

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 - College of Public Health and Health Professions

Director of PhD & MPH – Public Health - Social Behavioral Science

University of Florida - College of Public Health and Health Professions

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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

2012- 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

2012-2017

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

2013-2017

- 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 Wood 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
- Sharpe JD, Zhou Z, Escobar-Viera CG, Morano JP, Lucero RJ, Ibanez GE, Hart M, Cook CL, Cook RL. Interest in using mobile technology to help self-manage alcohol use among persons living with HIV: a Florida Cohort cross-sectional study. *Substance Abuse*. 2017 [Epub 2017 Jul 19]. doi:10.1080/08897077.2017.1356793
- Hart M, Stetten NE, Islam S, Pizarro K. Twitter and Public Health (Part 1): How Individual Public Health Professionals Use Twitter for Professional Development. *JMIR Public Health Surveill* 2017;3(3):e60
- Hart M, Stetten N, Islam S, Pizarro K. Twitter and Public Health (Part 2): Qualitative Analysis of How Individual Health Professionals Outside Organizations Use Microblogging to Promote and Disseminate Health-Related Information. *JMIR Public Health Surveill* 2017;3(4):e54
- Canidate S, Hart M. Examining Patterns in Choice of Avatar and Demographic Characteristics of Health Information Seekers Using the Internet To Access HIV/AIDS Information. *J Med Internet Res* (In Press)

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
- “Evaluating the Quality of Mobile Applications Used by Occupational Therapists” – Florida Occupational Therapy Association (FOTA) – Orlando, FL – November 2017
- “L.I.O.N.S. Project: A community-based intervention to promote LGBT-inclusive obstetrics and nursing support” – American Public Health Association (APHA) – Atlanta, GA – November 2017
- “Evaluating the quality of mobile apps used by Occupational Therapists” - American Public Health Association (APHA) – Atlanta, GA – November 2017
- “Evaluating alcohol-related applications to determine effectiveness with reducing alcohol consumption” – American Public Health Association (APHA) – Atlanta, GA – November 2017
- “A process evaluation of the first trauma-informed community in the U.S” – American Public Health Association (APHA) – Atlanta, GA – November 2017

- “Twitter and the Baylor Rape Cases: How Social Media Reflects Attitudes Toward Sexual Assault and Rape in Society” – American Public Health Association (APHA) – Atlanta, GA – November 2017
- “How Body Image Affects the Relationship between Physical Activity and Depression” – American Public Health Association (APHA) – Atlanta, GA – November 2017
- “A geospatial analysis of trauma and community resources in Tarpon Springs, FL” – American Public Health Association (APHA) – Atlanta, GA – November 2017
- “Satisfaction with text message reminders for service referrals among community members” – American Public Health Association (APHA) – Atlanta, GA – November 2017
- “People with Disabilities and Social Media: How Forums and Chat Rooms Are Being Used for Information Sharing and Community” – American Public Health Association (APHA) – Atlanta, GA – November 2017
- Social media disabilities support groups: Qualitatively analyzing the communication interchange of individuals with disabilities utilizing Facebook” – American Public Health Association (APHA) – Atlanta, GA – November 2017
- “Utilization of social network analysis to implement a trauma-informed, resilient community” – American Public Health Association (APHA) – Atlanta, GA – November 2017

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

- “A Process Evaluation of the First Trauma-Informed Community in the U.S.” – University of Florida College of Public Health & Health Professions Research Day – Gainesville, FL – April 2017

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
- The University of Florida American Medical Student Association: Technology and Health – October 2017

MENTORING

PhD (Public Health – Social and Behavioral Science)

- 2016 Kanathy Haney – Committee Chair
- 2016 Stephanie Lee – Committee Chair
- 2016 Lindsey King – Committee Chair
- 2016 Gail Castaneda – Committee Member
- 2016 Jarrett Brunny – Committee Member
- 2017 Kelsea LeBeau – Committee Chair
- 2017 Esther Piervil, Ph.D. – Committee Member
 - Understanding the Needs, Experience, and Influence of Family Caregivers in the Black Community across the Prostate Cancer Continuum of Care
- 2017 Shantrel Canidate, Ph.D.– Committee Member
 - Biopsychosocial Factors Associated with Reducing Hazardous Drinking in Women with HIV Infection

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
 - Development and Evaluation of Hospital Falls Education for Newly Hired Clinicians
- 2017 Sarah McKee
 - Peer Mentorship: An Evaluation of a Key Component of the Get Fruved Health Intervention for College Freshman
- 2017 Samantha Norman
 - A Process Evaluation of the Diabetes Self-Management and Prevent T2: National Diabetes Prevention Programs in Marion County
- 2017 Megan Smith
 - Diabetes Support Groups on Social Media: A Qualitative Evaluation of Diabetes Specific Information Exchanges on Facebook
- 2017 Rachael Silverberg
 - Perception of childhood vaccination among ultra-orthodox Jewish mothers: Reasons for noncompliance
- 2017 Caroline Valencia
 - Developing Online Educational Modules Around Integrating Gender and Nutrition into Livestock Research and Development Programs
- 2017 Tina Treloar
 - Diagnostic & Screening Methods for Periodontal Disease in Children & Adolescents

EdD (Curriculum and Instruction)

- 2016 Eric Inboden – Committee Member
- 2016 Rachel Moss – Committee Member
- 2016 Matthew Romano – Committee Member
- 2015 Hap Aziz, Ed.D. – Committee Member
 - Understanding Student Engagement and Experiences During the Construction of Interactive Fiction in a Middle School History Course
- 2015 Melissa Rizzuto, Ed.D. – Committee Member
 - Design and Evaluation of Self-Paced Online Faculty Development
- 2015 T.J. Logan, Ed.D. – Committee Member
 - An Investigation of Twitter Interactions Amongst Newly Admitted College Students at a Large Institution

- 2015 Jessica Levine, Ed.D. – Committee Member
 - Implementation of Cloud-Computing in K-12 School District: Early Adoption and Use
- 2015 Olysha Magruder, Ed.D. – Committee Member
 - Changes in Teaching with the Learning Management system after a Faculty Development Program
- 2017 Amy Valente, Ed.D. – Committee Member
 - Exploring the Implementation of Online Business Degree Programs in Community Colleges

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
 - Fall 2017
- Health Communication – University of Florida, Gainesville, FL
 - Fall 2015
 - Fall 2016
 - Fall 2017

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.