

Walter McKenzie

waltermckenzie@outlook.com | waltermckenzie.com | Surfaquarium.com | [LinkedIn](#)

Profile

Accomplished education leader and technology professional experienced in driving organizational transformation initiatives in the non-profit, K-12, and higher education sectors. Known as an expert in stakeholder engagement and leveraging enterprise technologies to empower educators through revitalized networks and associations. Driven, innovative, and analytical with a proven progressive career in delivering outcome-based professional services and online learning solutions for educators. Highly praised for creating new revenue streams, spearheading expansion opportunities into global education markets, and engaging the next generation of members.

Selected Achievements

- **Create** - outcome-based professional services solutions, focused on new service offerings and partnerships, that meet the needs of education decision-makers and practitioners serving children and their families.
- **Lead** – aligning teams to outcomes, building consensus and capacity through change management and continuous process improvement, based on metrics, market data, and constituent feedback, with a results-oriented focus.
- **Innovate** – identifying and targeting goals and outcomes that meet the needs of constituents in a quickly-changing industry to build new revenue streams and opportunities for expansion into global education markets.
- **Transform** – redefining and refreshing programs, products and services to engage the next generation of members, retaining their loyalty through strategically planned user experiences that solve problems and create new value.

Professional Experience

Senior Director for Constituent Services, ASCD, Alexandria, VA

July 2010 - Present

Leading ASCD Affiliates, Connected Communities, Emerging Leaders, Professional Interest Communities and Student Chapters, redefining their roles serving educators in the field while creating new ways to sustainably connect into the organization, expanding their impact and effectiveness through the use of a variety of organizational development strategies, member recruitment and retention efforts, hybrid professional learning skills, business development models, multi-directional new media communications practices and digital technologies.

- Led redesign of ASCD Constituent Services programs and services providing added efficiencies and effectiveness.
- Introduced knowledge ecology to the organization to help evolve and remain relevant as a 21st century organization.
- Redesigned budgets and cut costs to maximize the investment of resources aligned with organizational goals.
- Shifted program management to include Constituent Services group leaders to promote ownership of programs.
- Conceived and launched hub-and-spoke model to deliver successful hybrid professional learning opportunities.
- Brought Constituent Services groups online, expanding their reach and impact both locally and globally.
- Provided board development and governance oversight across Constituent Services groups.
- Worked to support partnering with U.S. Department of Education Teach to Lead summits, through affiliates.
- Established affiliate reselling incentive program that provides a percentage of sales royalties for product promotion.
- Revitalized Emerging Leader program, energizing a sustainable leadership pipeline for the organization.
- Developed clusters of contacts for Constituent Services group leaders within defined geographic regions.
- Enlisted support of group leaders in working cross-functionally across the five Constituent Services programs.
- Launched initiatives to showcase original content exclusive to Constituent Services group members.
- Built networks of Constituent Services group leaders invested in specific professional collaborative initiatives.
- Diversified office communications including traditional, web-based and social media platforms.

Walter McKenzie

waltermckenzie@outlook.com | waltermckenzie.com | Surfaquarium.com | [LinkedIn](#)

Assistant Superintendent for Information Services, Arlington, VA, Public Schools **July 2007 – June 2010**

Chief Information Officer for high-profile suburban public school district in metropolitan Washington, D.C., leading 75 staff members managing all information and education technologies for the organization, including business systems and student data, as well as the servicing of all hardware and software licensing, and staff training and support.

- Reorganized department to align with organizational goals, processes and identified workflows.
- Reduced budget from \$16 to \$12 million through consolidation of services and renegotiation of contracts.
- Delivered \$5 million enterprise resource planning solution to provide cost savings and accountability.
- Led Information Technology Infrastructure Library implementation, increasing first call resolution from 9% to 61%.
- Cultivated partnerships with likeminded organizations, maximizing cost efficiencies through an economy of scale.

Director of Technology, Northborough-Southborough, MA Regional Schools **July 2005 - June 2007**

Leader of instructional and administrative technology for a regional school district in suburban Worcester.

- Implemented hardware lease program to cut costs and establish an affordable annual replacement cycle.
- Updated hardware inventory, including district servers and back-up systems, to meet growing district needs.
- Upgraded LAN, web and phone-based communications, library management and student data reporting systems.
- Established staff professional learning standards and created a catalogue of offerings meeting state requirements.
- Conducted community meetings to promote family involvement in proper, safe use of technology at home.

Director of Information Systems, Salem, MA Public Schools **July 2002 - June 2005**

Managed technology and data for a high-poverty, urban school district on the north shore of Boston.

- Modernized and diversified assets to include multiple platforms and operating systems.
- Selected a new student information system and led the cleaning and migration of all district data.
- Standardized training across all schools in the district to promote optimal use of technology by staff and students.
- Founded Massachusetts Educational Technology Administrators Association to promote statewide collaboration.

Senior Technology Training Specialist, Department of Housing and Urban Development, Washington, DC **April 1999 – June 2002**

Lead contractor providing technology training to H.U.D. and its field offices around the nation.

- Created original training documentation and workshops on administrative applications for staff across the country.
- Offered job-embedded, just-in-time, one-on-one support to leadership and staff at headquarters.
- Supported successful Y2K transition for staff across the country.

Course Developer and Online Faculty, Pepperdine University, Malibu, CA **April 1998 – August 2003**

Adjunct faculty member for the Graduate School of Education and Psychology.

- Developed new course content for the online Master's degree program at the request of the Dean.
- Taught online courses with an emphasis on adult learning theory and online learning communities.
- Provided orientation and training for instructors new to online learning.

Walter McKenzie

waltermckenzie@outlook.com | waltermckenzie.com | Surfaquarium.com | [LinkedIn](#)

Education and Awards

Digital Transformation Strategies Certification, University of Cambridge, Cambridge, U.K.	2021
Digital Strategies for Business: Leading the Next-Generation Enterprise, Columbia University, New York, U.S.A.	2020
Advanced Board Certification, BoardSource, Washington, D.C., U.S.A.	2010
Foundations Certification, Information Technology Infrastructure Library, London, U.K.	2008
Pathfinder Award, Massachusetts Computer Using Educators, Bedford, Massachusetts, U.S.A.	2006
M.Ed. in Educational Technology, George Mason University, Virginia, U.S.A.	2000
B.S., Elementary and Middle Education, The Ohio State University, Ohio, U.S.A.	1985

Professional and Community Involvement

American Society of Association Executives, Member, 2010-present
Arlington County Technology Advisory Commission, Member, 2007-2010
BoardSource, Member, 2010-present
Classroom Connect, Conference Presenter and Content Developer, 1997-2003
Codie Awards, Judge, 2011 & 2012
Consortium for School Networking, Green Computing Committee, 2007-2010
International Society for Technology in Education, Member, 2000-present
Massachusetts ASCD, Communications Director, 2005-2008
Massachusetts Computer Using Educators, Board President, 2006-2007
Massachusetts Educational Technology Administrators Association, Founder and Facilitator, 2003-2007
New England International Society for Technology in Education, Founder and Executive Director, 2005-2007
ThinkQuest, Judge, 2008 & 2009
United States Senator Daniel Patrick Moynihan, Senate Intern, 1979-1980
Virginia Educational Technology Advisory Commission, Member, 2008-2010

Published Work

AUTHOR

McKenzie, W. (2012). Intelligence Quest: Project-Based Learning and Multiple Intelligences. Eugene, OR: International Society for Technology in Education.

McKenzie, W. (2005). Multiple Intelligences and Instructional Technology, (2nd ed). Eugene, OR: International Society for Technology in Education.

McKenzie, W. (2004). Standards-Based Lessons for Tech-Savvy Students: A Multiple Intelligences Approach. Columbus, OH: Linworth Publishing.

McKenzie, W., Ed. (2004). National Educational Technology Standards for Students Curriculum Series - Social Studies Units for Grades 9-12. Eugene, OR: International Society for Technology in Education.

McKenzie, W. (2002). Multiple Intelligences and Instructional Technology: A Manual for Every Mind. Eugene, OR: International Society for Technology in Education.

Walter McKenzie

(703) 772-8426 | waltermckenzie@outlook.com | waltermckenzie.com

CONTRIBUTING AUTHOR

Bell, R.L., Ed. (2005). National Educational Technology Standards for Students Curriculum Series - Science Units for Grades 9-12. Eugene, OR: International Society for Technology in Education.

O'Hara, S., Ed. (2003). National Educational Technology Standards for Students Curriculum Series Curriculum Series - Multidisciplinary Units for Grades 6-8. Eugene, OR: International Society for Technology in Education.

Hannah, L., Ed. (2002). National Educational Technology Standards for Students Curriculum Series - Multidisciplinary Units for Grades 3-5. Eugene, OR: International Society for Technology in Education.

INVITED ARTICLES

McKenzie, W. (2019) Life-Long Learning in Leading. The Reformer: September 2019, 4th edition.

McKenzie, W. (2015) Don't Make Them Come to You. Educational Leadership: April 2015, Volume 72, Number 7.

McKenzie, W. (2009). Walking the Walk: Multiple Intelligences in Educator Professional Development. On Cue: Spring 2009, pp. 11-12, 27-29.

McKenzie, W. (2006). A Dozen Practical Considerations for Today's Technology Leaders. On Cue: Winter 2006. pp. 7-8, 29.

McKenzie, W. (2005). Mapping Learners to Technology. Classroom Connect Newsletter: November 2005, pp. 8-9.

McKenzie, W. (2004). Integrating Literature and the Arts into Technology-Based Instruction: A New Unit Model for Educators. Linworth: Library Media Connection, August 2004, pp. 14-21.

McKenzie, W. (2003). What Makes Online Courses Work? On Cue: 2003, pp. 9 – 11.

McKenzie, W. (2003). Find the Best Software: Using Bloom's Taxonomy and Multiple Intelligences to Select and Use Software. International Society for Technology in Education: Learning & Leading with Technology, May 2003, pp. 54-65.

McKenzie, W. (2002). Media Selection: Mapping Technologies to Intelligences. VSTE Journal: November 2002, pp. 6-13.

McKenzie, W. (2002). MI, IT and Standards: The Story of Jamie. Johns Hopkins University: New Horizons for Learning, October 2002, pp. 1-16.

References

Available upon request.