



Mark Freeman, President

Freeman Consulting & Development

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The Freeman Consulting & Development, LLC. (FreemanCD) is a California Certified Small Business based in Sacramento, California that specializes in the delivery of eLearning product and services, multimedia communications, technical assistance, training, conference management, and learning management system hosting services to public organizations. Our mission is to bridge the gap between learners and training through effective knowledge transfer. As a small business, FreemanCD has successfully managed over 50 training and eLearning projects that have each required the development and delivery of numerous learning design projects as part of the scope of work.

FreemanCD's project work includes a broad array of products and services, including course development and marketing, audio and video on-site production, business consulting, learning management system development, webinar management, subject matter expert/keynote management, and exhibit booth development. Additionally, FreemanCD has experience in video production, asynchronous and synchronous training approaches, event management, DVD production, online data-driven systems, content-management systems, learning-management systems, site security, site analytics, graphic design and multi-platform website development.

FreemanCD's staff and consultants have worked with hundreds of organizations to advance their internal and external workforce development efforts through development of various training products and learning design work, including government, community-based, and healthcare agencies; tribal communities and coalitions; and institutions of education, producing training materials and courses for each organization.

Product Development

- eLearning Course Development (Articulate & Captivate)
- Live Webinar Course Management
- eBooks Publishing
- Training of Trainers Guidebook Development

Production Services

- Brand Development and Marketing
- Collateral Materials and Printing
- Online Learning Community Website
- Video Production with DVD and Online Distribution
- Book/Resource "Pay Per Access" Distribution Website (Membership Site)
- Workshop Development, Booking and Management
- Continuing Education Units (CEU) Management
- OpenBadges Management
- Grant Writing

About Mark Freeman, Lead Production Designer

Mark Freeman is President of Freeman Consulting & Development, LLC. (FreemanCD) and is the Lead Production Designer for the firm. FreemanCD has been developing and managing online learning solutions for over ten years. From conception to implementation FreemanCD designs online and classroom learning products that provide learners an effective adult knowledge transfer with a positive and engaging user experience.

Mr. Freeman was the past Online Instructional Designer for EMT Associates, Inc. and the Center for Applied Research Solutions (CARS) Technology Initiatives and has worked on the development of training courses using multimedia and other innovative technologies to enhance state-of-the-art knowledge transfer to social service and education sectors. In this capacity, he oversaw the implementation of online training materials for the EMT Online University (EOU) which offers training courses for behavioral health professionals and was the Website Administrator for My Prevention Community (MPC), a national online community of practice (CoP) for prevention professionals. Mr. Freeman managed over 3000 registered users and was instrumental in the design of EOU and MPC's internal technical systems.

In addition, Mr. Freeman has over ten years of website planning, development and management knowledge with a special emphasis on user interface (UI) and user experience (UX) implementation. His expertise in online data-driven systems, content-management systems, learning-management systems, site security, site analytics, graphic design and multi-platform website development has allow Mr. Freeman the opportunity to manage complex website projects within aggressive deadlines. Mr. Freeman's ability to manage highly competent technical teams' simultaneously translating business goals into technical tasks has won him praise between project clients and sub-contractors alike.

Mark Freeman's Development and Design Capabilities:

- Articulate Storyline 2.0
- Articulate Studio 13
- Captivate 8
- Camtasia 8
- Moodle 2.9
- WordPress
- LearnDash
- Adobe Premiere Pro CC
- Adobe Audition CC
- Adobe Photoshop CC
- Microsoft Office 2013 (PowerPoint/Word/Excel)
- FileMaker Pro 14
- BranchTrack
- FacadeSignage (Projection Mapping)
- Videography
- Photography
- Audio Recording
- AV Studio/On-Site Management
- Greenscreen Recording & Editing

Recent Clients

- California Alta Regional Center
- Sonoma County Department of Health Services
- California Department of Health Services (via sub-contract)
- California Department of Education (via sub-contract)
- California Community College Foundation (via sub-contract)
- Tennessee Department of Health Services (via sub-contract)

Memberships

- Board Member, Nehemiah Corporation of America
- Senior Fellow, American Leadership Forum
- Sacramento/National Member, Association of Talent Development (ATD)



Charles Doolittle, Lead Instructional Designer

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Charles Doolittle is the Lead Instructional Designer for Freeman Consulting & Development (FreemanCD). Mr. Doolittle plays a key role in the content development phase of course development as well as the quality control aspects of ELearning projects and processes.

As the Lead Instructional Designer, Mr. Doolittle has the ability to understand and work with a variety of source materials in developing eLearning course content as well as the ability to conduct research and information gathering related to course content and learning objectives. Mr. Doolittle has strong technical writing skills, in addition, has working knowledge of eLearning development tools such as Adobe Captivate in order to specify the presentation of course content in software-tool page templates.

Summary of Professional Experience

Charles Doolittle has over 30 years of professional experience including nine years of experience in developing eLearning courses. As a Senior Technology Analyst at EMT Associates (a Sacramento-based consulting firm), he played a lead role in selecting the eLearning development platform, developing curriculum for eLearning courses, and building workforce development courses. Mr. Doolittle has authored about 30 courses across a range of fields including mentoring and youth development, substance abuse prevention and treatment, school emergency management, school climate, and mental health.

As a Senior Technology Analyst for EMT Associates, Mr. Doolittle engaged in online training course development, technical writing, information systems analysis and development, data management, and information technology consulting services.

Prior to joining EMT Associates in 2004, Mr. Doolittle served as Chief Information Officer (CIO) for the City of Colorado Springs, a municipal government organization serving a community of 375,000. As CIO, he was responsible for the central information technology (IT) department for the City and for IT policy planning and coordination Citywide. He held the position of CIO for the last five years of a 20 year career with the City.

As a key staff member for the City of Colorado Springs and as a consultant, Mr. Doolittle has accumulated over 30 years experience working with public sector organizations in analyzing systems, implementing organizational solutions, supporting strategic planning efforts, and conducting policy analysis. For Colorado Springs, he served as lead staff manager for development of the City's strategic plan and for implementation of a competitiveness program. Prior to joining the City of Colorado Springs, Mr. Doolittle worked for seven years for consulting firms working in the courts, criminal justice, local government, and human resources fields.

Education

M.S.J.A., Judicial Administration, University of Denver, College of Law, 1977 *Class Valedictorian*
B.A., Political Science, University of California, Santa Barbara, 1975

Professional Experience

EMT Associates, Inc.

2004 to 2014

Senior Technology Analyst

Provided technology development services for EMT consulting projects, notably the development of online training courses. These courses are delivered through a web-based system utilizing a self-paced, interactive learning format. Course topics include a variety of subjects in substance use prevention, mentoring, and school emergency management. Mr. Doolittle served as the primary writer and editor for online course content and developer of course graphics. He was also the primary writer for the SAMHSA's *Road to Recovery* project (EMT with ICF International as subcontractor) which called for the development of a comprehensive discussion guide supporting *Road to Recovery* television shows. This project produced six one-hour and two half-hour television shows that were distributed nationally, reaching an audience of over 47 million viewers annually.

City of Colorado Springs

Chief Information Officer

2000 to 2004

Manager of the information technology department for the City of Colorado Springs. Exercised executive management responsibility for the information technology function Citywide, including the development of an IT strategic plan and coordination of IT systems across departments. Responsible for all major enterprise systems, including accounting, finance, and human resources systems. Responsible for developing and maintaining the City's award-winning web site.

Chief of Staff

1999 to 2000

Served as chief administrative aide to the City Manager. Coordinated the development of City Council agendas. Responsible for several staff offices reporting to the City Manager's office.

GIS and Business Planning Manager

1989 to 1999

Responsible for developing and maintaining geographic information systems for the planning and engineering functions of the City. Also responsible for an office providing analysis and consulting services to City departments to improve systems and operations.

Senior Analyst – CJIS Project Manager

1986 to 1989

Manager of an IT development project for the Municipal Court, City Attorney's prosecution division, and Police Department. The Criminal Justice Information System (CJIS) is the primary case management system for the court and prosecution operations in the City and provides key master name and criminal history functions for the Police Department.

Personnel Management Specialist II

1985 to 1986

Served as a classification and compensation analyst for the City, conducting job audits, classification system development, compensation surveys, and compensation analysis.

Ralph Andersen and Associates - Staff Consultant

1983 to 1984

Served as a consultant on projects for a variety of local governments in the areas of classification and compensation system development and management analysis.

EMT Associates, Inc. - Co-Founder

1981 to 1982

Founded EMT Associates with Joel Phillips and Dr. David Island. Managed and coordinated a training program serving multiple local governments in the Sacramento region.