#)
- [Education Presentation: Education in the Age of the Technologist, BarCamp Orlando 2015 Presentation 2015](#)
- [Education Presentation: Mobile Tech Invasion, CUE@Macworld|iWorld 2012 conference, San Francisco, California 2012](#)
- [Education Video Essays: "Labs vs. Classrooms" and "Goldilocks & Tech Implementation" 2005](#)
- [Interview/Article: The Amazing Political Ascension of Gaddi Vasquez or Is He just Another One of George Bush's "Little Brown Ones"? 1988](#)
- [Pictorial Report: The State of NASA & Getting That Old Exploration Mojo Back 2015](#)
- [Reporting: What Does a Tech-Savvy 21st Century School Look Like 2012](#)
- [Tech Review: Photos Everywhere & A Tad Expensive 2015](#)

Education

2004 - 2009

Doctoral Studies - Educational Technology

Pepperdine University Graduate School of Education and Psychology

Doctoral studies in Educational Research, Educational Technology and Online Education. Study discontinued due to expense and failure to maintain GPA after a leave-of-absence.

2001 - 2002

Master of Arts, Educational Technology (OMAET)

Pepperdine University Graduate School of Education and Psychology

Worked in Educational Research, Educational Technology and Online Education.

1993 - 1995

Multiple Subject Teaching Credential, Cross-Cultural Language Academic Development Certificate

Chapman University

Student-Teaching, elementary education multiple-subjects and CLAD California teaching certificate studies.

1987 - 1992

Bachelor of Arts, Communications/News-Editorial

California State University, Fullerton

Studied history of journalism, mass media, photography and photo-journalism, several semesters as entertainment reporter with student newspaper - The Daily Titan's Back Pages, internship at the LA Weekly. Continued at CSUF postbaccalaureate studies Teacher Training/Credential in the Fall 1992, until transferring to Chapman University

1984 - 1985

Master of Arts Studies in Theology

Fuller Theological Seminary

Loved the academic endeavor and exploration of Theology. Study discontinued due to expense and personal life changes.

1978 - 1981 Bachelor of Arts, Biblical Studies
Biola University
Taking personal devotional studies and applying academic university level research to the study of the Bible, ancient civilizations and ancient literature.

1976 - 1978 Loyola Marymount University
Bachelor of Arts studies, Religious Studies
Excellent introduction to research, the Humanities and university education. Transferred to Biola University before earning B.A.

Certifications

Aug 2015 - Aug 2018 Teaching Certificate: Temporary Certificate: Elementary Education (Grades K-6)
State of Florida Department of Education - Bureau of Educator Certification

Jul 2009 - Present Teaching Certificate: Clear Crosscultural, Language and Academic Development Certificate
State of California Commission on Teacher Credentialing
S12 This certificate, when held in conjunction with a prerequisite credential or permit specified in Education Code Section 44253.3, authorizes the holder to provide the following services to limited-English-proficient pupils: (1) instruction for English language development in grades twelve and below, including preschool, and in classes organized primarily for adults, except when the prerequisite credential or permit is a designated subjects adult education teaching credential, a children's center instructional permit, or a children's center supervision permit, in which case instruction for English language development is limited to the programs authorized by that credential or permit; and (2) specially designed content instruction delivered in English in the subjects and at the levels authorized by the prerequisite credential or permit. Education Code Section 44253.3 includes all credentials and permits that authorize instruction except emergency credentials or permits, college or university internship credentials. District Internship Certificates, Exchange Certificated Employee Teaching Credentials, or Sojourn Certificated Employee Teaching Credentials.
S31B This certificate need not be renewed. The authorization shall remain in force as long as the valid prerequisite credential or permit is held concurrently.

Jul 2004 - Jul 2009 Teaching Certificate: Professional Clear Multiple Subject Teaching Credential
Authorized Field: General Subjects (Examination)
State of California Commission on Teacher Credentialing
R2M This credential authorizes the holder to teach all subjects in a self-contained class and, as a self-contained classroom teacher, to team teach or to regroup students across classrooms, in grades twelve and below, including preschool, and in classes organized primarily for adults. In addition, this credential authorizes the holder to teach core classes consisting of two or more subjects to the same group of students in grades five through eight, and to teach any of the core subjects he or she is teaching to a single group of students in the same grade level as the core for less than fifty percent of his or her work day.
R21 For each five-year renewal of this credential, the holder must complete a minimum of 150 clock hours of planned and approved professional growth activities and one-half or one year of experience as specified in "The California Professional Growth Manual".

Sep 2005 - Oct 2006 Teaching Certificate: Limited Assignment Single Subject Teaching Permit
State of California Commission on Teacher Credentialing

EMPLOYMENT RESTRICTION(S):

Restricted to service in LONG BEACH UNIFIED SCHOOL DISTRICT, LOS ANGELES COUNTY OFFICE OF EDUCATION

SUBJECT(S) AND AUTHORIZATION(S):

Matliematics

(RIS) This document authorizes the holder to teach the subject area(s) listed above in grades twelve and below, including preschool, and in classes organized primarily for adults.

Areas of Interest

- Writing, podcasting, music (guitar, singing, songwriting), media buzz, videography & photography