JOEL BIRCH, M.Ed., M.S.

Learning Strategist | Capability Architect | Instructional Design | Tech Integrated & AI-Enabled Learning

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PROFESSIONAL SUMMARY

Senior learning and development professional who transforms complex processes, institutional knowledge, technology, and business requirements into practical learning systems that improve onboarding, employee capability, and performance. Experience spans instructional design, organizational learning, digital learning, performance support, technology enablement, curriculum strategy, and cross-functional improvement across public service, corporate, healthcare, and education environments.

Known for creating learning and development solutions, moving beyond individual training deliverables to identify systemic performance gaps, create scalable solutions; connecting learning, technology, workflow, and organizational performance.

RECENT HIGHLIGHTS

- Created organizational learning and enablement solutions including **Department Profile and Overview Design, Agency Learning Pathway Mapping, and Train-the-Trainer Workshops** to address onboarding, knowledge transfer, capability, performance gaps, and other leadership topics at FCCS.
- Delivered training and professional development for materials for **100+ physicians and 500+ employees**, and contributed to learning initiatives reaching **150+ clinics** at HealthSource**.**
- Spanning two decades, I have developed learning systems, multimedia instruction, job aids, SOPs, micro-learning, asynchronous resources, and performance-support tools across corporate, healthcare, public-sector, and educational environments.

PROFESSIONAL EXPERIENCE

FRANKLIN COUNTY CHILDREN SERVICES — Columbus, Ohio

Technology-Based Trainer, Professional Development Division | Sep 2025–Aug 2026

- Designed technology-enabled learning, multimedia instruction, performance-support resources, workflows, SOPs, and asynchronous tools supporting employee onboarding, professional development, and organizational operations.
- Initiated **Agency Learning Pathway Mapping**, a structured approach to identifying learning ownership, organizational gaps, overlaps, knowledge handoffs, and cross-functional dependencies.
- Developed knowledge base to convert recurring onboarding and technology challenges into searchable, immediate support.
- Created a structured department profile that identifies roles across departments and infographics illustrating how JD's SOPs, collaborations, reporting, and operational handoffs support shared department outcomes.
- Developed a comprehensive capability-development workshop incorporating facilitator and participant resources, practice, assessment, reflection, service alignment, and performance support.
- Collaborated across Professional Development, Information Technology, HR, Communications, and Executive Council, to translate technical and organizational complexity into usable employee guidance and learning resources.

COVIA

Instructional Designer & E-Learning Specialist | 2022–2023

- Designed digital and blended learning solutions supporting employee capability and organizational performance.
- Partnered with subject-matter experts and stakeholders to convert business requirements and technical information into structured learning experiences.
- Developed eLearning, multimedia resources, job aids, and instructional materials while supporting LMS-based learning delivery.

HEALTHSOURCE CHIROPRACTIC

E-Learning & Training Specialist | 2021–2022

- Designed scalable digital training for a nationwide network of **150+ chiropractic clinics**.
- Converted operational procedures, business processes, and subject-matter expertise into eLearning, performance-support tools, multimedia resources, and instructional materials.
- Developed an **Instructional Design Department Manual** establishing repeatable processes, development practices, standards, and expectations.

CARVANA

Corporate Training Specialist | 2019–2020

- Facilitated onboarding and training for **400+ associates**.
- Delivered professional-development programming supporting **100+ employees and approximately 20 managers**.
- Contributed to learning initiatives with enterprise reach exceeding **1,000 employees**.
- Supported onboarding, operational readiness, coaching, reinforcement, performance improvement, and continuous learning.

ADDITIONAL EXPERIENCE

Earlier professional experience includes instructional technology, adult education, K–12 education, special education, English Language Arts, curriculum development, training and facilitation, nonprofit/community organizations, and private consulting.

CORE EXPERTISE

Learning & Development Strategy • Instructional Design • Organizational Learning • Capability Development • Employee Onboarding • Training Needs Analysis • Performance Improvement • Learning Architecture • eLearning & Microlearning • Train-the-Trainer •

Performance Support • Knowledge Management • Change Enablement • Stakeholder Collaboration • AI-Assisted Learning Development

EDUCATION & LICENSURE

Master's of Science — Instructional Technology / Instructional Design
Master of Education — Special Education
Bachelor of Arts — English Composition
Ohio 7–12 Language Arts Licensure

TECHNOLOGY

Learning Development: Articulate 360, Adobe Captivate, Camtasia, Audiate
Learning Platforms: Cornerstone, 360Learning, Canvas, Blackboard, Moodle
AI & Digital Media: ChatGPT, Synthesia, ElevenLabs, Adobe Express, Canva
Collaboration & Design: Microsoft 365, Teams, SharePoint, PowerPoint, Figma
Additional: OpenAI Suite, Lovable, Google Workspace, Zoom, Trello