Evan Charles Sveum

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Professional Summary

Experienced educator with over two decades of university-level teaching in Information Systems, Systems Analysis and Design, and Enterprise Technology. Proven expertise in curriculum development, student advising, and collaborating with industry partners to ensure academic programs remain relevant and aligned with industry needs. Strong commitment to creating inclusive learning environments where all students can succeed, utilizing both traditional and online teaching formats. Extensive experience with enterprise systems such as Microsoft Dynamics CRM, Salesforce, and Acumatica, combined with continuous professional development in educational technology and instructional design.

Education

Education Specialist (Career and Technical Education)

University of Wisconsin-Stout, Menomonie, WI — 2010

- Graduate Certification: E-Learning and Online Teaching
- Thesis: Determining and Comparing the Computing and Internet Skills and Learning Experiences of Freshmen and Senior Education Majors

Master of Science (Training and Development)

University of Wisconsin-Stout, Menomonie, WI — 1998

- Thesis: The Facilitating and Detracting Factors Related to the Utilization of the Technical Communication Resource Center

Bachelor of Science (Kinesiology)

University of Wisconsin-Eau Claire, Eau Claire, WI — 1996

Associates Degree (IT-Web and Software Development)

Northwood Technical College, New Richmond, WI — Attended 2012-2014

Professional Experience

Associate Lecturer

University of Wisconsin-Eau Claire, College of Business — August 2024 – Present

- Teach Information Systems in Business, guiding students through the critical role of information systems in modern business operations.
- Cover essential topics such as management decision support systems, systems analysis and design concepts, and information processing.
- Provide hands-on experience with various software programs, enabling students to apply these tools to enhance productivity and drive business success.
- Equip students with the knowledge and practical skills necessary to thrive in today's technology-driven business landscape.

Senior Lecturer

University of Wisconsin-Stout, Menomonie, WI — August 1997 - May 2021

- Designed and delivered courses on Systems Analysis, Enterprise Technology, and ICT Systems in both traditional and online formats.
- Collaborated with industry partners to ensure the curriculum remained relevant to evolving business needs.
- Developed curriculum for the BS in Information and Communication Technologies (ICT) degree, resulting in high job placement rates for graduates.
- Provided academic advising to students in various programs, including ICT and Enterprise Technology minors.

Program Director

BS in Information and Communication Technologies, UW-Stout — August 2017 - May 2021

- Directed the ICT degree program, overseeing student engagement, program marketing, and industry collaboration.
- Led strategic initiatives to align the program with industry standards, ensuring graduates were well-prepared for employment in their field.

Business Solutions Consultant

SVA Consulting, Madison, WI — February 2022 - May 2022

- Developed learning strategies for internal and external clients, focusing on CRM systems such as Veeva CRM and Acumatica ERP.
- Facilitated client learning sessions to enhance understanding of CRM functionality and business process integration.

Teaching Experience

IS 240 - Information Systems in Business

University of Wisconsin-Eau Claire, College of Business

- Official Course Description: A study of information systems in business to include management decision support systems, concepts of systems analysis and design, and information processing. Students will learn to use and apply various software programs as productivity tools.

ICT 305/505 - Information Systems for Enterprise

University of Wisconsin-Stout

- Official Course Description: Information systems concepts and technology for contemporary enterprise. Includes hardware, software, networks, and enterprise-specific information systems. Emphasis on business-prudent solutions and products based on clearly identified needs and goals.

ICT 355/555 - Systems Analysis and Design

University of Wisconsin-Stout

- Official Course Description: Information and communication technologies (ICT) systems analysis and design methods supporting contemporary enterprise. Includes roles, relationship to the systems development life cycle (SDLC), and reflects contemporary ICT systems analysis and design practice methodologies and ICT project management.

ICT 401/601 - Information Technology Policy and Audit

University of Wisconsin-Stout

- Official Course Description: Information technology policy, regulatory, and audit issues, along with internal security strategies. Required for IT management and ICT degree programs.

ICT 405/605 - Enterprise Technology Seminar

University of Wisconsin-Stout

- Official Course Description: Seminar exploring enterprise technology trends and applications. Includes guest lectures, case studies, and project work focused on cutting-edge technologies in business.

Additional Relevant Courses:

- ICT 366/566 - Integrated Media Applications for Instruction
- ICT 100 - Introduction to Information and Communication Technologies
- ICT 103 - Information and Communication Technologies (Online & Hybrid)
- MEDIA 120 - Advanced Computer Applications for Teachers
- MEDIA 180 - Microcomputer Applications: Words/Data
- MEDIA 360/560 - Introduction to Media in Education and Training
- MEDIA 400/600 - Advanced Telecommunications for Teachers (Custom Workshop)
- MEDIA 400/600 - Planning for the Use of Computer-Based Instructional Technologies (Custom Workshop)
- TECH 230 - Exploring Technology
- TCS 304/504 - Communications and Information Systems
- TCS 305/505 - Office Automation Technology
- VTAE 405/605 - Advanced Instructional Strategies for Teaching Adults

Professional Development

Teaching Academy 2024

University of Wisconsin-Eau Claire | Center for Excellence in Teaching and Learning — August 8-9, August 12-14, 2024

- Participated in a series of workshops aimed at enhancing teaching effectiveness and student learning outcomes.

Salesforce CRM Training

New Horizons Training Center, Eagan, Minnesota — August 2016

- Focused on effective implementation and management of Salesforce CRM in business environments, enhancing skills for customer relationship management.

Microsoft Dynamics CRM Customization & Configuration

PowerObjects Boot Camp, Minneapolis, Minnesota — July 15-18, 2014

- Curriculum training for Microsoft Dynamics CRM 2013, providing hands-on experience with customization and configuration for enterprise applications.

2014 Worldwide Microsoft Dynamics Academic Alliance Preconference

Atlanta, Georgia — February 26-28, 2014

- Attended sessions on integrating Microsoft Dynamics into the curriculum, aimed at enhancing academic offerings in information systems.

Microsoft Dynamics CRM Customization & Configuration Curriculum Training

New Horizons Training Center, Eagan, Minnesota — August 6-9, 2013

- Training focused on Microsoft Dynamics CRM 2011, with an emphasis on teaching methodologies for incorporating the software into coursework.

Introducing Microsoft Dynamics AX 2012 to Students Webinar

Microsoft Dynamics Academic Alliance — June 18, 2012

- Webinar presenting strategies for introducing Dynamics AX 2012 to students, including curriculum development tips and software features.

ATMAE Annual Conference

Cleveland, Ohio — November 10-12, 2011

- Participated in various sessions focused on technology and education, including networking with other professionals in the field.

ISTE Annual Conference

Philadelphia, Pennsylvania — June 26-29, 2011

- Engaged in workshops and presentations on educational technology trends, integrating digital tools into classroom instruction.

ACTE Annual Conference

Nashville, Tennessee — November 19-21, 2009

- Attended sessions related to career and technical education, exploring best practices and innovations in teaching methodologies.

The Collaboration for the Advancement of College Teaching & Learning

Minneapolis, Minnesota — November 17-18, 2006

- Focused on strategies for motivating students and enhancing retention through innovative teaching practices.

Student-Centered Institute

University of Wisconsin-Stout Teaching and Learning Center — June 7-9, 2005

- Explored learner-centered teaching methods and strategies for improving student engagement and success in the classroom.

Faculty College

Office of Professional and Instructional Development, UW-Richland, Richland Center, Wisconsin — May 31-June 3, 2005

- Participated in seminars on designing significant learning experiences in higher education.

Workshop with Dr. Troy Duster

UW-Stout — January 19, 2005

- Workshop focusing on diversity in education and strategies to create an inclusive learning environment.

IC$_3$ Authorized Instructor Certification

Self-directed Training—Spring 2005

- Completed training to become an authorized instructor for the IC$_3$ certification program, enhancing qualifications to teach basic computing and Internet literacy.

IC$_3$ Certification

Self-directed Training—Spring 2004

- Achieved certification in the IC$_3$ program, the first validated standards-based training and certification program for basic computing and Internet knowledge.

Classrooms of the Future VIII - Learner Centered Learning

Hamline University, St. Paul, Minnesota — May 22, 2002

- Explored the impact of computer-based technologies on education and strategies for implementing learner-centered approaches.

Cisco Networking Academy Program - Semester 1

Self-directed Training—Spring 2000

- Introduction to networking concepts as part of the Cisco Networking Academy, focusing on hands-on lab experiences.

Lessons Learned Series:

Using Technology as a Tool for Collaborative Learning Experiences — November 2001

- Examined the role of technology in enhancing collaboration among students.

Migration Toward a Digital Campus — November 2001

- Discussed best practices for transitioning educational institutions to digital environments.

Mac Laptop Student Orientation for Graphics Communication Management and Technical Communication Students — August 2001

- Orientation session focused on integrating Mac laptops into the curriculum for communication students.

Introduction to Blackboard — August 2001

- Training on using the Blackboard Learning Management System to enhance online teaching and learning.

Incremental Change Transformative Education and Open-Source Professional Development — August 2001

- Explored innovative educational practices and the role of open-source resources in professional development.

The Electronic Teacher II Celebrate Quality! — January 17, 2001

- Conference on the quality of electronic education and the role of technology in teaching.

Other Professional Experience

Courier

FedEx Express, Eau Claire, WI — July 2022 - August 2024

- Ensured timely and safe delivery of 200-300 packages per week, achieving a 95% on-time delivery rate.
- Maintained 100% on-time shipment pick-up performance, prioritizing safety and customer satisfaction.

Learning Consultant

Contracted by the School District of the Menomonie Area — Spring 2001 - Spring 2004

- Contributed to the T.I.P.S. (Teachers Using Instructional Technologies in the Public Schools) Project, focusing on virtual learning initiatives that linked schools and communities.

Graduate Assistant for Department of English and Philosophy

University of Wisconsin-Stout — Fall 1997 - Spring 1998

- Facilitated the development of software training learning objectives and evaluation criteria.
- Delivered software orientations to students and faculty, and trained staff in various software applications.

Graduate Assistant for Communications Education and Training Department

University of Wisconsin-Stout — Fall 1997 - Spring 1998

- Assisted department instructors with course-related activities, including evaluation of projects, course material creation, and student review sessions.

Recreation Specialist

University of Wisconsin-Eau Claire — Fall 1996 - Spring 1997

- Planned, implemented, and evaluated special recreation events for students, faculty, and staff, enhancing campus engagement and community building.

Store Manager

Lanier Inc. / Pizza Professionals / Domino's Pizza, Eau Claire, WI — Fall 1992 - Fall 1996

- Managed operations, planning, sales events, and employee training, contributing to improved service quality and operational efficiency.

Regional Sales and Operations Manager

Milwaukee Journal / Sentinel Inc., Milwaukee, WI — Fall 1989 - Fall 1992

- Directed branch agency office operations and sales efforts, including hiring and training delivery personnel and office staff.

Skills

Technical Skills:

- Proficient in Salesforce CRM (including Apex programming language), Microsoft Dynamics CRM, Veeva CRM, and Acumatica ERP.
- Extensive experience with Learning Management Systems (LMS), including Canvas, Moodle, Blackboard, and Desire2Learn.

- Proficient in the Microsoft Office Suite (Word, PowerPoint, Excel, Access, Publisher, FrontPage, and Outlook) and Google Apps (Docs and Sheets).
- Knowledgeable in web development technologies, including HTML5, CSS3, and basic programming in C# and Java.
- Experienced with Adobe Creative Suite (Photoshop, InDesign, Dreamweaver, Flash, Illustrator, and Acrobat Professional).
- Competent in data management, analytics, and reporting tools.
- Skilled in the use of electronic workbench Multisim for digital electronics curriculum.
- Experienced with videoconferencing technologies for course delivery (Adobe Connect Professional, ITV facilities).
- Proficient in using various digital imaging hardware (still and video cameras, scanners).
- Familiar with a variety of Web 2.0 applications (e.g., Jing, PBWorks, Screencast).
- AI Prompt Engineering: Expertise in crafting queries and instructions to optimize AI outputs for educational and business contexts.
- Database Management Fundamentals: Understanding of relational database components, including table design, primary and foreign keys, data types, and SQL-based queries.

Teaching Skills:

- Effective communicator with expertise in active learning strategies and student engagement.
- Experienced in designing and delivering courses in online, hybrid, and face-to-face formats.
- Skilled in curriculum development based on the ADDIE Model of Instructional Design and assessment practices that align with educational standards and learning objectives.
- Creation and facilitation of multi-modal learning environments to cater to diverse learning styles.
- Certified in eLearning & Online Teaching, ensuring best practices in online education.
- Utilizes TILT (Transparency in Learning and Teaching) to enhance student understanding of learning objectives and assessment criteria.
- Use of Generative AI in Education: Integrating AI tools to enhance classroom engagement and support student learning through personalized interactions.
- Group Activity Facilitation: Guiding group-based activities, focusing on real-world applications of information systems in business operations.

Professional Skills:

- Strong organizational, project management, and leadership abilities.
- Proven track record of collaborating with industry partners to ensure curriculum relevance and alignment with industry needs.

- Directorship of learning programs and learning units, leading initiatives to improve educational outcomes.
- Committed to fostering an inclusive and supportive learning environment for diverse student populations.
- Student of Learning.
- Student of Leadership.
- Collaboration with AI: Joint assessment development with AI tools (ISABEL) to streamline feedback and improve evaluation consistency.

Personal Attributes:

- Self-directed learner dedicated to continuous professional development and staying current in information systems and educational technology.
- Strong work ethic and highly dependable in fulfilling responsibilities and commitments.
- Adaptable and flexible in teaching methodologies to meet various learners' needs.
- Innovative Problem Solver: Creative use of AI and digital tools to develop new educational strategies for teaching information systems.
- Mentorship and Support: Providing personalized support to students, helping them leverage AI tools for learning while guiding them through complex problem-solving.

Presentations & Publications

Panel Discussion

Where Business and Academia Meet: Collaboration through the Dynamics Academic Alliance. The Partner Connections Event 2014 — October 14, 2014. St. Louis, MO.

Panel Discussion

Where Business and Academia Meet: Collaboration through the Dynamics Academic Alliance. Pre-Conference Webinar — September 16, 2014.

Curriculum Presentation

Proactive IT Audit as a Component of a Prototype SDLC Methodology using Microsoft Dynamics CRM. 2013 Worldwide Microsoft Dynamics Academic Alliance Preconference — March 3, 2014. Atlanta, GA.

Curriculum Presentation

Use of Microsoft Dynamics CRM in an Introductory Information Systems Course - How to Use this Curriculum in your Classroom. Microsoft Dynamics Academic Alliance Webinar — July 18, 2013.

Curriculum Presentation

Use of Microsoft Dynamics CRM in an Introductory Information Systems Course. 2013 Worldwide Microsoft Dynamics Academic Alliance Preconference — March 16, 2013. New Orleans, LA.

Curriculum Co-Presenter

Development and Implementation of a Minor in Enterprise Technology. 2013 Worldwide Microsoft Dynamics Academic Alliance Preconference — March 16, 2013. New Orleans, LA.

Research Co-Presenter

Assessing and Improving Integrated Software Literacy: Bridging the Gap between Perceived Student Skill Sets and Applied Skills in Microsoft Office. ATMAE Annual Conference — November 11, 2011. Menomonie, WI.

Research Presentation

Preservice Teachers and the (Erroneous) Assumption of Innate Computing Skills. ISTE Annual International Conference — June 27, 2011. Philadelphia, PA.

Research Presentation

Determining and Comparing the Computing and Internet Skills and Learning Experiences of Freshmen and Senior Education Majors at the University of Wisconsin-Stout. UW-Stout Research Day 2010 — April 28, 2010. Menomonie, WI.

Research Presentation

Determining and Comparing the Computing and Internet Skills and Learning Experiences of Freshmen and Senior Education Majors at the University of Wisconsin-Stout. ACTE Annual Conference — November 19-21, 2009. Nashville, TN.

Teaching/Learning Methodology Co-Presenter

Greater Engagement and Student Learning: Active Participation Methods. Motivating Students for Better Retention Learning and Achievement Conference — November 17-18, 2007. Bloomington, MN.

Podcast Interview

Freshman Digital Skills are Vital - University Viewpoint with Certiport. Discussed computing and Internet skills of incoming freshmen college students — October 2007.

Teaching/Learning Methodology

Accomplish the Objectives: ATO Method. Pedagogy in a New Light Sessions — Fall 2006. Menomonie, WI.

Teaching/Learning Methodology

The First Steps—Using Computer Based Instructional Technologies. Best Practices in the Classroom — March 26, 2004. Menomonie, WI.

Teaching/Learning Methodology

Preparing for (D-Day: Fall 2002) The Laptop Computer Enhanced Classroom. Celebrate Teaching Day — April 2, 2002. Menomonie, WI.

Teaching/Learning Methodology

Preparing for (D-Day: Fall 2002) The Laptop Computer Enhanced Classroom. The Department of English and Philosophy, UW-Stout — February 19, 2002. Menomonie, WI.

Teaching/Learning Methodology

Preparing for (D-Day: Fall 2002) The Laptop Computer Enhanced Classroom. Directed Professional Activities Week, UW-Stout — January 15-18, 2002. Menomonie, WI.

Teaching/Learning Methodology

Laptop Computer Uses & Related Discussion. UW-Stout Student Services Year End Meeting — December 7, 2001. Menomonie, WI.

Teaching/Learning Methodology

Using Laptop Computers to Teach UW-Stout's Communication Technology Course. 48th Annual Technology Education Conference — October 12, 2001. Menomonie, WI.

Teaching/Learning Methodology

The Electronic Teacher I--Laptop Computer Pilot Overview. UW-Stout Professional Development Days — January 17, 2001. Menomonie, WI.

Teaching/Learning Methodology

Lessons Learned--Overview of CET Web-Enhanced Courses. College Teaching Seminar, UW-Stout — January 18, 2000. Menomonie, WI.

Written Project

Sveum, E. (2010). A Comparative Study of University of Wisconsin-Stout Freshmen and Senior Education Major's Computing and Internet Technology Skills/Knowledge and Associated

Learning Experiences. Retrieved November 3, 2011, from Education Resources Information Center (ERIC).

Written Project

Sveum, E. (2008). Determining and Comparing the Computing and Internet Skills and Learning Experiences. Grant proposal submitted and awarded ($2000.00). UW-Stout Student Research Grant.

Written Project

Bogner, L., Tiala, S., Sveum, E., & Addie, J. (2007). Futuring Techniques/Tools: Understand and Demonstrate the Use of Futuring Techniques/Tools in Technology. Lesson Study examining the use of a futuring lesson in a freshmen-level communication course.

Written Project

Sveum, E. (2001). Laptop Computer Pilot Notes: A Journal. University of Wisconsin-Stout Laptop Computer Initiative. Journal notes published three times a week to all faculty and staff, documenting details related to the use of laptop computers in the classroom.

Written Project

Sveum, E. (2000). Laptop Computer Pilot Overview. University of Wisconsin-Stout Laptop Computer Initiative. Evaluation of Pilot Experiences, Analysis and Recommendations.

Written Project

Sveum, E. (1999). Project MCCSS: A Pilot Study... Measuring Computer Competencies for UW-Stout Students. Grant Proposal submitted to the Stout University Foundation Inc.

Written Project

Sveum, E. (1998). The Facilitating and Detracting Factors Related to the Utilization of the Technical Communication Resource Center and Writing Lab by the Department of English and Philosophy at the University of Wisconsin-Stout. Graduate College, University of Wisconsin-Stout.

References

Dr. Steve Schlough

Professor (Retired)
University of Wisconsin-Stout
Relationship: Long-time Department Chair and first hired me at UW-Stout
Phone: TBD

Email: schloughs@uwstout.edu

Bob Maclean

Strategic Account Manager
Hitachi Solutions America
Relationship: Long-time supporter of my Capstone experience in the Enterprise Technology curriculum
Phone: 612-963-5154
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Jamal Khan

Director of HR Operations
Mayo Clinic
Relationship: Former student
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Mary Mero

Professor (Retired)
University of Wisconsin-Eau Claire
Relationship: Former academic advisor and long-time mentor
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