

Rob O'Keefe

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Education and Professional Development

- M.A. in Geography with distinction – California State University, Northridge (2019)
- B.A. in Geography/Cartography – California State University, Northridge (2006)
- A.S. in Media/Journalism – Manchester Community College, Manchester, CT (1994)
- GIS Certification – California State University, Northridge (2005)
- Equitizing Gateway Courses – Santa Monica College (2022)
- Online Teaching & Design Certification – Santa Monica College (2020)
- 10-10-10 Communication Certification – Santa Monica College (2020)
- Interpretive Naturalist Certification – NPS/MRCA (2014)

GIS and Cartography Training

- ESRI (MOOC) Going Places with Spatial Analysis
- ESRI (MOOC) Cartography
- ESRI: ArcGIS Server 10 Training
- ESRI: Learning Visual Basic Applications for New ArcGIS Developers
- ESRI: Customizing ArcGIS Desktop
- U.S. Fish and Wildlife Service Riparian Mapping Protocol
- National Wetlands Inventory Wetlands Mapping Training

Professorial Work Experiences

2024 to Present: Lecturer at California Lutheran University

Instruct students in Physical Geography and Geographic Information Systems (GIS), integrating laboratory components to enhance practical understanding. Foster comprehension of fundamental processes shaping the physical environment and their intersection with human activities. Design and deliver assessments and laboratory experiments to cultivate students' application of the scientific method. Promote development of logical reasoning and transferable research skills through practical exercises and, on occasion, field-based learning. **Courses taught:** *EES 151/151L-Intro to Physical Geography w/Lab, ES 3ST-01: Intro to Geographic Information Science.*

2021 to Present: Lecturer at California State University, Northridge

Experience teaching introductory courses in physical geography, regional geography, environmental geography, meteorology, climatology, and climate change, encompassing both lecture-based and laboratory formats. In these roles, I introduced students to the practical applications of Geographic Information System (GIS) technologies and their real-world relevance. Furthermore, I have taught upper-division courses that highlight the intersection of human and physical geography, encouraging insightful dialog while emphasizing possible solutions derived from the integration of applied scientific methodologies and geospatial technologies. **Courses taught:** *101 Physical Environment, 101A/L Physical Environment & Lab, 103A/L Weather & Lab, 112/L Climate Change Lab, 150 World Geography, 316 Environmental Geography, 326 Africa, 330 California*

2020 to Present: Adjunct Professor of Geography at Santa Monica College

Instruct students in the fundamental tenets, principles, and practical application of physical geography. This instruction encompasses the examination of Earth-sun dynamics, meteorological phenomena, climatic conditions, geological procedures, topographical features, observational fieldwork, rudimentary Geographic Information System (GIS) concepts, Global Positioning System (GPS) functionality, and the application of remote sensing methodologies. **Courses taught:** *GEOG 1 Physical Geography, GEOG 3 Weather and Climate, GEOG 5 Physical Geography w/Lab*

Educational Support Work Experiences

2011 to Ongoing: Web Developer/Author

Spearheaded the development and ongoing maintenance of a companion website for the fourth edition of *Rediscovering the Golden State: California Geography*. Contributed original photographs, articles, and editorial commentary on a range of physical and human geography topics relevant to California, enhancing the text's educational value and accessibility for students and instructors alike.

2006 to 2011: Accessible Technology Coordinator and Web Developer at CSU Northridge

Responsible for planning, organizing, implementing, and maintaining web services for the College of Social & Behavioral Sciences at California State University, Northridge. Facilitated development and adoption of web page design and technical standards in compliance with W3C guidelines and the Rehabilitation Act (508 Section 1194.2). Developed universal design standards and templates for accessible content distribution and management. Collaborated with department chairs, faculty, staff, and key campus partners to develop recommendations for web-related services. Implemented a web mapping service to highlight geospatial data for the Department of Geography. Reviewed and revised content submissions for accessibility guidelines, accuracy, and consistency.

2005-2006: GIS Technician & Field Team Coordinator at CSU Northridge

Assisted in supervising and training a team of field researchers in the Upper Los Angeles River Area (ULARA) on the collection of human impact data and the validation of GIS-delineated wetland and riparian features. Conducted field mapping and classification of wetland and riparian habitats within the ULARA and San Gabriel Drainage Basins. Developed a geodatabase of collateral data to support accurate wetlands delineation. Created presentations and visual materials to communicate key concepts and provide project updates to stakeholders. Produced high-resolution, full-color shaded relief maps of the study area and associated ancillary features to support analysis and reporting.

2003-2005: Web Developer/Teaching Assistant

Authored a CD-ROM to accompany the second edition of *"Rediscovering the Golden State: California Geography"* by William Selby. Created maps depicting California's climate, hydrology, population, and land-use. Constructed charts and graphs detailing California's climate, precipitation, population statistics and economic data. Authored interactive content (Flash quizzes) to reinforce key geographic concepts in the lectures and book. Graded papers and assisted students in a laboratory setting.

2002-2004: Producer/Host of Backcountry Explorer

Produced and hosted an educational outdoor adventure television program aired on a local Adelphia cable affiliate throughout the Conejo Valley (Thousand Oaks and surrounding areas) during the 2003–

2004 season. The program combined public science communication with experiential education, featuring episodes on regional geology and geomorphology, as well as wilderness safety and backpacking practices.

1996: Department of Energy & Environmental Protection (Connecticut State Parks Division)

Served as an interpretive guide at Gillette Castle State Park, delivering public presentations on the historical significance of the site and its architect, William Gillette. Provided educational talks on the natural history and ecological features of the Connecticut River Valley, integrating historical interpretation with environmental education for diverse audiences.

Other Pertinent Work Experiences

2015: Agricultural Assistant for Cooperative Agricultural Support Services/CA Department of Food & Agriculture

Conducted field-based pest monitoring and eradication activities, including servicing insect traps, performing sweep net sampling, and visually inspecting host plants for signs of target pest damage. Collected and documented suspect plant and insect specimens using a variety of entomological tools. Utilized GPS technology to site-register sampling locations and ensure accurate geospatial data. Created schematic field maps, maintained site and sample integrity, and followed established protocols for sample packaging and transport.

2013: Volunteer Web Developer

Led the comprehensive redesign of the Santa Monica Mountains Fund website, overseeing all phases from planning to implementation. Collected and analyzed technical and functional requirements, defined site architecture, navigation structure, and visual identity. Recommended appropriate content management and web analytics platforms. Collaborated with staff to develop and refine content and implemented technology solutions to enhance social media engagement and integrate customer relationship management (CRM) tools.

2002-2003: Production Manager Bosustow Media Group, Van Nuys, CA

Provided ongoing logistical and organizational support for the pilot episode of a children's television show. Wrote articles and took photos for the promotional newsletter. Videotaped interviews for documentary projects. Participated in marketing and fundraising strategy sessions.

1997-2001: Technical Staff at Computer Sciences Corporation in El Segundo, CA, and various client sites.

Co-authored an Applications Catalog, Work in Progress, and In-Process Project Assessment Executive Summaries for an internal CSC reorganization. Organized information on a variety of data/application related topics (Disaster Recover, Project Workflow, and Project Control) at Children's Hospital/Los Angeles. Made recommendations on the status of critical business applications at Nortel Networks. Reviewed and identified critical outstanding application issues and assisted in the development of an overall application management plan for both AT&T and Pratt & Whitney.

1993-1995: Journalist at the Hartford Courant, Manchester Extra and Regional Standard

Authored news, features, and sports articles for weekly print publications, combining reporting with narrative storytelling. Conducted photojournalism for accompanying visual content, including portraits, event coverage, and action photography. Assisted in copyediting and proofreading of news content to ensure clarity, accuracy, and adherence to editorial standards.

Skill Sets

- **GIS:** ArcGIS Desktop version 10.8, ArcGIS Pro, QGIS.
- **Digital Imaging:** Adobe Illustrator, Photoshop, Lightroom and Premiere.
- **Office Applications:** MS Office Suite (Word, PowerPoint, Excel, and Access)

Service Work and Presentations

- “Sky Islands: Endangered Archipelagos” – Los Angeles Geographical Society (2022)
- “Victoria, AUS: The Education State” – California Geographical Society Annual Conference (2021)
- Habitat restoration on San Nicolas Island - Channel Islands Restoration (2019)
- “Take Only Selfies, Leave Only Geotags” – California Geographical Society Annual Conference (2018)
- Habitat restoration/erosion abatement on Santa Rosa Island - Channel Islands Restoration and National Park Service (2015)
- Web site redesign for Santa Monica Mountains Fund (2013)
- Habitat restoration on Santa Barbara Island - Montrose Settlements Restoration Project and National Park Service (2012)
- Habitat restoration with Channel Islands Restoration on Anacapa Island (2011)
- Serviced desert weather stations for Cal-State Northridge (2007)
- Southern California Student Representative to the California Geographical Society (2006-2007)
- President of the Geography Council at California State University, Northridge (2005-2006)
- Serviced weather stations for Cal-State Northridge/National Park Service on Santa Cruz Island (2007)
- Award winning presentation of “Saguaro Cacti of the Whipple Mountains of California” at the California Geographical Society Annual Conference in Redding, CA (2006)
- Assisted the laser scanning of rocks for ventifact research team consisting of Dr. Julie Laity of CSUN, the Jet Propulsion Laboratory, and representatives from Arizona State University (2005)
- Wrote and published a bi-weekly online newsletter for the CSUN Geography Council (2005-2006)
- Presented a short film with a geographic theme (Backcountry Explorer) at the DV-Flicks Film Festival at Warner Brothers Studios (2003)

Honors and Awards

- William & Marilyn Bowen Geography Student Professionalism Award (2006)
- Gamma Theta Upsilon International Geographical Honor Society (2006)
- CSUN Department of Geography GIS Award (2005)
- Recipient of the Michael J. Tamburro Scholarship (2004)
- Mintz & Hoke Award for Excellence in Public Relations (1994)
- Co-recipient of Phi Theta Kappa Members’ Award (1994)
- Inducted Phi Theta Kappa National Honors Society (1993)

Other Volunteering/ Memberships (Past and Present)

- MRCA Volunteer Naturalist
- COSTAC Trail Watch Program
- Santa Monica Mountains National Recreation Area's 25th Anniversary Steering Committee
- California Geographical Society
- Association of Pacific Coast Geographers
- American Association of Geographers
- Appalachian Mountain Club