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PROFESSIONAL HISTORY

2013 – Current

PRESIDENT / CEO, EDUCARE RESEARCH; Non-Profit Educational NGO. California, USA

- Virtual world education design and development, presentations, seminars.
- Provides free transcultural resources for international educators and students. <http://educares.net/>

2018 – Current

PODCAST HOST/PRODUCER, THE SCIENCE CIRCLE; Netherlands, EU

- Produce, host and post podcasts for a nonprofit global alliance of scientists, educators, and students.
- Roster of platforms, guests and topics available at <http://wwmr.us/support/podcasts/presenters.htm>

2013 – Current

MA & BA CORE FACULTY, NATIONAL UNIVERSITY; San Diego, CA

- Instructor for Strategic Communications and Communication Technologies courses; designed courses and weekly live online lectures. Innovative use of Artificial Intelligence in course development.

2010 – Current

INSTRUCTOR FOR LEADERSHIP, MARKETING, INTERNATIONAL TRADE PROGRAM; UNIVERSITY OF CALIFORNIA, Los Angeles, CA (UCLA) Extension

- Design and teach business and cross-cultural courses serving international contracting institutions
- Develop online course materials in Blackboard and Canvas platforms. Mentored instructors.
- Serve on Marketing & Public Relations Certificates Advisory Board.

2009 – Current

SENIOR FACULTY, CALIFORNIA LUTHERAN UNIVERSITY; Thousand Oaks, CA

- Designed and taught on-ground and hybrid courses in international marketing, cross-cultural communications, and global issues.
- Served working adult students for accelerated evening degree program.

2001 - Current

FACULTY FOR LANGUAGE & CULTURE PROGRAM; PROFESSIONAL ACADEMIC PROGRAM; BUSINESS, MANAGEMENT & LAW PROGRAM;

UNIVERSITY OF CALIFORNIA, Santa Barbara, CA (UCSB) Professional and Continuing Education

- Designed and taught courses in international marketing, communication, global economies, and world affairs courses for international and domestic students. Participated on curriculum development committees.
- Produced online course materials and videos.

2012 – 2016

SENIOR FACULTY / COURSE DESIGNER, SAYLOR ACADEMY; Washington, D.C.

- Design, develop and realign mass courses and curricula for free education initiative.
- Peer review course materials developed by other consulting professors.
- Produce custom video, audio and print learning materials.

2000 – 2015

MBA PROGRAM FACULTY, CARDEAN LEARNING GROUP / ELLIS COLLEGE OF NEW YORK INSTITUTE OF TECHNOLOGY / ELLIS UNIVERSITY; Chicago, Illinois

- University Senate, Curriculum and Academic Standards Committee. Adjunct Faculty Ombudsman.
- Subject matter expert (SME) and course designer for proprietary platform. Led performance seminars and pilot tested new technologies. Trained and mentored new instructors. Outstanding Instructor Award, 2005

2012 – 2014

LEAD INSTRUCTOR / COURSE DESIGNER, UCLA EmpowerEd Project; Los Angeles, CA

- Designed, developed and instructed courses and curricula in Integrated Marketing Communications, and Writing for Advertising & Marketing.

2002 - 2004

ADJUNCT & CORE FACULTY, ANTIOCH UNIVERSITY

Santa Barbara, CA

- Designed and taught undergrad and graduate courses in Marketing and Global Economics.
- Participated in curricula and accreditation review. Provided training for low-residency online program.

2001 - 2005

SELECTION PANEL, INTERNATIONAL RESEARCH & EXCHANGES BOARD (IREX);

Washington, DC

- Reviewed Eastern European grant proposals for Contemporary Issues Fellowship Program.

2001 – Current

WEBSITE PUBLISHER, AboutPublicRelations.net; (formerly of Primedia; New York)

- Public relations, marketing, communications, research and analysis.
- Winner of ExpertPR 2002 “Site Most Useful for PR Pros”

1997 - 2000

PROJECT MANAGER / MEDIA DIRECTOR, GAVIN ANDERSON & COMPANY - THE PBN COMPANY;

Kyiv, Ukraine

- Managed USAID public education program, oversight of \$3-million annual budget, staff of 50.
- Produced national television and radio programs, developed media campaigns.
- Directed LAN and Website development.

1995-1996

GRAND JUROR, SANTA BARBARA COUNTY GRAND JURY; Santa Barbara, CA

- Served on editorial committee for 18 grand jury reports. Coordinated media relations.

1993-1995

MEDIA RELATIONS DIRECTOR, KRIEBLE INSTITUTE; Washington, DC

- Obtained placements in prominent domestic and international media.
- Conducted communication seminars for Russian business and government leaders. Prepared training resources.

1992-93

TALK-SHOW HOST/PRODUCER, KUHL-AM; Santa Maria, California

- Hosted/produced weekly radio talk show on business and community affairs.

1991- Current

PRESIDENT / OWNER, WORLDWIDE MEDIA RELATIONS; Santa Barbara, California

- Clients have included Project Moscow Medicine, Amnesty International, United Nations Association, Viewers for Quality Television, Santa Maria Valley Chamber of Commerce.

1991-94

GOVERNMENT ISSUES DIRECTOR, SANTA MARIA VALLEY CHAMBER OF COMMERCE; California

- Researched local, state and national legislation affecting business community. Organized candidate forums.
- Prepared strategic communication campaigns, position papers, officer speeches, op-ed articles.

1989-1991

BUREAU CHIEF/PRODUCER/CORRESPONDENT, SUN WORLD NEWS MOSCOW;

Washington, DC / Moscow, USSR

- Managed Moscow TV news bureau; supervised American and Russian staff.
- Coordinated advertising sales and marketing of Soviet publication *Literary Gazette International* in the USA.

1988-89

INTAKE OFFICER, OREGON STATE DEPARTMENT OF CORRECTIONS, Klamath Falls, Oregon

- Conducted in-depth interviews of probationers and parolees assessing risk and needs.
- Supervised community service performance of probationers.

1987-88

NEWS DIRECTOR/ANCHOR, KOTI-TV (NBC); Klamath Falls, Oregon

- Responsible for all news programming; managing division staff.
- Directed community outreach efforts.
- Anchored two evening newscasts.

1986-87

BUREAU CHIEF, KOBI-TV (NBC); Roseburg and Coos Bay, Oregon

- Directed full news coverage efforts for tri-county region.
- Developed station promotion campaigns.
- Coordinated news stringers.

1984-86

REPORTER/ANNOUNCER, KLCC-FM; Eugene, Oregon

- Feature news reporting, announcer for morning "drive-time" newscast.

1984-86

FEATURES WRITER, OREGON DAILY EMERALD; Eugene, Oregon

- Investigative feature nominated for William Randolph Hearst Award.

1980-82

VICE PRESIDENT, JOSEPHINE COUNTY HEAD START PROGRAM; Grants Pass, Oregon

- Devised long-term policy, goals and strategy for implementation of federally supported Head Start services.
- Supervised financial expenditures.

1978-84

EXECUTIVE DIRECTOR, SKILLS EXCHANGE; Grants Pass, Oregon

- Directed non-profit NGO serving low-income clients.
- Supervised volunteer and paid staff.
- Managed program budget and accounting, payroll, foundation reports, grant writing, board meetings. Coordinated interagency and community events.

1979-82

COLUMNIST, SOUTHERN OREGON REVIEW; Grants Pass, Oregon

- Voted among most popular features in 10,000 reader survey.

1978-80

VISTA VOLUNTEER; Grants Pass, Oregon

- Developed and directed non-profit NGO, organized board of directors, obtained funding.

EDUCATION

- Ph.D. Education specializing in Transcultural Learning; Walden University (2006)
- M.A. Business Communications; Jones International University (2000)
- Telecommunications Series; Stanford University (2000)
- Technical Writing / Business Plans for Online Ventures; UCLA (2000)
- Certified in New Business Communications Technology; JIU (1999)
- Southern California Institute of Law; Contracts, Torts, Criminal Law (1996)
- B.A. Journalism; University of Oregon (1986)
- Culbertson Scholarship for Academic Excellence (1984-86)
- A.G.S. Humanities; Rogue Community College (1983)
- General studies, Santa Barbara City College (1976)

CERTIFICATIONS / TRAINING

- Camtasia / TechSmith Certification in Video Production
- Fundamentals of Artificial Intelligence Certification (National University)
- Professional Certification in Grant Writing (National University)
- Certified Domestic Violence Assessment & Treatment Provider
- SEVP/SEVIS Certificate for Designated School Officials
- Faculty Mentor Training (University of California, Los Angeles)
- US Coast Guard Captain / 50-Ton Master / ASA Certified Sailing Instructor
- Credentialed Chaplain
- Private Pilot License - Single Engine

PUBLICATIONS / PRESENTATIONS

Van Hook, S.R. (2025, April 25). Presenter. *Educator introduction to Virtual World learning*. Center of Business, Entrepreneurism, and Management (CBEM); Center for Virtual Organizations (CAVO). [Hyperlinked slides](#).

Van Hook, S.R. (2025, April 5). Spotlight speaker. Virtual Worlds Best Practices in Education ([VWBPE](#)) Conference. *Best face forward: A transition from here to there*. [Hyperlinked slides](#). [YouTube](#).

Van Hook, S.R. (2025, January 17). Presenter. *Renewed hope ahead for 2025*. [Nonprofit Commons](#). [Slides](#).

Van Hook, S.R. (2024, May 25). Presenter. *Empowering our low-watt brains*. [The Science Circle](#). [Slides](#). [YouTube](#).

Van Hook, S.R. (2024, March 15). Spotlight speaker. Virtual Worlds Best Practices in Education ([VWBPE](#)) Conference. *Mythic to manifested: University response to VWs*. [Subtitled slides](#). [YouTube](#).

King, K.; Silver, G.; Van Hook, S.R. (2024, February 28). Panelist. *Unlocking the power of words*. [National University Podcast](#). [Audio/Transcript](#)

Van Hook, S.R. (2024, January 13). Presenter. *Educator tactics in virtual worlds and university response*. [The Science Circle](#). [YouTube Recording](#). PDF [Slides](#)

Van Hook, S.R. (2023, October 28). Presenter. *Hope on the horizon*. [The Science Circle](#). [YouTube Recording](#). PDF [Slides](#)

Van Hook, S.R. (2023, October 27). Presenter. *VWEC: Universities' response to virtual world learning*. [Virtual World Education Consortium](#) [YouTube Recording](#). PDF [Slides](#).

Van Hook, S.R. (2023, January 25). Presenter. *A tour of the virtual world: How to engage students and create a sense of belonging online*. [Innovative Educators](#). PDF [Slides](#).

Van Hook, S.R. (2022, April 2). Spotlight speaker. Virtual Worlds Best Practices in Education ([VWBPE](#)) Conference. *Virtual teaching tactics to help a divided world*.

Van Hook, S.R. (2021, September 9). Webinar presenter. *Conflict resolution: Handling difficult, disruptive, and aggressive students*. [Innovative Educators](#). PDF [Slides](#).

Van Hook, S.R. (2021, March 12). Presenter. *Transcultural themes: Bridging cultures for helpers, healers, and teachers*. University of Amsterdam, Netherlands, VSPA Inclusivity Committee. PDF [Slides](#).

Van Hook, S.R.; Djorgovski, G.; Youngblood, P.; Burr, M.; Harp, B.; (2020, December 26). Panelist. *Academia and virtual world reset*. [The Science Circle](#). PDF [Slides](#). [YouTube Video](#).

Van Hook, S.R. (2020, May 2). Virtual-reality seminar presenter. *The world 20 years ahead with a 2020 vision*. The Science Circle. PDF slides. YouTube Video.

Van Hook, S.R. (2018, Spring). The future revisited: Can global learning still save the world? *Journal of Distance Learning Administration*, University of West Georgia. Available online.

Van Hook, S.R. (2017, September 13). Webinar participant. *From college to career: Preparing students for the workplace*. Chronicle of Higher Education. Recording. Notes.

Van Hook, S.R. (2017, June 22). Webinar participant. *Online education: Heading toward the future*. Chronicle of Higher Education. Recording. Notes.

Van Hook, S.R. (2017, June 9). Participant representing educational design. *The state of virtual reality with Philip Rosedale*. VR seminar with CEO of High Fidelity and founder of Linden Labs, and technology 'evangelist' Robert Scoble. YouTube video.

Van Hook, S.R. (2017, April 29). Presenter. *Building classroom bridges across cultural gulfs*. CATESOL (California Teachers of English to Speakers of Other Languages). Santa Barbara, CA.

Van Hook, S.R. (2017, March 25). Presenter. *Best writing tactics for low-watt brains*. The Science Circle: A global alliance of scientists, educators and students. YouTube recording. Slides.

Van Hook, S.R. (2016, May 21). Presenter. *The power of primers & prompts: Boosting our low-watt brains*. The Science Circle. <http://wwmr.us/support/Primers-SC.pdf>

Van Hook, S.R. (2015, March 20). *Innovative Educators*. Webinar presenter: *Practical strategies for facilitating interaction in the cross-cultural classroom*.

Van Hook, S.R. (2015, March 20). Presenter. *Transcending cultural differences in global settings*. Virtual Worlds Best Practices in Education Conference. Presentation transcript.

Van Hook, S.R. (2014, April 11). Panel presenter. Virtual Worlds Best Practices in Education (VWBPE) Conference. *The Science Circle: Science and education in virtual worlds*.

Van Hook, S.R. (2012, June). Hopes and hazards of transculturalism. *Prospects*. 42 (2), 121-136. Quarterly review of comparative education by United Nations Educational, Scientific and Cultural Organization (UNESCO) and International Bureau of Education (IBE). Available at <http://wwmr.us/support/transculturalism.pdf>

Van Hook, S.R. (2011, April). Modes and models for transcending cultural differences in international classrooms. *Journal of Research in International Education*. 10 (1), 1-27.

Van Hook, S.R. (2010, December 1). *Connecting across cultures with resonant themes and images*. Presentation to the 2010 Literature & Arts Lecture Series, Oxnard College, CA.

Van Hook, S.R. (2010). Resonant multicultural marcom messages: Using transcultural themes and images to connect across cultures. *How-To Marketing*. Available online at <http://howtomarketing.us/vanhook9.htm>

Van Hook, S.R. (2010). Communication appeals and tactics: Strategies to win and woo your audience attentions. *About Public Relations*. Available online at <http://aboutpublicrelations.net/ucvanhook3.htm>

Van Hook, S.R. (2010). Dealing with disruptive students. *How To Teach*. Video lecture available online at <http://howtoteach.us/vanhook4.htm>

Van Hook, S.R. (2010). Transcultural themes and images applied in international classrooms. *How To Teach*. Video lecture available online at <http://howtoteach.us/vanhook5.htm>

- Van Hook, S.R. (2010). The ABCs of marketing: Your keycard to the gate of marketing success. *How-To Marketing*. Available online at: <http://howtomarketing.us/vanhook1.htm>
- Van Hook, S.R. (2008). Theories of intelligence, learning, and motivation as a basic educational praxis. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED501698). Also available online at <http://wwmr.us/VanHook-Learning.pdf>
- Van Hook, S.R. (2008). Distance education as a facilitator of learning. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED501699). Also available online at <http://wwmr.us/VanHook-Distance.pdf>
- Van Hook, S.R. (2008). International learning institutions: Organization, purpose, goals, and missions. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED500061). Also available online at <http://wwmr.us/VanHookKAM6.pdf>
- Van Hook, S.R. (2007). Application of transcultural themes in international classrooms. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED495063). Also available online at <http://wwmr.us/TransculturalClassrooms.pdf>
- Van Hook, S.R. (2006). Access to global learning: A matter of will. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED492804). Also available online at <http://wwmr.us/Access-VanHook.pdf>
- Van Hook, S.R. (2005). Themes and images that transcend cultural differences in international classrooms. *Education Resources Information Center*. (ERIC Document No. ED490740). (Proquest Publication Number 3200710). Also available online at <http://wwmr.us/Dissertation-VanHook.pdf>
- Van Hook, S.R. (2005, Summer). Universal learning at a distance: Can we plug it in? *Journal of Distance Learning Administration*, 7(2). University of West Georgia, Distance Education Center. Available online at <http://wwmr.us/universal.htm>
- Van Hook, S.R. (2004, December 28). *The doctoral student experience: Learning and scholarship*. Panelist, Walden University, Leesburg, VA.
- Van Hook, S.R. (2003). *Theories of intelligence, learning, and motivation*. Walden University. Available online at <http://wwmr.us/VanHook-KAM5.pdf>
- Van Hook, S.R. (2003). *Principles of international organizational and social systems*. Walden University. Available online at <http://wwmr.us/VanHookKAM3.pdf>
- Van Hook, S.R. (2003). *Sociocultural development vis-à-vis global management*. Walden University. Available online at <http://wwmr.us/VanHookKAM2.pdf>
- Van Hook, S.R. (2003, October 11). *Transcultural communications: Themes and images that transcend culture*. Seminar presentation to the CATESOL (California Teachers of English to Speakers of Other Languages) 5th Annual Fall Conference, Santa Barbara City College, CA.
- Van Hook, S.R. (2002, September 14). *Fortifying the distance learning culture*. Presenter, Antioch University Santa Barbara, CA.
- Van Hook, S.R. (2002). *Cultural influences in socioeconomic development*. Walden University. Available online at <http://wwmr.us/VanHookKAM1.pdf>
- Van Hook, S.R. (2000). *Will global learning get online?* Jones International University. Distributed at forums including the International Global Learning Forum at Appalachian State University; the Global e-Learning 2001 Summit in British Columbia; and the Australian Flexible Learning Framework 2000-2004.

Van Hook, S.R. (2000). *Media and public relations: A primer for business & government leaders in Russia and the FSU*. Transcribed from presentations funded by the Kriebel Institute, and the United States Agency for International Development. Available online at <http://wwmr.us/primer/index.htm>

Van Hook, S.R. (2000). *Notes from Ukraine: A public educator's journal*. Available online at <http://wwmr.us/UkraineNotes.htm>

Van Hook, S.R. (2000). *Cross-cultural variances in team effectiveness*. Jones International University. Available online at <http://wwmr.us/teams.htm>

Van Hook, S.R. (1999). *Trans-ideological management issues in post-Soviet states*. Jones International University. Available online at <http://wwmr.us/Mindsets.pdf>

Van Hook, S.R. (1997). Developments in the American media and their relation to Ukraine. *Annual Faculty Journal, Institute of Journalism*. University of Kiev, Ukraine.

Van Hook, S.R. (1993, November 26). Glimmers of hope on Russia's horizon [Op-ed]. *Santa Barbara News-Press*. Available online at <http://wwmr.us/articles/glimmers.htm>

Van Hook, S.R. (1991, September). Reporter's notebook from Moscow. *Old Oregon Magazine*. University of Oregon, Eugene. Available online at <http://wwmr.us/notes1.htm>

Van Hook, S.R., & Oberti, R. (1986). *Missing home: International students and culture shock*. Video documentary. University of Oregon International Center.

TEXTBOOK / MANUSCRIPT REVIEWER

International Social Science Journal. (2017). A critique of cultural globalization and the one world, one cultural globalist narrative. ScholarOne / Thomson Reuters.

Prospects. (2011). United Nations Educational, Scientific and Cultural Organization (UNESCO) Quarterly Review of Comparative Education.

Economic Performance of European Union: Issues, Trends and Policies. (2008). Lubor Lacina (Mendel University), Jarko Fidrmuc (Ludwig-Maximilians-Universität Munich), and Antonin Rusek (Susquehanna University). Malden, MA: Wiley-Blackwell.

The Handbook of Technology Management. (2008). NY: John Wiley & Sons.

The Economics of Globalization. (2007). Pompeo Della Posta. Malden, MA: Wiley-Blackwell

BIOGRAPHY

Steven R. Van Hook is an educator and author experienced in international adult education, transcultural learning, transcultural relations, economic development, news media, and business communications. He has designed and taught courses for the University of California Los Angeles (UCLA), University of California Santa Barbara (UCSB), California Lutheran University, Antioch University, Cardean Learning Group, Saylor Academy, National University, and elsewhere. He developed the first hybrid online course for UCSB International Programs in 2001.

Steven has led in academia as a faculty senator, ombudsman, in curriculum development, accreditation review, and instructor mentoring; and held leadership positions in media, education and economic development programs through the United States Agency for International Development, Head Start, and VISTA. He's been a TV news anchor, foreign bureau chief, columnist, and radio talk-show host. He has a BA in Journalism, an MA in Business Communication, and a PhD in Education.

Steven's interests include expanding worldwide access to learning opportunities – especially for developing nations – with practice and research in appropriate use of artificial intelligence (AI) in course design, [transcultural themes and images](#); [worldwide education access through appropriate tactics and technology](#); [theories of learning](#); [sociocultural influences on economic development](#); [organization of international learning institutions](#); and [innovations in international and domestic education](#). His research has been published in scholarly journals including UNESCO's *Prospects*, Sage's *Journal of Research in International Education*, and UWG's *Journal of Distance Learning Administration*.

Steven is president of [Educare Research inc.](#), a nonprofit 501(c)(3) organization providing free learning resources to international independent educators and students. He has developed on-ground and online courses and curricula for universities and educational programs in the United States and abroad, including [courses](#) in cross-cultural communication, global issues, media, international business and management.

Steven is also a licensed sea captain and sailing instructor, a credentialed chaplain, and officiates [weddings and memorials](#).