Rob Brodnick, Ph.D.

rob@sierralearningsolutions.com

focus

I bring the best of thought-leadership and advanced practice to help organizations spark thought and ideas, design and achieve their future vision, and navigate change as they focus, strengthen, and transcend current limitations. I catalyze conversations that change the future. I engage in four practice areas: strategy, organizational development, innovation and design, and facilitation of all kinds.

highlights

I have worked in the fields of strategy, innovation, and organizational change for three decades and hold special skills in innovation and organizational development, design, and intervention. I hold a Ph.D. in Psychoeducational Processes from Temple University and enjoy teaching courses in education, the social sciences, and business. I have a continuing special interest in innovation management, creativity, design-thinking applications, and new models of adult learning.

My real passion is working with groups, large and small. I am an expert facilitator of human process from dyads, to small groups, to large scale retreats and have notable experience with leadership groups, boards, planning bodies, and with strategic and creative solutions. I founded Sierra Learning Solutions, a platform for tools and solutions to support organizational and individual change. I serve as Executive Leader of the Association for Managers of Innovation.

In my role as a university administrator, I served three universities over a twenty-year career that focused on building institutional capacity and effectiveness. I managed technological implementation of business intelligence, data warehousing, security, learning systems, analytics, and program innovation. I established and led offices of institutional research, strategic planning, institutional effectiveness, assessment and program review, institutional accreditation, enrollment management to include retention, admissions, financial aid and registrar functions, and sustainability. In 2009, I was honored by the Society for College and University Planning with their award for Institutional Innovation and Integration.

sierra
learning solutions

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work history

Sierra Learning Solutions   2018-present
Founder
A new platform for tools and solutions to support organizational and individual change.

Brodnick Consulting Group, Inc.   2015-present
Founder
Consulting and thought-leadership in the areas of strategy, innovation and design, and facilitation.

Strategic Initiatives, Inc.   2013-2018
Principal

Association for Managers of Innovation   2013-present
Executive Leader and Learning Catalyst
Director of the AMI Institute & Learning Designer (2013-2015)

University of the Pacific   2000-2013
Associate Vice President, Office of the President
Lead University strategy, planning, and innovation.

Assistant Provost for Planning, Innovation, and Institutional Assessment
Oversee University planning, innovation, strategy, day to day oversight of the Office of the Provost.

Director and Assistant Professor, Planning and Research
Build institutional planning, institutional research, and analytic offices and capacities.

Pennsylvania State System of Higher Education, Shippensburg University   1994-1999
Director of Institutional Research and Planning

University of the Incarnate Word (Texas)   1991-1994
Coordinator of Institutional Research

United States Air Force, Air Training Command Headquarters   1989-1991
Protocol, Computer Systems Security Officer

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selected volunteer activities

Board of Directors
Association for Managers of Innovation
2016 – 2020

Board of Directors
Society for College and University Planning
2016 – 2019

Conference Chair
SCUP51
Society for College and University Planning
2015 – 2016

Board of Directors
Association for Managers of Innovation
2009 – 2013

Plenary and Invited Session Chair
50th Anniversary Forum
Society for College and University Planning
2014 – 2015

Board of Directors
HEDS Consortium
2003 – 2005

President
Pennsylvania State System of Higher Education Directors
1996 – 1999

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education

Ph.D. PsychoEducational Processes
Temple University   2000

M.S. Industrial-Organizational Psychology
St. Mary's University (Texas)   1992

B.S. Psychology
Pennsylvania State University   1989

teaching experience

Leading Innovation: doctoral course at the University of the Pacific
Innovation and Organizational Leadership: doctoral course at the University of the Pacific
Innovation in Education: doctoral course at the University of the Pacific (online Shanghai)
Organizational Communication: undergraduate course at the University of the Pacific
Organizational Communication: graduate course at the University of the Pacific
Decision Making for Change: undergraduate course at the University of the Pacific
Conflict Management: undergraduate course at the University of the Pacific
Organizations and Systems Thinking: online doctoral course at the University of Phoenix
Team Dynamics for Managers: online course at the University of Phoenix
Doctoral Statistics: doctoral course at the University of the Pacific
Tests and Measurement: graduate and undergraduate course at Shippensburg University
Group Dynamics: graduate and undergraduate courses at Shippensburg University
Systems Dynamics: graduate course at Temple University
Managerial Statistics: undergraduate course at the University of the Incarnate Word
Quantitative Methods in Business: undergrad course at the University of the Incarnate Word

publications, presentations, workshops, and invited lectures

Brodnick, R. (2018). *Innovations in Strategy Crafting*. Sierra Learning Solutions. ISBN: 978-1-4834-9213-1.

Brodnick, R. & Gryskiewicz, S. (2018). Using Positive Turbulence for Planning and Change. Planning for Higher Education.

Brodnick, R. & Norris, D. (2018). Learn How to Innovate New Revenue and Business Models. Proceedings of the Society of College and University Planning annual forum. Nashville, TN.

Brodnick, R. & Norris, D. (2017). New Models in the Making. NACUBO Business Officer, July/August 2017.

Brodnick, R. & Norris, D. (2017). Innovating Business Models for Financial Sustainability. Proceedings of the National Association of College and University Business Officers annual forum. Minneapolis, MN.

Brodnick, R. & Norris, D. (2017). Business Model Innovation for Higher Education. Proceedings of the Society of College and University Planning annual forum. Washington, DC.

Brodnick, R. & Norris, D. (2016). Innovative Strategy Crafting Opens Transformative Opportunities. Proceedings of the Society of College and University Planning annual forum. Chicago, Il.

Brodnick, R. & Norris, D. (2016). Integrated Planning as an Institutional Manifestation. Planning for Higher Education, 44(2).

Brodnick. R. & Rothstein, S. (2016). Strategy's Horizons and Boundaries. Proceedings of the Association for Managers of Innovation.

Brodnick, R. (2016). See the future: Top trends impacting teaching and learning. Keynote address delivered at the KI International Sales Meeting. Green Bay, WI.

Brodnick, R., Norris, D., & Webb, J. (2015). The Future of Teaching and Learning. Invited address delivered at Pennsylvania State University. State College, PA.

Brodnick. R. (2015). Three Trends and Three Tools for Higher Education Planning. Invited Keynote address for the AJCU Annual Meeting. San Francisco, CA.

Brodnick, R. & Norris, D. (2015). Ideation Techniques: Generating Fresh Ideas for Current Problems or Future Strategies. Workshop delivered at the Society of College and University Planning annual forum. Chicago, Il.

Brodnick, R. & Norris, D. (2015). Expedition Mapping: A Facilitated Method for Implementing Strategy in Disruptive Times. Proceedings of the Society for College and University Planning. Chicago, Il.

Brodnick, R. & Norris, D. (2014). Leveraging Innovation and Design Thinking. Workshop delivered at the Society of College and University Planning annual forum. Pittsburgh, PA.

Brodnick, R. (2014). Unlocking Creativity, Curiosity and Imagination. Invited presentation for the American Association of Colleges of Pharmacy. Washington DC.

Brodnick, R., et al (2013). *Transforming in an Age of Disruptive Change*. Strategic Initiatives: ISBN 978-1-937724-29-0.

Brodnick, R., et al (2013). Transforming in an Age of Disruptive Change. Planning for Higher Education, 41(2).

Brodnick, R., Cao, X. (2012). Institutional research design and data analysis: a design thinking perspective. Workshop presented in Hangzhou, China.

Brodnick. R., Luu, M., & Norris, D. (2012). "Planning From the Future backward": Transformative Design for College and University Strategy. Invited paper for the Society for College and University Planning.

Brodnick, R. (2012). Design Thinking Applied to Institutional Planning. Proceedings of the Society for College and University Planning.

Brodnick, R. (2012). Design Thinking Applied to Institutional Research. Proceedings of the Association of Institutional Research.

Brodnick, R., Rogers, M., Severin, B., & Carpenter, G. (2011). Insourcing: Bringing a third party course evaluation system in-house. Proceedings of the Association of Institutional Research.

Brodnick, R. (2011). Metatrends: Economic indicators, creativity, and U.S. college freshmen. Proceedings of the Association for Managers of Innovation.

Brodnick, R. (2010). Emergent Innovation. Proceedings of the Association for Managers of Innovation.

Brodnick, R., Elium, M., & Hering, D. (2010). Leading Innovation in 21st Century Education. Workshop presented in Shanghai, China.

Brodnick, R., Torres, C., & Powell, D. (2009). Leader development gets a second life. Leadership in Action, 29(3).

Brodnick, R. (2009). Award for Institutional Innovation and Integration: Using Innovation as a Strategic Tool for Institutional Renewal. Proceedings of the Society for College and University Planning.

Brodnick, R., & Hering, D. (2009). Invited Paper: Creating Sustainable Innovation Capacities. Proceedings of the Society for College and University Planning.

Brodnick, R., (2009). Building a New Campus... In Second Life! Proceedings of the Society for College and University Planning.

Brodnick, R. (2009). Innovation Grant Fund: the Brag. Proceedings of the Association for Managers of Innovation.

Brodnick, R., Sul, D., & Severin, B. (2009). The PacificPlan Web. Proceedings of the Western Association of Schools and Colleges Annual Resources Conference.

Brodnick, R. (2008). Creating an Internet and Social Media Presence for the AMI. Proceedings of the Association for Managers of Innovation.

Brennan, J., Brodnick, R., & Pinckley, D. (2008). Demystifying the U.S. News rankings: Journal of Marketing for Higher Education, 18(1).

Brodnick, R., & Hering, D. (2008). Creating Sustainable Innovation Capacities. Proceedings of the Society for College and University Planning.

Brodnick, R., & Rogers, M. (2008). A Strategic Model for Innovation and Changes: How Institutional Research Supports Planning. Proceedings of the Association of Institutional Research.

Brodnick, R., Greigo, E., Hildebrand, G., & Royce-Davis, J. (2008). Strategic Innovations for 21st Century Learning. Proceedings of the Association of American Colleges and Universities.

Brodnick, R., (2007). Creative Strategic Planning. Humphrey's College.

Brodnick, R. (2007). Fostering Innovation and Interdisciplinarity. Proceedings of the Association for Managers of Innovation.

Brodnick, R., & Gilbertson, P. (2007). Fostering Innovation and Interdisciplinarity: One University's Approach to Strategic Planning. Proceedings of SCUP.

Brodnick, R., & Gilbertson, P. (2007). Creativity Applied to Strategic Planning: A Case Study in Innovation and Interdisciplinarity. Proceedings of the Western Association of Colleges and Schools.

Brodnick, R., Cox, R., Matz, L., Royce-Davis, J. (2007). Don't Try this Alone! Educating Students to Become Citizen Leaders. Proceedings of the Association of American Colleges and Universities.

Brennan, J., Brodnick, R., & Pinckley, D. (2006). Demystifying the U.S. News rankings: How to Understand What Matters, What Doesn't, and What You Can Actually Do About It. Proceedings of the American Marketing Association.

Brodnick, R., & Royce-Davis, J. (2005). A Multi-Method, Multi-Stage Approach Investigating Freshman Persistence. Proceedings of the Higher Education Data Sharing Consortium.

Brodnick, R., & Rogers, M. (2005). Modeling institutional similarities: A study that explores why peers are peers and the validity of the US News framework for assessing quality. Proceedings of the Association of Institutional Research.

Brodnick, R., & Cao, X. (2005). Exploring an institution's character through its students: Using CIRP data, peer groupings, and innovative graphics. Proceedings of the Association of Institutional Research.

Brodnick, R. (2003). Technology for Decision Making: Assessment and Intervention. Proceedings of the Higher Education Data Sharing Consortium.

Brodnick, R., & Cao, X. (2003). Using the HEDS Senior Survey to assess academic programs and student learning. Proceedings of the American Association of Higher Education.

Brodnick, R., & Cao, X. (2002). What Social Factors Affect Students' Use of Online Registration: An Exploratory Study. Proceedings of the Association of Institutional Research.

Brodnick, R., & Rogers, M. (2002). Spreadsheet Models for Enrollment and Tuition Projections: A Demonstration. Proceedings of the Association of Institutional Research.

Brodnick, R., & Bohl-Fabian, L. (2000). Implementing data warehousing: A comparison of two higher education environments. Proceedings of the Society of College and University Planning.

Brodnick, R. (2000). Data warehousing concepts applied to institutional research. Proceedings of the Higher Education Data Sharing Consortium.

Brodnick, R. (1999). Mixed methodology: Creating seamless institutional research. Proceedings of the Association of Institutional Research.

Brodnick, R., Cretella, J. G., & Dempsey, P. F. (1998). Enrollment management: The team approach. Middle States Association of Collegiate Registrars and Officers of Admission, 68th Annual Conference.

Brodnick, R., & Polinski, T. (1998). Transforming Your campus: Mixed methodology in institutional research. Proceedings of the NE Association for Institutional Research, 24th Annual Conference.

Brodnick, R., Krafft, L., & Titcomb, T. J. (1998). Complexity science as a model for organizational assessment: Practice and limits. International Association of Applied Psychology.
Brodnick, R., & Ree, M. J. (1997). Factorially equivalent test batteries. Military Psychology, 9(3).

Brodnick, R., & Krafft, L. (1997). Chaos and complexity theory: Implications for research and planning in higher education. Proceedings of the Association of Institutional Research.

Brodnick, R., & Revelt, J. E. (1996). Assessment of a clustered learning program. Proceedings of the North East Association for Institutional Research, 22nd Annual Conference, 51-56.

Brodnick, R., & Ree, M. J. (1995). A structural model of academic performance, socio-economic status, and Spearman's g. Educational and Psychological Measurement, 55(4), 594-605.