

# Carolyn White Bartoo

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## Professional University Faculty Member: Teaching Experience

1. **University of Delaware**  
Communication Department, *Newark, DE* Senior Faculty Instructor (2009 – present)
2. **Widener University,**  
Communication Studies Department, *Chester, PA* Faculty Senior Lecturer (2004 - 2009)
3. **University of Delaware**  
Communication Department, *Newark, DE* Adjunct Faculty (2003)
4. **Franklin Pierce College**  
Communication Studies Department, *Rindge, NH* Adjunct Faculty (1995)

## Selected Examples of Entrepreneurial Teaching & Innovations:

1. **COVID-19 response** March 2020 – present
  - A. **General Teaching Accomplishments**
    - Elected to offer all my 3 courses per semester as live, synchronous courses and to deliver highly engaging, live (synchronous) courses. SP20, FA21, SP21
    - Added extensive mental and physical health resources to courses, while also adding in-class discussion of how/when to access help to raise awareness of the pandemic's impacts and "Zoom fatigue".
    - Throughout the pandemic dramatically grew size and sophistication of Canvas CMS course pages for my three semesterly courses during three semesters. SP20, FA 20, SP21.
      - Canvas course pages totally manually converted to the new template recommended by UD Academic Technology Services (ATS), entailed through redesign for FA20.
      - Canvas course page redesign and launch recognized during FA20 University-wide Department Chairs meeting as ATS's top example of a re-design. Noted as both (1) quick turn-around that (2) highly effective student-facing tool that significantly improved their learning experience while also reducing their stress due to the streamlined design customized for a Zoom-only classroom environment.
    - Followed ATS's "backward design" best practices of curriculum development for all 4 redesigned courses: COMM 423 Advertising and the Consumer, COMM 313 Advertising, COMM 476 Social Media and Communication, COMM 413 Public Relations Management.
  - B. **COMM 413 Public Relations Management:** strategically redesigned & rebuilt on Canvas for SP2021  
Strategically re-conceived, re-designed, developed, and created course from the ground up.
    - Followed ATS's "backward design" best practices for curriculum development.
    - Course based upon new e-textbook to make easy access for students during COVID-19 lockdown, incorporate professional guest speakers, all UD COMM alumna I have taught since 2003 from back when I was an adjunct at UD until now.

- Highlight: incorporate second annual event I launched at UD last year, but this year these students will work on it as part of their course project to create their own “campaign” or “case study” in real time, together, in a Zoom-only environment. to raise awareness about the event and drive attendance. Students will research, choose key audiences to target, strategically plan creative promotional messages to them, create and disseminate those messages, track message uptake, evaluate c

## 2. **COMM 476 Social Media and Communication:**

redesigned for Fall 2019  
& again for Fall 2020

Re-conceived, re-designed, developed, and created course from the ground up. Course weaves together content on social media usage and its impacts on people individually, interpersonally and societally. Investigates key concepts like the definitions and relationship between “professional journalism” and “fake news”. Asks if the random and rapid adoption of digital technologies could be the metaphorical “opposite” of a mindful approach to digital media usage. 2019.

- Individually curated and compiled all homework readings individually using no text book. Wide array of sources including: scholarly articles, news journalism, business trade publications, videos, and audio podcasts. Purposefully no textbook used.
- The course is the first-ever in the COMM Department to incorporate the evidence-based “Koru” mindfulness mediation program designed by faculty at the Duke University Medical Center specifically to help “emerging adults” manage stress and lead healthier lives.
  - “Koru is a mindfulness curriculum designed specifically to target the developmental needs and interests of young adults. Koru was developed at the student counseling center at Duke University where it has become a very popular program. It’s been empirically tested in a randomized, controlled trial and found to have significant benefits on sleep, perceived stress, mindfulness, and self-compassion.” (<https://korumindfulness.org/about/faqs/>)
- Lead a “field trip” to UD’s STAR-Campus to experience the newly-opened, outdoor walking meditation labyrinth and garden.
- Students completed a multi-stage, academic research paper which entailed extensive in- and out-of-class training from me to ensure their work met the standards set by UD’s Writing Center.

## 3. **COMM 423 Advertising and the Consumer:**

redesigned for SP2020

Students completed a multi-stage, academic research paper which entailed extensive in- and out-of-class training from me to ensure they met the standard for that work.

Spring 2017, 2018, 2019, 2020, 2021 Fall 2017, 2018, 2019, 2020

- Created a customized three-week “Writing Bootcamp” to get both non-COMM majors and COMM majors alike up to speed on sentence-level technical writing, removed post COVID-19
- Require two advanced, interactive, professional-level, topic-expert presentations from every student using COMM Department’s public speaking course standards to assess every student, replaced post COVID-19 with more frequent analysis papers and reflections.
  - Every semester UD’s Oral Communication Consultants guest speaker takes students through their support services and work closely with their staff to expand students’ skills in- and out-of-class time.
- Because this course fulfills the University’s “second writing requirement” which necessitates extensive written and revised written assignments. Students completed a multi-stage, academic research paper which entailed extensive in- and out-of-class training from me to ensure their

work met the standards set by UD's Writing Center, replaced post COVID-19 with more frequent analysis papers and reflections.

4. **COMM 333 Social Media Management**: Conceived, designed, co-developed and co-taught first-ever in the nation "Social Media Management" course (with Meredith Chapman) offered at an undergraduate or graduate level that focused solely on cutting-edge social media (marketing) management. Offered university-wide using revolutionary teaching methods, digital technologies woven into all in-class and out-of-class activities, generating national attention, "trending" nationally and also regionally on Twitter. Guests included international thought-leaders (e.g. *New York Times* best-selling author, Twitter's Corporate VP of Sales, YouTube photographer with hit video earning an international following, and three Middle Eastern undergraduates from Egypt, Tunisia, and Qatar involved in democratic activist leadership in their home countries) all on the cutting edge of social media. Demand for class exceeded COMM Department's initial enrollment goal by 300%. Taught: Fall 2014, Spring 2016, Spring 2017, Spring 2018, Spring 2019, Spring 2020.
  - Incorporated daily mindfulness practice into class time to help develop self-awareness among students so they can be more intentional, strategic and effective communicators. Spring 2021, Spring 2020.
5. **Social Media engagement with current students, alumni, and strategic communication professional world-wide**: Use social media platforms in all courses taught from Fall 2013, Winter 2014, Spring 2014, Fall 2014, Winter 2015, Spring 2015, Spring 2016, Fall 2016, Winter 2017, Spring 2017, Fall 2017, Winter 2018, Spring 2018, Spring 2019, Fall 2019, Winter 2020, Spring 2020, Fall 2020. Use Twitter, Instagram, Facebook during and outside of class to communicate with students about current communication-oriented current events, professional tips, and course material. Assignments using Twitter and Instagram required.
6. **UDSEED**: Invited by UD Entrepreneurial Studies Department as one of six faculty members campus-wide to participate in groundbreaking UDSeed Spring 2012 pilot project. UDSeed is an innovative web-portal, developed by a BUAD '11 alumni that enables students to share their business projects with others who then offer advice and vote for projects via financial donations.
  - Ultimate goal: launch a product or service into the marketplace and secure venture capital funding.
  - COMM/UDSEED pilot partnership matches the 34 students enrolled in COMM 313 Communication Principals in Advertising (Spring 2011) with one UD senior/entrepreneur who owns a pre-existing jewelry design and manufacturing business. COMM 313 students create a brand development program and strategic marketing/advertising plan for their "client" and compete for "votes" via the UDSeed online website.
7. **Ed-Tech**: Extensive use of Educational Technology in all classes taught, with increasing frequency and expanding every semester. Fall 2009 – present
  - Incorporate "i-clicker" interactive tool into every class of:
    - COMM 309 Intro to Public Relations (Fall 2011, SP 2012, Fall 2012, Spring 2013, Fall 2013, Spring 2014)
    - COMM 200 Human Communication Systems: Environmental Communication (Fall 2012)
    - COMM 318 Social Media Management (Fall 2014)
  - Incorporate high-caliber, national and international guest speakers through Skype, Google Hangouts or Zoom into:

- COMM 364 Internship to permit student could participate in an internship from New York City (Spring 2011)
- COMM 413/613 Public Relations Management to host three international public relations agency guest speakers from Chicago, IL and New York, NY. (Fall 2011, Fall 2013)
- COMM 200 Human Communication Systems: Environmental Communication to host speaker from Amherst, MA on sustainable architecture. (Fall 2012, Spring 2015, Fall 2017))
- COMM 309 Introduction to Public Relations (Fall 2013, Spring 2014, Fall 2014, Winter 2015, Spring 2015, Spring 2016, Spring 2017, Fall 2018)
- COMM 313 Communication Principals in Advertising (Spring 2015, Spring 2016)
- COMM 318/333: Social Media Management (Fall 2014, Spring: 2016, 2017, 2018, 2019, 2020)
- COMM 200 Environmental Communication (Fall 2021, Spring 2015, Fall 2017)
- Use “UDCapture” video recordings of all class sessions in:
  - Various individual class meetings to record guest speakers, student presentations and group pitches so they can be available for future semester student or for absent current students enrolled in: COMM 413/613 PR Management, COMM 309 Intro to PR, COMM 313 Communication Principals in Adverting, COMM 333 Social Media Management, COMM 423 Advertising and the Consumer.
  - PRSSA workshops for members (Fall 2011, Spring, 2011, Fall 2012, Spring 2012).
  - Progressed from using on a few selected courses to ALL three courses taught for Fall 2014, Winter 2015, Spring 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019.
  - To record individual lectures via self-service recording rooms so class time not lost for snow days, personal sick days, or just to catchup on lectures during Winter 2014, Spring 2014, Fall 2014, Spring 2015, Spring 2018, Spring 2019.
- Use multimedia/smart digital/satellite classrooms (Pearson Hall) for multi-camera videotaping of student team presentations or “pitches” for COMM 313 Communication Principals in Advertising, COMM 423 Advertising and the Consumer.
- Use online course evaluations for students in every course (Fall 2010 – present)
- Extensively use online course management systems (CMS) for all class materials, projects, grading, email announcements: Both Widener University and University of Delaware, including CMS- Sakai and Canvas. (Fall 2004 – present)

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## Education

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**Master of Science**, Antioch University New England. Major: Ecology. (1996)

**Bachelor of Arts**, University of Delaware. Major: Communication. (1988)

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## Professional Accreditation

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**APR (Accredited in Public Relations)** (January 2009 – present)

National post-graduate, professional certification program measuring fundamental knowledge in communication theory and application. Denotes advanced capabilities in research, strategic planning, implementation and evaluation; demonstrable commitment to professional public relations excellence and ethical conduct. Only 5,000 individuals currently designated APR in the nation and considered the highest mark of distinction for “master” practitioners. Standards overseen by the Universal Accreditation Board.

Successfully qualified for three-year re-accreditation in January 2012 and 2015.

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## Fellowships

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**Plank Fellowship for Educators** (June 2011)

**Plank Center for Leadership in Public Relations, University of Alabama.**

Honored as one of five national recipients. Two-week residency program at Ketchum, Chicago.

**Academic Pedagogical Development Fellowship** (Spring 2008)

**Widener University** to develop manual to “Select Community Partners”.

Selected as one of two campus-wide recipients.

**Professional Pedagogical Development Fellowship** (Spring 2005 – Fall 2006)

Widener University’s Academic-Service Learning Fellowship.

Selected as one of twelve campus-wide recipients.

**National Ted Scripps Fellowship in Environmental Journalism** (1995 – 1996)

University of Michigan.

Selected as one of six national recipients.

**National Environmental Justice Academic Fellowship for Service Learning** (Summer 1994)

Tufts University, *Department of Peace and Justice Studies*.

Selected as one of ten selected national recipients.

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## Grants/Awards

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**UD Honors Program** Fall 2017

Purpose: to support the student-experience for first-ever course by funding half-day meditation retreat and personal meditation cushions for all 20 first-year students enrolled in this semester long colloquium course.

**Faculty Sabbatical Social Sciences/University of Delaware** Fall 2015

Purpose: To develop regularly offered study abroad program(s) for the Communication Department in either Winter or Summer sessions in Europe to create a more engaging experience for our COMM majors, in particular, those in the public relations sequence and advertising minor.

Results:

- (1) During a five-week period traveled to four countries (England, Scotland, Ireland, France), at my own expense, scouting destinations for highly affordable, communication-rich.
- (2) Proposed, developed, directed three-week Winter 2017 study abroad “micro” program to London for 17 UD undergraduates studying COMM 200 Global Public Relations.
- (3) proposed during FA 16 and received acceptance for second London program for W18, and plans to propose a five-week session in London and Belgium studying Global PR and Olympic Sport Communication.

**Faculty Travel Grant for the Arts, Humanities, and Social Sciences/UD** Fall 2013

Awarded by Associate Dean of Social Sciences for travel support to PRSA/PRSSA International Conference in Philadelphia, PA.

**Faculty Travel Grant for the Arts, Humanities, and Social Sciences/UD** Fall 2012

Awarded by Associate Dean of Social Sciences for travel support to **Plank Center for Leadership in Public Relations Meeting** in Chicago, IL.

**Faculty Travel Grant for the Arts, Humanities, and Social Sciences/UD** Fall 2011

Awarded by Associate Dean of Social Sciences for travel support to PRSA/PRSSA International Conference in Orlando, FL.

**University of Delaware Writing Center Fellows Program Grant Award**

Spring 2011, Fall 2011, Spring 2011, Fall 2012, Spring 2013

Funding for first-ever COMM undergraduate student to conduct peer-to-peer coaching for COMM 309 Introduction to Public Relations students for professional public relations writing, similar to business writing, but using persuasive techniques following the Associated Press (AP) Style Guide. *Additional grants awarded through new, separate applications until the project was omitted from the course, ceasing any need for a peer coach.*

**University Teaching Assistant Grant, College of Arts & Sciences Dean's Office/UD** 2011-2013.

Funding for first-ever COMM undergraduate student teaching assistant for both Fall and Spring semesters for two consecutive academic years for COMM 309 Introduction to Public Relations.

**Widener Performance & Lecture Series Mini-Grant Program**

Fall 2007 – Spring 2008

Project : “Field trip for all Public Relations Student Society of America (PRSSA) members to meet the Public Relations Director of The Philadelphia Zoo”

**Widener University Faculty Development Grant**

December 2007

Project = “Scholarship for Student Participation in the Public Relations Student Society of America Annual Conference in Detroit, MI”

## Courses Taught at University of Delaware (2009 – present)

### Graduate Committee:

- Thesis for MA student's work on environmental public opinion Spring 2011
- Comprehensive Exam reviewer for MA students Spring 2014(1), Spring 2012(3), Summer 2012(1)

		<u>Topic</u>
1. COMM 200	<u>Human Communication Systems: Environmental Communic.</u>	environmental & sci. introduction
2. COMM 200**	<u>Human Communication Systems: Global Public Relations</u> study abroad in London	public relations introduction
3. COMM 423^^	<u>Advertising and the Consumer</u>	advertising advanced
4. COMM 309*	Introduction to Public Relations	public relations introduction
5. COMM 309*/**	<u>Introduction to Public Relations: study abroad in Costa Rica</u>	public relations introduction
6. COMM 313	<u>Communication Principals in Advertising</u>	advertising introduction
7. COMM 313**	<u>Comm. Principals in Advertising: study abroad London</u>	advertising introduction
8. COMM 333	<u>Social Media Management</u>	social media
9. COMM 364/664*	<u>Internship</u> , BA/MA – Communication	any communication discipline
10. COMM 409/609^	<u>Public Relations Campaign Planning*</u> , BA/MA	public relations advanced
11. COMM 423	<u>Advertising and the Consumer</u>	advertising advanced seminar
12. COMM 476	<u>Social Media and Communication</u>	social media advanced seminar
13. COMM 366/666**	Independent Study, BA/MA – Public Relations	public relations
14. COMM 366**	Independent Study – Social Media	social media
15. HONR 292^^	<u>Mindfulness, Social Media &amp; Brain Power</u> : Honors First-Year Colloquium	social media
16. COMM 413/613^	<u>Public Relations Management</u> , BA/MA	public relations
17. UNIV 362**	<u>Experiential Learning: PRSSA student president supervision</u>	public relations
18. UNIV 260**	Experiential Teaching	public relations

## Courses Taught at Widener University (2004- 2009)

	<u>Topic</u>
1. Introduction to Public Relations*	public relations introduction
2. Public Relations Campaigns^^	public relations advanced
3. Introduction to Advertising	advertising introduction
4. Advertising Campaigns^^	advertising advanced
5. <u>Integrated Marketing Communication Writing*</u> ^^ technical writing	strategic professional
6. Practicum – Public Relations and Marketing** advanced	public rel., adver., marketing
7. Communication Senior Capstone* ^^	any communication discipline
8. Independent Study – Public Relations	public relations advanced
9. Public Speaking and Presentations	public speaking introduction
10. Mass Media and Society	mass media introduction
11. Media Industries and Management	mass media advanced

## Course Taught at Franklin Pierce College (1995)

1. Broadcast News Performance	<u>Topic</u> : on-air camera techniques
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### Key for codes on this page:

- \* Academic Service-Learning course
- \*\* Discovery Learning Experience course
- ^ UD Communication Department Capstone Experience course
- ^^ "Second-writing" requirement or writing intensive course
- Underlined Independently devised/conceived or totally rebuild from scratch, pedagogically conceptualized, strategically planned using "teaching and learning" theory/research/best practices, pitched, developed, designed, and taught... all within normal work load (no course-release time).

## SERVICE – University of Delaware, Department of Communication contributions

- PRSSA-UD faculty advisor Fall 2009 – present
- PRSSA-UD: Restructure 2019/20, increase membership by 300%. March 2019 – present
  - Revamp 90% of year-long programming for COVID-19 March 2020-present
- Admissions Office recruiter for COMM: “Blue & Golden Days” FA 2013, SP 2019 & 2020
- Direct UD COMM 4.5- week study abroad program to London for 20 undergraduates and supervising one “program assistant” student in Global PR and Advertising, 6-credits. Winter: 2019, 2020
- Direct UD COMM three-week study abroad program to London for 15 undergraduates in Global PR, 3-credits. (approved for W22) Winter: 2017, 2018, 2022
- Co-direct Costa Rica 5-week study abroad program for 24 undergraduates with Dr. John Sawyer, BUAD. First COMM study abroad program since Winter Winter 2013
- Independently, professionally, informally mentor Prof. Tara Smith during her second adjunct year & first-year as full-time teaching faculty member Fall 2018 – present
- Public Relations Concentration Development Committee Spring 2019 – present
- Diversity, Inclusion & Equity Committee Fall 2018 – present
- Executive Committee Fall 2016 – Fall 2018
- Undergraduate Committee Spring 2015
- Lambda Pi Eta National faculty advisor Fall 2017 – Spring 2019
- Co-manage all event concepts and logistics for COMM 40<sup>th</sup> Anniversary Alumni Weekend event (first ever) & alumni outreach. Create & manage live alumni during event. Fall 2012 – Spring 2014
- COMM full-day faculty retreat Spring 2013, Fall 2018, 2019
- Develop COMM/BUAD Study Abroad: Costa Rica program via UD Global Studies Institute for Winter 2013 Winter 2011 – Fall 2012
- Partner with UD Career Services Center to bring first-ever national PR/Advertising agency recruiter on campus, Burson-Marsteller Fall 2011, 2012, 2013, 2014
- Internship Program Director Fall 2010 – Spring 2014
- Career Services Ctr. Employee Advisor Board Fall 2010 – Spring 2014
- Recruiting Promotional Team for UD COMM MA students Fall 2010 – Spring 2011
- Blue/Gold Sat. Social Science faculty panel representing COMM, recruiting incoming freshman/transfers, via UD Admissions FA 2010, 2012, 2013 & SP 2011
- Social Media & Alumni Blog Manager Winter 2010 – Fall 2018
- Spring Convocation COMM Ceremony faculty attendee annually Spring 2010 – Spring 2019
- UD Commencement Ceremony attendee representing Dept. of Communication faculty May 2017
- *Lambda Pi Eta* – COMM national honor society Annual Fall induction ceremony attendee. Fall 2010 - 2019



- *Lambda Pi Eta* – COMM national honor society.  
Selected by all LPE student officers to deliver their keynote address. Fall 2016
- Blue Hen Marketing Club – COMM Dept. Liaison Fall 2009 – present
- Committee to develop & execute national promotional plan to recruit COMM Dept. faculty “Basic Course Instructor” Fall 2009

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### **SERVICE – University of Delaware, university-wide contributions**

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1. UDANCE: one of five faculty to attend first-ever faculty event tour March 2019  
Record video promotional testimonial with student Executive Board Member about my experience with UDANCE fundraiser, distributed
  - via email blast to every UD faculty member. Fall 2019
2. College of Arts & Sciences, Social Science committee member  
Planning June 2018 Alumni Weekend event, volunteer at event and recruit two COMM students to volunteer at carnival-like activities. March – June 2018
  - Invited to appear in first-ever social media video to promote racial understanding on campus, via the Office of Communication and Public Affairs as part of their strategic communication campaign to increase racial inclusivity and diversity (#VoicesofUD) Spring 2015
  - Expert judge, final project presentations, LEAD 300 Social Innovation for Dr. Tony Middlebrooks class Fall 2014
  - Advise DENIN public affairs staff on public relations and social media campaign Fall 2014
  - President’s Sustainability Task Force: Marketing Committee Fall 2012 – Spring 2013
  - Development Office – host VIP alumni in my classes Fall & Spring 2010, Spring 2014, Fall 2018
  - Faculty judge- Homecoming Spirit Awards Fall 2011
  - Blue Hen Leadership Pgm. – dining etiquette faculty mentor for undergraduates Fall 2011
  - MEPI: (U.S.–Middle East Partnership Initiative) a U.S. State Dept.’s Middle East Partnering Initiative at UD on Strategic Communication via UD Global Studies Institute (units taught on social media) Summer 2011, 2014, 2016, 2017, 2018, 2019
  - SUSI-WL: (Study of the U.S. Institutes for Student Leaders for Women) U.S. State Dept.’s undergraduate student leadership and diplomacy program for young women from sub-Saharan Africa countries at UD via UD Global Studies Institute taught unit on social media management Summer 2016, 2017
  - Alumni Office - Spirit Ambassador selection committee Spring 2010
  - COMM national VIP alumni career advice panel: manage, direct, host. 4/28/20 called “Un-LOCKdown Your Options: Getting Noticed in the 2020 Job Market”. Open to all students. Coordinated with PRSSA-UD. Spring 2020
  - Speaker: invited by chair of UD's Dept. of Chemistry and Biochemistry, Dr. Brian Bahnson, Prof. and Chair, to majors in senior seminar course. Oct. 2019, 2020

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## **SERVICE – Widener University, *both* Communication Dept. & University-wide contributions**

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- Faculty advisor to Public Relations Student Society of America/Widener (PRSSA) Fall 2007 – Spring 2009
- Founder of Widener chapter of Public Relations Student Society of America (PRSSA) Fall 2005 – Fall 2007
- Academic-Service Learning Recognition Event, University-wide Committee Co-chair Fall 2007 – Spring 2008
- Provost’s Marketing Advisory Board Spring 2006 – Spring 2009
- Social Science Mentoring Committee Fall 2006 – Spring 2008
- Social Science Certificate Committee Fall 2006 – Spring 2008
- “COMS Fest” planning committee Fall 2006 – Spring 2008
- Library Committee Fall 2005 – Spring 2009
- Faculty advisor and founder of “The Buzz”: public relations pre-professional student club Fall 2005 – Fall 2007
- “Teaching and Learning Lunch Bunch”, founder & co-director Fall 2005 – Fall 2007
- “Bridge Week” faculty development workshop presenter June: 2005, 2006, 2007
- Social Science Web Design and Content Committee Fall 2005 – Fall 2006
- COMS Day event admissions recruiter Fall: 2004, 2006, 2007 Spring 2008
- “Widener Days” event admission COMS recruiter Fall 2004 – Spring 2008
- Annual COMS Faculty Retreat Fall 2004 – Spring 2008
- Social Science Department Secretary Fall 2004 – Spring 2005

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## **Professional Association Memberships**

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- Philadelphia Advertising Club
- Public Relations Student Society of America: official UD Chapter Academic Advisor
- Public Relations Society of America: National Chapter, National Educators Academy and Delaware Regional Chapter

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## **Academic Papers**

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### **Refereed presentations**

*Desirable characteristics of campaigns course pedagogy: Are accepted practices the best practices?* with Jonathan Slater (SUNY Plattsburgh) and Gemma Puglisi (American University). Educators Academy at the Public Relations Society of America International Conference, Orlando, Florida, October 2011.

### **Papers in refereed conference proceedings**

San Diego, CA

November 7, 2009

Slater, J. *Tribulations and Triumphs of Teaching Real-world, Client-based PR: An Assessment of the Campaigns Course Pedagogy*, with Jonathan Slater(SUNY Plattsburgh), Proceedings of the Educators Academy at the Public Relations Society of America International Conference, T. McCorkindale, ed.,

### **Abstract-reviewed scholar-to-scholar presentations**

International Conference, San Diego, CA

November 2009

*Tribulations and Triumphs of Teaching Real-world, Client-based PR: An Assessment of the Campaigns Course Pedagogy*, with Jonathan Slater (SUNY Plattsburgh), Educators Academy at the Public Relations Society of America.

**Conferences & Professional Meetings Attended or Professional Presentations:** including training or coaching

*\*Indicates presented at meeting*

**The Center for Koru Mindfulness (formerly associated w/ Duke Univ.)**

Training via Zoom (COVID-19 lockdown) from Durham, NC

Oct. 2020 – Oct. 2021

*Currently ongoing: 12 month certification process* – internationally certified as professional teacher of mindfulness for “emerging adult” (age 18-29) students. Program developed out of Duke University School of Medicine. Attended 3-day teacher training workshop on science and responsible instruction of evidence-based mindfulness curriculum. Certification in 3 courses: Koru Basic, Koru 2.0 and Koru Retreat.

**Public Relations STUDENT Society of America’s (PRSSA) Annual International Conference**

San Diego, CA

October 2019

Attend professional development and mentorship conference with six scholarship-funded PRSSA-UD executive board members.

**Communication Speaker for STEM Senior Seminar**

Newark DE

October 2019

Department of Chemistry and Biochemistry, University of Delaware

Invited by Dr. Brian Bahnson, Department Chair and Professor as “expert” guest speaker to present first-ever communication-related workshop. Topic:

**Middle East Partnership Initiative (MEPI) Student Leaders Program\***

**University of Delaware**

Newark, DE

Summer 2014 - 2019

Invited as “expert” guest speaker to present three workshops to U.S. State Department and UD Institute for Global Studies (IGS) funded summer residential program for international student leaders from Middle Eastern and North African countries. Topic: *Social Media Strategies for Leaders – the BIG Picture*.

**University of Delaware Summer Faculty Institute**

Newark, DE

June: 2015, 2016, 2017, 2018, 2019, 2020

The premiere UD faculty event on teaching and learning showcasing speakers and presentations on the latest research and technological advances in recent insights from educational research, and the latest opportunities presented by technological advances. Focused workshops on digital storytelling, critical thinking, engaged teaching strategies.

**Mindfulness Retreat**

Newark, DE

November 2018

Hosted by UD Department of Employee Health & Wellbeing via Health Science Complex, STAR Tower. Program lead by Dr. Michael McKenzie Assistant Professor, University of Delaware Department of Behavior Health and Nutrition and also Assistant Professor of Human Development and Family Sciences.

**Environmental Communication Speaker**

Newark, DE

October 2018

Invited as “expert” guest speaker for undergraduate team-taught seminar course (ART 467 Bridging Art and Science: Environmental Communication. Invited by course co-instructors: Prof. Jon Cox (UD Department of Art & Design: Assistant Professor | National Geographic Explorer) and Dr. Deborah Delaney (UD Department of Entomology & Wildlife Ecology: Associate Professor of Entomology). One of the major course goals for art students to learn about science and science students to learn about art ... and then communicate content about their new interdisciplinary knowledge to a general audience, all of which is my specialty.

Topic: “Effective Strategic Environmental Communication: Messaging 101 Dos and Don’ts”

**University of Delaware's Aligning Nutrition Exercise & Well-being (ANEW) program for women**

Newark, DE

Fall 2018

Hosted by UD Department of Employee Health & Wellbeing via Health Science Complex, STAR Tower. Participant in 10-week wellness program for health improvement through nutrition, exercise, and general wellbeing. Group and individual sessions lead by nurses nationally certified as clinical health-coaches.

**Women of Promise Dinner mentor & attendee**

March 2018 &amp; 2020

University of Delaware Office of the Provost &amp; Vice Provost for Diversity

Newark, DE

- 2018: hosted my undergraduate COMM “mentees”: Tiona Coleman senior, Kennedy Gayle sophomore, Ikira Peace senior.
- 2020: hosted my undergraduate COMM “mentees”: Kennedy Gayle, senior.

**Delaware State Parks annual “Park School” state-wide professional development guest speaker**

Dover, DE

March 2018

Delaware Division of Parks and Recreation within the Delaware Department of Natural Resources and Environmental Control (DNREC)

Topic: “Social Media: tips for park staff”

**Smith College’s Center for Contemplative Mind in Society**

Northampton, MA

August 2017

“13<sup>th</sup> Annual Summer Session on Contemplative Learning in Higher Education” Attended five-day conference.

**University of Delaware Staff Diversity Summit**

Newark, DE

20 June 2017

“Realizing Social Justice for a Better UD”. Attended one-day conference and workshop.

**Smith College’s Center for Contemplative Mind in Society**

Omega Institute in Rhinebeck, NY

September 2016

Attended three-day national conference on “Mindfulness Practices in Higher Education”.

**Mindfulness for Inclusivity and Learning Enhancement (MILE)**

Fall 2017

Faculty Learning Community – University of Delaware

Participated in semester-long faculty discussion and self-study peer group led by Dr. Michael Mackenzie, UD Assistant Professor of Behavioral Health and Nutrition and director of the Mind Body Behavior Laboratory.

**University of Delaware Faculty Accountability Program Participant**

Newark, DE

Fall 2016

Participated in 5-person, peer-mentoring program with faculty members from across multiple UD colleges and varied academic disciplines. Attended weekly meetings and reported on progress toward work/teaching productivity goals while maintaining a healthy work-life balance. Program supported by the National Center for Faculty Diversity and Development (NCFDD) as part of their “Faculty Success Program”.

**UD Faculty Mindfulness Training and Research Participant**

Fall 2016

“Mindfulness in Education, Teaching, Assessment and Learning”

Participated in voluntary six-week faculty workshop through UD’s “Faculty Commons” academic technology center lead by Michael Mackenzie, UD Assistant Professor of Behavioral Health and Nutrition and director of the Mind Body Behavior Laboratory. Mindfulness-based program for professional and health development plus course management and design.

**Study of the U.S. Institutes-Women's Leadership (SUSI-WL)\***

University of Delaware

Newark, DE

Summer 2016 - 2018

Invited as “expert” guest speaker to present one workshop to U.S. State Department and UD Institute for Global Studies (IGS) funded summer residential program for international student female leaders from Sub-Saharan African countries. Topic: *Social Media and Civic Engagement*

**University of Delaware Spring science speaker series: Earth, Equity, & Environment\***

Interdisciplinary Science Learning (ISE) Laboratory

Newark, Delaware

April 2016

- Invited to present on strategic communication techniques for research scientists and professional scientists in the private sector to effectively reach audiences. Part of spring free lunchtime speaker series, titled “Earth Equity Environment,” for UD faculty and students, primarily in STEM fields. Featured environmental projects and activities involving UD faculty, staff and students.
- Presentation title: “It’s Boring! Why Scientists’ Global Warming Sound Bites Actually Harm the Planet They Seek to Help ... and How to Communicate More Effectively Instead. If Stanford and Yale Can Do It, Why Not UD?”.

**Delaware Office of the Governor\***

New Castle, DE

October 2014

Invited by Governor Markell’s Press Secretary as an “expert” guest speaker to present a workshop and subsequent interactive activity to the statewide meeting of Delaware Public Information Officers serving every state agency.

Topic: “You can successfully speak to the media and live to ‘tell the tale’: Persuading and coaching your agency’s staff that news media interviews are easy, fun, plus helpful for their work and career.”

**Public Relations STUDENT Society of America’s (PRSSA) Annual National Conference**

Washington, DC October 2014  
PRSSA-UD accredited chapter receives prestigious National “Star Chapter” award for second consecutive year. Accompany six undergraduate student delegates to national pre-professional development conference.

**Public Relations Society of America’s (PRSA) Annual International Conference**

Washington, DC October 2014

**University of Delaware: Academic Technology Services\***

Newark, DE October 2013  
Invited as “expert” guest speaker to present workshop and subsequent interactive activity to faculty peers during monthly professional development session (First Friday Roundtable on Teaching” series) on instructional technology use.  
Topic: Student Collaboration Teams using Innovative Technologies in the Classroom – Tips for High-Level Engagement, Enrichment, and Long-term Content Retention: Advertising and Public Relations Courses.

**Public Relations STUDENT Society of America’s (PRSSA) Annual National Conference**

Philadelphia, PA October 2013  
Host/coach six University of Delaware chapter student officers on scholarship from UD who presented to national student conference for Chapter Development session. “Chapter Development Fun: Games that Recruit and Retain Leaders”. PRSSA-UD accredited chapter receives prestigious National “Star Chapter” award. Accompany all six undergraduate student delegates to national pre-professional development conference.

**Plank Center for Leadership in Public Relations, University of Alabama**

Union League Club, Chicago, IL October 2012  
National Summit unveiling “Cross Cultural Study of Leadership in Public Relations and Communication Management”.

**Public Relations STUDENT Society of America (PRSSA) National Conference**

Orlando, FL October 2011  
Host/coach four University of Delaware chapter student officers on scholarship from UD who presented to national student conference for Chapter Development session. “Challenging Perceptions: How to Rebrand (and Reinvigorate) Your Chapter. Our Cinderella Story: A Magical Chapter Turnaround”. Accompany all four undergraduate student delegates to national pre-professional development conference.

**Public Relations Society of America’s (PRSA) Annual International Conference\***

Orlando, FL October 2011  
Seminar Topic: “Making the Campaigns Course Work”, Public Relations Society of America Educators Academy with Prof. Jonathan Slater (SUNY Plattsburg) and Gemma Puglisi (American University).

**Middle East Partnership Initiative (MEPI) Student Leaders Program\***

University of Delaware  
Newark, DE Summer 2011  
Invited as “expert” guest speaker to present two sequential seminars to U.S. State Department and UD Institute for Global Studies (IGS) funded summer residential program for international

student leaders from Middle Eastern and North African countries. Special Communication (MEPI-COMM) Topic: "Social Media and Political Persuasion"

2011 Dr. Holden served as academic director of the MEPI program for alumni focusing on public persuasion and public speaking, affectionately called MEPI-Comm. Dr. Holden taught in the 2012 and 2013 MEPI- SLP programs at UD and attended the MEPI alumni conference in Morocco in February 2014.

**Public Relations Society of America: Delaware Chapter**

Wilmington, DE

1996 – present

Attend multiple professional development meetings with networking lunches each year. Manage student scholarship for two PRSSA-UD members each month. Primary liaison between PRSSA-UD and PRSA-DE (January – present).

**Do Clickers Improve Learning?**

Newark, DE

December 2010

UD Office of Academic Technology Services workshop for faculty on teaching effectiveness featuring hands-on training.

**Creating the Clean Energy Economy**

Newark, DE

December 2010

Regional academic and business partnership conference highlighting Delaware's economic interest in environmentally sustainable industries.

**Delaware Trails Symposium\***

Rehoboth Beach, DE

October 2010

Invited speaker by the Delaware Division of Parks and Recreation within the Delaware Department of Natural Resources and Environmental Control (DNREC)

Topic: "Making Connections: Promoting Trails to Your Local Communities"

**Public Relations STUDENT Society of America (PRSSA) National Conference**

Washington, DC

October 2010

Host two University of Delaware chapter student officers on scholarship from UD.

**Public Relations Society of America's (PRSA) Annual International Conference**

Washington, DC

October 2010

**Delaware's Race to Deliver – Vision 2010 Delaware's Annual Education Leadership Forum**

Newark, DE

September 2010

Regional education policy conference emphasizing proactive working groups charged with implementing education reform in Delaware through recent federal award.

**Mindfulness-based stress reduction (MBSR) 8-week training program participant**

Newark, DE

Fall 2009

Hosted by University of Delaware Department of Communication as faculty and graduate student wellness program. Evidence-based secular, intensive mindfulness training created by Dr. Jon Kabat-Zinn through the University of Massachusetts Medical Center. Program designed to assist people with stress, anxiety, depression and pain through attention training which cultivates awareness. Co-directed

by nationally certified MBSR teachers: James M. Walsh PhD, LPCMH and William McCracken, LCSW, ICADC, CMT-P

**Delaware Environmental Institute (DENIN) Opening Event, University of Delaware**

Newark, DE

October 2009

Opening event of new science, engineering and policy institute on campus with VIP panel discussions.

**Public Relations STUDENT Society of America (PRSSA) National Conference**

San Diego, CA

October 2009

Host two Widener University PRSSA chapter student officers.

**Public Relations Society of America's (PRSA) Annual International Conference\***

San Diego, CA

October 2009

With Dr. Jonathan Slater, State University of New York at Plattsburg

Academic poster presentation and Q&A for the PRSA National Educator's Academy.

Topic: "Tribulations and triumphs of teaching real-world, client-based public relations. An assessment of the campaigns course pedagogy."

**National Communication Association (NCA) Annual Convention\***

San Diego, CA

November 2008

Attendee and presenter with Dr. Jonathan Slater, State University of New York at Plattsburgh

Topic of Academic Service-Learning Discussion Circle presentation: "An Un-Conventional Pedagogy in Communication Classrooms. "Putting Best Practices to Work in Public Relations Service-Learning."

**Public Relations STUDENT Society of American (PRSSA) National Conference**

Detroit, MI

October 2008

Host seven Widener University chapter student officers and members.

**Public Relations Society of America's (PRSA) Annual International Conference\***

Detroit, MI

October 2008

Attendee and presenter with Dr. Jonathan Slater, State University of New York at Plattsburgh

Academic poster presentation and Q&A for the PRSA National Educator's Academy.

Topic: "Reflection as an assessment tool in public relations service learning".

**Public Relations STUDENT Society of American (PRSSA) National Conference**

Philadelphia, PA

November 2007

Host one Widener University chapter student officer.

**Public Relations Society of America's (PRSA) Annual International Conference\***

Philadelphia, PA

November 2007

Attendee and presenter with Dr. Jonathan Slater, State University of New York at Plattsburgh

Academic poster presentation and Q&A for the PRSA National Educator's Academy.

Topic: "Identifying Best Practices in Public Relations Service Learning".

**PHENND (Philadelphia Higher Education Network for Neighborhood Development) Academic Service-Learning Conference**

Drexel University, Philadelphia, PA

August 2007



**Philadelphia Advertising Club: Education Committee Scholarship Subcommittee Workshop**

Philadelphia, PA

May 2007

**Public Relations STUDENT Society of American (PRSSA) National Conference**

Salt Lake City, UT

November 2006

**Public Relations Society of America's (PRSA) Annual International Conference**

Salt Lake City, UT

November 2006

**Philadelphia Advertising Club's "Up-fronts: annual television season roll-out"**

Philadelphia, PA

September 2006

**Annual National Service-Learning Conference**

Philadelphia, PA

March 2006

**Widener Bridge Week Faculty Institute\***

Chester, PA

May 2005, 2006

Attendee and presenter for annual summer faculty teaching and learning professional development conference. Topic of interactive workshop: "Course Design- Start at the End and Move Backwards". Based on L. D. Fink's instructional design models. Co-directed with Dr. Patricia Lawler (Dept. of Education) and Ms. Donna Ziegenfuss (Center for Teaching and Learning), both of Widener University.