

MICHELE ISRAEL

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WRITER/ LEARNING EXPERIENCE DESIGNER/GRANT WRITER/

Tenured, dedicated, and motivated professional with a strong background in instructional design and curriculum development. Creative program developer and manager. Consistently recognized for outstanding contributions and commended for organization, efficiency, priority management, and communication skills. Computer savvy and familiar with many modern systems, software applications, and web-based technologies. Concise, crisp, detailed writer. Thrive in process-oriented, collaborative, and creative professional environments that value "failing up," teamwork, and shared affirmation.

AREAS OF EXPERTISE

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| ▪ Program Administration | ▪ Non-Profit Writing & Editing | ▪ Project Coordination |
| ▪ Learning Experience Design | ▪ Needs Analysis | ▪ Strategic Planning |
| ▪ Content Development & Curation | ▪ Reporting & Documentation | ▪ Resource Development |
| ▪ Scaffolded Learning Actions | ▪ Research & Story Development | ▪ eLearning Solutions |
| ▪ Curriculum Development | ▪ Grant Writing & Fundraising | ▪ Community Outreach |
| ▪ Training & Team Building | ▪ Organizational Support | |
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Michele Israel Educational Writing & Consulting – Brooklyn, NY

1996-Present

Independent contractor with 25+ years of professional experience. Provide expertise and support in writing and editing, content development, grant writing, learning asset design, grant writing, and program development and management. Visit www.micheleisrael.com for details on broad base of projects and successes.

Non-profit, education, and business writing Create a variety of materials for non-profits and businesses that pinpoint successes, highlight best practices and trends, and underscore impact. Develop concise, crisp, and detailed products. Retain a strong portfolio of over 40+ items that include published articles, best practices guides, strategic plans, qualitative assessments, technical documents, program recommendations, newsletters, discussion guides, etc.

Selected Projects

- **Educational Tech articles.** Jennifer Harrison Public Relations. "The Write Idea." (2017). *edtech digest*. "It Takes a Hero. to Remake a School's Culture." (2017). *The Advocate*.
- **Series of grant writing blog posts. Get EdFunding.** (2017) "PTA as Grant Writing Guru; "Tips to Keep on the Grant Radar; "Goals, Objectives, Outcomes."
- **"Whitepaper: Around the World with Social Learning and Blended Solutions."** (2017). InSync Training: The Hub. Explores the cultural nuances of virtual learners.
- **"Effective Practice Scorecard: Identifying Development and Content Elements that Make for Quality Learning Videos."** (2017). InSync Training. Details essential qualities of effective learning videos, accompanied by rubric by which to measure development evidence of these qualities.
- **"Serving Up Food Justice."** (2013). *Teaching Tolerance Magazine* (readership of 495,000). Explores how school gardens connect students to the food justice movement.
- **Interfaith Understanding: Possibilities for Schools.** (2010). Center for Spiritual and Ethical Education (CSEE; reaches 260+ private schools). Features eight youth-focused interfaith-dialogue programs.
- **"Teachers Observing Teachers: A Professional Development Tool for Every School."** (2005). *Education World* (138,000 readers). Describes how teacher-to-teacher observation enhances instruction
- **Students and Mentors: A Powerful Combination.** (2005). The Actuarial Foundation. Reports on the Advancing Student Achievement grant program for schools that use actuaries as math mentors.

Grant writing Conduct in-depth needs assessments to focus on organizational services, growth areas, desires, and goals; and identify corresponding research to build convincing funding case. Engineer new initiatives and budgets to elevate services and positive outcomes for constituents. Track multiple traditional and non-traditional grant sources to substantially diversify financial support. Compose compelling, cohesive letters of inquiry, funding proposals, and stewardship reports. Develop comprehensive profiles across myriad causes, from food justice and youth gardening, to bias awareness, to health issues, to educational concerns. Partner closely with relevant organizational staff to frame funding "pitches" and establish relationships with potential funders. To date, have secured new and renewed foundation, municipal, and corporate grants for range of non-profit programming, resulting in over \$3.5 million and increased revenue upwards of 200%.

Selected Projects

- **Brooklyn College Academy (2016-present)** Secured \$551,000 in municipal, and foundation funding for science, SEL/mindfulness, technology, and classroom upgrades.
- **New Voices Middle School (2013-2016)** Secured \$640,000+ in corporate, foundation, and municipal funding, increasing revenue by 300%.
- **Literacy, Inc. (1995)** Garnered over \$1 million in New York State funding to launch literacy organization
- **Small and emerging non-profits** (1996 to present) The Constitution Works, The Salvation Army, Hebrew Public, P.S. 107, Advocates for Children, among others. Raised over \$800,000 to jumpstart fundraising efforts (i.e., for school gardens and related environmental efforts) in absence of full-time development staff and build out "sellable" organizations.

Learning Experience Designer Conceptualize digital and print instructional strategy and collateral for corporations, non-profit organizations, and media entities serving range of learners. Conduct needs and task analyses to identify and develop educational programs. Collaborate with clients and SMEs to create virtual and instructor-led blended learning programs. Develop deliverables such as eLearning and face-to-face courses/modules, self-study material, skills and knowledge assessments, on-the-job-learning, job aides, facilitator and participant guides, facilitation scripts, etc.

Selected Projects

- **InSync Training** (2017-Present). Produce storyboards, job aides, curated content, virtual training scripts, white papers, blogs, effective scorecards, and other resources for this leading blended learning provider, recognized by Inc. 5000 as one of the fastest growing privately held U.S. companies.
- **Interfaith Youth Core (IFYC)** (2017) Partnered with Phylise Banner Consulting to guide IFYC—a national organization bridging differences among people of various faiths, worldviews, and traditions—in a strategic review of its blended learning program. Project involved extensive needs analysis, design thinking processes, benchmarking, and content exploration that inform the creation of an active online learning community.
- **Alliance for Positive Change/NYC Health and Hospitals Corporation** (2017) Designed eight-session informal peer education PowerPoint training, with facilitator guide, designed to enhance health awareness and self-care among 50+ adults living with HIV/AIDS.
- **Northeast Brooklyn Housing Development Corporation** (2016-2017) Consult on family and community cooking/food justice programs serving 50+ community residents; informed curriculum design for a three-tiered, multi-week intensive food justice-oriented training program serving 40+ teens.
- **IEEE** (2016-2017) Developed curriculum and facilitator guides supplementing videos on technical standards for global professors and students, part of IEEE's (world's largest technical professional society) network of 400,000 members in more than 160 countries. Modified materials for use by Chinese professors and students.
- **ASCD** (2009-Present) Produce professional development content on current educational topics for learning channels of award-winning *PD in Focus*, with membership of 125,000+ in more than 138 countries, including 50,000+ teachers and educators in 100 of the largest school districts in the United States.

EDUCATION & TRAINING

Columbia University, Teachers College
Master of Arts (MA) - Educational Administration

State University of New York (SUNY), Albany
Bachelor of Arts (BA) - English

Training & Certifications:
 eLearning Instructional Design Certificate
 Designing Learning Certificate Program, ASTD
 UbD Training, Certificate of Completion
 Dialogue Education, Certificate of Completion

TECHNICAL PROFICIENCIES

Adobe Photoshiop
 Articulate Presenter & Rise 360
 DocuTools
 Dropbox
 Google Docs
 MailChimp
 MS Office (Word, PowerPoint, Excel, etc.)
 Skype
 Trello
 xtensio
 Webex
 WIX
 Wordpress (blogs & websites)