

**MARK W. HART, Ed.D., M.A.L.S.**

Clinical Assistant Professor – Department of Epidemiology  
University of Florida  
College of Public Health and Health Professions / College of Medicine

Director of Online Learning  
University of Florida - College of Public Health and Health Professions

1225 Center Dr.  
PO Box 100175  
Gainesville, FL 32610  
Work: (352) 273-8545  
Cell: (239) 994-3903  
Email Work: [kramtrah@phttp.ufl.edu](mailto:kramtrah@phttp.ufl.edu)  
Email Personal: [markwhart1@gmail.com](mailto:markwhart1@gmail.com)  
Website: [markwhart.wordpress.com](http://markwhart.wordpress.com)

---

**Director of Online Learning / Clinical Assistant Professor**

University of Florida - College of Public Health and Health Professions  
Department of Epidemiology  
Gainesville, FL

**Adjunct Faculty**

University of Florida – College of Education

**PROFESSIONAL INTERESTS**

Social Media Usage and Analysis

Public Health

Online Learning

Professional Development

Instructional Design

mHealth

Webpage Development / Analytics

**EDUCATION**

Ed.D. Curriculum and Instruction-Educational Technology, University of Florida, 2013

Dissertation: Social Media and Public Health: Perspectives on Implementing a  
Social Media Presence for a Public Health Organization

M.A. Liberal Studies, Loyola College of Maryland, 2006

B.A. History / Education, Indiana University, 1997

Certificate Business Management, Walt Disney World University, 1994

## **EXPERIENCE**

### **Fine Arts Department Chair / Director of Bands**

Calvert Hall College High School - Baltimore, MD

2000-2006

- Supervised a fine arts department, consisting of 230 student Oversaw four full-time employees and 20 part-time employees.
- Managed all business and creative aspects of a 150-member Instrumental Music Department, including fundraising for their over \$250,000 budget.

### **Teacher / Assistant Principal**

Lee County Schools - Ft. Myers, FL

2006-2011

- Lee County Public Schools - Social Studies Teacher of the Year 2010
- AP United States and World History certified

### **Adjunct Professor / Instructional Designer**

Southwest Florida College – Ft. Myers, FL

2006-2013

- Taught and designed face-to-face and online courses in Education and Social Studies

### **Teacher**

Bishop Verot High School - Ft. Myers, FL

2011-2012

- Teach all grade levels in various Advanced Placement, and honors, social studies courses.

### **Director – Rural South Public Health Training Center**

University of Florida – Gainesville, FL

2013- 2015

- Managed day-to-day efforts of national public health training center, which has trained over 4,000 public health workers, specific to rural issues and HIV/AIDS
- Coordinated all instructional design aspects for website, social media platforms, and online learning

### **Affiliated Faculty - Technology Consultant**

University of Florida – Gainesville, FL

2012-2016

SHARC Consortium

- Manage all technology aspects for \$2.5 million dollar grant project focusing on the effects of alcohol and HIV.

### **Adjunct Faculty – College of Education**

University of Florida – Gainesville, FL

2013-Present

- Teach courses in social studies education and integration of technology in education
- Research use of technology in social studies classrooms, and general technology integration

**Director of Online Learning – College of Public Health and Health Professions  
Clinical Assistant Professor – Department of Epidemiology**

University of Florida – Gainesville, FL

2013-Present

- (2016-Present): Doctor of Philosophy (PhD) Director – Social Behavioral Science
- (2014-Present): Masters of Public Health (MPH) Director – Social Behavioral Science
- (2013-Present): Director of Online Learning – College of Public Health and Health Professions
  - Manage the Online Masters of Public Health Program; staff, admissions, advising, course production, budget
  - Collaborate on research relating to the use of social media and health promotion
  - Develop online, mobile, and social media platforms to assist with health promotion and the education and training of public health workers
  - Collaborate with faculty on the use of instructional design
  - Teach courses and advise students
  - Member of the College of Public Health & Health Professions Diversity Committee

**RESEARCH / GRANT SUPPORT**

- 2011-2015 **Principal Investigator** - Rural South Public Health Training Center (RSPHTC) - \$2,593,537.00 - HRSA 1UB6HP22825-01
- 2012-2017 **Co-Investigator** - Southern HIV Alcohol Research Center (SHARC) - \$2,493,604.00 - NIAAA U24 AA022002, (PI–R. Cook, MD, PhD)
- 2015-2016 **Co-Investigator** - HealthStreet Text Messaging Campaign - \$17,623.04- NIH/NCATS UL1 TR000064, (PI–D. Varma, PhD)
- 2015-2017 **Co-Investigator** - Southern HIV Alcohol Research Center (SHARC) - Continuation, \$23,706.00 - NIAAA U24 AA022002, (PI–R. Cook, MD, PhD)
- 2015-2017 **Evaluator** - Mobilizing Action for Resilient Communities (MARC), \$287,000 - Robert Woods Johnson Foundation, (PI–Robbin Sotelo-Redd, Tarpon Housing)

**PUBLICATIONS**

Book Chapters

Hart, M. (2013). Should traditional classrooms have formal facebook groups?. In A. Ritzhaupt, & S. Kumar (Eds.), *Cases on Educational Technology Implementation for Facilitating Learning* (pp. 23-44). Hershey, PA: Information Science Reference. doi:10.4018/978-1-4666-3676-7.ch002

Magazine Articles

Fuller, J. S., Risner, M. E., Lowder, L., Hart, M., & Bachenheimer, B. (2014). Graduates' Reflections on an Online Doctorate in Educational Technology. *TechTrends*, 58(4), 73-80.

Peer Reviewed Journals

Kenney, J., Kumar, S., & Hart, M. (2013). More than a Social Network: Facebook as a Catalyst for an Online Educational Community of Practice. *International Journal of Social Media and Interactive Learning Environments*, 1(4), 355-369.

Kumar, S., & Hart, M. (2014, March). Social Presence in Learner-driven Social Media

Environments. In *Society for Information Technology & Teacher Education International Conference* (Vol. 2014, No. 1, pp. 73-78).

Hart, M. & Kumar, S. (2014). Designing an Educational Technology Course for Preservice Social Studies Teachers Based on Technological Pedagogical Content Knowledge (TPACK) Survey Results. In L. Liu & D. Gibson (Eds.) *Research Highlights in Technology and Teacher Education 2014* (pp. 35-43). Waynesville, NC: AACE.

Hart, M., Stetten, N., & Castaneda, G. (2016). Considerations for Public Health Organizations Attempting to Implement a Social Media Presence: A Qualitative Study. *JMIR Public Health and Surveillance*, 2(1), e6.

Varma D., Hart M., McIntyre D., Kwiatkowski E., Cottler L. (2016). Effectiveness of Text Messaging and Reminder Calls to Increase Service use Referrals in a Community Engagement Program. *JMIR Res Protoc* 2016;5(2):e133

Stetten NE, Pomeranz JL, Hart M, Moorhouse MD (2016) Creating a Tobacco Cessation Program for People with Disabilities: LIFT to E-LIFT. *J Addict Res Ther* 7: 287. doi:10.4172/2155-6105.1000288

Hinson, W., Lorenzo F., Nguyen J., King, J. & Hart, M. Assessing State Health Employee Needs: A Mixed-Methods Approach (in review)

Hart, M. & Candidate, S. Concept of Self-Identity and Using Avatars to Access HIV Information (in review)

Lorenzo F., Hinson, W., Nguyen J., King, J. & Hart, M. Health Priorities – How do Health Departments, Community Members, and Health Indicators Compare (in review)

Hart, M. & Islam, S., Intersections of Current Twitter Use and Professional Development Among Public Health Workers (in review)

## **PRESENTATIONS**

### Keynote Address

- Camp IT (Okeechobee, FL). “Using Technology Students Want in a Way that Works for Schools and Teachers” – July, 2014

### International

- Kumar, S. & Hart, M. (2013, August). Social Presence: Informal On-task Interactions in learner-driven online environments. Paper presented at Symposium ‘Social presence revisited: fostering sustainable online learning’ at *European Association for Research in Learning and Instruction conference, Munich, Germany*.
- Selwyn, K & Hart, M. (2017, July). LGBT-Inclusive Obstetrics and Nursing Support (L.I.O.N.S.): Culturally-Competent Training for Healthcare Professionals and Students at *International Conference on Diversity in Organizations, Communities, and Nations, Toronto, Canada*.

## National/Regional

- “Considerations for Implementing a Social Media Presence for a Public Health Training Center or Health Organization” – American Public Health Association (APHA) – Boston, MA – November 2013
- “Organizational Considerations for Implementing or Maintaining a Social Media Presence” – Sloan-C (OLC) Annual International Conference – Orlando, FL – November 2013
- “A Student-Driven Online Community of Practice: Facebook Friends” – Sloan-C Annual International Conference – Orlando, FL – November 2013
- “Online Social Media Platforms and Analytics” – Southern Alcohol & HIV Research Consortium (SHARC) Annual Conference – Miami, FL – January 2014
- “Creating an Educational Technology Course for Preservice Social Studies Teachers Based on Technological Pedagogical Content Knowledge (TPACK)” – Society for Information Technology and Teacher Education (SITE) Conference – Jacksonville, FL – March 2014
- “Analyzing Social Media Presence in Learner-Driven Social Media Environments” – Society for Information Technology and Teacher Education (SITE) Conference – Jacksonville, FL – March 2014  
“Avatar Usage in HIV/AIDS Education with Gender and Ethnic Considerations” – American Public Health Association (APHA) – New Orleans, LA – November 2014
- “Avatar Usage in HIV/AIDS Education with Gender and Ethnic Considerations” – American Public Health Association (APHA) – New Orleans, LA – November 2014
- “The Concept of Self-identity and using Avatars to Access HIV information” – Southern Alcohol & HIV Research Consortium (SHARC) Annual Conference – Gainesville, FL – January 2015
- “Avatars and Self Efficacy” - Assistive Technology Industry Association (ATIA) – Orlando, FL – January 2015
- “Twitter use for professional development among public health professionals” – American Public Health Association (APHA) – Chicago, IL – November 2015
- “Is there an (Evidence-based) App for That? A Review of Mental Health Management Apps Available for Adolescents and Young Adults” – American Public Health Association (APHA) – Chicago, IL – November 2015
- “Intersections of Current Twitter use and Professional Development Among Public Health Workers” – American Public Health Association (APHA) – Chicago, IL – November 2015
- “Health Priorities: How do Health Departments, Community Members, and Health Indicators Compare?” – American Public Health Association (APHA) – Chicago, IL – November 2015

- “Diabetes support groups on social media: A qualitative evaluation of diabetes specific information exchanges on Facebook” – American Public Health Association (APHA) – Chicago, IL – November 2015
- “Concept of Self-identity and using Avatars to access HIV information” – American Public Health Association (APHA) – Chicago, IL – November 2015
- “Perceived Impact of the Affordable Care Act in Rural Florida” – American Public Health Association (APHA) – Chicago, IL – November 2015 (Roundtable)
- “Is there an App for that? An Evaluation of Health and Fitness Apps” – American Public Health Association (APHA) – Denver, CO – November 2016
- “Twitter and Public Health: How Individual Health Professionals use Microblogging to Promote and Disseminate Health Related Information” – American Public Health Association (APHA) – Denver, CO – November 2016
- “There’s an App for That! An Evaluation of Apps to Reduce Alcohol Consumption” – American Public Health Association (APHA) – Denver, CO – November 2016
- “A Study of Technology Use in College of Public Health and Health Professions” – American Public Health Association (APHA) – Denver, CO – November 2016

#### Local

- “A Year in the Life of a High School Class Facebook Page” –Florida Educational Research Association (FERA) – Orlando, FL – November 2011
- “Peace4Tarpon: A Case Study of a Trauma Informed Community” – Florida Society of Social Science Annual Conference – Gainesville, FL – March 2015
- “A Survey of Technology Usage for Public Health Students in Higher Education” – University of Florida Public Health Day – Gainesville, FL – April 2015
- “Twitter Use and Professional Development among Public Health Professionals” – University of Florida Public Health Day – Gainesville, FL – April 2015
- “Assessing State Health Employee Community Needs: A Mixed-Methods Approach” – University of Florida Public Health Day – Gainesville, FL – April 2015
- “Effectiveness of Text Messaging and Reminder Calls to Increase use of Service Referrals Provided through Community Outreach” – University of Florida Clinical and Translational Science Institute Pilot Project Day – Gainesville, FL – June 2015
- “Health Professional’s Use of Microblogging to Disseminate Health Related Information” – University of Florida College of Public Health & Health Professions Research Day – Gainesville, FL – April 2016

## Invited Presentations

- Lee County Schools: Essential Concept Instructional Guide Lesson Planning – April 2011
- The University of Florida College of Education: “Integrating Social Media in the High School Social Studies Classroom” – October 2011
- Southwest Florida College: “How to Increase Student Usage of Online Communication Tools: Case Study on Elluminate Live!” – October 2011
- The University of Florida College of Education: “How to Succeed as a Doctoral Student” – June 2012
- The University of Florida College of Education: “Finishing A Doctoral Degree” – June 2013
- Rural South Public Health Training Center (RSPHTC) Advisory Board: “Public Health Web 2.0 Tools” – October 2013
- Southern HIV & Alcohol Research Consortium (SHARC) “Social Media Applications in Public Health” – May, 2014
- Camp IT (Okeechobee, FL). “Student-Centered Instructional Design” – July, 2014
- College of Public Health and Health Professions – The University of Florida: Master’s Program Seminar Series “Technology, Social Media, and Public Health” –October, 2014

## **MENTORING**

### **PhD (Public Health – Social and Behavioral Science)**

- 2016 Kanathy Haney - Advisor
- 2016 Stephanie Lee – Advisor
- 2016 Lindsey King – Advisor
- 2016 Shantrel Canidate - Committee
- 2016 Gail Castaneda - Committee
- 2016 Jarrett Brunny - Committee

### **Masters of Public Health (MPH)**

- 2014 Christa Hyson, MPH
  - Overweight / Obese Children in Harrison School District 2 (CO)
- 2015 Mary Bertulfo, MPH
  - Community Disaster Education Program for Children (Dallas, TX)
- 2015 Elta Desvaristes, MPH
  - Carrefour, Haiti Health Resources
- 2016 Cherilyn Bean, MPH
  - Support for the Supporters: A Case Study of MotherWoman Support Group Facilitators
- 2016 Rickia McGee, MPH
  - Perceptions of Access to Healthcare in the Leogane and Gressier are of Haiti

- 2016 Jayne Marie-Raponi, MPH
  - Evaluation of Diabetes Education; Alaska Department of Health
- 2017 Jacqueline Moreau
- 2017 Sarah McKee
- 2017 Samantha Norman
- 2017 Rachael Silverberg

### **EdD (Curriculum and Instruction)**

- 2015 Hap Aziz, Ed.D.
  - Understanding Student Engagement and Experiences During the Construction of Interactive Fiction in a Middle School History Course
- 2015 Melissa Rizzuto, Ed.D.
  - Design and Evaluation of Self-Paced Online Faculty Development
- 2015 T.J. Logan, Ed.D.
  - An Investigation of Twitter Interactions Amongst Newly Admitted College Students at a Large Institution
- 2015 Jessica Levine, Ed.D.
  - Implementation of Cloud-Computing in K-12 School District: Early Adoption and Use
- 2015 Olysha Magruder, Ed.D.
  - Changes in Teaching with the Learning Management system after a Faculty Development Program
- 2016 Amy Valente
- 2016 Eric Inboden
- 2016 Rachel Moss
- 2016 Matthew Romano

### **AWARDS**

- Best Paper Award – SIG Award for Society of Informational Technology and Teacher Education (SITE) 2014 National Conference: Best Paper-SIG Award for “Technological Pedagogical Content Knowledge (TPACK)-Based Course Design in Preservice Social Studies Education”
- Introduction into Delta-Omega-Beta Chapter (Public Health Honor Society)-April 2015

### **LICENSES**

Florida Professional Teaching License (2012-2017)

- Hold license in Social Studies (6-12), Music (K-12) and Math (6-12).

### **PROFESSIONAL ASSOCIATIONS**

- AERA American Educational Research Association
- AECT Association for Educational Communications and Technology
- APHA American Public Health Association
- FERA Florida Educational Research Association
- SALT Society for Applied Learning Technology



## REVIEWER

- Journal of Interprofessional Education & Practice
- Journal of Medical Internet Research (JMIR)
- Substance Abuse Journal – Scholar One Manuscripts

## ADVISORY BOARDS

- Member: Suwannee River Area Health Education Center (AHEC) – Alachua, FL
- Member: University of Florida Public Health Advisory Board – Gainesville, FL

## ACADEMIC COURSES TAUGHT

- American Government – Southwest Florida College, Ft. Myers, FL
- Social Studies for Teacher – Southwest Florida College, Ft. Myers, FL
- U.S. History 1945-Present – Southwest Florida College, Ft. Myers, FL
  
- Social Studies Instruction for Diverse Learners – University of Florida, Gainesville, FL
  - Spring 2014
  - Spring 2015
  - Fall 2015
  - Spring 2016
- Integrating Technology in Social Studies – University of Florida, Gainesville, FL
  - Fall 2013
  - Fall 2014
  - Fall 2015
- Public Health Journal Club – University of Florida, Gainesville, FL
  - Fall 2014
- Ecology of HIV/AIDS in the Rural South
  - Fall 2015
  - Fall 2016
- Health Communication – University of Florida, Gainesville, FL
  - Fall 2015
  - Fall 2016

## ACADEMIC COURSES DESIGNED

- Introduction to Epidemiology (online) – University of Florida, Gainesville, FL
- Ecology of HIV/AIDS in the Rural South (online) – University of Florida, Gainesville, FL
- Epidemiology and Biology of HIV/AIDS (online) – University of Florida, Gainesville, FL

## WEBSITES DESIGNED

- Southern HIV/AIDS Research Consortium – University of Florida / University of Miami  
<http://sharc-research.org/>
- Dr. Robert Cook Research Laboratory – University of Florida  
<http://com-phhp-epi-cook.sites.medinfo.ufl.edu/>

## ADDITIONAL SKILLS

Proficient in:

- Adobe: Illustrator/ Photoshop
- App Review and Creation
- Apple: Keynote / Pages / Numbers / iMovie / Garage Band

- Articulate
- Avatar Usage and Creation
- Camtasia Studio 8
- Google Analytics
- LMS: Canvas / Moodle / Blackboard / Sakai / eCollege
- Microsoft: Word / Excel / Access / Outlook / Power Point
- Prezi
- Publisher
- Raiser's Edge Software
- SCORM / ADDIE
- Text Messaging Campaigns
- Webpage Design: Wordpress, Wix, etc.