

Dr. Anthony Karl Betrus
Curriculum Vitae

CURRENT POSITION

Professor, Educational Technology and Management
Program Coordinator, MS Management and Educational Technology Specialist Graduate Programs
NCAA Faculty Athletics Representative
MS Management and Educational Technology Specialist Program Coordinator
Esports Advisor

State University of New York at Potsdam
Potsdam, NY 13676
betrusak@potsdam.edu
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Director of STEM Academies
National Education Foundation
1350 Beverly Rd, Suite 219
McLean, VA, 22101

EDUCATION

Indiana University Bloomington, PhD, 2000
Major: Instructional Systems Technology
Minor: Telecommunications

State University of New York at Potsdam, MEd, 1994
Major: Instructional Technology

State University of New York at Potsdam, BA, 1993
Majors: Education & Mathematics

PROFESSIONAL EXPERIENCE

SUNY Potsdam

2020-present Assistant Chair, Business Administration Department
2018-present Esports Director
2011-present Professor of Educational Technology and Management
2011-2020 Program Coordinator, Educational Technology and Management Graduate Programs
2003-2011 Associate Professor of Educational Technology
2004-2010 Department Chair, Information and Communication Technology Department
2001-2003 Assistant Professor of Educational Technology
1997-2000 Instructor of Educational Technology

National Education Foundation

2012-present Director, National Education Foundation STEM+ Academies
2016-2019 Director, NEF-India-Potsdam Skill Development Initiative

Indiana University Bloomington

1996-1997 Associate Instructor, Instructional Systems Technology, Indiana University Bloomington
1994-1996 Graduate Assistant, Educational Technology Services, Indiana University Bloomington

TEACHING EXPERIENCE

SUNY Potsdam Graduate Courses (1997-present)

IT 518: Computers in Education
IT 505: Organizational Communications
IT 509: Conflict Resolution
ID 521: Developing STEM Learning Materials (Online)
IT 566: Simulations and Games for Teaching and Learning (Online)
IT 605: Network Architecture
IT 614: Technology in Education (Online)
IT 621: Multimedia Authoring and Scripting
IT 625: History and Philosophy of Technology Utilization (Online)
IT 635: Research and Theory in Performance Technology
MGMT 635: Research Techniques (Online)
IT 648: Principles of Performance Technology
IT 649: Web Page Design
IT 650: ESL Training for International Students
IT 651: Systematic Instructional Design
IT 652: Computer Graphics and AV Design
IT 655: Video Design and Production (Online)
IT 656: Multimedia Production
IT 657: Practicum in Technology
IT 659: Project Development
IT 666: Simulations and Games
IT 667: Internship
IT 669: Project Development

SUNY Potsdam Undergraduate Courses (1997-present)

PARP 140: Introduction to Technology in Education
SECD 210: Computer Applications in Middle and Secondary Education
CMPT 320: Networking
CMPT 395: Simulations and Games
MGMT 397: Esports Content Creation
EDUC 410: Media and Technology
MGMT 497: Managing and Marketing Esports

Walden University (1997)

ECTI 5290: Course Development and Delivery Utilizing Technology

Indiana University, Bloomington (1996-1997)

F401: Applications of Multimedia
F401: Simulation and Gaming

Indiana University Purdue University Indianapolis (IUPUI) (1996)

Taught Summer Technology Program to 23 Tenaga Nasional (Indonesia) employees

Guest Lectures:

University of Sidney South Wales (2015)

Guest Lecturer, Faculty Development Series on STEM Learning

Università della Svizzera italiana (2009).

Guest Lecturer, PhD Seminar on Game Development

Center for Adult Education, Norwood, NY. (1993-1994)

Introduction to Computing for Adult Learners

Introduction to Word Processing for Adult Learners

Watertown Central School (1993)

Junior High Mathematics Teacher

PUBLICATIONS

Betrus, A. (2021) "The Content and Emphasis of the Introductory Technology Course for Teachers: A 20-Year Update." (submitted to *TechTrends* for peer review).

Betrus, A. & Michaud, C. (2021). "Twitch Literacies" in *The Literacies of the Esports Ecosystem*. Editor: Hannah R. Gerber. Brill/Sense. (Manuscript abstract submitted for peer review).

Martin, F., and Betrus, A. (2019) Digital Media for Learning: Theories, Processes, & Solutions.

Chapter 1: Introduction to Digital Media for Learning (secondary author)

Chapter 2: Digital Media Design Theories and Principles (secondary author)

Chapter 3: Digital Media Development Models and Processes (secondary author)

Chapter 4: Instructional Video (primary author)

Chapter 5: Simulations and Games (primary author)

Chapter 6: Online Learning (co-author)

Chapter 7: Mobile Learning (secondary author)

Chapter 8: Emerging Learning Technologies (primary author)

Canning, S. and Betrus, A. (2017) "The Culture of Deep Learning in eSports: An Insider's Perspective." *Educational Technology*, March-April, 2017.

Schneider, E., and Betrus, A. (2016) "User delinquency and instructional conditions: Undesirable behaviour in open virtual worlds." *Journal of Gaming & Virtual Worlds*, September, Volume 8, Number 3, pp. 265-278.

Turcotte, N and Betrus, A. (2016) "Teaching Bad Apples: A Fun Way to Tackle Difficult Teaching Situations." *TechTrends*, July 2016, Volume 60, Issue 4, pp 398-401.

Betrus, A., Turcotte, N., Leifeld, M. (2015) "Teaching Bad Apples." Proceedings of the Games, Learning, and Society Conference 11. Creative Commons License, Games Learning and Society (GLS), Madison, WI.

Subramony, D., Molenda, M., Betrus, A., and Thalheimer, W. (2014) "The Mythical Retention Chart and the Corruption of Dale's Cone of Experience." *Educational Technology*; Nov/Dec 2014, Vol 54 Issue 6, p6-16.

Subramony, D., Molenda, M., Betrus, A., and Thalheimer, W. (2014) "Previous Attempts to Debunk the Mythical Retention Chart and Corrupted Dale's Cone." *Educational Technology*; Nov/Dec 2014, Vol 54 Issue 6, p17-21.

Subramony, D., Molenda, M., Betrus, A., and Thalheimer, W. (2014) "The Good, the Bad, and the Ugly: A Bibliographic Essay on the Corrupted Cone." *Educational Technology*; Nov/Dec 2014, Vol 54 Issue 6, p22-31.

Subramony, D., Molenda, M., Betrus, A., and Thalheimer, W. (2014) "Timeline of the Mythical Retention Chart and Corrupted Dale's Cone" *Educational Technology*; Nov/Dec 2014, Vol 54 Issue 6, p31-34.

Betrus, A. (2014) "Instructional Conditions and Reducing Delinquency in Virtual Space." Submitted for publication in *Interactive Learning Environments*.

Betrus, A. (2012) "Historical Evolution of Instructional Technology in Teacher Education: A Ten-Year Update." *TechTrends*. Sep/Oct. Vol 56, issue 5, pp 42-45.

Betrus, A. & Botturi, L. (2010) Chapter 2: "Principles of Using Games for Learning" in *Playing Games in School: Video Games and Simulations for Primary and Secondary Education*. Edited by Atsusi "2c" Hirumi. ISTE Press.

Betrus, A., Beissinger, J., Casperson, G. Emery, F., Oh, Y. (2010) "Losing Track of Time in the GLS Arcade", a chapter in *Real Time Research: Improvisational Game Scholarship*. ETC-Press, Carnegie-Mellon University, Pittsburg, PA & the ACM Digital Library. Editors Dikkers, Steinkuehler, Squire & Zimmerman.

Betrus, A. (2008) *AECT Definition of Educational Technology*. Chapter 8: Resources. Taylor and Francis Group, LLC. Edited by Januszewski, A. and Molenda, M.

Betrus, A. & Delialioglu, O. (2006). "The Multimedia Production Division and Systemic Change." *TechTrends*. March/April.

Betrus, A. & Molenda, M. (2002). "Historical Evolution of the Teaching of Instructional Technology in Teacher Education Programs." *TechTrends*. Sept./Oct.

Betrus, A. & Sugar, W. (2002). The Many Hats of an Instructional Designer: The Development of an Instructional Card Game. *Educational Technology*. January /February.

Betrus, Anthony K. (2002). "Individualized Instruction." in *The Encyclopedia of Education*, ed. James W. Guthrie. New York: Macmillan Reference USA.

Winograd, D. & Betrus, A. (2002) "With the Best of Intentions: First Semester Experiences Using Blackboard." "Proceedings of selected research presentations at the 2001 convention of the Association for Educational Communications and Technology Vol 2 (pp. 239-242). Miami: Nova Southeastern.

Betrus, Anthony K. (2000). Dissertation: *The Content and Emphasis of the Introductory Technology Course for Undergraduate Pre-Service Teachers*. Ann Arbor, MI. Microfilms International.

Januszewski, A., D. Dyer, A. Betrus, E. Schneider, M. Mangione & G. Hewitt (1995). Understanding the critics of educational technology. In M.R. Simonson (Ed.), *Proceedings of Selected Research Presentations at the 1995 Annual Convention of the Association for Educational Communications and Technology*. Ames: Iowa State University.

Betrus, Anthony K. (1995). "Individualized instruction: a review of the critiques." In M. Simonson (ed) *Proceedings of Selected Research Presentations at the 1995 annual convention of the Association for Educational Communications and Technology*. Ames: Iowa State University.

PRODUCTS DEVELOPED

Betrus, A., Canning, S., Snyder, J., Hughes, M., Marcinko, K., Marcinko, M., Kruse, C. (2014, 2017, 2020). An OpenSource [Digital Literacy Course](#) created by SUNY Potsdam faculty and staff, with support from the National Education Foundation and Teachable.com.

Turcotte, N. and Betrus, A. (2017) "Teaching Bad Apples: The Over the Top Expansion." A second expansion to *Teaching Bad Apples*, a professional development card game for current and future teachers.

Betrus, A. (2017) "The Many Hats of an Instructional Designer, 2nd Edition" A card game developed to introduce graduate students to instructional design. Potsdam, NY.

Betrus, A. and Schwencke, J. (2016) "Diffusion of Innovations Simulation Board Game" A remake of the 1970s Diffusion of Innovations game developed at Indiana University. Available at: <https://www.thegamecrafter.com/games/diffusion-of-innovations-simulation-game>

Betrus, A., Leifeld, M., Turcotte, N. (2016) "Teaching Bad Apples: The Even Sh#@\$!ier K-12 Expansion." The first expansion to *Teaching Bad Apples*, a professional development card game for current and future teachers.

Betrus, A., Leifeld, M., Turcotte, N., and Gordon, P. (2014) "Teaching Bad Apples." A Card Game that teaches teachers how to deal with difficult situations in their classroom and school environment. <https://www.thegamecrafter.com/games/teaching-bad-apples>

Betrus, A. & Simon, M., Marcinko, K., McKinley, Z., and Ochraneck, E. (2014) "Chef Team" An entertainment board game that teaches recipes from a variety of culinary backgrounds.

Betrus, A. (2014) "The Corrupted Cone of Experience" A companion website to the articles produced for Nov/Dec 2014 special issue of *Educational Technology*, where updated expanded examples of those listed in the articles are displayed. (<http://www.coneofexperience.com>)

Betrus, A. & Botturi, L. (2008) "The Saga of the Three Little Pigs" A game with five versions developed as a game engagement research tool. Potsdam, NY.

Betrus, A. & Wassink, R. (2003) "The Many Hats of an Instructional Designer." An online game used to introduce graduate students to instructional design. Potsdam, NY.

Betrus, A. (2000). "SUNY Potsdam Virtual Tour." A web-based QuickTime VR tour of SUNY Potsdam. Potsdam, NY.

Betrus, A, Sugar, W., & Rixman, M. (2000) "The Many Hats of an Instructional Designer." A card game developed to introduce graduate students to instructional design. Potsdam, NY.

Betrus, A. (1999). "Akwesasne Freedom School: multimedia instruction." A multimedia instructional CD-ROMs developed for the Akwesasne Freedom School. Hogansburgh, NY.

Betrus, A. (1997). "Instructional Software Reviews Online Database." A web-based Instructional Software Reviews Database with over 250 software reviews for use by parents, pre-service teachers, in-service teachers, librarians, and school administrators. Potsdam, NY.

Betrus, A. (1995). "Indiana University IST." An 8-minute promotional video for the Instructional Systems Technology department. Bloomington, IN.

Betrus, A. (1994). "GroupWise training Video." A GroupWise training video for the Indiana University School of Education. Bloomington, IN.

Betrus, A. & Schneider, E. (1994). "Potsdam Interactive." A multimedia catalogue of SUNY Potsdam used as a recruiting tool by SUNY Potsdam admissions. Potsdam, NY.

PROFESSIONAL REVIEWS

Reviewer for Educational Technology Research and Development (ETR&D) (2017-present)

Reviewer for *TechTrends* academic journal (2011-present)

Betrus, A. (2020) External Reviewer – Promotion to Full Professor for Dr. Dennis Charsky, Ithaca College.

Betrus, A. (2015) External Reviewer – Continuing Appointment and Promotion to Associate Professor for Dr. Florence Martin, University of North Carolina, Charlotte.

Betrus, A. (2014) External Reviewer – Promotion to Full Professor for Dr. Scott Warren, University of North Texas.

Betrus, A. (2014) Textbook Reviewer - *The Educator's Guide to Producing New Media and Open Educational Resources*, Abbie Brown and Tim Green.

Betrus, A. (2014) Textbook Reviewer - *Serious Games Analytics - Methodologies for Performance Measurement, Assessment, and Improvement*, Sebastian Loh.

Betrus, A. (2014) External Reviewer – Promotion to Full Professor for Dr. Brett Shelton, Boise State University.

Betrus, A. (2010-2012) Journal Reviewer - *Simulation & Gaming: An Interdisciplinary Journal of Theory, Practice and Research*. Sage Publications.

Betrus, A. (2009) External Reviewer - Tenure and Promotion for Dr. Sebastian Loh, Southern Illinois University.

Betrus, A. (2009) External Reviewer - Promotion to Full Professor for Dr. Ted Frick, Indiana University.

Betrus, A. (2008) External Reviewer - Promotion to Full Professor for Dr. Bob Appelman, Indiana University.

Betrus, A. (2006) External Reviewer - College of St. Rose Application for Educational Technology Undergraduate and Master's Degree programs.

Betrus, A. (2005) Textbook Reviewer - *The Essentials of Instructional Design*. Brown, A. & Green, T. Prentice Hall.

Betrus, A. (2002) Book Reviewer - *Internet Encyclopedia of Education* “Computer Game Design for the World Wide Web.” John Wiley & Sons.

AWARDS & HONORS

AECT Division of Distance Learning Book Award, “Digital Media for Learning.” 2nd Place. September 4, 2020.

Potsdam Pride Appreciation, Improving Community. SUNY Potsdam Esports. Spring 2020.

SUNY Potsdam Student Recruitment and Retention Innovation Award for work on the SUNY Potsdam – National Education Foundation India Skill Development Initiative. August 24, 2017.

Invited Lecture, The Ed Tech Doctor, *Game Based Learning*. Dec 2013. (theedtechdoctor.com/episodes/)

"Best of Show" award for the real-time research study: “Losing Track of Time in the GLS Arcade. Games, Learning and Society Conference.” 2009

"Most Elegant Data Collection" award for the real-time research study: “Losing Track of Time in the GLS Arcade.” Games, Learning and Society Conference. 2009

Invited to run for President of the Association for Educational Communications and Technology, 2009.

"Multimedia Production Division Leadership Award" received at the annual meeting of the Association for Educational Communications and Technology (AECT). 2008

Facul-TE Award, SUNY Potsdam, Flash Development Workshop. 2007

Elected and Served as President of the Multimedia Production Division of AECT. 2004-2007 (2 terms)

University Fellowship, Indiana University. 1994, 1995, 1996

Outstanding Student Teacher, SUNY Potsdam, 1993

SPEECHES & INVITED LECTURES

Betrus, A. (2019) *Esports is Real Sports*. A TEDx presentation delivered for online viewing. Delivered April 6, 2019. Published online August 23, 2019. <https://youtu.be/fLPjvZoUgVA>

Betrus, A. (2017) *Librarians Attitudes Towards and Library Collections of Non-Traditional Media*. Northern New York Library Network annual meeting, October 13, 2017.

Betrus, A. (2017) *Pressure Cooker: Do You Know Yourself Under Stress?* A seminar given to the SUNY Potsdam Emerging Leaders Program, August 22, 2017.

Betrus, A. (2016) Technology Careers. Invited Lecture, Mrs. Mary Gilson, Wallenpaupack Area High School, PA. Nov 16, 2016.

Betrus, A. (2016) *Leading with Technology Literacy and Collaboration*. Rochester Regional Library Council (RRLC), August 17, 2016

Betrus, A. (2016) *Using Simulations and Games for Teaching*. Keynote speech and workshop delivered at the annual meeting of the New York State Educational Media Technology Association (EMTA). Syracuse, NY March 16, 2016.

Betrus, A. (2015) *Using STEM Games to Engage Learners: A Partnership with the National Education Foundation CyberLearning Academy Program*. The University of the West Indies, Cave Hill, Biennial Conference. Bridgetown, Barbados, June, 2015.

Betrus, A. (2013). *Knee Deep in the Digital Divide*. Alice G. Smith Lecture Series Invited Speaker, University of South Florida. May 2013.

INTERNATIONAL & NATIONAL PRESENTATIONS

Betrus, A. and Martin, F. (2020) "Book Sharing Session - Digital Media for Learning: Theories, Processes, and Solutions." A presentation given at the Association for Educational Communications and Technology (AECT) annual meeting. Nov 3, 2020.

Engerman, J. Betrus, A., Canning, S., Phan, H., Haskell, C., & Gerber, H. (2019) "Scorpions, Snakes, and Crocodiles: Pitfalls and Aggressions to Avoid When Promoting a Diverse and Inclusive Culture of Esports." A presentation given at the UC Irvine Connected Learning Summit. October 5, 2019.

Betrus, A. (2019) "Developing an Esports-based STEM Curriculum." A workshop conducted at the UC Irvine Connected Learning Summit. October 2, 2019.

Betrus, A. (June 17-18, 2019) “STEM Academy Training: Developing a Growth Mindset” Co-coordinated and delivered 2-day summer training workshop for NEF Academy Directors and Administrators. McLean, VA.

Turcotte, N., and Betrus, A. (2016) *Teaching Bad Apples: Expanding to K-12 and College*. A session given at the 2016 Association for Educational Communications and Technology (AECT) annual meeting. Las Vegas, NV, October 20, 2016.

Schneider, E., Betrus, A., Smith, G., and Charsky, D. (2016) *The Future of Visualization in the Instructional Technology Context: Four Perspectives*. A session given at the 2016 Association for Educational Communications and Technology (AECT) annual meeting. Las Vegas, NV. October 19, 2016.

Curry, J., Betrus, A., Ziaee, Y., Schneider, and E., Jackson, S. *Free/Inexpensive Emerging Learning Technologies*. A session given at the 2016 Association for Educational Communications and Technology (AECT) annual meeting. Las Vegas, NV. October 19, 2016.

Betrus, A. (2015) *Using Minecraft to Promote STEM (STEAM) Learning*. A session given at the 4th annual Connecticut STEM Conference, University of Hartford. October 6, 2015.

Betrus, A., Carr-Chellman, A., Joseph, R., Squire, K. (2015) *Cultural Issues and Game-Based Learning*. A session given at the 2015 Association for Educational Communications and Technology (AECT) annual meeting. Indianapolis, IN, Nov 4, 2015.

Ziaee, Y., Betrus, A., Schneider, E., Justice, J., Warren, S., Smith, G. (2015) *Free/Inexpensive Alternatives: Open Source Video Games*. A session given at the 2015 Association for Educational Communications and Technology (AECT) annual meeting. Indianapolis, IN, Nov 6, 2015.

Curry, J., Betrus, A. (2015) *Open, Free or Cheap: Alternatives to Big Name Software Packages*. A session given at the 2015 Association for Educational Communications and Technology (AECT) annual meeting. Indianapolis, IN, Nov 6, 2015.

Betrus, A., Turcotte, N., and Leifeld, M. (2015) *Collaborative Content Generation: Teaching Bad Apples*. A session given at the 2015 annual Games, Learning, and Society conference. Madison, WI, July 2015.

Betrus, A., Turcotte, N., and Leifeld, M. (2014) *Teach Me to Teach: An Educational Technology Card Game*. A session given at the 2014 Annual Meeting of the Association for Educational Communications and Technology, Jacksonville, FL.

Schneider, E., Betrus, A., Ziaee, Y., Gordon, G. (2014) *Technology Integration Using Gaming, Simulation, Telecommunications, and Video*. A session given at the 2014 Annual Meeting of the Association for Educational Communications and Technology, Jacksonville, FL.

Miller, C., Justice, L., Betrus, A., and Ensmann, S. (2014) *State of the Union of Games: A Panel Discussion of Current Trends and Issues of Games in Education*. A session given at the 2014 Annual Meeting of the Association for Educational Communications and Technology, Jacksonville, FL.

Curry, J., Martin, F., Ziaee, Y., and Betrus, A. (2014) *Development on the Cheap: Free/Inexpensive Alternatives in Multimedia Production*. A session given at the 2014 Annual Meeting of the Association for Educational Communications and Technology, Jacksonville, FL.

Betrus, A., Hughes, M., Canning, S., & Machia, C. (2013) *The Development of New Digital Literacy Training for the Virgin Islands*. A session given at the 2013 Annual Meeting of the Association for Educational Communications and Technology, Anaheim, CA.

Betrus, A. & Canning, S. (2013) *CyberLearning STEM+ Academies: A Blended Model for 21st Century Schools*. A session given at the 2013 Annual Meeting of the Association for Educational Communications and Technology, Anaheim, CA.

Ziaeehezarjeribi, Y., Curry, J., Martin, F., & Betrus, A. (2013) *Free/Inexpensive Alternatives in Multimedia Production*. A session given at the 2013 Annual Meeting of the Association for Educational Communications and Technology, Anaheim, CA.

Betrus, A. & Schneider, E. (2013) *Order Versus Entropy in Virtual Spaces: Takeaways from Three Experiments in Virtual Behavior*. A session given at the 2013 annual Games, Learning, and Society conference. Madison, WI, June 2013.

Betrus, A. & Hughes, M. (2013) *Are You Digitally Literate?* A webinar co-sponsored and delivered by the Multimedia Production Division, the Teacher Education Division, and the Graduate Student Alliance of the Association for Educational Communications and Technology. April, 2013.

Betrus, A. (2012) *Enhancing Digital Literacy on the St. Regis Mohawk Reservation*. A session given at the 2012 Annual Meeting of the Association for Educational Communications and Technology, Louisville, KY.

Betrus, A. (2011) *The Content and Emphasis of the Introductory Technology Course for Undergraduate Pre-service Teachers – 10 Year Update*. A session given at the 2011 Annual Meeting of the Association for Educational Communications and Technology, Jacksonville, FL.

Betrus, A. & Hoey, B. (2011) *The Creation of a Local Educational Technology/Performance Technology Digital Library*. A session given at the 2011 Annual Meeting of the Association for Educational Communications and Technology, Jacksonville, FL.

Betrus, A. (2011) *Principles of Using Games for Learning*. A session given at the 7th Annual Meeting of the Games, Learning, and Society Conference, Madison, WI.

Appelman, A., Betrus, A., Brown, A., & Loh, S. (2009). *Multimedia Production Division: Our Identity, Role, and Vision*. A session given at the 2009 annual meeting of the Association for Educational Communications and Technology. Louisville, KY.

Betrus, A., Beissinger, J., Casperson, G. Emery, F., & Oh, Y. (2009). *Real-time Research: Losing Track of Time in the GLS Arcade*. A session given at 5th Annual Meeting of the Games, Learning, and Society Conference, Madison, WI.

Betrus, A. & Schneider, E. (2009). *Following Basic Directions in the Land of Destructible Delights: Learning and Exploration Patterns in the Virtual World*. A session given at 5th Annual Meeting of the Games, Learning, and Society Conference, Madison, WI.

Januszewski, A. & Betrus, A. (2009). *From Instructional Technology to Organizational Improvement: Developing an Academic Program in an Environment of non-Mission Primacy and Budget Reduction*. Presentation given at the 2009 annual meeting of the Association for Educational Communications and Technology. Louisville, KY.

Betrus, A., Botturi, L., & Schneider, E. (2008). *Risk vs. Reward: The Payoffs and Pitfalls of using Simulations and Games for Learning*. A session given at the 2008 Annual Meeting of the Association for Educational Communications and Technology, Orlando, FL.

Chen, James & Betrus, A. (2008). *U.S. Education and Chinese Career Development*. Zhejiang New Orient Press Conference. Ningbo, China.

Betrus, A. & Botturi, L. (2008). *Increasing Player Engagement Without Breaking Your Budget: Simple Choices That Make a Big Difference*. A session given at the 4th Annual Games, Learning, and Society Conference. Madison, WI.

Shelton, B., Adcock, A., Betrus, A., Botturi, L., Hirumi, A., Shaffer, D. & Winn, B. (2008). *What Should I Do, Now That I'm in the Game?: 3 Years Later of 'The Papers, Projects, and Practices of Teaching Educational Games.'* A session given at the 4th Annual Games, Learning, and Society Conference. Madison, WI.

Januszewski, A., A. Betrus & K. Persichitte. (2007). *Reflections on 'Educational Technology: A Definition with Commentary*. A session given at the 2007 Annual Meeting of the Association for Educational Communications and Technology, Anaheim, CA.

Betrus, A. (2006). *A Universal Game Theory and Its Implications for Improving Both Game-free and Game-based Instruction*. A session given at the 2nd annual Serious Games Summit. Arlington, VA.

Sugar, W., Byers, C., & Betrus, A. (2006). *Examining the Effectiveness of the Many Hats of an Instructional Designer Game*. A session given at the annual meeting of the Association for Educational Communications and Technology. Dallas, TX.

Shelton, B., Wiley, D., Betrus, A., Underwood, J., & Winn, B. (2006). *How do I Get in the Game? The Papers, Projects, & Practices of Teaching Educational Games*. A session given at the 2nd annual Games, Learning, and Society Conference. Madison, WI.

Betrus, A. (2005). *Motivational Game Elements*. A session given at the 2005 annual meeting of the Association for Educational Communications and Technology. Orlando, FL.

Januszewski, A., Betrus, A. & Doughty, P. (2005). *The Definition of Educational Technology*. A session given at the 2005 annual meeting of the Association for Educational Communications and Technology. Orlando, FL.

Januszewski, A., Betrus, A. & Robinson, R. (2005). *Changing Emphasis for Changing Times: A Definition of Educational Technology*. A session given at the 2005 annual meeting of the International Visual Literacy Association, Orlando, FL.

Januszewski, A., Betrus, A., & Branch, R. (2004). *The Definition of Educational Technology*. A session given at the 2004 annual meeting of the Professors of Design and Technology, Smith Mt. Lake, VA.

Betrus, A. & Januszewski, A. (2003). *The Authentic Cone of Experience vs. The Bogus Cone of Learning*. A session given at the 2003 annual meeting of the International Visual Literacy Association, Newport, RI.

Januszewski, A., Doughty, P. & Betrus, (2003). *A Report to the AECT membership from the Definitions and Terminology committee*. A session given at the 2003 annual meeting of the Association for Educational Communications and Technology. Anaheim, CA.

Betrus, A. & Januszewski, A. (2002). *For the Record: The Misinterpretation of Edgar Dale's Cone of Experience*. A session given at the 2002 annual meeting of the Association for Educational Communications

and Technology (AECT). Dallas, TX.

Winograd, D., & Betrus, A. (2001). *With the best of intentions: first semester experiences using Blackboard*. A session given at the 2001 annual meeting of the Association for Educational Communications and Technology. Atlanta, GA.

Januszewski, A., Simonson, M., Ayers, E., Betrus, A., Herring, M., Schlosser, C. & Sparks, K. (2000). *The Definition and Terminology Committees proposal for the Accreditation of Distance Courses and Programs*. A presentation given at the 2000 annual meeting of the Association for Educational Communications and Technology Convention, Denver, CO.

Betrus, A. (2000). *Trends in Teaching the Introductory Technology Course*. A session given at the 2000 annual meeting of the Association for Educational Communications and Technology. Denver, CO.

Betrus, A. (2000). *Teaching Instructional Technology Archetypes with a Deck of Cards: No Magic Required*. A session given at the 2000 annual meeting of the Association for Educational Communications and Technology. Long Beach, CA.

Betrus, A. (1999). *A Survey of Introductory Technology Courses in Preservice Teacher Education*. A session given at the 1999 annual meeting of the Association for Educational Communications and Technology. Houston, TX.

Molenda, M., Russell, J., Smaldino, S. & Betrus, A. (1999). *New Directions in Teaching Media Utilization '99*. A workshop given at the 1999 annual meeting of the Association for Educational Communications and Technology. Houston, TX.

Betrus, A. (1998). *Using Instructional Computer Games in Information Rich Environments*. A session given at the 1998 annual meeting of the Association for Educational Communications and Technology. St. Louis, MO.

Molenda, M., Russell, J., Smaldino, S. & Betrus, A. (1998). *New Directions in Teaching Media Utilization '98*. A workshop given at the 1998 annual meeting of the Association for Educational Communications and Technology. St. Louis, MO.

Betrus, A. & Corry, M. (1996). *Syntactic Relationships and Effective Navigation in Hypermedia*. A session given at the 1996 annual meeting of the Association for Educational Communications and Technology. Indianapolis, IN.

Betrus, A. (1996). *Video game design*. A session given at the 1996 annual *Hypermedia* conference. Indianapolis, IN.

Betrus A. & Schneider, E. (1995). *Indiana University Instructional Systems Technology faculty update video*. A video produced for and presented at the 1995 Indiana University breakfast session. Anaheim, CA.

Betrus, A. (1995). *A Structuralist analysis of educational video games*. A session given at the 1995 annual *Hypermedia* conference. Bloomington, IN.

Betrus, A., Brown, T. & Corry, M. (1995). *A History of Indiana University IST: Research for the Web*. A session given at the 1995 annual *Hypermedia* conference. Bloomington, IN.

Betrus, A., Corry, M., & Sherwood, M. (1995) *Syntactic Relationships and Effective Navigation: A Study of Hypermedia Button Placement*. A session given at the 1995 annual *Hypermedia* conference. Bloomington, IN.

Januszewski, A., Betrus, A., Dyer, D, Hewitt, G, Mangione, M., & Schneider, E. (1994). *Understanding the critics of educational technology*. A session given at the 1994 annual meeting of the Association for Educational Communications and Technology. Nashville, TN.

REGIONAL & LOCAL PRESENTATIONS

Betrus, A. & Martin, F. (Sep 23, 2020). "Digital Media for Learning." A presentation given as part of the SUNY Potsdam School of Education and Professional Studies Disciplined Inquiry series.

Betrus, A. & Caldwell, K (Feb 28, 2020). "The Allure of the Neuromyth." A presentation given at the SUNY Potsdam Center for Creative Instruction.

Betrus, A. (Nov 13, 2019). STEM Learning Through Esports. SUNY Potsdam School of Education and Professional Studies Disciplined Inquiry Series.

Betrus, A. (July 26, 2019) "Building STEM Partnerships." A presentation given at the Chautauqua County Education Coalition Meeting. National Comedy Center, Jamestown, NY.

Betrus, A. (March 7, 2019) "Prisoner's Dilemma." A presentation given to the St. Lawrence County Leadership Institute.

Betrus, A. (Nov 10, 2018) "VR in the College Classroom." A presentation given at the Associated Colleges Teaching Effectiveness Conference, St. Lawrence University, Canton, NY.

Betrus, A., Strong, D, and Madson, M. (2016) *Mystery Reader: Dash & Dot STEM Robotics Obstacle Course Workshop*. Davis Elementary, Dec 6, Malone NY.

Betrus, A. (2016). Technology Careers. Invited Lecture, Mrs. Mary Gilson, Wallenpaupack Area High School, PA. Nov 16, 2016.

Betrus, A. (2016) *Hands-on With STEM*. Workshop delivered at the Rochester Regional Library Council (RRLC) annual meeting, August 17, 2016.

Alaqil, M. Almomani, L., Betrus, A. and Prescott, R. (2016) *Students Perceptions of Technology Needs* Assisted students in presentation at the 2016 SUNY Conference on Instructional Technology (CIT), June 3, 2016.

Betrus, A. (2016) "SUNY Potsdam Athletics Update" Presentation to SUNY Potsdam Faculty Senate, April 7, 2016.

Betrus, A., Turcotte, N, & Leifeld, M. *Teaching Bad Apples*, presented at the Teacher Education Student Association (TESA) workshop, April 11, 2015.

Betrus, A., Davison, B., Schwencke, J, and Isaacs, A. Exploring the Fifth Dimension with guest speaker and "Tumblarian" Amanda Brennan. A live interactive performance featuring the 18 & Up Improv acting troop. March 27, 2015.

Betrus, A. (2014) The 5th Dimension in Games. A session given at the 2014 annual BEAR-Con. Nov 7, 2014.

Betrus, A. (2014) OpenSource Software for Media Production. A session given at the SUNY Potsdam Learning & Technology Excellence Center. SUNY Potsdam.

Andrews, E., Betrus, A., Ochraneck, E. & Tyo, L. (2013) *How can Campus Departments Team-up to Improve Programming and Student Learning? Library Quest*. Presented at the Potsdam Faculty Research & Scholarship Celebration Program. August 2013.

Betrus, A., Canning, S., & McGloon, S. (2013) *CyberLearning STEM+ Academies*. Presented at the SUNY Potsdam Learning and Research Fair. April, 2013.

Betrus, A., Canning, S., Machia, C., & Hughes, M. (2013) *Digital Literacy Training on the St. Regis Mohawk Reservation*. Presented at the SUNY Potsdam Academic Festival. April, 2013.

Betrus, A. & Zevenbergen, A. (2010). "The Academic Performance of SUNYAC Athletes, (2005-2009)". A paper presented at the spring meeting of the State University of New York Athletic Conference. Syracuse, NY.

Betrus, A. (2010). "Kayaking at Lehman Park." A session coordinated as part of the SUNY Potsdam Campus Festival. SUNY Potsdam.

Betrus, A. (2009). "Cooperation vs. Competition: Do You Know Yourself Under Pressure?" A presentation given for the Potsdam Leadership and Character Education Series (PLACES). SUNY Potsdam.

Betrus, A. (2009). "Outbid: A Meta-Lesson on Using Simulations and Games for Learning." A session given at the School of Education and Professional Studies Faculty Seminar. SUNY Potsdam.

Betrus, A. (2007). "Game Theory." A session given at the SUNY Potsdam Learning & Technology Excellence Center. SUNY Potsdam.

Betrus, A., Beauchamp, H., Brouwer, P. & Curry, D. (2007). "D. Intelligent Machines?" A session given at the Connections & Intersections festival. SUNY Potsdam.

Betrus, A., Schneider, E. (2004). "Addiction in Video Games: What Motivates Us to Play?" A session given at the Crossing Borders Festival, SUNY Potsdam.

Betrus, A. (2001). "Codebreaking in World War II". A session given at the Potsdam America 2000 conference.

Betrus, A. (2001). "Morphing Projects." Presented at the 2001 SUNY Potsdam Learning and Research Fair.

Betrus, A. (2000). "Non-violent Instructional Applications of Commercial Video Games." Presented at the 2000 SUNY Potsdam Learning and Research Fair.

Betrus, A. (1999). "The Physiological and Psychological Effects of Video Games." Presented at the 1999 SUNY Potsdam Learning and Research Fair.

Betrus, A. (1998). "Multimedia Production Projects." Presented at the 1998 SUNY Potsdam Learning and Research Fair.

Betrus, A. (1998). "Instructional Lessons Utilizing Simulations and Games." Presented at the 1998 SUNY Potsdam Learning and Research Fair.

PROFESSIONAL CONSULTING & WORKSHOPS

(2015-present) Consulted with area schools regarding Smart Schools NY Bond Act funding (Edwards-Knox, Morristown, Lowville, Ogdensburg, Malone, Lake Placid, Heuvelton, Gouverneur, Alexandria Central, & Indian River).

(2016) Consulted with Franklin County BOCES to help them set up Minecraft Servers for 52 area schools.

(2016) “Learning with STEM” Lessons co-delivered with IT students for each of the five 4th grade classrooms at Potsdam Lawrence Avenue, February 9, 10, and 11th, 2016. Topics included Snap Circuits, Virtual Reality, K’Nex builders, Dash and Dot, and Sphero Spark.

(2016) “Minecraft in the Classroom” Workshop delivered to teachers of the Madison-Oneida BOCES. Syracuse, NY March 16, 2016.

(2016) “*Dash and Dot Rescue*” Lesson taught to 5th grade students at Naples Elementary School, April 12, 2016.

(2016) “Colton-Pierrepont Central School *Tech Busters* Guest Lecturer” Assisted Ms. Megan Leger’s students to develop coding-based projects on March 30. Student projects displayed April 26 at SUNY Potsdam’s Math/Science Center.

(2016) “*Dash and Dot Rescue.*” Robotics Lesson taught to 5th grade students as part of the Mystery Reader series. Malone, NY, May 13, 2016.

(2016) “STEM Professional Development” One-day workshop delivered for local teachers in the OSTEGO BOCES region. August 24, 2016.

(2016) “STEM Professional Development” Half-day workshop delivered for teachers at Morristown Central School. September 2, 2016.

(2016) “Salmon River Seniors Visit SUNY Potsdam” Hosted a group of Salmon River seniors visiting SUNY Potsdam, and engaged them in 3D printing, mini-drone piloting, and simulations and games. November 10, 2016.

Game Reviewer: 4th Coast Entertainment Magazine. *Game Connoisseur*” monthly column. (2009-present)

Webmaster: North Country Summer Soccer League. (1997-2017)

Webmaster: Racquette River Corridor Group. (2009)

Video Game Design Consultant, “Creature Control: The Quest for Homeostasis.” A science education video game developed by PullUin software as part of the US Department of Education Small Business Innovative Research (SBIR) program. (2006)

Conference Associate: Computer Game Developers Conference. (1998, 1999)

Needs Analysis: Conducted an analysis of BMAI’s event database. Chicago, IL. (1996)

Software Training: Trained BMAI employees to use the GroupWise software package. Chicago, IL. (1996)

Needs Analysis: Conducted an analysis of the persistence of students from the sophomore to junior year. Indiana University, Bloomington AROTC. Bloomington, IN. (1994)

FUNDED GRANTS & CONTRACTS

Applied February, 2020 DRK12, \$3,000,000 for teacher training at Chester-Upland School District, PA.

Applied January 2020. Applied for a \$500,000 Pennsylvania Advancing Technology Grant to deliver Computer Science Education to teachers at Chester Upland.

Applied November 2019. Applied as Primary Investigator for a 4-year \$2,995,359 National Science Foundation Discovery Research K-12 Grant (DRK12) to deliver STEM education to the Chester Upland School District, PA.

Awarded \$750 SUNY Potsdam OER Faculty Grant (December 2018). Grant to convert MGMT 635: Research Techniques to 75% OER, December 2018.

Awarded \$2,000 PIF Grant (December 2018) “Micro Badges and Pathway to Professional Certifications.” Assisted Josh LaFave and Seon Levius to secure funds for Skill Development and certification test preparation materials.

Awarded \$20,000 National Education Foundation Grant to create NEF Training Center in Dunn 217.
<https://www.potsdam.edu/news/suny-potsdam-opens-national-education-foundation-international-training-center>

Awarded 2012-present. Negotiated eight annual contracts between the National Education Foundation and SUNY Potsdam to manage the NEF STEM+ CyberLearning Academy program. The cumulative total of the contracts is \$716,981.

Awarded (2016-2019). Negotiated 3 annual contracts between the National Education Foundation and SUNY Potsdam to deliver hybrid technology courses to college seniors, focused on skill development and workforce readiness. The cumulative total of the contracts is \$239,567

Awarded Betrus, A. (2017). Faculty Research Grant to further work on Springer textbook: Designing Instructional Multimedia: Processes, Solutions and Case Studies.

Awarded Straight, D., Betrus, A., and LaFave, J. (2015) S-Ten Grant to support technology in teacher education, \$18,000.

Awarded McDonough, J, & Betrus, A. (2014, 2015, 2016). \$4,000, \$5,000, and \$5,000 received annually as a grant from the Corning Foundation to support the STEM+ Academy at Banford Elementary School, Canton, NY.

Awarded Betrus, A. (2013) Awarded \$1,358 through the Title III “Faculty Curriculum Development Grant” to support the development of a voice acting/animations course.

Awarded Betrus, A. (2013) Awarded \$500 Facul_TE grant to present at the 2013 annual Association for Educational Communications and Technology conference, Anaheim, CA.

Awarded Betrus, A. (2011-2013). Instructional Designer and Head Digital Literacy Trainer for the St. Regis Mohawk Tribe as part of the \$641,000 Broadband Telecommunications Opportunities Program (BTOP) federal grant.

Awarded Betrus, A. (2011). Title III “Faculty Professional Development Grant,” as part of the SUNY Potsdam Strengthening Institutions program.

Awarded Betrus, A. (2010). Title III “Faculty Curriculum Development Grant,” as part of the SUNY Potsdam Strengthening Institutions program.

Awarded Betrus, A. (2009, 2010, 2011, 2012). NCAA Strategic Initiatives Grant.

PROFESSIONAL SERVICE ACTIVITIES

SUNY Potsdam

Middle-States Self-Study (2020-present)

Esports Advisor (2018-present)

NCAA Faculty Athletics Representative (FAR) (2004-present)

Chair, Intercollegiate Athletic Board (IAB) (2012-present)

Strategic Plan Implementation Team (2017-present)

Advanced Graduate Programs in Education (2016-present)

SUNY Potsdam Video Game Club – Academic Advisor (2009-present)

Potsdam Athletics Hall of Fame Committee (2004-present)

Student-Athlete Academic Support Program, Academic Coordinator for Men's Soccer (2004-present)

Teacher Education Advisory Council (TEAC) (2014-present)

Physical Education, Health, & Wellness Curriculum Committee (2019-2020)

SUNY Potsdam Graduate Enrollment Management (GEM) (2014-2019)

Economic Fusion and Creative Idea Competition Committee (2014-2017)

Institutional Research Board (IRB) (2014-2017)

Assistant Director of Graduate Studies Search Committee (2017)

Provost Search Committee (2015-2016)

Graduation Hooding Committee (2014-2016)

Associated Colleges International Student Film Festival committee (2014-2015)

SUNY Potsdam Maxcy Hall Facilities Supervisor Search Committee (2014)

Graduate Affairs Committee. (1998-2000; 2001-2003, 2009-2010, chair 2010-2012)

Faculty Senate Executive Committee (2009-2012)

SUNY Potsdam Special Education Faculty Search Committee (2012, 2015)

Intercollegiate Athletic Board (IAB). (2001-2011)

Chair, Department of Information and Communication Technology (2004-2010)

Prepared state program revisions for the Department of Information and Communication Technology

“Organizational Performance, Leadership, and Technology” program. (2010)

SUNY Potsdam Men's Varsity Soccer Coach Search Committee (2010)

School of Education and Professional Studies Scholarships and Awards Committee (2008-2010)

Prepared state program revisions for the Department of Information and Communication Technology

“Educational Technology Specialist” program. (2009)

Grad Finale. Creating 3D images. (2009)

ICT Department Chinese International Student Initiative Coordinator (2006-2008)

Speaker in Residence Life Speakers Directory. Programs offered are titled: "The Realities of Graduate School:

How to Get in and How to Succeed" and "Team Building with Multiplayer Computer Games." SUNY

Potsdam. (1997-2008)

Performing Arts Building Program Committee (2007)

Video Game Night Host, ICT Department (2007)

School of Education Personnel Committee (2003-2006)

Computer and Information Sciences Department Search Committee (2005)

Prepared state program submission for the Department of Information and Communication Technology

“Technology Educator” program. (2005)

ICT Search Committee Chair. (2002-2003, 2004)

Teaching, Learning, and Technology Roundtable (TLTR) Program. (1998, 2002-2003)

Graduate Studies Financial Awards Committee. (2000-2003)

Arts and Technology Building Committee (2002-2003)

Residence Life Fellow - Bowman West, SUNY Potsdam (2002-2003)

Chair, Technology Task Force Committee. (2000-2002)

Faculty Workload Committee (2002)
NCATE Steering Committee. (2000-2002)
Student Appeals Committee. (2000-2001)
Academic Affairs Committee. (1998-2001)
Ad-Hoc Technology Committee. (1999-2000)
Committee for Technology and Distance Learning. (1999-2000)
ITMM Search Committee. (1999-2000)
Chair, Teacher Education Scholarships and Awards committee. (1998-2000)
Elementary and General Professional Education program committee. (1998-2000)
Technology Visioning Committee. (1999)
Acquired and donated over educational software titles for the teacher education software library. (1997-1999)
Faculty Supervisor for Kid's Night Out. SUNY Potsdam, Potsdam, NY. (1998)

Association for Educational Communications and Technology (AECT) committees

Board Representative, Multimedia Production Division. (2011-2014)
Conference Proposal Reviewer for the Multimedia Production Division. (2005-present)
Judge, Multimedia Production Division's Immersive Learning Competition (2011)
President, Multimedia Production Division. (2005-2007)
President Elect, Multimedia Production Division. (2004-2006)
Definition and Terminology committee. (1998-2008)
History and Archives committee. (1998-2007)
Vice President in Charge of Professional Development, Indiana University Chapter of AECT. (1994 - 1996)

Other Service Activities

Presented Virtual Reality in Art to Potsdam High School Students (2019)
Presented Introduction to Virtual Reality to students in Naples, Elementary (2018).
Seaway Tech BOCES Advisory Board (2016-present)
Potsdam Educational Opportunities Fund (PEOF) (2016-2018)
Judge for Potsdam High School Senior Capstone project (2012, 2015)
Wrote NCATE accreditation reports for the Educational Technology Specialist program (2006, 2013)
Facilitated the development of *Library Quest*, a story-based game used as an orientation to SUNY Potsdam library services. Used by 500 students participating in the Freshmen Year Success Seminar (FYSS) (2013)
Conference Reviewer for "2011 Red Conference" held in Zurich, Switzerland. (2010)
FIRST Robotics Competition Judge, Clarkson University. (2010)
Lego Robotics FLL (First Lego League) Competition Judge, Clarkson University. (2010)
Science Fair Judge. Cornwall Island, Ontario (1998)

PROFESSIONAL AFFILIATIONS (current and prior)

Association for Educational Communications and Technology (AECT)
National Collegiate Athletic Association (NCAA)
State University of New York Athletic Conference (SUNYAC)
National Education Foundation (NEF)
International Society for Technology in Education (ISTE)
International Game Developers Association (IGDA)
Games, Learning, and Society (GLS)