

UMUC Faculty Profile Template

Dr. Jay Alden, Adjunct Professor

Business & Executive Programs

Position(s) Held

Professor, National Defense University
Director of Executive Programs, UMUC
Director of Evaluation and Research, Xerox Corp.

Education/Degrees Held

BS, Mathematics, Long Island University
MS, Education, Hofstra University
Ph.D. Education Research, Hofstra University

Courses Instructed

Marketing
Performance Management
Measuring Results of Organizational Performance

Brief Statement About Instructor

Jay Alden is a Professor of Systems Management at the Information Resources Management (IRM) College of National Defense University in Washington DC. He conducts courses on performance measurement and strategic management of websites. He is also the Chief Editor for the College's Community of Practice supporting federal Chief Information Officers. Dr. Alden previously was the Director of Executive Programs at the University of Maryland University College and the Director of Evaluation and Research at Xerox Corporation.

Publications

- Alden, J (2006). "Measuring the Unmeasurable." *Performance Improvement*. 45 (5). pp. 7-11.
- Alden, J. (1998) *A Trainer's Guide to Web-based Instruction*. Washington D.C.: American Society for Training and Development.
- Alden, J. And Kirkhorn, J.B. "Case Studies" in (R. Craig, editor) *Training and Development Handbook*, 4th edition. (1996). New York: McGraw-Hill.
- Alden, J. (1990). "Take Telecommuting Out of the Closet." *HR Horizons*. 102, 45-49.
- Alden, J. (1990). "21st Century Management: New Dimensions of Leadership. N *HR*

Horizons. 101, 7-13.

Alden, J. (1990). "Technology Requirements for the 21st Century Executive." *Catalyst*. Rockville: Montgomery County High Technology Council, Inc.

Honors/Awards

Outstanding Innovation Award, IRM College of National Defense University, 2002