



Beth Daniels Learning, LLC

Empowered Educational Media and Curriculum Development

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PROFESSIONAL SUMMARY

Welcome to Beth Daniels Learning, where learning is a serious, joyful adventure. Pedagogical excellence, creative approaches, technology, energy, and the wisdom that comes from experience ensure that each client's vision comes to life. Interactive digital and hands-on content: curriculum development, learner-focused instructional design, learning games, professional development. Always equity-focused and aligned with standards, learning that engages, inspires, delights, and empowers – changing lives for a better world.

SELECTED CLIENTS: Beth Daniels Learning

2021 – present

- **WEDU, Tampa, FL**
Multimedia content development for local and national use.
 - Develop virtual workshop content in STEM and English language arts for young children and families.
 - Curate primary and secondary digital source materials for standards-based social studies learning, grades 9-12, addressing history and human geography; interactive timeline and interactive map.
- **Six Red Marbles, Medford, MA/Austin, TX/Brattleboro, VT**
Instructional design, writing, and editing for core mathematics curriculum materials.
 - Write, edit, and revise teacher's guide and student book for mathematics textbook lessons, grades K-5.
- **Pink Consulting, LLC, Minneapolis, MN**
Professional development training for cultural competence and intercultural communication.
 - Develop interactive online professional development addressing diversity, equity, inclusion, and intercultural development.
- **LearningMate, Princeton, NJ**
Mathematics curriculum development for online learning settings.
 - Edit and revise interactive online mathematics lessons and workbooks for a virtual school, grades K-2.
- **Kids' Chemical Solutions, Tucson, AZ**
Innovative chemistry learning program for children ages 9–12.
 - Consult with STEM content developer to create innovative, multimedia chemistry learning experiences for elementary and middle school aged children; advise on production issues and content development.

Employment: TPT – Twin Cities PBS

2016 – 2021

- **Senior STEM Content & Education Manager, Ready to Learn**
Managed all aspects of educational content and pedagogy for Hero Elementary™, an award-winning Ready to Learn multi-media project focused on science and literacy for underserved children in grades K-2.
Content and pedagogy development
 - Developed curriculum and comprehensive pedagogy for multimedia learning environments.
 - Co-author of equity-focused framework to guide development of media-based and in-person content.
 - Researched and developed innovative instructional framework integrating science and literacy.
 - Designed 25 digital playlists, hands-on and digital learning resources for K-2 science topics.
 - Developed content for children, educators, and families; PBS LearningMedia, PBS Kids for Parents.
 - Adapted existing content for distance-learning for COVID-19 pandemic response.
 - Wrote education portion of proposal that received a 5-year, multi-million dollar Ready to Learn grant.
 - Provided new project ideas for further development of Hero Elementary.

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Management and project team collaboration

- Managed educational content development; over 75 lesson plans and support materials.
- Managed education team: recruitment, hiring, supervision, and mentoring.
- Worked with national advisory board and presented periodic updates.
- Recruited and oversaw subject matter consultants, content partners, and educator advisory board.
- Collaborated with television producer and team: 80 animated stories, 15 interstitials, 10 comic books.
 - Trained writers for science and pedagogy; wrote content briefs, reviewed scripts and animation.
- Collaborated with digital program manager, design team, and developers: 24 games.
 - Ensured appropriate science and literacy content and pedagogical design.
- Collaborated with community engagement manager and team: professional training, family events.
 - Created professional development for educators and family science learning events.
- Worked with staff research associate to develop science performance assessments and rubrics.
- Reviewed and revised science assessments developed by project's research partner, WestEd.

Training and dissemination

- Presented educational foundations of the Hero Elementary Ready to Learn project to independent assessors at federal GPRA meetings, 2019 and 2020, receiving highest-quality ratings.
- Presented Hero Elementary content and pedagogy at international and national conferences.
- Trained community-based educators, trainers, staff, and content partners: content, pedagogy, equity.

SELECTED CLIENTS: Beth H. Daniels Consulting

2005 – 2016

- **McGraw-Hill, Chicago, IL**
Instructional consultation and design for core mathematics curriculum materials Everyday Math.
- **Curriculum Associates, North Billerica, MA**
Instructional design, writing, and editing for core mathematics curriculum materials, grades K – 8.
- **DoubleO Publishing Services (now DoubleInk), Cambridge, MA**
Instructional design, content writing, and project coordination for major K-12 education publishers.
- **Nashville Public Television, Nashville, TN**
Instructional design and pedagogy for online teacher professional development, English language arts, grades K-5; collaborate with PBS and TN Department of Education.
- **PBS/CPB, Arlington, VA**
Instructional design, consultation, and content writing for I ♥ Math video series (grade 6).
- **GBH, Boston, MA**
Re-design difficulty levels for Fetch! Lunch Rush, an engaging augmented reality mathematics app.
- **Radiant Features, West Hollywood, CA**
Instructional design and content review for PBS Math Club educational webisodes (grade 7).
- **Lion Television, New York, NY**
Instructional design and pedagogy for cutting-edge math learning games for middle school students.
- **Cornerstones Summer Programs, North Hennepin Community College, Brooklyn Park, MN**
Develop curriculum and manage program for youth ages 13-18; rigorous, experiential, community-focused, project based curricula for mathematics, science, history, college preparedness, and vocabulary.
- **Robbinsdale Area Schools, Robbinsdale, MN**
Develop multi-grade curriculum for positive racial identity development in a multicultural setting.
- **Saint Paul Public Schools Foundation, St. Paul, MN**
Develop online PD courses for tutors of K-12 students: intercultural communication, tutoring best practices.
- **St. Paul Neighborhood Network, St. Paul, MN**
Quality assessment, coaching, and training for youth media and youth leadership program staff and youth.

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- **Center for Youth Development and Youth Work Learning Lab, University of Minnesota**
Coaching and training for youth programs statewide; Youth Program Quality Assessment (YPQA), develop college level course, develop asynchronous online youth worker training.
- **Minneapolis Community Education and Minneapolis YMCA, Minneapolis, MN**
Develop programming for youth afterschool newspapers; train program staff; publish in English & Spanish.

Beth Daniels: Additional Selected PRIOR EMPLOYMENT HISTORY

- **PLATO Learning, Inc., Bloomington, MN: Sr. Instructional Designer** **2002 – 2005**
Responsible for the design of instructional courseware for learners ranging from young children to adults.
 - Managed instructional design and content of award-winning, standards-based online courseware: remedial mathematics (content for grades K-8) and reading comprehension courseware (grades 4-6).
 - Researched best practices, state, and national standards, to develop effective computer-based learning.
 - Supervised and trained a team of 12 instructional designers, including staff members and contractors.
- **wwwrrr, Inc., Minneapolis, MN: Interactivity Designer** **2000 – 2001**
Designed digital reading and language arts products; trained staff in learner-centered design and usability.
- **University of Minnesota, Twin Cities: Instructional Multimedia Designer/Developer** **1999 – 2000**
Provided instructional multimedia consultation services for professors and other University staff.
 - Trained University professors and staff to integrate educational technology into university courses.
 - Pioneered procedures for effective development of course websites.
- **MECC (Minnesota Educational Computing Corporation), Brooklyn Center, MN: Project Director, Learning Specialist, and Senior Programmer** **1991 – 1999**
Designed and developed educational software for learners ranging from young children to adults.
 - Developed reading and language arts, science, mathematics, and history software for pre-K through grade 10, including work on *Oregon Trail II*, *Princeton Review: Math Library*, and many other products.
 - Co-authored teacher's manuals and user guides to accompany educational software products.
 - Co-authored multicultural education guidelines for developing culturally inclusive educational software.
 - Designed usability testing lab; performed usability tests in the lab and in the field.
- **Minneapolis Public Schools, Minneapolis, MN: Title I Teacher** **1985 – 1989**
Over 4 years teaching students who qualified for instructional support in a large, urban school district.
 - Worked with diverse staff and students, grades 1-8, focusing primarily on reading and mathematics.

EDUCATION

University of Minnesota, Minneapolis and St. Paul, MN

- M.Ed., College of Education and Human Development, Department of Curriculum and Instruction
- Developed and taught graduate-level seminars addressing academic achievement gaps and informal learning strategies to improve educational outcomes for under-served youth.

Macalester College, St. Paul, MN

- B. A., core concentration in Psychology and Elementary Education; K-6 teacher certification
- Additional major in computer science
- Undergraduate coursework at Macalester College, Grinnell College, and New York University

SELECTED VOLUNTEER EXPERIENCE

Education Minnesota: Minnesota Teacher of the Year Selection Panel

- Participate in Teacher of the Year selection process; judge applications, video statements, and interviews.

Encampment for Citizenship

- Board member, programming, communications chair of national organization for youth activism; summer programming for youth and adults, participatory program evaluation, website re-design/development.

Intermedia Arts

- Board member, secretary, Governance Committee (chair) of community arts organization.

Minnesota-NAME

- Board member, outreach coordinator, website coordinator, conference registration chair.

Phillips Community Television

- Board member, secretary of community-based youth media program; event planning, strategic listening campaign; participated in merger negotiations with Intermedia Arts.

Youth Community Connections

- Policy and advocacy network for out-of-school-time programming in Minnesota.

SELECTED CONFERENCES and PROFESSIONAL TRAINING

- YWCA of Minneapolis, It's Time to Talk About Race (co-facilitator), 2019, 2021, 2022, 2023
- Amplify Science: Lead with Phenomena and the Three Dimensions Will Follow, 2023
- ASCD, Foundations of Navigating Educational Change, 2021
- EdMedia + Innovate, 2021 (co-presenter)
- PBS Annual Meeting, 2021
- National Educational Telecommunications Association (NETA), 2020 (presenter), 2021 (presenter)
- NGSS-ESS Geoscience Webinar, 2021 (presenter)
- STEM for All Video Showcase, 2019 (co-presenter), 2021 (co-presenter)
- Ready to Learn GPRA, Arlington, VA 2019 (presenter), 2020 (presenter)
- National Science Teaching Association (NSTA) conference, 2016, 2017, 2018 (presenter), 2019 (presenter)
- STEM Learning: Young Dual Language & English Learners, National Academies, 2017
- American Evaluation Association, 2015
- Quality Matters, Minnesota Youth Work Institute, 2007-2009, 2011-2014 (multi-year presenter)
- Minnesota Minority Education Partnership, 2008, 2014
- FETC, educational computing conference, 2013
- Youth Program Quality Assessment External Assessor Reliability Training, 2007, 2013
- Digital Learning Object Academy, PBS, 2012
- Minnesota NAME Multicultural Education Conference, 2009 (presenter), 2010, 2011 (co-chair)
- National Association for Multicultural Education conference, 1995, 1996, 2010, 2011
- ASCD Conference on Closing the Achievement Gap, 2010
- Games for Change conference, 2010
- Johns Hopkins Summer Learning Conference, 2009 (presenter)
- Interaction Design and Children conference, Northwestern University, 2008
- *Closing the Achievement Gap* institute, Harvard Graduate School of Education, 2006

SELECTED PROFESSIONAL AFFILIATIONS

- ASCD/ISTE
- Association for Computing Machinery (ACM)
- Minnesota Education Equity Partnership
- National Council of Teachers of Mathematics
- National Association for the Education of Young Children (NAEYC)
- National Council of Teachers of English
- National Science Teaching Association

EDUCATIONAL MEDIA TITLES

- Hero Elementary™.** PBS Kids curriculum: animated television series, digital games, hands-on activities; grades K-2. Curriculum focus: science and literacy. Broadcast, streaming, and web-based; 40 episodes, 25 playlists.
- Operation Investigation.** Science education app for children ages 5-8 and their families. Use the Superpowers of Science to investigate characteristics of animals.
- I <3 Math.** Series of engaging animated videos, grades 5-8. Curriculum focus: mathematics. Web-based.
- PBS Math Club.** Series of engaging live-action videos, grades 5-8. Curriculum focus: mathematics. Web-based.
- Doc Squad.** Animated and live-action videos, grades 5-8. Curriculum focus: mathematics and literacy. Web-based.
- Meerkatcher Math.** Series of educational games, grades 4-7. Curriculum focus: mathematics. Web-based.
- PCI Reading Program.** Interactive curriculum for students of all ages who have autism and cognitive disabilities, content for grades K-2. Curriculum focus: literacy. CD-based.
- PLATO Foundational Mathematics.** Award-winning interactive curriculum for older learners, content for grades K-8. Curriculum focus: mathematics. Web-based and CD.
- Reading Explorations.** Award-winning interactive courseware, grades 4-6. Curriculum focus: literacy, reading comprehension. Web-based and CD.
- K-3 Skills Inventories: Math and Reading.** Pre-assessments keyed to lessons and objectives in existing courseware, grades K-3. Curriculum focus: mathematics, reading. Web-based and CD.
- VersaTiles Online Phonics.** Engaging practice modules for phonics skills, grades K-2. Curriculum focus: reading foundational skills. Web-based.
- Princeton Review: Math Library.** Industry-leading set covering pre-algebra, algebra I, algebra II, geometry, and trigonometry; grades 8-12. Curriculum focus: mathematics. CD-based.
- Big Science Ideas: Systems.** Theme-based interactive simulations, grades 4-8. Curriculum focus: science. CD-based.
- Oregon Trail II.** Award-winning industry leader; interactive simulation of US westward expansion, grades 4-7. Curriculum focus: social studies. CD-based.
- Multimedia Access Tool for Africa Trail.** Allows access to rich media resources from Africa Trail, a simulation of a contemporary bicycle trek through Africa, grades 5-9. Curriculum focus: social studies. CD-based.
- TesselMania! Deluxe.** Apply principles of transformational geometry to create artistic patterns, grades 3-12. Curriculum focus: mathematics, art. CD-based.
- Quilting Bee.** Use symmetry and transformational geometry to design simple quilt patterns, grades preK-2. Curriculum focus: mathematics. Apple //e.
- Rescue in the Outback.** Historical simulation of the Burke and Wills expedition in Australia, grades 4-8. Curriculum focus: social studies. Apple //e.
- On Stage.** Animated story-construction tool, grades preK-2. Curriculum focus: literacy. Apple //e.
- Pizza to Go.** Engaging interactive simulation of simple machines, grades 3-6. Curriculum focus: science. Apple //e.
- Dogsled Ambassadors.** Interactive adventure, exploring culture and history of Alaska by dogsled. Curriculum focus: social studies. Apple //e.
- Freedom!** Historical simulation of the Underground Railroad in the mid-1800s, grades 5-9. Curriculum focus: social studies. Apple //e.
- Grammar Madness.** Interactive practice of parts of speech through stories that students complete, grades 4-6. Curriculum focus: literacy, grammar. Apple //e.
- Sequences and Series.** Tool for experimenting with mathematical sequences and series, grades 6-8. Curriculum focus: mathematics. Apple //e.
- Estimation Activities.** Interactive games to sharpen elementary students' estimation skills, grades 3-8. Curriculum focus: mathematics. Apple //e.

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CURRICULA for CHILDREN and YOUTH

Hero Elementary Community Outreach Curriculum (Co-developer). Afterschool and summer program based on *Hero Elementary* hands-on and digital science and literacy programming. Grades K-2.

DREAMS: Destiny Rules Everything Around Me. Positive racial identity development curriculum for public school district. Grades 4-12.

Tech Youth Interactive (in development). Informal learning program. Youth design digital learning games. Incorporates research, game design, tech skills, and collaboration. Grades 7-11.

Encampment Summer Program (Co-designer). Multicultural, residential, social justice summer program for teens, including experiential learning, youth-led evaluation, and intergenerational weekend. Grades 9-12.

Encampment Youth Participatory Evaluation. Training and support for youth who are evaluating their summer program on empowerment and social justice. Grades 9-12.

Cornerstones Summer Program. Academic enrichment and college preparation program at a local community college; science, English language arts, math, social studies, and youth development. Grades 6-12.

Afterschool News. Afterschool newspaper program; youth collaborate to develop story ideas, interview classmates and teachers, take photos and write articles online. Grades 4-8.

Afterschool Chess. Teaching chess, teamwork, leadership, and positive youth development. Grades 4-8.

PROFESSIONAL DEVELOPMENT CURRICULA

Transformative Transmedia Framework for Early STEM Learners (Co-developer). Training for developing equity-focused, culturally responsive STEM learning materials for children from marginalized groups.

Foundations of Intercultural Development (Co-developer). Introductory training in intercultural development and intercultural communication; online for tutors of K-12 students in a large, urban school district.

Tutoring Basics (Co-developer). Interactive online training for volunteer tutors of K-12 students.

Professional Learning for the Tennessee State Standards (Co-developer). Interactive, digital-based professional development based on Common Core State Standards, grades K-5. Content and pedagogy for teaching reading and English language arts. With classroom video and interactive problem solving.

Dilemmas in Youth Work: Self Study (Co-developer). Professional development for youth workers, based on a signature program of University of MN Extension. Animated case studies and online tools.

Youth Engagement Matters: Self Study (Co-developer). Professional development for youth workers, based on a signature program of the University of MN Extension.

Quality Matters Online: Self Study (Co-developer). Professional development for youth workers, based on a signature program of the University of MN Extension.

Deliberate Practice Matters Online (Co-developer). Cohort-based professional development for youth workers, based on a signature program of University of MN Extension.

Leadership Matters Online (Co-developer). Cohort-based professional development for youth work managers and supervisors, based on a signature program of University of MN Extension.

Youth Work Matters Online: Session 1 (Co-developer). Professional development for youth workers, based on a signature program of the University of MN Extension.

Youth Work Matters: Introduction to Youth Work (Co-developer). Community college course (3-credits) based on a signature program of the University of MN Extension.

Differentiating Instruction: Foundations (Co-developer). Professional development for K-12 teachers; hybrid approach combined web-based and face-to-face learning in the early 2000s.

Understanding PRRS: A Problem-Based Approach (Co-developer). Case study simulation of hog farm infected with PRRS, a viral disease. Interactive learning community, for a graduate course in veterinary medicine.

SELECTED PRESENTATIONS and CLASSES TAUGHT

- A Framework for Developing Equity-Focused STEM Content for Young Children.*** (Daniels, B., Ellington, R., Orozco, F., Parente) Conference presentation of paper. EdMedia+Innovate, 2021.
- Inspiring ALL Geoscience Learners Nationwide with PBS*** (Coddington, Daniels, Hicks, Morgan) Webinar presentation on PBS learning resources for earth and space science. 2021.
- Developing an Equity Framework for Media Production and Education*** (Daniels, B., Ellington, R., Orozco, F., Parente, C.) Conference presentation on developing equitable, diverse, and inclusive media. NETA, 2021.
- Building STEM Superheroes in K-2 Learning Spaces*** (Daniels, B., Fields, M., Jensen, E.) Conference presentation on the *Hero Elementary* educational outreach program. NETA, 2020.
- A Transformative Transmedia Framework for Early STEM Learners*** (Daniels, B., Ellington, R.) Conference presentation on developing equitable, inclusive multimedia science content for young children. NSTA, 2019.
- Do It, Talk It, Write It: Incorporating literacy and digital media to promote meaning making for young learners*** (Daniels, B., Orozco, F., Shanahan, T., Shea, L.M.). Conference presentation focusing on research-based methodologies for integrating science and literacy learning for children in grades K-2. NSTA, 2019.
- Equity, Science, and Universal Design for Learning.*** (Daniels, B.) Conference presentation addressing how equity-focused teaching and Universal Design for Learning support young children's science learning. NSTA, 2018.
- Youth Participatory Evaluation + Quality.*** (Daniels, B., Pine, N., Tashoma, D.) Conference presentation on youth participation in program quality assessment and planning; co-presented with youth. University of MN, 2014.
- Designing for Active Learning: Quality Matters Toolkit.*** (Daniels, B.) Conference presentation introducing participants to the Active Learning toolkit. University of MN, 2011.
- Project Based Learning Environments*** (Daniels, B.) Training for community college and high school educators addressing project based and experiential learning. North Hennepin Community College, 2009.
- Preparing Youth for College Success*** (Daniels, B., Davis, M.). Conference presentation: summer programs that prepare young people in grades 7-12 for post-secondary education. Summer Learning Conference, 2009.
- Infusing Culture into Curriculum*** (Daniels, B., Davis, K.). Conference presentation introducing concepts of culturally responsive teaching. MN-NAME, 2009.
- Lights, Camera, Action Plan!*** (Daniels, B.) Conference presentation training youth development professionals to utilize action planning as a means of continuous program quality improvement. University of MN, 2009.
- The Gift of Time.*** (Daniels, B.) Conference presentation addressing youth program quality and the importance of planning, for after-school program managers. University of MN, 2008.
- Closing the "Achievement Gap"*** (Cogshell, N., Daniels, B., Davis, M.) Graduate seminar; students explore how youth development practice can improve achievement for under-served youth. University of Minnesota, 2008.
- "Learnability" Testing in Learner-Centered Design.*** (Asdi, A. K., Daniels, B.) Conference presentation and facilitated discussion about learner-centered design and usability. CHI200, 2000.
- User Centered Design and Usability Testing.*** (Daniels, B.) Training for multimedia development staff; principles of user centered design, learner-centered design, and usability testing. wwwrrr, 2000. University of MN, 1999.
- Global Constructs: Multicultural Issues and MECC Software*** (Daniels, B., Neima, C., Sharp, J., Wood, D.). Training educational media developers and other staff on concepts of multicultural education. MECC, 1998.

RESEARCH and PUBLICATIONS

- A Framework for Developing Equity-Focused STEM Content for Young Children.*** (Daniels, B., Ellington, R., Orozco, F., Parente) Conference Proceedings. EdMedia+Innovate, 2021.
- A Transformative Transmedia Framework for Early STEM Learners.*** (Daniels, B., Ellington, R., Orozco, F., Santiago, A., 2021). Journal of Educational Multimedia and Hypermedia.
- 3 Ways Kids Can Be Heroes in Real Life.*** (Daniels, B., 2021). PBS Kids for Parents.
- Use the Superpowers of Science to Play and Learn.*** (Daniels, B., 2020). PBS Kids for Parents.
- Quality Matters Toolkit: Designing for Active Learning.*** (Daniels, B., Griffin-Wiesner, J., Love, S., Moore, D., 2011). Center for Youth Development, University of MN Extension.
- Quality Matters Toolkit: Structure and Planning.*** (Daniels, B., Jasken Baker, A., 2010). Center for Youth Development, University of MN Extension.
- High Priority Youth Outcomes for Quality OST Programs.*** (Daniels, B., 2007). Youth Community Connections.