

## George Hack, PhD, MEd

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### CONTACT

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### PERSONAL STATEMENT

George Hack, PhD, MEd, is the Associate Dean for Educational Affairs for the College of Public Health and Health Professions, University of Florida. Since 1997, Dr. Hack has served as an administrator of various University of Florida educational programs that include Associate Dean for Undergraduate Education and Instructional Development, Assistant Dean for Instructional Design and Educational Technology, Assistant Director of Information Systems and Instruction, and Program Director for the Family Nutrition Program as well as the Expanded Food and Nutrition Education Program. Dr. Hack has served as consultant and subject matter expert on multiple leadership committees and task forces that have resulted in major university-wide decisions on learning management systems, course evaluation instrument items, audience response systems, academic integrity tools, course quality assessment tools, artificial intelligence curricula, and online innovations in teaching.

### EDUCATION

Doctor of Philosophy: (Summer 2004)

University of Florida, Gainesville, Florida

Focus: Educational Technology/Instructional Design

Dissertation Title: *Effects of a Narrative Instructional Strategy on Knowledge Acquisition and Retention From a Nutrition Education Video*

Master of Education: (Summer 1991)

University of Florida, Gainesville, Florida

Major: Instruction and Curriculum

Bachelor of Arts: (Spring 1990)

University of Florida, Gainesville, Florida

Major: English                      Minor: Education

## **PRIMARY ACADEMIC APPOINTMENTS**

### **Associate Dean for Educational Affairs and Clinical Associate Professor (2020 – present)**

University of Florida College of Public Health and Health Professions – Provided administrative leadership and oversight to the educational affairs for the College of Public Health and Health Professions, which included programs at the undergraduate, graduate, and professional levels, and encompassing academic advising and student services.

- Coordinated the efforts of program directors and engaged faculty, staff, and students as needed to ensure effective, efficient implementation of strategic planning and program operations.
- Provided leadership to the PPHP curriculum committee in the development of new courses, minors, and academic programs.
- Directed instructional design and multimedia staff in the development and production of college courses for academic and professional programs.
- Assessed appropriate faculty needs related to course development and maintenance as these intersect with instructional technologies.
- Established faculty development activities to equip faculty for course development and quality instructional delivery in the online and blended learning environments.
- Directed the assessment of student learning outcomes for accreditation reporting and programmatic evaluation of instructional effectiveness.
- Directed the efforts of Academic Coordinators across the college, including course management, classroom scheduling, registration, degree certification, textbook adoption, course evaluations, and grading processes.
- Taught graduate and undergraduate courses for Public Health, Rehabilitation Sciences, and Health Science.
- Served on doctoral committees for students in Public Health, Rehabilitation Sciences, the College of Nursing, and the College of Education.
- Chaired the College of Public Health and Health Professions Curriculum Committee.
- Served on college and university committees and task forces addressing Artificial Intelligence; Diversity Equity and Inclusion; Professional Degree Curriculum Committee; and Online Innovations in Teaching.
- Developed a new undergraduate course focused upon the ethical applications of artificial intelligence in healthcare and Public Health.
- Served as interim Program Director of the Master of Public Health, reorganizing staff functions and processes to improve program effectiveness.
- Served as the college primary for reporting to the university the achievement of student learning outcomes for the Southern Association of Colleges and Schools.

- Administered the successful migration of face-to-face courses to fully online courses during a two week timeframe at the outset of the COVID pandemic
- Administered the successful migration to HYFLEX courses during the COVID pandemic, including the integration of new technologies in the classroom.
- Supervised the business and academic activities of multiple certificate programs that included Geriatric Care Management, Medicare Set-Aside, Forensic Vocational Rehabilitation, and Public Health.
- Served as a reviewer for the Journal of Research on Technology in Education and the Journal of Family Medicine.

**Associate Dean for Undergraduate Education and Instructional Development and Clinical Associate Professor (2019 – 2020)**

University of Florida College of Public Health and Health Professions – Provided administrative leadership to all 3 undergraduate majors (Bachelor of Public Health, Bachelor of Health Science, and Bachelor of Health Science in Communication Disorders), which included undergraduate advising, student services, and academic support. Supervised instructional design and course production activities for the college.

- Implemented a course review process to evaluate the quality of all courses in the college, including the effective utilization of technology, validity of assessments, culture of learning, and frequency of substantive interactions.
- Reorganized undergraduate advising and academic coordinator functions to eliminate redundancies and improve student and instructor support.
- Developed or revised processes for classroom management, admissions to limited access majors in the college, and admissions to undergraduate PPHP minors.
- Served on the Provost's Office Assessment Task Force that developed university-wide rubrics for assessing Quest class products.
- Provided administrative leadership to the delivery of the first fully online undergraduate major (BHS in Communication Sciences and Disorders) in the college through UF Online.
- Taught graduate courses for Public Health and Rehabilitation Sciences.
- Served on doctoral committees for students in Public Health, Rehabilitation Sciences, the College of Nursing, and the College of Education.
- Oversaw the design and production of faculty development modules in the areas of course communications, classroom management, and educational technology.
- Chaired the College of Public Health and Health Professions Curriculum Committee.
- Served on the Association for Schools and Programs of Public Health's Scholarship of Teaching Task Force to develop guidelines for evaluating quality instruction and conducting peer reviews.

- Served on the Provost's Office E-Learning Advisory Committee to provide guidance to university decisions on technology adoptions and integration of new pedagogy.
- Served as a reviewer for the Journal of Research on Technology in Education and the Journal of Family Medicine.

**Assistant Dean for Instructional Design and Educational Technology and Clinical Associate Professor (2016 – 2019)**

University of Florida College of Public Health and Health Professions— Administered instructional design activities and educational technology adoption and integration for all college courses within the academic and professional programs. Provided leadership to faculty development activities related to instructional delivery, and initiated internal assessment processes to evaluate the quality of instruction.

- Assessed appropriate faculty needs related to course development and maintenance as these intersect with instructional technologies and new pedagogies.
- Established a new recording studio in the college capable of real time Chroma-key and Light-board integration.
- Oversaw the establishment of a college instructional design and course production shop with 2 instructional designers and 2 multimedia specialists.
- Collaborated with faculty and program directors in the creation of 44 new courses for the undergraduate, graduate, and professional programs of the college.
- Realigned college work flows to address faculty needs related to course production and instructional design support.
- Delivered one-on-one and faculty group workshops that covered topics addressing instructional delivery, course communications, assessment, and technology integration.
- Researched and piloted new educational technologies to integrate into online and blended courses.
- Oversaw the development and implementation of a college-wide teaching excellence program that launched with modules addressing the writing of learning objectives, developing an effective syllabus, and pedagogical methods.
- Taught graduate courses for Public Health and Rehabilitation Sciences.
- Served on doctoral committees for students in Public Health, Rehabilitation Sciences, the College of Nursing, and the College of Education.
- Chaired the College of Public Health and Health Professions Curriculum Committee.
- Served on the Provost's Office E-Learning Advisory Committee to provide guidance to university decisions on technology adoptions and integration of new pedagogy.
- Served as a reviewer for the Journal of Family Medicine.

- Redesigned the graduate course RSD6900: College Classroom Teaching to better prepare the college's PhD students for teaching assignments in higher education.
- Redesigned the graduate course PHC6700: Social and Behavioral Research Methods to better prepare Public Health graduates for designing and conducting research.

### **Clinical Assistant Professor (2014 – 2016)**

University of Florida College of Public Health and Health Professions – Provided leadership and expertise in the coordination of course and curricular design for the college's blended learning initiative. Identified and piloted available online tools and technologies to improve curricular structures and delivery strategies. Conducted faculty development workshops on pedagogy, educational technology, and effective course management and communications.

- Served on the Provost's Office E-Learning Advisory Committee to provide guidance to university decisions on technology adoptions and integration of new pedagogy.
- Served on the Provost's Office E-Learning Task Force to decide on a university-wide learning management system.
- Provided leadership and expertise to the college's Blended Learning Task Force that was charged with adapting the curriculum to a blended learning model. This work resulted in the college's blended course offerings growing from 6 courses in 2014 to 165 blended courses in 2019.
- Collaborated with faculty and program directors in the creation of 7 new courses for the undergraduate, graduate, and professional programs of the college.
- Served as a member of the College of Public Health and Health Professions Curriculum Committee.
- Taught graduate courses in Public Health.
- Served on the Health Science Center Educational Technology Committee that provided guidance to educational technology decisions for the 6 HSC colleges.
- Served on doctoral committees for students in Public Health.

### **Assistant Director of Instruction and Information Systems and Lecturer (2004 – 2010)**

University of Florida Health Science Center (HSC) Libraries – Coordinated instruction in the areas of informatics, bioinformatics, bibliographic skills, and information management for students, faculty, and staff in the six colleges of the Health Science Center.

- Conducted seminars and workshops for faculty on curriculum development, instructional design, message design, and the utilization of educational technologies.

- Coordinated the marketing and educational components of the NIH grant (VIVO) in conjunction with Cornell University, developing strategies for technology adoption.
- Conducted research in the areas of information seeking behaviors, information portal interfaces, library patron perceptions of service, and technology adoption.
- Supervised all activities related to IT in the HSC Library, including information security, networking, hardware and software solutions, web design, web solutions, and coordination of IT support for business solutions.
- Designed distance and face-to-face instructional modules and tutorials.
- Participated in HSC committees and task forces related to instruction in an ongoing capacity.
- Served as liaison to the curriculum committees of the College of Medicine, College of Veterinary Medicine, College of Pharmacy, and College of Dentistry.
- Served as a regular guest presenter for the College of Medicine Master Educator Program.

**Program Director for Family Nutrition Program and Expanded Food Nutrition Education Program and Assistant In (1997 – 2002)**

University of Florida Family Youth and Community Sciences and IFAS Extension Programs – Directed two large extension nutrition education programs in 45 of Florida's 67 counties, writing grants, and conducting training for Extension Faculty.

- Directed the educational activities of over 100 paraprofessionals and 18 county faculty.
- Oversaw the budgeting, reports, payroll, billing, and human resource activities of two multi-million dollar education programs.
- Worked in collaboration with Assistant Deans and faculty on the development of extension programs, curricula, and educational materials.
- Conducted program reviews of multiple educational programs throughout the State of Florida.
- Wrote the project proposal renewal annually for USDA funding that secured 12 million dollars over the period of 5 years.
- Developed the curriculum for extension programming in nutrition education for K-12 sessions as well as adult sessions.

**SECONDARY ACADEMIC APPOINTMENTS**

**Graduate Faculty Member (2014 – present)**

Public Health Doctoral Program  
College of Public Health and Health Professions  
University of Florida, Gainesville, FL

**Adjunct Instructor**

Educational Technology Program  
College of Education  
University of Florida, Gainesville, FL

**Adjunct Instructor**

Educational Communications and Instructional Technology  
College of Education  
University of Northern Virginia, McLean, VA

**Adjunct Instructor**

Insight Program for Gap Year Freshmen  
Trinity International University, Chicago, IL

**OTHER EDUCATIONAL EMPLOYMENT****Director of INSIGHT Program for Gap Year Freshmen (2010 – 2014)**

INSIGHT Undergraduate Program – Directed a freshman collegiate program through Trinity International University and in partnership with the U.S. Center for World Missions for students to acquire 36 semester hours of college credit in Humanities, Sociology, Anthropology, and World History while simultaneously preparing them for work abroad. In addition to undergraduate credits, students received training in which they are prepared to work cross-culturally in foreign countries. Coordinated the activities of multiple instructors as well as assessment, recruitment, and practicum activities of students.

**Graduate Assistant, Educational Technology (2002 – 2004)**

University of Florida College of Education, School of Teaching and Learning – Served as lead instructor each semester for EME2040 *Introduction to Educational Technology*, supervising lab instructors and responsible for eight sections per semester. Completely redesigned this course to meet NETS standards for pre-service and in-service teachers. Also taught this course online during Summer sessions, developing videos and interactive tutorials, using MOODLE as well as WebCT course management systems. Served as lab instructor for EME6245 *Educational Video Production*, a graduate course intended for in-service teachers.

### **Instructional Designer (1996 – 1997)**

Job Start Program – Served as lead designer of a comprehensive curriculum delivered to the University of Florida and used to secure 2 million in external funding. Designed an eight module course that provided instruction on locating, acquiring, and maintaining employment as well as other employability development skills.

### **Director of Education and Training (1994 – 1996)**

Wackenhut Educational Services – Directed both academic and vocational education at a Department of Labor residential training facility for at-risk youth. Supervised thirty two instructors in secondary academic as well as licensed vocational programs such as Nursing, Tile Setting, Electronics, and Auto Mechanics. Exceeded federal standards for academic achievement and completion of vocational certification among participants. Created and supervised a technology lab that targeted low achievers as well as students with special needs.

## **FORMAL COURSES DEVELOPED**

### **RSD 6900 College Classroom Teaching**

A comprehensive preparation for teaching in the college classroom for advanced doctoral students preparing to become teaching faculty. Topics covered include establishing course goals and learning objectives, learning theory, designing teaching methods, integrating educational technology to maximize learning, designing valid assessment activities, and leveraging student characteristics to create a community of learning.

### **PHC 6700 Social and Behavioral Research Methods**

An overview of research design, methods, and ethics for graduate students in public health, with an emphasis in the social and behavioral sciences. The overarching *aims* for the course are to provide students with: (1) an overview of the types of research methods available; (2) the opportunity to design, conduct, and evaluate research projects; and (3) an understanding of key ethical, cultural, and political issues related to the conduct of research.

**PHC 3621 Ethics in Artificial Intelligence: Who's Protecting Our Health?** (Approved by UF CC and awaiting course number from the state numbering system)

This course explores the ethical challenges of using artificial intelligence in Healthcare and the practice of Public Health. Students will examine predictive models used for making important health decisions, addressing factors that contribute to trustworthy artificial intelligence in health, and analyzing potential for bias, risk, and social inequity.



**PHC 4792 Data Visualization in the Health Sciences**

In this course, students will learn the foundations of information visualization and sharpen their skills in communicating using public health data. Throughout the semester, students will primarily use R to explore concepts in graphic design, storytelling, data wrangling and plotting, biostatistics, and artificial intelligence as they apply to data-driven communication.

**PHC 3793 Higher Thinking for Healthy Humans: AI in Healthcare and Public Health** (Approved by PHHP CC and awaiting UF CC final approval)

This course provides students the foundations of AI methods and application examples expressively for public health and healthcare, and gets them acquainted with high-level AI software for data analysis and visualization.

**FORMAL COURSES TAUGHT****RSD 6900 College Classroom Teaching**

University of Florida (Fall 2016, Fall 2017, Fall 2018, Fall 2019, Fall 2020)

**PHC 6700 Social and Behavioral Research Methods**

University of Florida (Summer 2015, Spring 2016, Summer 2016, Spring 2017, Summer 2017, Spring 2018, Spring 2019)

**HSC 3057 Research Methods in the Health Sciences**

University of Florida (Spring 2020 [six sections])

**EME 2040 Introduction to Educational Technology**

University of Florida (Fall 2002, Spring 2003, Summer 2003, Fall 2003, Spring 2004)

**EME 6609 Instructional Design**

University of Florida (Fall 2017)

**ECIT 510 Instructional Design and Development**

University of Northern Virginia (Summer 2004)

**IDS 110 Ancient Worlds**

Trinity International University (Fall 2011, Fall 2012)

**IDS 111 Classical World**

Trinity International University (Fall 2011, Fall 2012)

**IDS 112 Medieval and Expanding World**

Trinity International University (Spring 2012, Spring 2013)

**IDS 113 Modern World**

Trinity International University (Spring 2012, Spring 2013)

**DOCTORAL STUDENT COMMITTEES**

Doctoral Committee Member, Public Health Doctorate: Esther Piervil, University of Florida. Understanding the Needs, Experience, and Influence of Family Caregivers in the Black Community Across the Prostate Cancer Continuum of Care. Graduated 2017

Doctoral Committee Member, Public Health Doctorate: Lindsey King, University of Florida. A Social Ecological Examination of Trauma-Informed, Resilience-Building Community Initiatives. Graduated 2018

Doctoral Committee Member, Public Health Doctorate: Brittney Dixon, University of Florida. The Association Between the Built Environment and Intervention-Related Weight Loss Outcomes for Rural Adults with Obesity. Graduated 2020

Doctoral Committee Member, Public Health Doctorate: Kelsea Lebeau, University of Florida. Anticipated 2021

Doctoral Committee Member, Public Health Doctorate: Jayne-Marie Raponi, University of Florida. Anticipated 2022

Doctoral Committee Member, Public Health Doctorate: Karah Mechlowitz, University of Florida. Anticipated 2022

Doctoral Committee Member, Nursing Doctorate: Yasmine Alabassi, University of Florida. Maternal Voice Exposure and Its Effect on Respiratory Support and Feeding Milestones in Premature Infants. Graduated 2020

Doctoral Committee Member, Nursing Doctorate: Safiya Bakarman, University of Florida. Anticipated 2021

Doctoral Committee Member, Education Doctorate: Jiawen Zhu, University of Florida. Anticipated 2022

Doctoral Committee Member, Education Doctorate: Debra Cole, University of Florida.  
Anticipated 2022

Doctoral Committee Member, Education Doctorate: Kevin Hanson, University of Florida.  
Anticipated 2022

Doctoral Committee Member, Rehabilitation Science Doctorate: Alicia Rivet, University of Florida. Anticipated 2022

### **SERVICE TO THE UNIVERSITY**

Member, E-Learning Advisory Committee (2014 – 2019)  
Member, Professional Program Curriculum Committee Task Force (2021 - present)  
Member, Artificial Intelligence Education Task Force (2020 – present)  
Member, Diversity Officer's Diversity Equity and Inclusion Committee (2020)  
Member, Innovations in Teaching Task Force (2019 – present)  
Member, Quality Assurance in Online Learning Committee (2015 – 2019)  
Member, Institutional Assessment Quest Rubrics Task Force (2019 – 2020)  
Member, Course Evaluation Sub-Task Force on Course Evaluation Questions (2019)

### **SERVICE TO THE COLLEGE**

Chair, Public Health and Health Professions Curriculum Committee (2016 – present)  
Chair, Public Health and Health Professions Diversity, Equity, and Inclusion Committee (2020)  
Member, Public Health and Health Professions Blended Learning Task Force (2014 – 2019)  
Member, Public Health Policy Committee (2016 – present)

### **SERVICE TO THE DEPARTMENT**

Member, Online Education Task Force in Occupational Therapy (2017 – present)  
Chair, HSRMP Faculty Search Committee (2020)  
Member, Epidemiology Faculty Search Committee (2020)  
Member, Occupational Therapy Faculty Search Committee (2018)  
Member, UF-VA UNESCO Bioethics Steering Committee (2016 – 2017)

### **SERVICE TO THE PROFESSION**

Member, Association for Schools and Programs of Public Health Scholarship of Teaching Task Force (2019 – 2020)

Reviewer, Journal of Family Medicine (2018 – present)

Reviewer, Journal of Research on Technology in Education (2019 – present)

## **EXTERNALLY FUNDED PROJECTS**

**Family Nutrition Program** – (1997 – 2002) Director; Funded for 12 million

Funding Source: Food and Nutrition Service; US Department of Agriculture

Activity: Nutrition education conducted in low income settings and schools through Paraprofessionals and County Extension Faculty.

**Expanded Food and Nutrition Education Program** – (2001 – 2002) Director; Funded for 1.9 million annually

Funding Source: US Department of Agriculture

Activity: In-depth nutrition education to mothers receiving assistance through WIC and other federal programs. Conducted in 12 key counties in the State of Florida using County Extension Faculty and Paraprofessionals.

**VIVO National Network of Researchers** – (2009 – 2011) Key Personnel; Funded for 12.2 million

Grantor: National Institute of Health

Activity: Cost shared for 20 percent of time to coordinate the technology adoption and educational components of the project to develop an online network for finding researchers at multiple academic institutions.

## **SELECTED PUBLICATIONS, PAPERS, AND PRESENTATIONS**

Hunt, J.A., Anderson, S.L., Winter, M.D., Hack, G.O. & Berry, C.R. (2023). Self-efficacy and student satisfaction in a clinical-year diagnostic imaging course using an online instruction format. Journal of veterinary medical education, 50(1), 111-120. <https://doi.org/10.3138/jvme-2021-0101>

Rodriguez, A. K., Akram, S., Colverson, A. J., Hack, G., Golden, T. L., & Sonke, J. (2023). Arts Engagement as a Health Behavior: An Opportunity to Address Mental Health

Inequities. Community health equity research & policy, 2752535X231175072.  
Advance online publication. <https://doi.org/10.1177/2752535X231175072>

Collins, S. L., Smith, T. C., Hack, G., & Moorhouse, M. D. (2023). Exploring public health education's integration of critical race theories: A scoping review. *Frontiers in public health*, 11, 1148959. <https://doi.org/10.3389/fpubh.2023.1148959>

Wood, E. A., Collins, S. L., Hechavarria, M., Foti, S., & Hack, G. (2022). The shortfalls of online learning catalyzed by COVID-19: Pre-health students' perspective. *Pedagogical Research*, 7(3), em0128. <https://doi.org/10.29333/pr/12095>

King, L. M., Zori, G., Collins, S. L., Lewis, C., Hack, G., Dixon, B. N., & Hart, M. (2022). What does community resilience mean in the context of trauma-informed communities? A scoping review. *Journal of community psychology*, 50(8), 3325–3353. <https://doi.org/10.1002/jcop.22839>

Hack G.O. & Berry C.M. (2019). Understanding student experiences of blended learning clinical education. *International Journal of Progressive Research in Education*, 2:2. Retrieved from <https://www.scischolars.com/journals/index.php/ijpre/article/view/245>

Hack G.O. (2017) Optimizing education in the flipped classroom. Invited presentation for the Council of Academic Programs in Communication Sciences and Disorders Conference, New Orleans, LA, 21 April 2017

Pugh E. & Hack G.O. (2017) Creating a culture of safety through the use of clinical reasoning. Refereed presentation for the American Occupational Therapy Association Annual Conference, Philadelphia, PA, 31 March 2017

Hack G.O. (2016). An instructional design model for blended higher education instruction. *Journal of Learning and Teaching in the Digital Age*, 1:2. Retrieved from <http://joltida.org/index.php/joltida/article/view/14/66>

Hack G.O. (2014). An instruction design model for blended higher education instruction. Invited presentation for Online Consortium Annual Conference, Orlando, FL, 30 October 2014

Hack G.O. (2004). Jerome Bruner. In A. Kovalchick and K. Dawson (Eds.), *Educational Technology, An Encyclopedia* (pp. 73-75). Santa Barbara, CA: ABC-CLIO.

Hack G.O. (2004). Effects of a Narrative Instructional Strategy on Knowledge Acquisition and Retention from a Nutrition Education Video. (Doctoral Dissertation, University of Florida, 2004). Dissertation Abstracts International, 65 (08).

Tennant M.R., Buhler A.G., Ferree N., Francis B.W., Hsu P.P., Jesano R., Layton B., Schaefer N., Sherwill P., Cataldo T.T., Hack G.O. (2004). Partnerships in instruction: teaching dogs old and new, local and distant. *In* "Beyond Bibliographic Instruction: Teaching Old Dogs New Tricks: Proceedings of the Contributed Paper Session, Biomedical and Life Sciences Division, Special Libraries Association, 95<sup>th</sup> Annual Conference". Available at <http://www.sla.org/division/dbio/nashville/Tennant.htm>

Botero C., Hack G.O., Tennant M.R. [poster presenter] "Learning from users to create intuitive resources: not seeing the forest for the trees", International Congress on Medical Librarianship, Brisbane, Australia, 3 Sept. 2009

Tennant M.R. [co-presenter], Buhler A.G., Ferree N. [co-presenter], Francis B.W., Hsu P.P., Jesano R., Layton B., Schaefer N., Sherwill P., Cataldo T.T., Hack G.O. "Partnerships in instruction: teaching dogs old and new, local and distant", Special Libraries Association Annual Conference, Nashville, TN, 8 June 2004