

# Bruce Fulton

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## *Education*

2004 – 2006                      University of Arizona                      Tucson, Arizona  
Master of Arts in Information Resources and Library Science

1970 – 1979                      University of Arizona                      Tucson, Arizona  
Bachelor of Music  
▪ Minor in Geophysics

## *Professional Experience*

2006 – Present                      University of Arizona                      Tucson, Arizona  
Communications and Outreach Librarian, School of Information Resources and Library Science

- Coordination of School of Information Resources and Library Science (SIRLS) communications, including the SIRLS website, listservs, blogs, podcasts, and print materials.
- Project management including grant application, grant management and program coordination
- Part-time Faculty
  - Applied Technology, Social Computing, Advanced Digital Collections
  - Virtual delivery course development (Desire 2 Learn, eCollege)
- Coordination of SIRLS marketing activities and materials, including development and fundraising events, brochures, website information, and other marketing approaches for student recruitment.
- Business and financial analysis (financial and other forecasting, budgets, internal financial review of selected programs and activities, preparation of financial documents).
- Technology coordination for incoming students including curriculum development for technology portions of introductory courses, course development on the selected learning management system platform (Desire 2 Learn), Library 2.0 / Web 2.0 / Social Computing support for students, faculty and outreach to SIRLS virtual community.

2005 – 2006                      University of Arizona                      Tucson, Arizona  
Research Assistant – School of Information Resources and Library Science

1998 – 2005                      JES & Co.                      Tucson, Arizona  
Director of Information and Technology, 2002 to 2005

Director of Operations, 1998 to 2002

JES & Co. is a 501 (c) (3) non-profit education organization specializing in research and development that explores the use of technology to positively impact student achievement. JES & Co. is funded primarily through research grants at the state and federal level and through program service revenue derived from public and private sector education and research organizations.

Responsible for providing strategic leadership and oversight for program and project development, and developing technology direction to achieve company goals and objectives; consulting to schools, districts and education vendors on technology, curriculum development and training, secondary and post-secondary technology curriculum development, 21st century skills and strategic planning; facilitation of internal communications and communication

outreach to the public; grant development; reports, research.

- Principal architect and original system design for the Academic Standards and Assessment System (ASAS), a Dublin Core / GEM-based cataloging and standards alignment tool for K-12 educators.
- Director of Information and Technology for the Partnership for 21st Century Skills, a public / private initiative (funded by the US Department of Education, Microsoft, Apple, SAP, Cable in the Classroom, The National Education Association, Cisco, Dell, and AOL Time Warner) exploring issues of information and communications literacy and integration of 21st century skills within the classroom (see <http://www.21stcenturyskills.org>).
- Principal technical architect and co-project manager, Oklahoma's VISION state educational portal pilot project. The VISION pilot project and JES & Co.'s project management role are the subjects of a Harvard Business School case study.
- Designer and chief architect, Managed Learning System Framework, an R&D program for technical interoperability and learning object packaging, classification and discovery among applications and systems serving K-12 education enterprises. MLSF was adopted by Intel (2001-2004) to serve as their corporate strategy for technology integration in K-12 education.
- Co-Principal Investigator for the Achievement Standards Framework, an NSF/NSDL grant-funded research project to build an electronic catalog of state, national and international curriculum standards, benchmarks and performance objectives; and a registry to provide resolution of resources aligned and cataloged to curriculum standards using the framework.
- Oversight and project management for education and course development including curriculum development for secondary and post secondary technology instruction programs (CompTIA A+, Networking Essentials, Microsoft Partners in Learning, Intel Academy, Dell Academy).
- Initial application for non-profit status and IRS defense of founding documents including mission, vision and other required 501 (c) (3) filings; development and administration of budgets for JES & Co. projects; operations management and oversight of contracts and project scopes; primary author for grants and program service contracts and federal grant applications.

1995 – 1998                      Tierra Del Oro Consulting, Inc.    Tucson, Arizona

Vice President and Chief Operations Officer

Tierra Del Oro is a technology consulting firm and Microsoft Certified Solutions Provider Partner. Tierra Del Oro provides high level consulting, project management and implementation services at the enterprise level. It services primarily public sector and educational markets, and also includes a number of accounts in the private sector in its portfolio.

Consulting to the firm's customer base of school districts, state education agencies and education organizations; management and internal control of the company, and project management of the firm's largest contracts; all phases of enterprise-level network and mail system implementations including discovery and needs analysis, detail design, oversight and management, purchasing and budgeting, staffing, implementation, training and follow-up.

1994 – 1995                      Infinity Group Inc.            Albuquerque, New Mexico

Director of Management and Information Services

Infinity Group, Inc. specialized in manufacturing and distribution of computerized gaming devices and other gaming equipment and supplies, and business consulting for the gaming industry.

Responsible for reorganizing and implementing new technology systems including accounting, manufacturing, inventory and fixed assets; design and implementation of company information systems; business analysis and policy development materials; development of in-house training and professional development for staff and management.

1989 – 1994                      Precise Management Inc            Dallas, Texas

1984 – 1989                      Total Information Systems, Inc.    Phoenix, Arizona

Vice President

Precise Management (and previously, Total Information Systems) provided commercial software development,

technical support, financial management and business consulting services, and professional development and custom training to retail and wholesale operations in the U.S and Canada, primarily but not exclusively focusing on solutions for the retail music trade.

Responsible for management of customer support and end-user training, responsible for technical details of the business and output of work products including: software design and applications programming, business analysis, solutions development, technical and business writing, contracts and letters of engagement, systems analysis, development of training materials and courses.

1979-1984                      Music Land / Chicago Store      Tucson, Arizona  
Information Systems and Computer Implementation and Support

### *Professional Memberships*

Phi Beta Mu (Library and Information Science Honorary Society)

International Society for Technology in Education (ISTE)

Institute of Electrical and Electronics Engineers (IEEE), Member

American Library Association / American Association of School Librarians / Arizona Library Association

Association of Fundraising Professionals

American Association of Grant Professionals

### *Accreditations*

eCollege Certified Course Developer, 2007

The Grant Institute, "Grants 101: Professional Grant Proposal Writing," 2005

Microsoft Certified Professional, 1995 – 1999.

Citrix Certified Administrator, 1999.

Project Management, Microsoft Solutions Framework / Microsoft Solutions Development Discipline, 1998.

Association of Government Accounts, "Accounting and Record Keeping for the Small Business," 1976.

### *Publications*

Fulton, Bruce et al. *Route 21: Tools for 21st Century Teaching and Learning*. Appalachian Technology in Education Consortium at CNAC, 2004 for the United States Department of Education

Fulton, Bruce. *Academic Standards and Benchmarks: Resource Alignment Search and Retrieval Use Cases*. JES & Co. Monograph, 2003.

Fulton, Bruce. *Alignment and Cataloging Methods*. JES & Co. Monograph, 2003.

Fulton, Bruce. *MLS Recommendations for Best Practices Relating to Content Packaging, Aligning, and Cataloging of Educational Resources*. JES & Co. Monograph, 2003.

Fulton, Bruce. *Developing a Curriculum Alignment Framework for the Arizona ASP*. Cox Education Network and

LearningStation.Com, 2002.

Fulton, Bruce. *Managed Learning Systems: Defining and Validating New Models of Delivery and Accountability*. Prepared for the Legislature of the State of Oklahoma. JES & Co. Whitepaper, 2001.

### *Grant Development*

National Science Foundation, National Science Digital Library (University of Washington)

SAP Americas, Corporate Giving (JES & Co.)

Microsoft, Partners in Learning (JES & Co.)

Education Commission of the States (JES & Co., Align to Achieve, Inc)

US Department of Education, Discretionary Funds (Partnership for 21<sup>st</sup> Century Skills)

US Department of Education, Improving Literacy Through Libraries, Carol M. White Physical Education Program, Smaller Learning Communities, 21<sup>st</sup> Century Learning Communities, Advanced Placement Incentive Program (Tucson Unified School District)

Institute for Museum and Library Services (IMLS), Laura Bush 21<sup>st</sup> Century Librarian (UA School of Information Resources and Library Science)