



**Steven G. Estrella, Ph.D.**  
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## **EXECUTIVE SUMMARY**

Dr. Steven Estrella, Chief Information Officer of Shearspire, Inc. and StevenEstrella.com, has more than twelve-years of experience in technology-enhanced teaching, computer services, software design and programming, marketing, communications, and management. He develops and delivers interactive web sites for marketing and educational applications. Dr. Estrella specializes in creating “truly useful and substantial” websites in which interactivity is critical to the learning process or the sales process. Dr. Estrella is often complimented on his ability to work well with technology and with people. When suitable, his web sites contain audience-appropriate humor. This “light-hearted” instruction enhances learning. Dr. Estrella is an experienced public speaker and a published author of nationally distributed training manuals on interactive web programming and textbooks on JavaScript and Dynamic HTML.

## **EMPLOYMENT HISTORY**

**Chief Information Officer** 2001 to present  
Shearspire, Inc. dba StevenEstrella.com

*Shearspire, Inc. is a small corporation devoted to business research and intelligence and interactive media development for the web. StevenEstrella.com is part of Shearspire, Inc. and serves clients in music education and music industry.*

- Responsible for all computer hardware and software purchases, maintenance, and training
- Responsible for all matters pertaining to StevenEstrella.com
- Creates highly-interactive web sites for clients in music education and music industry
- Provides consulting and training services to education and business clients

**Director of Computer/Media Services**  
Temple University Esther Boyer College of Music

1991 to 2001

*The Boyer College of Music is a conservatory of music within Temple University. Approximately 350 undergraduate and 250 graduate students are enrolled in degree programs in music performance, music education, music therapy, and other music disciplines.*

- Webmaster for the Boyer College - Responsible for the maintenance and coding of world wide web presentations providing information about the Boyer College of Music (<http://www.temple.edu/music>), its faculty and programs.
- Responsible for creating and executing music technology presentations for prospective students, visiting dignitaries, alumni, and potential donors.
- Supervise the daily operations of the Presser Creative Music Technology Center including the training of graduate and undergraduate lab consultants.
- Assist department heads and other faculty in integrating music technology into existing courses and curricula. Evaluate the needs of each department and requisition or create the appropriate instructional software.
- Responsible for the maintenance of 130 computers and accompanying peripherals including audio visual equipment, CD-ROM drives, hard drives, keyboards, printers, MIDI devices, modems, monitors, and other devices.
- Provide hardware and software support for Macintosh, DOS/Wintel, Apple II, and UNIX computers and peripherals.
- Responsible for the installation of all computer workstations, peripherals, networking hardware. and all computer software.
- Responsible for product research and requisitioning of all computer equipment and software bought with funds from the Computer Activities Fee and funds from other administrative and academic budgets.
- Created and maintained an accurate computerized inventory of all computer hardware and software.
- Responsible for licensing more than 250 pieces of software to assure compliance with copyright regulations and intellectual property laws.
- Creative and administrative involvement in the creation of a music technology component for undergraduate programs.
- Program databases and spreadsheets as needed to manage inventories, maintain budgets, create requisitions, and generate reports.
- Program databases for the Listening Library on-line catalog and the Alice Tully Library inventory of holdings.

**Assistant Professor of Music Education**  
Temple University Esther Boyer College of Music

1991 to 2001

- Developed and taught the courses “Technology for Education in Music”, “Multimedia and the Internet”, “Composing and Printing on the Microcomputer”, and “Interactive Multimedia I and II” providing basic skills in computer-based music notation, multi-track

MIDI sequencing, multimedia music education, and web programming to undergraduate and graduate students.

- Gave regular guest lectures for Upper String Pedagogy, Lower String Pedagogy, and Music C061 on music technology for pedagogy.
- Gave regular guest lectures for a course in New Technologies taught in the School of Communications and Theater department of Radio Television and Film.
- Published articles and presented clinics dealing with the use of music technology for music instruction.
- Active professionally as a member of the National Advisory Board and Executive Committee of the Technology Institute for Music Educators (TI:ME).

**Coordinator of Undergraduate Recruitment**

1991 to 1997

Temple University Esther Boyer College of Music

- Responsible for the creation and distribution of numerous brochures, posters, and display advertisements.
- Supervised the production and distribution of the Boyer College promotional video.
- Represented the Boyer College at numerous summer music festivals, college fairs, professional conferences, high schools, and youth orchestras.
- Responded to and tracked more than 1500 inquiries per year for information about Boyer College degree programs.
- Conducted approximately 40 private tours and pre-enrollment interviews per year for prospective students.
- Served on various committees dealing with curricular matters, recruitment and retention, and the integration of technology into Boyer College curricula.
- Prepared admissions reports weekly during recruitment season (January - September) using data supplied by the Coordinator of Music Admissions.
- Organized the Fall and Spring open houses and audition dates, coordinating as necessary with undergraduate admissions and arranging for faculty presenters and performing ensembles.

**EDUCATION**

Temple University                      Doctor of Philosophy in Music Education                      1992  
Philadelphia, Pennsylvania

Claremont Graduate School      Master of Arts in Music Composition                      1986  
Claremont, California

Eckerd College                      Bachelor of Arts with Honors in Music and Psychology 1984  
St. Petersburg, Florida

**Professional Affiliations**

Technology Institute for Music Educators (TI:ME)

Vice-President/Secretary and Webmaster

Association for Technology in Music Instruction (ATMI)

Music Educators National Conference (MENC)

College Music Society (CMS)

**Computer skills:**

Web site development, web server maintenance, database programming, multimedia authoring, hardware and software configuration and troubleshooting, networking, cross-platform file exchange, creation of technical documentation, desktop publishing, and statistical analysis. Programming training in DHTML, JavaScript, SuperTalk, HyperTalk, FoxPro, X-BASE compatible languages, and C. Cross-platform software expertise with WordPerfect, ClarisWorks, FoxPro, FileMaker Pro, Microsoft PowerPoint, Microsoft Word, Microsoft Access, Microsoft Excel, Finale, Sibelius, Performer, Director, Dreamweaver, Fireworks, Flash, HyperCard, SuperCard, and others.

**Presentations/Clinics**

“Creating an Online Course Enhancement for Elementary Methods”  
Technological Directions in Music Learning Conference January 24, 2002

“Using Database Software to Create a Dictionary of Composers on the Web”  
Music Educators National Conference March 2, 2001

“Using Database Software to Create a Dictionary of Composers on the Web”  
Technology Institute for Music Educators Conference February 2, 2001

“JavaScript Basics for Music Educators - hands-on training”  
Technological Directions in Music Learning Conference January 27, 2001

“Interactive Web Development Techniques for Music Learning”  
Technological Directions in Music Learning Conference January 27, 2001

“JavaScript Basics - hands-on training”  
University of Texas Health Sciences Center January 24, 2001

“Online Courseware for Music Retail Sales Professionals”  
International Music Products Association January 20, 2001

“Technology for Music Learning”  
Co-presented with Tom Rudolph  
Video teleconference with Penn State and the

University of Oslo Norwegian Institute for Technology, Acoustics, and Music (NoTAM)	April 29, 2000
“A Web Toolkit for Music Educators” The College Music Society	April 1, 2000
“A Web Toolkit for Music Educators” Technological Directions in Music Learning Conference	January 27, 2000
“Creating Interactive Web Sites for Music Education” Technology Institute for Music Educators Conference	April 14, 1999
“Multimedia Basics - understanding digital media” Technology Institute for Music Educators Conference	April 14, 1999
“Multimedia Basics - a primer on understanding digital media” Pennsylvania Music Educators Association Conference	April 17, 1999
“Interactive Web Sites for Music Education” Pennsylvania Music Educators Association Conference	April 17, 1999
“JavaScript and QuickTime for Music Educators” Technological Directions in Music Learning Conference	January 28, 1999
“Adding Complex Interactivity to World Wide Web Pages for Music Education” Technological Directions in Music Education Conference	February 1, 1998
“Web Resources for Language Translation” Delaware Valley Translators Association	October 18, 1997
“Multimedia Music Education on the Web” New York University	October 4, 1997
“Music Lessons Via the World Wide Web” Pennsylvania Music Educators Association Convention	April 10, 1997
“Technology for Education in Music” Mercer County Community College Distinguished Lecturer Series	April 8, 1997
“Integrating Multimedia into World Wide Web Pages for Music Education” Technological Directions in Music Education Conference	February 1, 1997
“Multimedia Education in Music” Pennsylvania Music Educators Association Convention	April 29, 1995
“Interactive Multimedia in Music Education”	

Pennsylvania Music Educators Association Convention April 26, 1994

“CD-ROM and Interactive Multimedia Education in Music”  
Orange County Music Educators’ Association, Orange County, NY November 3, 1992

“Creating Multimedia Presentations with HyperCard”  
Haverford School District Mondays from March 9, 1992 to March 30, 1992

“An Overview and Demonstration of Software and Hardware for Music Education”  
Pennsylvania Music Teachers Association Guild Workshop March 14, 1992

“HyperCard for Music Educators: The ABC’s of Multimedia”  
National Music Clinic, Philadelphia, PA February 28, 1992

“Creating Educational Software with the Macintosh”  
NY State School Music Association, Kiamesha Lake, NY December 1, 1991

“Creating Educational Software with the Macintosh” and  
“An Introduction to HyperCard Applications on the Macintosh.”  
National Music Clinic, Philadelphia, PA Jan.31, 1991 and Feb. 2, 1991

### **Publications**

*Web Wizard’s Guide to Dynamic HTML and CSS*. Steven Estrella (Boston: Addison-Wesley, June 2002).

*Web Wizard’s Guide to JavaScript*. Steven Estrella (Boston: Addison-Wesley, November 2001).

“Using Database Software to Create a Dictionary of Composers on the Web” *PMEA News*, March 2001.

“Interactive Web Development Techniques for Music Learning” Proceedings of the Eighth International Technological Directions in Music Learning Conference, San Antonio, TX, January 27, 2001. Also published in the TDML eJournal at <http://music.utsa.edu/tdml/>.

“The Interactive Web Programming Web Site: A Web Toolkit for Music Educators” *PMEA News*, April 2000.

“A Web Toolkit for Music Educators” Proceedings of the Seventh International Technological Directions in Music Learning Conference, San Antonio, TX, January 27, 2000. Also published in the TDML eJournal at <http://music.utsa.edu/tdml/>.

“JavaScript and QuickTime for Music Educators” Proceedings of the Sixth International Technological Directions in Music Learning Conference, San Antonio, TX, January 28, 1999.

“Adding Interactivity to World Wide Web Pages for Music Education” Proceedings of the Fifth International Technological Directions in Music Learning Conference, San Antonio, TX, February 1, 1998, 121-124. Also published in the TDML eJournal at <http://music.utsa.edu/tdml/>.

“Multimedia Basics: Understanding Sound” *PMEA News*, March 1997, 6-8.

“Integrating Multimedia into World Wide Web Pages for Music Education” Proceedings of the Fourth International Technological Directions in Music Education Conference, San Antonio, TX, February 1, 1997, 84-90. Also published in the TDML eJournal at <http://music.utsa.edu/tdml/>.

“Three Steps to Establishing a Computer Lab for Music Education” *PMEA News*, March 1995, 12-15.

“Computer Networks for Music Educators” *PMEA News*, March 1994, 20-22.

“Survival Skills for the Twenty-First Century Pianist” Paper presented at the National Conference on Piano Pedagogy, Chicago, IL., October 23, 1992.

“Computer Technology and Music Learning Theory” *PMEA News*, March 1992, 4-5.

“Effects of Training and Practice on Advanced Measures of Music Audiation Scores” (Ph.D. diss., Temple University, 1992).

*Readings in Music Learning Theory*. Ed. Darrel Walters and Cynthia Crump Taggart (Chicago: G.I.A. Publications Inc., 1989) — I contributed to this publication as a technical editor, converting computer files received from the contributing authors into a common file format, standardizing the appearance of the articles, and creating camera-ready copy for the publication. My contribution is mentioned in the acknowledgements section of the book.

**Software/Web Sites - Those still maintained by StevenEstrella.com are marked ‘current.’**

***StevenEstrella.com (current)***

The company web site at <http://www.stevenestrella.com> contains work samples, links to sites, and a list of clients.

***Dr. Estrella's Incredibly Abridged Dictionary of Composers (current)***

This web application is available at <http://www.stevenestrella.com/composers>. Accurate biographical information is available on more than 500 composers of Western art music. The site is fully searchable with extensive links to other resources on the web.

***Interactive Web Programming and Web Toolkit for Music Educators (current)***

This web application is available as a demonstration at [http:// www.stevenestrella.com /IWP/](http://www.stevenestrella.com/IWP/) and uses JavaScript, Beatnik, and Dynamic HTML to create user-modifiable templates for interactive music exercises.

### ***Aural Training Diagnostic VI I***

This web application is available as a demonstration at <http://stumac39.music.temple.edu/multimedia/auraltraining/> and uses JavaScript and QuickTime movies for interactive exercises and tests in interval identification, harmonic dictation, and melodic dictation.

### ***BluesJam (current)***

In July of 1997 I completed the interactive blues jam for the web. This software is served on a web page located at <http://www.stevenestrella.com/IWP/bluesjam/> and uses multiple QuickTime movies and a custom interface. Users can play blues “licks” to accompany a looping rhythm section of piano, bass, drums, and brass.

### ***EDMASTER***

In September 1995 on commission from the Project Management Institute I created an extensive Microsoft Access database system to manage the registration and planning data associated with their education events. The system has increased revenues by making it possible for PMI to efficiently manage more events.

### ***String Cycles***

I did all of the computer programming for *String Cycles* , an interactive, multimedia, artistic installation by video artist Peter D'Agostino. This installation was on exhibit in Korea at the Kwangju Biennale festival in the InfoArt Pavilion from Sept. 20, 1995 to Nov. 30 1995.

### ***“The Development of Western Music”***

In the Fall of 1994, I was asked by Brown and Benchmark Publishing to produce a prototype for an interactive multimedia CD-ROM version of their text “The Development of Western Music” by K. Marie Stolba. The prototype uses full color scans, hypertext links, MIDI sound, and CD performances.

### ***Library Search!***

This software is a comprehensive library inventory and checkout system programmed in FoxPro and designed for music libraries. The software allows users to search for holdings by musically relevant parameters such as composer, title, performer, era, or media. The staff version also allows for flexible report generation and inventory control. A new version, completely rewritten in FileMaker Pro, is now in use at the Boyer College of Music at Temple University.

### ***Jump Right In: The Music Curriculum - Audio Software***

On commission from the publisher of JRI, G.I.A. in Chicago, I created the necessary sound resources and a computer program to control their playback. I then produced the master tapes by filtering the audio signal from the computer through an effects processor and sending it to Digital Audio Tape. All of the music patterns used in the curriculum were included.

***TransmissionS***

I was hired to do all of the computer programming for Peter D'Agostino's production of *TransmissionS*, an interactive, multimedia, artistic installation that uses a Macintosh computer and touch screen to control a videodisc player. This installation was exhibited at the Long Beach Museum in California in May and June of 1991, and was on tour in Europe for the following year.

***Music History Tutorial***

While studying for comprehensive exams in music, I wrote a computer application for music history that included musical examples using MIDI instruments and compact discs.

***Tonal Syntax Tutorial***

This training and practice program consists of 26 lessons in aural skills. The software uses digitized samples of the human voice to teach tonal syntax through verbal association syllables. As a clinician, I exhibited this software at the National Music Clinic on February 1, 1991. I designed and programmed the software package during the Fall of 1990.

**References**

Available upon request.