
Holli Gottschall Bayonas, Ph.D.

Education

Ph.D., Instructional Systems Technology with a minor in Inquiry Methods -2006
Indiana University, Bloomington, IN

M.A., Adult Education and Communications Technology -1999
Indiana University of Pennsylvania, Indiana, PA

B.S., Communications Media -1998
Indiana University of Pennsylvania, Indiana, PA

Higher Education Teaching Experience

Associate Professor, High Point University, Department of Leadership Studies (1/23 to Present)

Courses Include:

- Using Data to Improve Instruction (EDU 5173) (Hybrid)
- Methods of Educational Research (EDU 5030) (Face-to-Face)
- Program Evaluation for Education (EDU 7180) (Online Synchronous)
- Guided Inquiry (EDU 7177) (Online Synchronous)
- Qualitative Inquiry in Education (EDU 7178) (Online Synchronous)
- Quantitative Inquiry in Education (EDU 7179) (Online Synchronous)
- Doctoral Dissertation (EDU 8300/8400) (Independent Study Style)
- Internship (EDU 7500) (Independent Study Style)

Adjunct Professor, University of Connecticut, Online Program Evaluation Certificate Program Online (5/16 to 1/23)

Courses included:

- Doctoral Seminar-Advanced Program Evaluation (EPSY 6621) (asynchronous)
- Program Evaluation (EPSY 6621) (asynchronous)
- Workshop in Evaluation (EPSY 5195) (asynchronous)

Contributing Faculty, Walden University (online)- (6/09 to 1/11)

Instructor for "Applied Research Methods" for the Ed.D. program

University Research Reviewer/Methodologist- Served as a committee member to ensure that student's methodologies and proposals for Institutional Review Board (human subjects) were in alignment.

Evaluation Team Leader, Western Governor's University (online), Learning and Technology Masters Program (3/05 to 12/06)

Responsibilities Included coordinating communication of nine M.Ed. Evaluators, training new evaluators on Taskstream and evaluation processes, providing feedback for research projects, Instructional Design, Measurement and Evaluation, Technology Implementation, and Management Projects for students earning a Masters in Education.

Teaching Assistant, Indiana University, Department of Instructional Systems Technology (Spring 02)

R685, Human-Computer Interaction Design

Teaching Assistant (online), Indiana University, Department of Instructional Systems Technology (Fall 01)

R521_Distance, Instructional Systems Design

Adjunct Instructor, Indiana University of Pennsylvania, Department of Communications Media (Spring 00)

Hired to redesign and teach the graduate level course, "Instructional Computing Basics"(CM614), in which students learned theories of instructional design, the basics of a computer, how to evaluate software, how to effectively choose technology, the pedagogically sound construction of an online course, basics of Macromedia Flash, and the basics of computer networking. This course was required for students earning their Master's degree in Adult Education and Communications Technology.

Other Professional Experience

Interim Director, US Department of Education SEED grant, High Point University, School of Education (1/25 to 5/25)

Directed a budget of \$10 million and directed the closing out of the US Department of Education grant. Responsibilities included organizing workshops, advising participants, meeting with the external evaluator, managing 1 person.

President & Senior Evaluation Consultant, iEvaluate, LLC Greensboro, NC (4/10 to Present)

Since founding iEvaluate, I have directed several projects with combined budgets totaling over \$3 million dollars. I was the lead evaluator for Guilford County School's \$23 million US Department of Education (USED) funded Mission Possible program. Other sample projects include the evaluation of a USED-funded Transition to Teaching program at Guilford County schools, multi-year evaluations of the NC Math Science Partnership grant awarded to Mount Airy City schools, and NSF-IUSE project. I have directed teams of up to 4 people and worked in multi sites of up to 52. Responsibilities include: Needs assessment, logic modeling, solutions provider, project management, focus groups, survey development, data manipulation, statistical analysis, report-writing, presentation to stakeholders, copy editing, culturally responsive evaluation, evaluation and research designs, aligning student learning outcomes, program implementation support, and monitoring. As President of the company, I am also responsible for day-to-day operations such as

maintaining client contacts, supervising employees, managing sub-contractors, connecting resources, and budgeting.

Current/past projects include faculty and administrators within Groton Public Schools, Guilford County schools (North Carolina), North Carolina State University, Wake Forest University, Greensboro College, Mount Airy City schools (North Carolina), Brazosport College, University of North Carolina-Greensboro, Brazosport College, Monroe County public library (Indiana), North Carolina A&T State University, State Regional Education Board (SREB), SERVE Center, Pearson Education (SAVVAS), Winston Salem State University, Winston Salem/Forsyth County schools, and Elkin County schools (North Carolina).

**Contract Institutional Effectiveness Consultant, NC A&T State University, Office of Strategic Planning and Institutional Effectiveness
Greensboro, NC (9/19 to 1/20)**

In this temporary position, I was hired to fulfill immediate needs in leadership and reorganization in the Office of Strategic Planning and Institutional Effectiveness. Some example responsibilities include:

- Co-directing the unit by determining performance, workflow, customer service, quality, and other business and operational standards to optimize the overall effectiveness of the team.
- Working collaboratively with the Director of Assessment to manage projects and direct personnel.
- Preparing, publishing, and presenting college data and statistics in a manner understandable to various audiences.
- Supporting the Vice Provost's effort to advance a culture of evidence and inquiry by supporting the use of data in strategic improvement efforts.
- Ensuring the timely submission of data for compliance at the General Administration and external surveys.
- Assisting with focusing (through a collaborative conversation with requester or OSPIE team members) ad hoc data requests so that work is aligned with the strategic plan and efficiency is increased.
- Directing special projects initiated by the Vice Provost that align with the strategic plan.
- Serving as an expert on Qualtrics survey software and survey development.
- Managing Freshdesk Helpdesk Support software.
- Assisting with completing sections of the SACSCOC compliance report

**Contract Evaluation and Assessment Consultant, NC A&T State University, Office of Strategic Planning and Institutional Effectiveness
Greensboro, NC (10/18 to 6/19)**

In this temporary position, I was hired by the Vice Provost to fulfill immediate needs in assessment of degree programs and general education, Early Leaver, Senior and Sophomore survey development, faculty consulting on assessment plans, SACSCOC accreditation (Assessment), and strategic planning. I directed a team of two to ensure timely submission and organization of assessment data from 99+ programs. Successfully collected 100% of evidences from 200+ faculty members for Fall 2018, which had never been done in the history of the university. Served as a SACSCOC Section 8 assessment representative for the university-wide Assessment committee. Led

strategic planning for the division of assessment and wrote first draft of Section 8 for the SACSCOC compliance report.

**Evaluation Specialist, University of North Carolina at Greensboro
Greensboro, NC (7/06 to 7/11)**

Responsibilities Included:

- Proposal writing
- Quantitative data analysis including Hierarchical Linear Modeling, propensity score matching, and regression
- Directing evaluation projects
- Data cleaning and preparation
- Conducting focus groups
- Developing data collection instruments
- Writing evaluation reports

**Research Analyst, Davidson County Community College, Institutional Research Services
Lexington, NC (3/05 to 7/06)**

Responsibilities Included:

- Constructing, administering, and analyzing survey related material
- Directing survey projects
- Assisting in all phases of research, data collection and reporting for statistical reports and special studies
- Chairing campus-wide needs assessment committee
- Providing data for retention initiatives
- Providing workshops on psychometrics
- Corresponding with college leaders regarding data collection
- Responding to data and information requests from various stakeholders
- Providing support for the program review process
- Providing campus wide support for Scantron Quickscore and Remark Office scanning solutions

Indiana University, School of Education, Graduate Assistantships, 2000-2004

- Distance Education Specialist, Department of Language Education
- Research Coordinator, Disabilities & School Discipline Grant
- Information Specialist, Interdisciplinary Collaborative Program
- Educational Technology Services, Technology Consultant
- Office of Instructional Consulting, Instructional Consultant
- Center for Research on Learning and Technology, Video Assistant

**Instructional Designer, Indiana University of Pennsylvania,
Indiana, PA (2/98 to 5/00)**

Responsibilities included:

- Supervising interns and graduate assistants
- Training faculty members on the use of various software packages including Microsoft Office, Publisher, Adobe Photoshop, WebCT, and Netscape Composer
- Developing and maintaining workshop specific web pages

- Designing, scheduling, and conducting workshops and developing manuals for various software packages
- Developing on-campus marketing strategies
- Designing and developing in-house publications
- Training faculty on the use of various hardware such as scanners, digital cameras, and CD-RW
- Consulting with faculty on the implementation of WebCT into their courses
- Assisting faculty members in the integration of technology into traditional courses
- Researching new technologies to be implemented

Sample of Research and Evaluation Projects Managed

US Department of Defense Education Activity, Military-Connected Academic and Support Programs (MCASP), Pathways to Success: Preparing Military Students for Careers in Health Science & STEM, Groton Public Schools, Groton, CT.

US Department of Education, Title V Improving Hispanic-Serving Institutions, Brazosport College, Lake Jackson, TX.

Improving Scientific Writing in Undergraduate STEM Classrooms: A Training Program for Students and Teaching Assistants Aided by Information Extraction Technology, National Science Foundation IUSE grant awarded to Wake Forest University.

National Science Foundation DRK-12 grant, Evaluation of Crystal Island 5, awarded to North Carolina State University

Case Study of the effectiveness of teaching materials (provided by national textbook company) used to teach Microsoft Word 2016; commissioned by national textbook company

Mission Possible, USED Teacher Incentive Fund (Cohort 3) Evaluation, Guilford County Schools, Greensboro, NC

North Carolina Math Science Partnership Grant, Mt. Airy City Schools, Mt. Airy, NC.

Evaluation of the Spanish Basic Language Program, University of North Carolina at Greensboro.

Transition to Teaching External Evaluation, USED grant awarded to Guilford County Schools, Greensboro, NC

Winston Salem/Forsyth County Schools, NC, Rigorous Evaluation of USED-funded Magnet Schools Assistance Program, Co-Principal Investigator

Sample Evaluation Client Reports

Bayonas, H., & Ajose, H. (2025). *DoDEA pathways to success: Preparing military students for careers in health science & STEM: Year Four evaluation report*. Greensboro, NC: iEvaluate, LLC.

Bayonas, H., Moteane, M.A., Mooney, K., McColskey, W., Thrift, B., & Williams, M. (2022). *21st Century Community Learning Centers competitive summer mini-grant program: 2022 final report*. Greensboro, NC: The SERVE Center, University of North Carolina at Greensboro. (in review process)

Bayonas, H. (2024). *Adelante con BC: Year four Title V (developing Hispanic-serving institutions) evaluation report*. Greensboro, NC: iEvaluate, LLC.

Bayonas, H., & Montgomery, D. (2022). Greensboro College's planned retention, improvement, and degrees earning (GCPRIDE): Year three Title III evaluation report. Greensboro, NC: iEvaluate, LLC.

Mooney, K., **Bayonas, H.**, McColskey, W., Thrift, B., & Williams, M. (2022). *Extended Learning and Integrated Student Supports (ELISS) competitive grant program: Year 1 interim report*. Greensboro, NC: The SERVE Center, University of North Carolina at Greensboro. (Report to the North Carolina General Assembly SL 2021-3, HB196)

Bayonas, H. (2020). *Mississippi Middle School Initiative Pilot 2020: Year 1 external evaluation report*. Greensboro, NC: iEvaluate, LLC.

Bayonas, H. & Montgomery, D. (2019). *IUSE engaged student learning/exploration and design: Accelerating student scientific writing mastery using electronic support and tailored feedback-Year two external evaluation report*. Greensboro, NC: iEvaluate, LLC.

Bayonas, H. (2017). *Math and Problem-based/Project-based Learning for Student Success (MAPSS) Year Two (2016-17) Evaluation Report*. Greensboro, NC. iEvaluate, LLC.

Bayonas, H. (2016). *Math and Problem-based/Project-based Learning for Student Success (MAPSS) Year One (2015-16) Evaluation Report*. Greensboro, NC. iEvaluate, LLC.

Bayonas, H. (2015). *GCS-SALA (STEM Alternative Licensure Academy): Year Four (2014-15) external evaluation report*. Greensboro, NC: iEvaluate, LLC.

Bayonas, H. (2015). *Guilford County Schools Mission Possible (TIF3): Year Four (2013-14) external evaluation report*. Greensboro, NC: iEvaluate, LLC.

Bayonas, H. (2014). *Guilford County Schools Mission Possible (TIF3): Year Three external evaluation report*. Greensboro, NC: iEvaluate, LLC.

Bayonas, H. (2013). *Mission Possible: Crosstabs of attrition with Value Added Data 2007-2012 (confidential report for GCS internal use)*. Greensboro, NC: iEvaluate, LLC.

Bayonas, H. (2012). *T-test results for Caldwell County 4-6th grade students in "The Wonder Years" character curriculum (2011-12)*. Greensboro, NC: iEvaluate, LLC.

Bayonas, H., Montrosse, E., Howard, E., & Yamaguchi, R. (2010). *Winston Salem/Forsyth County Schools Rigorous Magnet Evaluation Year 2 Results Brief (2008-09 data): An Extension of the Year 2 Report*. Greensboro, NC: The SERVE Center, University of North Carolina at Greensboro.

Gottschall (Bayonas), H. (September, 2007). *Program evaluation report for Guilford Education Alliance's Community Computer Lab Partnership Program*. Under contract by SERVE.

Peer-Reviewed Publications and Presentations

Bayonas, M. & **Gottschall, H.** (2025). Pragmatic Functions of Emoji Sequences in Classroom Peer Text Communications. *MIFLC Review*, vol. 25, 2025.

Bayonas, H. Client Data Collection in a Small Grant: Setting up the Low-budget Evaluation for Success, Presentation at the American Evaluation Association (AEA), Portland, OR, October 23, 2024.

Unlocking Opportunities – Finding, Winning, and Leading Education Grants. Co-presented with Ms. Sharon Flaherty, Dr. Melissa Glover, Dr. Amy Holcombe, Dr. Tina Johnson, and Dr. Darcy Kemp 02/01/2024 North Carolina Association for Supervision and Curriculum Development, Pinehurst, NC.

Bayonas, H. & Bayonas, M. Evaluating an Elementary/Intermediate Spanish Program, Presentation at the Georgetown University Round Table (GURT), Georgetown University, March 11-15, 2016.

Bayonas, H. & Bayonas, M. Results from a Process Evaluation of a University Language Program, Presentation at the American Evaluation Association (AEA), Chicago, IL, October 11, 2015.

García-Bayonas, M. & Bayonas, H. Evaluating a University Spanish Basic Language Program in the United States, Presentation at the 17th World Congress of the International Association of Applied Linguistics (AILA), Brisbane, Australia, August 11, 2014.

Bayonas, H. & Johnson, T. The Evaluation of a Within-District Licensure Program in North Carolina, Presentation at the National Association for Alternative Certification (NAAC), Orlando, FL, March 13, 2014.

Bayonas, H. & García-Bayonas, M. Evaluating a Spanish Basic Language Program at a Mid-sized Southeastern University, Presentation at the American Evaluation Association (AEA), Washington, DC, October 16, 2013 and the North Carolina Association for Research in Education (NCARE), February 21, 2014.

Using Propensity Score Matching in the Evaluation of a Federal TIF grant, presented at the American Association of Evaluation, Orlando, FL, November 11, 2009.

García-Bayonas, M., & Gottschall (Bayonas), H (2008). Class size reduction in the second language classroom. *Estudios de Lingüística Inglesa Aplicada (ELIA)*, 8, 181-203.

Gottschall (Bayonas), H., & García-Bayonas, M. (2008). Student attitudes towards group work among undergraduates in Business Administration, Education and Mathematics. *Educational Research Quarterly*, 32 (1), 3-28.

Student and Faculty Attitudes Towards Group Work in Higher Education: Implications for Teaching, presented at Lilly South Conference on College and University Teaching, Greensboro, NC, Feb 17-19, 2006

The Effect of Class Size Reduction in Second Language Learning, presented at Lilly South Conference on College and University Teaching, Greensboro, NC, Feb 17-19, 2006. Co-presenter with Mariche García-Bayonas.

Ochoa, T.A., Gottschall (Bayonas), H., & Stuart S. (2004). Group participation and satisfaction: Results from a PBL computer-supported module. *Journal of Educational Multimedia and Hypermedia*, 13(1), 73-91.

Ochoa, T.A., Duffy, T., & Gottschall (Bayonas), H. (2003). Problem-based learning multimedia modules: Results in teacher education courses. In A. Vilas, J.A. Gonzalez, & J.M. Gonzalez (Eds.). *Advances in Technology-Based Education: Toward a Knowledge-Based Society*. International Conference on Multimedia ICT's in Education (1774-1779). Badajoz, Spain.

Problem-based learning multimedia modules: Results in teacher education courses, presented at "Advances in Technology-Based Education: Toward a Knowledge-Based Society". International Conference on Multimedia ICT's in Education, Badajoz, Spain, December, 2003. Co-presenter with Theresa Ochoa and Thomas A. Duffy.

Workshops Instructed

Grantee Institute-Providing workshop on formative program evaluation for Mississippi recipients of Enhancing Education Through Technology (E2T2), U.S. Department of Education grant (May 28-30, 2008). Co-presenter with Beth Thrift and Nita Matzen. Jackson, MS.

Power, P-levels, and Effect Sizes. Research-related professional development session held at annual SERVE All Staff Meeting, July, 2007.

Distance Education Registration and Introduction to Oncourse. Two-hour workshop conducted for participants of the Interdisciplinary Collaborative Program to assist them in registering and also to introduce them to Indiana University's online course management system.

Putting Course Materials On-line. Three-hour workshop conducted for faculty using Netscape Composer. Sponsored by the Instructional Design Center, Indiana University of Pennsylvania.

Beginning WebCT. Numerous workshops conducted for faculty using the on-line course development software, WebCT. Workshops are divided into 2-hour segments, designed so faculty can learn what they want and when they want. Sub-topics include: Organizing Icons and Course Tools, Uploading Content, Course Management, and Customizing the Homepage.

Microsoft PowerPoint. Two-hour workshop where participants learn how to create a presentation that includes hyperlinks, graphics, and transitions. Sponsored by the Instructional Design Center, Indiana University of Pennsylvania.

Making Web Pages. A workshop conducted for graduate students in the Department of Student Affairs in Higher Education. Participants learned how to compose web pages consisting of graphics and hyperlinks using Netscape Composer. This workshop also included the FTP process.

IUP Summer Stipend Workshop. Two one-week workshops where faculty were paid to develop WebCT course supplements for their course. Sponsored by the Instructional Design Center, Indiana University of Pennsylvania. Co-taught with three other instructors.

Beginning WebCT, workshop presented at "Technology in Teacher Education Network". Conference sponsored by the Pennsylvania State System of Higher Education Center for Distance Education, Lock Haven University, October, 1999. Co-facilitator with Dennis Ausel

Professional Associations and Volunteering

North Carolina Association for Research in Education (NCARE)-member

Research Triangle Park (RTP) Evaluators-Treasurer (2012 to 2018), member
Association for the Assessment of Learning in Higher Education-member
American Evaluation Association-member
Faith Action International, Greensboro, NC, volunteer (2019 to 2020)
John van Lindley Elementary, Greensboro, NC, PTA Co-President (2018 to 2019)

Certificates and Workshops

Generative AI 101 certification (Pathways-problem solving, communication and creativity, interaction and prompting, content and verification), Indiana University, 2025
How to Teach Online with Zoom, Udemy, 2025
Lumina Emotion Certificate, 2025
E-Learning Instructional Design Certificate from Association for Talent Development, 5/16-18/24
Online Teaching Certificate, High Point University, 2024
Promoting Active Learning Online, ACUE certificate, 2024
Generative AI Tools and Strategies, High Point University, 2024
Center for Creative Leadership Coaching Certificate, 2023
Online Teaching Certificate, University of Connecticut, 2016
Institute for Education Sciences-Cluster Randomized Control Trials Training Institute, Vanderbilt University, 2007
Grantwriting USA, 2-day grant writing workshop, Jamestown, NC, 2015
Certificate in Distance Education, Indiana University-Bloomington, 2000