

Sandra L. Richards

Summary of Qualifications

Ms. Richards has over 25 years of publications experience. Formerly Manager of Training and Documentation at Access Research Corporation, San Diego, CA, she coordinated the work of instructional designers, technical writers, graphic artists, instructional technologists, and desktop publishing specialists in producing computer-based training, instructional materials, and documentation for both hardware and software applications, including user guides, and installation and maintenance manuals. Ms. Richards has 11 years of experience in instructional design. She writes instructor and trainee guides, and designs accompanying media (PowerPoint presentations, computer-based training, and interactive video). In addition, Ms. Richards designs and performs needs analyses, and develops survey instruments for evaluation of training programs; write video scripts and radio spots and segments; writes and edits advertising and news releases; prepares newsletters and brochures; and develops and edits proposals. While at Access Research, she performed quality assurance on all company deliverables and interfaced with clients in the government and commercial sectors.

Professional Experience

1984 - 1998

San Diego, CA

Access Research Corporation

- Developed technical training for the rollout of Pacific Bell Mobile Services PCS phones, including Telesales, Business Channel, and Retail Sales. Developed training for PBMS representatives at the Republican National Convention.
- Developed a Customer Care Technician training course for cable television installation and troubleshooting for Pacific Telesis, including an Instructor Guide, Trainee Guide, job aids, and video training program.
- Managed a computer-based training pilot project for Logicon's Integrated Computer-Aided Software Engineering product. CBT was developed using Icon Author software for the Sun/UNIX platform. Work performed included writing macro and micro design documents, lesson specifications, and prototype lesson.
- Managed and developed training program for the AN/USM-645 test system, a joint Army/Navy project, including an on-line tutorial (both Army and Navy versions) developed in Visual Basic, Instructor Guides, Trainee Guides, and Quick Reference Cards. Over a one-year period, wrote 80 percent of all materials for the program. Conducted PDRs and CDRs in San Diego and Washington, DC.
- Wrote and designed layout of Green Futures, a set of instructional materials (Instructor and Trainee Guides, accompanying visuals, and annotated bibliography) for government and the private sector covering basic ecology, waste management, handling of hazardous materials, energy consumption, land use, recycling, "buying green," and other topics of environmental concern. In connection with presenting the seminars, produced brochures, fliers, and press releases. Designed evaluation and wrote evaluation report.
- Performed quality assurance functions for major F-15 radar documentation at Robins AFB, Warner Robins, GA.

- Wrote “Industry Profile” for TYX Corporation, Reston, VA, which appeared in Avionics Magazine. The profile detailed the TYX/Access Research merger and discussed both firms’ products and services.
- Designed and wrote Operations Manual for AKH Corporation (Discount Tire), City of Commerce.
- Wrote scripts and produced videotapes for United Insurance, Chicago, IL; the United States Navy; Pacific Bell Video Services, and the TYX/Access merger.
- Prepared documentation and warning signs for radiation safety and safety procedures for Hughes Aircraft.
- Developed marketing survey and survey reports for construction accounting and bidding software package (Ramos-Jensen).
- Wrote eight modules for second phase of sales force training for AT&T Technologies 3B computer product line. Edited first phase of documentation and sales force training.
- Designed and wrote user manuals for California State Parks computerized reservation system (Mistix).
- Revised and edited Handbook on Language Proficiency Oral Interview Testing for the CIA and Defense Language School, Monterey, CA.

1974 -1984

Ithaca, NY

Cornell University

- Member of team developing Cornell University’s first interactive video instruction. Wrote proposals and marketing materials, and edited publications.
- Edited doctoral dissertations and master’s degree theses for graduate students, specializing in those using English as a second language.
- Wrote radio spots and segments for the Department of Consumer Economics. Performed extensive editing and maintained record-keeping system for sales of “Be a Better Shopper,” a publication of the College of Human Ecology, Cornell University.

1969 – 1974

Watkins Glen, NY

Watkins Review and Express

- As managing editor of the Watkins Review and Express (weekly newspapers in Watkins Glen, NY, edited all copy for both newspapers, performed darkroom work, designed layout.
- Freelance public relations assignments for Watkins Glen Grand Prix Corporation, Watkins Glen, NY; Laker Airways, London; and Schuyler Hospital newsletter and capital campaign.

Education

1984

Corning Community College

Corning, NY

- AS, Social Sciences and Humanities (with distinction).