

BRIAN A. VANDER SCHEE

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EDUCATION

Doctor of Business Administration, Marketing, 2020

University of Wisconsin-Whitewater, Whitewater, WI

Dissertation: *Antecedents and Consequences of Online Consumer Engagement: Investigating Social Media Dispositions, Social Media Goals, and Brand Engagement*

Doctor of Philosophy, Higher Education Administration, 1998

University of Connecticut, Storrs, CT

Master of Business Administration, Management, 2003

Northcentral University, Prescott, AZ

Master of Arts, Professional Counseling, 1995

Liberty University, Lynchburg, VA

Honors Bachelor of Science, Human Biology, 1993

University of Toronto, Toronto, Canada

PROFESSIONAL EXPERIENCE

Clinical Associate Professor of Marketing (Visiting Asst. Aug-Dec 2020) 2020-present
Indiana University – Kelley School of Business, Indianapolis, IN

Online Instructor of Marketing Jan-Mar 2020
Northern Illinois University, DeKalb, IL

Visiting Professor of Marketing 2019-2020
University of Wisconsin – Whitewater, Whitewater, WI

Tenured Full Professor of Marketing (Assoc. 2009-2016, Asst. 2007-2009) 2007-2019
Director of Grad Programs, School of Business & Public Policy (2016-2017)
Aurora University, Aurora, IL

Assistant Professor of Business Management 2004-2007
Freshman Seminar Program Director (2005-2007)
University of Pittsburgh – Bradford, Bradford, PA

Vice President for Enrollment Management 2001-2003
Assistant Professor of Business Administration
Toccoa Falls College, Toccoa Falls, GA

- Increased fall to spring freshmen retention to 96% and first-year retention to 77%.
- Supervised student services to foster effective marketing, student recruitment and retention.
- Conduct market research to enhance collegiate digital marketing strategies.

Vice President for Enrollment Management (Dean 1998-1999) 1998-2001

Assistant Professor of Business Administration

Finlandia University, Hancock, MI

- Increased incoming student enrollment by 15% in two years; grew to 57% in five years.
- Oversaw student recruitment digital and traditional marketing communications.

DIGITAL MARKETING CERTIFICATIONS

Google Analytics Qualified Individual

Google Ads Search Certification, Google Ads Measurement Certification

HubSpot Inbound Certification, Email Marketing Certification, Content Marketing Certification

Salesforce Trailhead Adventurer: 25 Digital Marketing Badges

Hootsuite Platform Certification

SEMrush SEO Certification

Twitter Flight School Video Badge

DIVERSITY, EQUITY, AND INCLUSION

Incorporating DEI in the Marketing Curriculum Pre-Conference Workshop Coordinator and Presenter – MMA Fall Educators 2021 Conference

Actively Engaging Race in Academia Workshop Participant - MMA 2020 Conference

Faculty Webinar on DEI Recruitment Participant - IU KSB Sept 2020

AU Full Professor – 50% of students are non-white, 64% of students are female

AU|AMA Collegiate Chapter Faculty Advisor - 78% of student officers are non-white or female

AU|AMA Collegiate Chapter Vice President for Diversity Faculty Sponsor

AMA Diversity Leadership Scholarship Faculty Sponsor - Student Second Place Award

National Sales Networking Conference Faculty Sponsor - Two Student Full Scholarships

Illinois Legislative Latino Caucus Foundation Faculty Sponsor - Two Student Scholarships

PhD Project Doctoral Student Association Conference Panelist

UNIVERSITY TEACHING EXPERIENCE

Undergraduate Courses Taught:

Principles of Marketing

Principles of Digital Marketing (online)

Social Media & Interactive Marketing

Consumer Behavior

Marketing Research

Direct Marketing

Capstone: Strategic Management

Marketing Topics: National Competitions

Leadership and Team Skills

Intro to Marketing Management (hybrid)

Intro to Digital Marketing (hybrid)

Marketing Analytics (online)

Integrated Marketing Communications

Advertising & Promotion

Selling & Sales Management

Marketing Internship

Wellness & Social Responsibility

Freshman Seminar

Graduate Courses Taught:

Marketing Management

Advanced Internet Marketing

Quantitative Research & Analytics

Teaching Effectiveness:

Consistently receive 4.7 or higher on a 5.0 scale for student evaluation of teaching
Student comments reflect *prepared, engaging, fair, focus on student success*
Consistently receive *excels beyond expectations* (highest rating) on performance review

NATIONAL TEACHING AWARDS

ACME AccessCapon Teaching Innovation Competition Winner, 2021
MMA Hormel Foods Master Teacher Award, 2014
AMS Lamb-Hair-McDaniel Outstanding Marketing Teacher Award, 2013
SMA St. Mary's University Distinguished Teacher Competition Winner, 2012
AMA Pearson Prentice Hall Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education Winner, 2012
MMA Hormel Foods Teaching Excellence Award, 2009, 2011
SMA Pride-Ferrell Cengage Innovations in Teaching Competition Winner, 2010
SMA Pride-Ferrell Cengage Innovations in Teaching Competition Finalist, 2008
MMA Hormel Foods Meritorious Teaching Award, 2007, 2008, 2010, 2012, 2013
DMAWEF Joan Throckmorton Award for Creative Excellence in Direct Marketing, 2005

ADVISING STUDENT COMPETITION AWARDS

Collegiate ECHO Marketing Challenge Faculty Advisor for National Semi-Finalist Team, 2018
GfK Marketing Research Comp. Faculty Advisor 1st Place (2013, 2016), Finalists (2017, 2018)
AMA Collegiate Faculty Advisor, Top Chapter (2017, 2018), Top 5 (2015, 2016), Top 25 (2014)
AMA Wix Website Comp. Team Faculty Advisor, 1st Place (2016, 2018), 2nd Place (2015, 2017)
AMA PPAI Exhibit Comp. Team Faculty Advisor, 1st Place (2016, 2018), 2nd Place (2015, 2017)
Collegiate Effie Competition Faculty Advisor for National Semi-Finalist Team, 2017
Faculty Advisor for AU Service of the Year Award, 2015, 2017
Pearson & (RED) Marketing Challenge Faculty Advisor for National First Place Team, 2015
Edventure Partners American Petroleum Institute Energy and Jobs Tomorrow Case Competition Faculty Advisor for National Second Place Team, 2015
AMA VitaminWater Case Competition Faculty Advisor for National Hon. Mention Team, 2015
Edventure Partners American Petroleum Institute Challenge Your Energy IQ Case Competition Faculty Advisor for National Third Place Team, 2014
Faculty Advisor for AU Student Program of the Year Award, 2012, 2014
Faculty Advisor for AU Student Organization of the Year Award, 2013
AMA Pearson Education Case Competition Faculty Advisor for National Finalist Team, 2012
AMA Nintendo Case Competition Faculty Advisor for National Honorable Mention Team, 2011
GLO-BUS On-line Business Strategy Game Master Professor Award, 2005, 2006, 2007

CURRICULUM AND COURSE DEVELOPMENT

Indiana University, Kelley School of Business - Indianapolis

Revised two marketing courses, BUS M346 Marketing Analytics, BUS M432 Digital Marketing

Aurora University

Revised five marketing courses, BUS 2300 Principles of Marketing,
BUS 3310 Integrated Marketing Communications, BUS 3350 Consumer Behavior,

BUS 4350 Marketing Research, MBA 6020 Marketing Management
Revised one interdisciplinary course, IDS 2000 Wellness and Social Responsibility
Designed one new marketing course, MKT 6300 Quantitative Research & Analytics

University of Pittsburgh - Bradford

Designed four new marketing courses MRKT 1405 Marketing Management,
MRKT 1410 Marketing Research, MRKT 1415 Consumer Behavior,
MRKT 1420 International Marketing
Revised three marketing courses MRKT 1302 Advertising & Promotion, MRKT 1303 Selling &
Sales Management, MRKT 1304 Direct Marketing
Designed a new marketing minor and revised the marketing concentration
Designed one new management course MGMT 0110 Principles of Management
Revised one management course MGMT 1451 Capstone: Strategic Management
Revised FS 0102 Freshman Seminar to include liberal arts curriculum, freshman requirement

Toccoa Falls College

Implemented and oversaw the operation of the Epworth, GA campus
Designed a clearly articulated academic catalog
Designed and implemented the TFC 100 Freshman Seminar course required of all new students
Assisted in revising the Business Administration major
Developed new majors in Biology and Pre-law

Finlandia University

Participated in the North Central Accreditation review process
Assisted in the General Studies, Liberal Studies, and Elementary Education accreditation process
Revised the Business Administration curriculum
Initiated a pilot study to convert the two-year ASN program to a four-year BSN major

NATIONAL RESEARCH AWARDS

MEA Conference Best Refereed Paper Award, 2021
MMA Spring Conference Best Refereed Paper Award, 2021
MMA Spring Conference Best Paper Award - Social Media & Digital Marketing Track, 2021
MMA Fall Conference Best Refereed Paper Award, 2020
AMA Summer Educators' Conference Best Paper Award - Marketing Education Track, 2012
MMA Spring Conference Best Paper Award - Marketing Education Track, 2012
Cengage Learning MMA Fall Educators' Conference Best Refereed Paper Award, 2011

JOURNAL EDITOR

Marketing Education Review, Editor, 2013-2015
Journal for Advancement of Marketing Education, Special Issues Editor, 2011-2012
Marketing Education Review, Guest Editor, Spring 2012 Special Issue on Teaching Innovations

PEER-REVIEWED SCHOLARLY JOURNAL ARTICLES

Vander Schee, B. A., & Birrittella, T. D. (2021). Hybrid and online peer group grading: Adding assessment efficiency while maintaining perceived fairness. *Marketing Education Review*

- VanMeter, R. A., & Vander Schee, B. A. (2021). MerchMeNot: Applying merchandising concepts with active learning. *Marketing Education Review*
- Vander Schee, B. A., Peltier, J., & Dahl, A. J. (2020). Antecedent consumer factors, consequential branding outcomes, and measures of online consumer engagement: Current research and future directions. *Journal of Research in Interactive Marketing, 14*(2), 239-268.
- Brech, F., Messer, U., Vander Schee, B. A., Rauschnabel, P., & Ivens, B. (2017). Engaging fans and the community in social media: Interactions with institutions of higher education on Facebook. *Journal for Marketing of Higher Education, 27*(1), 112-130.
- Vander Schee, B. A. (2015). Look at me and what I achieved: Competing visual displays of an institutional brand. *e-Journal of Social and Behavioral Research in Business, 6*(1), 21-29.
- Elbeck, M., & Vander Schee, B. A. (2014). Global benchmarking of doctoral program faculty and institutions by sub-area. *Journal of Marketing Education, 36*(1), 45-61.
- Vander Schee, B. A. (2013). Test item order, level of difficulty and student performance in marketing education. *Journal of Education for Business, 88*(1), 36-42.
- Vander Schee, B. A. (2012). The influence of new product characteristics on rate of adoption: Increasing student comprehension using *Bidding for Buyers* game. *Journal of Marketing Education, 34*(3), 251-264.
- Vander Schee, B. A., Aurand, T., Iacovelli, J., Bergren, J., Jednoroz, J., Keller, L., & Taylor, M. (2012). Direct marketing and distribution: The case of Redbox. *Journal of the Academy of Business Education, 13*(2), 137-149.
- Elbeck, M., & Vander Schee, B. A. (2012). E-service delivery in higher education: Meeting MBA student expectations. *International Journal of Technology and Educational Marketing, 2*(2), 70-80, also published as a book chapter in *Marketing Strategies for Higher Education Institutions: Technological Considerations and Practices* (2013, pp. 194-204). IGI Global.
- Vander Schee, B. A., Aurand, T., Pickens, T., Ma, M., & Girap A. R. (2011). Nestle: Co-branding and developing markets. *Journal for Advancement of Marketing Education, 18*(1), 32-38.
- Vander Schee, B. A. (2011). Conspicuous consumption in higher education: The case of academic bling. *College and University Journal, 87*(2), 2-10.
- Vander Schee, B. A. (2011). Changing general education *Perspectives* and interdisciplinary first-year seminar. *International Journal of Teaching and Learning in Higher Education, 23*(3), 382-387.
- Vander Schee, B. A. (2011). Marketing classroom spaces: Is it really better at the front? *Marketing Education Review, 21*(3), 201-210.
- Vander Schee, B. A. (2011). Let them decide: Student performance and self-selection of weights distribution. *Journal of Education for Business, 86*(6), 352-356.
- Vander Schee, B. A. (2011). Marketing feud: An active learning game of (mis)perception. *Marketing Education Review, 21*(1), 63-68.
- Vander Schee, B. A., Aurand, T., Suszek, S., Bastarrica, A., Asiegbu, C., & Butler, B. (2010). Teaching integrated pricing strategy: Comcast as a case in point, *Journal for Advancement of Marketing Education, 16*(1), 37-43.
- Vander Schee, B. A. (2010). Students as consumers: Programming for brand loyalty. *Services Marketing Quarterly, 32*(1), 32-43.
- Vander Schee, B. A. (2010). The small college enrollment officer: Relationship marketing at

- work. *Journal of Marketing for Higher Education*, 20(1), 135-144.
- Vander Schee, B. A. (2009). Test item order, academic achievement and student performance on Principles of Marketing examinations. *Journal for Advancement of Marketing Education*, 14(1), 23-29.
- Vander Schee, B. A. (2009). Embracing enrollment management: A comprehensive approach to college student marketing. *Academy of Marketing Studies Journal*, 13(1), 1-24.
- Vander Schee, B. A. (2009). A longitudinal study of changes in marketing practices at private Christian colleges. *Journal of Marketing for Higher Education*, 19(1), 26-37.
- Vander Schee, B. A. (2008). Using relationship marketing in college student recruitment. *College and University Journal*, 84(1), 67-72.
- Vander Schee, B. A. (2008). The utilization of retention strategies at church-related colleges: A longitudinal study. *Journal of College Student Retention: Research, Theory and Practice*, 10(2), 207-222.
- Vander Schee, B. A. (2007). Adding insight to intrusive advising and its effectiveness with students on probation. *NACADA Journal*, 27(2), 50-59.
- Vander Schee, B. A. (2007). Lasting effects of the first day in Principles of Marketing. *Journal for Advancement of Marketing Education*, 10(2), 70-76.
- Vander Schee, B. A. (2007). Organizational models for enrollment management at small colleges. *College and University Journal*, 82(3), 11-16.
- Vander Schee, B. A. (2007). Setting the stage for active learning: An interactive marketing class activity. *Marketing Education Review*, (17)1, 63-67.
- Vander Schee, B. A. (2006). Summer sessions: Marketing strategies for small colleges. *College and University Journal*, 82(1), 55-58.

CONFERENCE PEER-REVIEWED PAPER PRESENTATIONS

- Vander Schee, B. A., Peltier, J. W., & Dahl, A. (2021). *Let's get social: The influence of consumer factors on online consumer engagement*. Structured abstract published in the proceedings at the AMS Conference.
- Syrdal, H. A., Vander Schee, B. A., VanMeter, R. A., & Woodroof, J. P. (2021). *Self-expansion in marketing education: Using the Know Me Activity to foster connection and perseverance*. Abstract published in the conference proceedings at the MEA Conference.
- Vander Schee, B. A., Peltier, J. W., & Dahl, A. (2021). *Connecting social media consumer engagement and brand advocacy through brand involvement: A case of competitive mediation*. Extended abstract published in the proceedings at the MMA Spring Conference.
- Syrdal, H. A., Vander Schee, B. A., VanMeter, R. A., & Woodroof, J. P. (2021). *The Know Me Activity: A self-expansion exercise to overcome instructor-student social isolation*. AxxessCapon Teaching Innovation Competition summary published in the proceedings at the ACME Conference.
- Vander Schee, B. A. (2020). *Satisfaction, investment, and altruism as motivation (SIAM) model: A conceptual framework for social media complimenting behavior*. Summary brief published in the proceedings at the SMA Conference.
- Vander Schee, B. A., & Birrittella, T. D. (2020). *Students as graders: Benefits for assessment and the assessors*. Extended abstract published in the proceedings at the MMA Conference.
- DeLong, D., & Vander Schee, B. A. (2020). *Team role clarification: Improving student group*

- project performance in Principles of Marketing*. Extended abstract published in the proceedings at the MMA Conference.
- VanMeter, R. A., & Vander Schee, B. A. (2020). *The Merch Game: Going beyond transactions with active learning*. Extended abstract published in the proceedings at the MMA Conference.
- Vander Schee, B. A. (2019). *From brand awareness to brand advocacy: A conceptual framework for online consumer engagement*. Extended abstract published in the proceedings at the MMA Spring Conference.
- Messer, U., Vander Schee, B. A., Rauschnabel, P., Ivens, B., Brech, F., & Escher, M. (2015). *The double-edged sword of Facebook community size – an empirical investigation on the mechanisms of social media marketing in higher education*. Extended abstract published in the proceedings at the MMA Spring Conference.
- Vander Schee, B. A. (2014). *Student perceptions on classroom to corporation transitional marketing activities*. Structured abstract published in the proceedings at the AMS Conference.
- Vander Schee, B. A. (2014). *Influential teachers connect with life changing I.D.E.A.S.* Hormel Foods Master Teacher Competition presentation made at the MMA Spring Conference.
- Vander Schee, B. A. (2013). *Collegiate marketing activities: What stands out from the competition?* Abstract published in the proceedings at the Marketing Edge Direct/Interactive Marketing Research Summit.
- Elbeck, M., & Vander Schee, B. A. (2013). *Should potential marketing doctoral students' limit their search to US schools? Benchmarking the global competition*. Extended abstract published in the proceedings at the AMA Summer Educators Conference.
- Vander Schee, B. A. (2013). *Engagement and evaluation: Creating a meaningful student learning experience*. AMS Lamb-Hair-McDaniel Outstanding Marketing Teacher Award presentation made at the AMS Conference.
- Vander Schee, B. A., Geringer, S., Edmiston, D., & Greene, H. (2013). *Punctuality: Classroom policies and student perceptions*. Abstract published in the proceedings at the MMA Spring Conference.
- Vander Schee, B. A. (2012). *Influential teachers connect with life changing I.D.E.A.S.* SMA Distinguished Teaching Competition Winner presentation made at the SMA Conference.
- Vander Schee, B. A. (2012). *Using games as innovation in marketing education*. Pearson Prentice Hall Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education presentation made at the AMA Summer Educators Conference.
- Vander Schee, B. A., Geringer, S., Edmiston, D., & Greene, H. (2012). *Absenteeism: Student perceptions and practices*. Extended abstract published in the proceedings at the MMA Fall Educators' Conference.
- Elbeck, M., & Vander Schee, B. A. (2012). *Ranking scholarly marketing journals by major subarea*. Abstract published in the proceedings at the AMS World Marketing Congress.
- Elbeck, M., & Vander Schee, B. A. (2012). *Using the RFM model to rank doctoral marketing programs*. Paper published in the proceedings at the AMA Summer Educators Conference.
- Elbeck, M., Vander Schee, B. A. (2012). *MBA students as customers: The Kano method and collegiate website excitement factors*. Brief abstract published in the proceedings for the AMS Conference.
- Vander Schee, B. A. (2012). *The silent auction as an in-class marketing application*. Abstract

- published in the proceedings at the MEA Conference.
- Vander Schee, B. A. (2012). *Teaching diffusion of innovations in Principles of Marketing: An in-class competition*. Abstract published in the proceedings at the AMA International Collegiate Conference.
- Vander Schee, B. A. (2012). *Teaching with games: Marketing and new product adoption rate*. Extended abstract published in the proceedings at the MMA Spring Conference.
- Vander Schee, B. A. (2012). *Honors for sale: Collegiate branding or self-promotion strategy?* Extended abstract published in the proceedings at the MMA Spring Conference.
- Elbeck, M., & Vander Schee, B. A. (2011). *Contemporary scholarly productivity: An alternative measure for excellence in doctoral marketing programs*. Extended abstract published in the proceedings at the MMA Fall Educators' Conference.
- Vander Schee, B. A. (2011). *Fun and games: Engaging students in the marketing classroom*. Hormel Foods Master Teacher Competition presentation made at the MMA Spring Conference.
- Vander Schee, B. A. (2011). *Location, location, location: Student performance and perceptions of prime real estate in smaller classes*. Extended abstract published in the proceedings at the MMA Spring Conference.
- Vander Schee, B. A., Aurand, T., Pickens, T., Ma, M., & Girap A. R. (2011). *Brand alliance concepts and case*. Extended abstract published in the proceedings at the MMA Spring Conference.
- Vander Schee, B. A. (2010). *Survey says, "Marketing is misunderstood."* Pride-Ferrell Cengage Innovations in Teaching Competition Comment published in the proceedings at the SMA Conference.
- Vander Schee, B. A., Aurand, T., Suszek, S., Bastarrica, A., Asiegbu, C., & Butler, B. (2010). *Pricing IPS: A corollary to IMC*. Extended abstract published in the proceedings at the MMA Fall Educators' Conference.
- Vander Schee, B. A., Aurand, T., Iacovelli, J., Jednoroz, J., Bergen, J., Keller, L., & Taylor, M. (2010). *Reinventing the old kiosk dispenser as the new interactive: Student case writing*. Extended abstract published in the proceedings at the MMA Fall Educators' Conference.
- Vander Schee, B. A. (2010). *Influencing student behavior: Engagement at the outset*. Extended abstract published in the proceedings at the MEA Conference.
- Vander Schee, B. A. (2010). *Raising awareness of marketing misunderstandings with an active learning activity*. Abstract published in the proceedings at the MMA Spring Conference.
- Vander Schee, B. A. (2009). *Student awareness and understanding of contemporary marketing terminology*. Abstract published in the proceedings at the MMA Spring Conference.
- Vander Schee, B. A. (2009). *Marketing, active learning and student perceptions*. Hormel Foods Master Teacher Competition presentation made at the MMA Spring Conference.
- Vander Schee, B. A. (2008). *Connecting students and content in the marketing classroom*. Pride-Ferrell Cengage Innovations in Teaching Competition Comment published in the proceedings at the SMA Conference.
- Jones, S. K., & Vander Schee, B. A. (2008). *Creative strategy in direct and interactive marketing and integrated marketing communications instruction*. Abstract published in the proceedings at the DMEF Direct/Interactive Marketing Research Summit.
- Vander Schee, B. A. (2008). *The college admissions counselor as effective relationship marketer*. Abstract published in the proceedings at the MMA Spring Conference.

- Vander Schee, B. A. (2007). *Multiple choice question sequencing and student outcomes*. Extended abstract published in the proceedings at the MMA Fall Educators' Conference.
- Vander Schee, B. A. (2006). *Enrollment management strategies at CCCU institutions: A longitudinal study*. Presentation made at the AACRAO Strategic Enrollment Management Conference.
- Vander Schee, B. A. (2005). *The exchange game: An engaging introduction to marketing*. Paper published in the proceedings at the CBFA Conference.

PROFESSIONAL ARTICLES

- Vander Schee, B. A. (2011). Early intervention: Using assessment to reduce student attrition. *About Campus*, 16(1), 24-26.
- Vander Schee, B. A. (2009). From product satisfaction to brand loyalty: Services marketing and the importance of First-Year Seminars. *Recruitment and Retention in Higher Education*, 23(11), 1-2.
- Vander Schee, B. A. (2009). Do students really know their academic strengths? *The Teaching Professor*, 23(7), 2.
- Vander Schee, B. A. (2008). Considering an alternative to the traditional fee policy. *Recruitment and Retention in Higher Education*, 22(6), 8.
- Vander Schee, B. A. (2008). Millennials and politics: A different mix. *Student Affairs Leader*, 36(4), 4.
- Vander Schee, B. A. (2008). The top 5 things we need to know about marketing to Millennials in 2008. *Recruitment and Retention in Higher Education*, 22(1), 5-6, 8.
- Vander Schee, B. A. (2007). A freshman seminar success story: Improving retention, student satisfaction and collaboration at the University of Pittsburgh-Bradford. *Student Affairs Leader*, 35(21), 1-2, 5.
- Vander Schee, B. A. (2007). The new buzz in college student marketing: How should we respond to social networking sites? *Recruitment and Retention in Higher Education*, 21(4), 6-7.
- Vander Schee, B. A. (2007, March). Working with local business clients in a marketing research course. *Marketing Insights*, 4, Retrieved from: <http://www.siena.edu/marketinginsights/Marketing%20Insights%20Spring%202007/Working%20with%20Local%20Businesses%20by%20Brian%20Vander%20Schee.pdf> .
- Vander Schee, B. A. (2007, January). Customer relationship management in higher education: Simplifying student fees administration. *Strategic Enrollment Management Source*, Retrieved from: <http://www.aacrao.org/sem/index.cfm>.
- Vander Schee, B. A. (2006). Parents as a Target Market in College Admissions. *Recruitment and Retention in Higher Education*, 20(12), 7-8.
- Vander Schee, B. A. (2006). Service marketing: Organizing the Office of Financial Aid for student satisfaction. *Student Aid Transcript*, 17(3), 10-14.
- Vander Schee, B. A. (2006). Pre-Pay discount: A win-win relationship marketing strategy. *Recruitment and Retention in Higher Education*, 20(10), 3-4.
- Vander Schee, B. A. (2006). Contributor to *Best practices for student affairs: Effective freshmen seminar strategies*, (pp. 25-26). New York: Extreme Entrepreneurship Education.

BOOK REVIEWS

- Vander Schee, B. A. (2013). [Review of the book *Advertising for People Who Don't Like*

- Advertising*]. *Journal of Consumer Marketing*, 30(2), 150.
- Vander Schee, B. A. (2011). [Review of the book *More guerrilla marketing research*]. *Journal of Consumer Marketing*, 28(4), 312-313.
- Vander Schee, B. A. (2010). [Review of the book *Marketing colleges and universities: A services approach*]. *College and University Journal*, 86(2), 63-66.
- Vander Schee, B. A. (2010). [Review of the book *Virtual social identity and consumer behavior*]. *Journal of Consumer Marketing*, 27(6), 563-564.
- Vander Schee, B. A. (2009). [Review of the book *Crowdsourcing: Why the power of the crowd is driving the future of business*]. *Journal of Consumer Marketing*, 26(4), 305-306 also published as (2010) *Human Resource Management International Digest*, 18(3).
- Vander Schee, B. A. (2009). [Review of the book *EM=C²: A new formula for enrollment management*]. *College & University Journal*, 84(4), 93-94.
- Vander Schee, B. A. (2009). [Review of the book *SEM and institutional success: Integrating enrollment, finance and student success*]. *College and University Journal*, 84(3), 85-86.
- Vander Schee, B. A. (2009). [Review of the book *Predictably irrational: The hidden forces that shape our decisions*]. *Journal of Consumer Marketing*, 26(1), 57-58.
- Vander Schee, B. A. (2008). [Review of the book *Academic turnarounds: Restoring vitality to challenged American colleges and universities*]. *College and University Journal*, 84(1), 73-75.
- Vander Schee, B. A. (2008). [Review of the book *The SEM imperative: Taking enrollment management online*]. *College and University Journal*, 84(1), 75-78.
- Vander Schee, B. A. (2008). [Review of the book *Minority student retention: The best of the Journal of College Student Retention: Research, Theory & Practice*]. *NASPA Journal*, 45(2), 320-324.
- Vander Schee, B. A. (2007). [Review of the book *College student retention: Formula for student success*]. *Journal of College Student Development*, 48(3), 360-362.
- Vander Schee, B. A. (2007). [Review of the book *Gen Xers return to college: Enrollment strategies for a maturing population*]. *College and University Journal*, 82(2), 49-50.
- Vander Schee, B. A. (2007). [Review of the book *College recruiters' quick guide*]. *College and University Journal*, 82(2), 50-51.
- Vander Schee, B. A. (2006). [Review of the book *AACRAO's basic guide to enrollment management*]. *College and University Journal*, 82(1), 61-62.
- Vander Schee, B. A. (2004). [Review of the book *Student Marketing for Colleges and Universities*]. *College and University Journal*, 80(2), 59-60.

CONFERENCE SPECIAL SESSION AND PANEL PRESENTATIONS

- Sullivan, U., Toler, T., & Vander Schee, B. A. (2021, March). *Planning for the next normal: A preview of the MMA 2021 Fall Educators' Conference*. Panel presentation made at the MMA Spring Conference, Virtual.
- Jackson, J., Roehrich, H., & Vander Schee, B. A. (2020, October). *Online teaching techniques*. Panel presentation made at the MMA Fall Educators' Conference, Virtual.
- Connell, D., Murphy, P., & Vander Schee, B. A. (2019, March). *National competitions as teaching tools*. Panel presentation made at the MMA Fall Educators' Conference, Santa Fe, NM.
- Harris, E., Vander Schee, B. A., & Rutherford, B. (2019, March). *How to get published*. Panel presentation made at the MMA Spring Conference, Chicago, IL.

- Eskridge, B., Torres, L., Vander Schee, B. A., & Zank, G. (2018, September). *Collegiate chapters and competitions as teaching tools*. Panel presentation made at the MMA Fall Educators' Conference, Kansas City, MO.
- Vander Schee, B. A. (2018, September). *Making the first day: An active learning experience*. Doctoral student teaching consortium presentation made at the MMA Fall Educators' Conference, Kansas City, MO.
- DeLong, D., Harding, J., Rand, S., Vander Schee, B. A., & Zank, G. (2018, April). *Advising student projects and competitions: Successes and challenges*. Panel presentation made at the MMA Spring Conference, Chicago, IL.
- Harris, E., Rutherford, B., & Vander Schee, B. A. (2018, April). *How to get published*. Panel presentation made at the MMA Spring Conference, Chicago, IL.
- Vander Schee, B. A., & Peltier, J. (2018, April). *Publishing opportunities in marketing education*. Panel presentation made at the AMA International Collegiate Conference, New Orleans, LA.
- Vander Schee, B. A., Perkins, D., & Birrittella, T. (2017, September). *Making quantitative analysis count in Principles of Marketing*. Position paper published in the conference proceedings at the MMA Fall Educators' Conference, Pittsburgh, PA.
- Vander Schee, B. A., Andrews, D., & Fiene, S. (2017, September). *Starting an AMA collegiate chapter*. Special session presentation made at the MMA Fall Educators' Conference, Pittsburgh, PA.
- Vander Schee, B. A. (2017, September). *Making the first day an active learning experience*. Doctoral student teaching consortium presentation made at the MMA Fall Educators' Conference, Pittsburgh, PA.
- Vander Schee, B. A., Perkins, D., Green, S., & Brooks, I. (2017, March). *Collaborative co-curricular programming: challenges and successes*. Panel presentation made at the MMA Spring Conference, Chicago, IL.
- Roggeveen, A., Roy, D., Uslay, C., & Vander Schee, B. A. (2016, September). *Research productivity and publishing strategies*. Panel presentation made at the MMA Fall Educators' Conference, Providence, RI.
- Cooley, D., McManus, K., & Vander Schee, B. A. (2016, September). *Starting an AMA collegiate chapter: Focus on professional development*. Special session presentation made at the MMA Fall Educators' Conference, Providence, RI.
- Smith, B., Elbeck, M., Tanner, J. & Vander Schee, B. A. (2016, September). *Publishing in marketing education journals*. Special session presentation made at the MMA Fall Educators' Conference, Providence, RI.
- Vander Schee, B. A. (2016, September). *First day activities and expectations*. Doctoral student teaching consortium presentation made at the MMA Fall Educators' Conference, Providence, RI.
- Vander Schee, B. A., Zank, G., & Elbeck, M. (2016, April). *Publishing in marketing journals*. Panel presentation made at the MMA Spring Conference, Chicago, IL.
- Vander Schee, B. A. (2015, November). *Taking note of marketing concepts*. Presentation made at the SMA Conference, San Antonio, TX.
- Benet, S., Markley, M., Vander Schee, B. A., & Whalen, J. (2015, November). *How is cheating with schoolwork like pornography?* Presentation made at the SMA Conference, San Antonio, TX.
- Neale, L., Tuten, T., & Vander Schee, B. A. (2015, November). *Teaching small sections*.

- Doctoral consortium presentation made at the SMA Conference, San Antonio, TX.
- Bacon, D., Elbeck, M., & Vander Schee, B. A. (2015, September). *Publishing in marketing education journals*. Panel presentation made at the MMA Fall Educators' Conference, San Juan, PR.
- Vander Schee, B. A. (2015, September). *First day activities and expectations*. Doctoral student teaching consortium presentation made at the MMA Fall Educators' Conference, San Juan, PR.
- Vander Schee, B. A., Zahay-Blatz, D., & Zank, G. (2015, March). *How to get your manuscript published*. Panel presentation made at the MMA Conference, Chicago, IL.
- Vander Schee, B. A. (2015, February). *Co-Curricular student engagement: Recruitment, retention and reflection*. Presentation made at the Aurora University Teaching and Research Symposium, Aurora, IL.
- Vander Schee, B. A. (2014, November). *First day of class learning environment S.O.L.A.R. system*. Presentation made at the SMA Conference, New Orleans, LA.
- Bacon, D., Elbeck, M., & Vander Schee, B. A. (2014, September). *Publishing in marketing education journals*. Panel presentation made at the MMA Fall Educators' Conference, San Antonio, TX.
- Vander Schee, B. A. (2014, September). *Making the first day an active learning experience*. Doctoral student teaching consortium presentation made at the MMA Fall Educators' Conference, San Antonio, TX.
- Bitner, M. J., Roy, D., Zank, G., Vander Schee, B. A., & Zahay-Blatz, D. (2014, March). *How to get your manuscript published*. Panel presentation made at the MMA Conference, Chicago, IL.
- Vander Schee, B. A. (2014, February). *Collegiate competitions: Successes and student learning*. Presentation made at the Aurora University Teaching and Research Symposium, Aurora, IL.
- Davis, C., & Vander Schee, B. A. (2013, October). *Approaches to effective teaching*. Doctoral consortium presentation made at the SMA Conference, Hilton Head, SC.
- Vander Schee, B. A., Duke, C., & Ross Wooldridge, B. (2013, October). *Meet the editors - marketing education journals*. Panel presentation made at the SMA Conference, Hilton Head, SC.
- Bacon, D., Elbeck, M., & Vander Schee, B. A. (2013, September). *Publishing in marketing education journals*. Panel presentation made at the MMA Fall Educators' Conference, New Orleans, LA.
- King, M., Knight, P., Milewicz, C., & Vander Schee, B. A. (2013, September). *National competitions and student learning*. Panel presentation made at the MMA Fall Educators' Conference, New Orleans, LA.
- Vander Schee, B. A. (2013, September). *First day activities and expectations*. Doctoral student teaching consortium presentation made at the MMA Fall Educators' Conference, New Orleans, LA.
- Bacon, D., & Vander Schee, B. A. (2013, May). *Publishing in marketing education journals*. Special session presentation made at the AMS Conference, Monterey Bay, CA.
- Geringer, S., Kunz, M., Messina, M., & Vander Schee, B. (2013, February). *What are we doing to market our marketing program?* Panel presentation made at the MMA Spring Conference, Chicago, IL.
- Cronin-Gilmore, J., Bacon, D., Elbeck, M., Kennett-Hensel, P., & Vander Schee, B. A. (2012,

- September). *Publishing opportunities in marketing education*. Panel presentation made at the MMA Fall Educators' Conference, Minneapolis, MN.
- Vander Schee, B. A. (2012, August). *Preparing to go on the market*. Panel presentation made at the PhD Project Marketing Doctoral Students Association Conference, Chicago, IL.
- Edmiston, D., & Vander Schee, B. A. (2012, May). *IMC in-class applications: Developing a personal marketing plan and professional online presence*. Presentation made at the CADMEF IMC Academic Roundtable, Chicago, IL.
- Bacon, D., Vander Schee, B. A., & Cronin-Gilmore, J. (2012, April). *New developments in marketing education journals*. Plenary session presented at the MEA Conference, Long Beach, CA.
- Carter, E., Geringer, S., Novar, E., & Vander Schee, B. A. (2012, April). *The value of place in marketing education*. Panel presentation and extended abstract published in the conference proceedings at the MEA Conference, Long Beach, CA.
- Vander Schee, B. A. (2012, February). *Classroom seat selection: Student preferences, proximity, and performance*. Presentation made at the Aurora University Teaching and Research Symposium, Aurora, IL.
- Elbeck, M., Kennett-Hensel, P., Vander Schee, B. A., & Bacon, D. (2011, September). *Publishing opportunities in marketing education*. Panel presentation made at the MMA Fall Educators' Conference, St. Louis, MO.
- Vander Schee, B. A. (2011, May). *The changing role of digital marketing in the IMC curriculum: Are introductory marketing textbooks keeping pace?* Presentation made at the CADMEF IMC Academic Roundtable, Chicago, IL.
- Vander Schee, B. A. (2010, April). *Active learning in the marketing classroom: Are students engaged or amused?* Contemporary Issues paper presented at the MEA Conference, Seattle, WA.
- Ackerman, D., Chung, C., & Vander Schee, B. A. (2010, April). *Transitions in classroom technology: How to use Moodle effectively*. Special session presented at the MEA Conference, Seattle, WA.
- Aurand, T., Rice, W., & Vander Schee, B. A. (2010, March). *How do you spell teaching excellence? Ask the experts: Insights from MMA Teaching Excellence winners*. Special session presentation made at the MMA Spring Conference, Chicago, IL.
- Haase, L., Pisarski, D., & Vander Schee, B. A. (2009, September). *Meeting and setting expectations*. Panel presentation made at the MMA Fall Educators' Conference, St. Louis, MO.
- Graeff, T., & Vander Schee, B. A. (2009, September). *Research and collaboration sharing*. Panel presentation made at the MMA Fall Educators' Conference, St. Louis, MO.
- Vander Schee, B. A. (2009, September). *Increasing motivation in Capstone: Strategic Management: An alternative grading approach*. Position paper published in the conference proceedings at the MMA Fall Educators' Conference, St. Louis, MO.
- Vander Schee, B. A. (2009, February). *Marketing curriculum currency: What do students know about direct and interactive marketing?* Presentation made at the Aurora University Faculty Research Symposium, Aurora, IL.
- Vander Schee, B. A. (2008, October). *Student perceptions of direct and interactive marketing*. Working paper published in the conference proceedings at the DMEF Direct/Interactive Marketing Research Summit, Las Vegas, NV.
- Vander Schee, B. A. (2008, May). *Using active learning in the integrated marketing*

- communications classroom*. Presentation made at the CADMEF IMC Academic Roundtable, Chicago, IL.
- Vander Schee, B. A. (2008, February). *Engaging students with active learning*. Presentation made at the Aurora University Faculty Research Symposium, Aurora, IL.
- Vander Schee, B. A. (2007, September). *Multiple choice question sequencing and student outcomes*. Position paper published in the conference proceedings at the MMA Fall Educators' Conference, St. Louis, MO.
- Vander Schee, B. A. (2007, July). *Successful strategies for Freshman Seminar*. Presentation made at the Noel Levitz Student Recruitment, Marketing and Retention Conference, Orlando, FL.
- Vander Schee, B. A. (2007, July). *Marketing to the right crowd: The role of parents in college student choice*. Presentation made at the Noel Levitz Student Recruitment, Marketing and Retention Conference, Orlando, FL.
- Vander Schee, B. A. (2006, September). *Creating an online prospective customer database: Using a student project to highlight direct marketing promotional strategy*. Position paper published in the conference proceedings at the MMA Fall Educators' Conference, Nashville, TN.
- Vander Schee, B. A. (2006, September). *Marketing on the first day*. Position paper published in the conference proceedings at the MMA Fall Educators' Conference, Nashville, TN.
- Vander Schee, B. A. (2005, July). *Improving student recruitment and retention with a one-stop enrollment officer*. Presentation made at the Noel Levitz Student Recruitment, Marketing and Retention Conference, Washington, DC.
- Vander Schee, B. A. (2005, June). *Learning to lead: Introducing the liberal arts curriculum to the freshmen community*. Roundtable discussion at the NASPA Region II Conference, Buffalo, NY.
- Vander Schee, B. A. (2005, June). *Freshmen seminar course enhances academic and student affairs collaboration in freshmen retention*. Presentation made at the NASPA Student Assessment and Retention Conference, Atlanta, GA.

PROFESSIONAL PRESENTATIONS

- Vander Schee, B. A. (2010, September 30). *Questioning the scholarship of teaching*. Presentation made at the AU College of Professional Studies Meeting, Aurora, IL.
- Vander Schee, B. A. (2008, February 27). *Marketing and human resources: Building success for the future*. Presentation made at the Fox Valley Human Resources Institute, Aurora, IL.
- Vander Schee, B. A. (2006, March 16). *Business management major: Practical applications*. Presentation made at the Meeting of the U. of Pitt. – Bradford Advisory Board.
- Vander Schee, B. A. (2006, February 16). *Case study: The changing role of admissions counselors and college student recruitment*. Presentation made at the University of Pittsburgh – Bradford Third Thursday Faculty Luncheon, Bradford, PA.
- Vander Schee, B. A. (2005, January 20). *Improving customer service*. Training session presented to the Bradford Area School District Administrative Staff, Bradford, PA.

UNDER CONSIDERATION

- DeLong, D., & Vander Schee, B. A. (2021). Transitioning to remote teams in Principles of Marketing: An exploratory psychometric assessment of team role effects on face-to-face and online team performance. *Journal of Education for Business*

- Syrdal, H. A., Vander Schee, B. A., VanMeter, R. A., & Woodroof, J. P. The pedagogy of vulnerability and marketing education: Cultivating self-expansion in a time of separation. *Journal of Marketing Education*
- Vander Schee, B. A. (2021). [Review of the book *The Catalyst: How to Change Anyone's Mind*]. *International Journal of Business and Emerging Marketing*

WORKS IN PROGRESS

- Vander Schee, B. A., Peltier, J. W., & Dahl, A. Consumer engagement in social media: Clarifying passive, active, involvement, and advocacy dimensions. *Journal of Research in Interactive Marketing*
- Vander Schee, B. A. Brand factors, consumer engagement, and online ownership: What's in it for me? *Journal of Interactive Marketing*
- Vander Schee, B. A., & Edmiston, D. A longitudinal study of class attendance and punctuality: Does course modality influence policies and perceived fairness? *Journal of Marketing Education*
- Vander Schee, B. A., Andrews, D., & Stovall, T. (2021). *Easing the isolation: Enhancing first-year student performance with support from senior marketing majors*. Summary brief to be published in the proceedings at the SMA Conference.
- Vander Schee, B. A., Andrews, D., & Stovall, T. Using technology-enabled collaboration with fourth year and first-year student teams. *Journal of Education for Business*
- Vander Schee, B. A., Andrews, D., & Stovall, T. (2021). *Marketing Capstone Consultancy (MCC): Using a self-expansion activity to give back and get ahead*. Extended abstract to be published in the proceedings at the MMA Fall Educators Conference.
- Vander Schee, B. A., Andrews, D., & Stovall, T. Senior marketing consultants: Giving advice while gaining assets and awareness. *Journal of Marketing Education*
- Vander Schee, B. A., Stovall, T., & Andrews, D. (2021). *Enhancing peer grading satisfaction with perceived marketing expertise and distributive justice*. Extended abstract to be published in the proceedings at the MMA Fall Educators Conference
- Vander Schee, B. A., Stovall, T., & Andrews, D. Refining online peer grading with anonymity, independence, and marketing expertise. *Marketing Education Review*

FUND RAISING

2015

Marketing Management Association Fall Educators' Conference, San Juan, PR Taylor & Francis	\$300
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2014

uSamp Outstanding Teacher-Scholar Doctoral Student Competition	\$1,500
AxcessCapon Teaching Innovation Competition	\$1,500
AxcessCapon Doctoral Student Teaching Consortium	\$1,000
Interpretive Sim. <i>Journal for Advancement of Marketing Education</i> Best Reviewer Award	\$100
Interpretive Sim. <i>Journal for Advancement of Marketing Education</i> Best Article Award	\$100
Cengage Learning Best Conference Refereed Paper Award	\$250
Interpretive Simulations Nametag Promotion	\$100
uSamp Awards Lunch	\$500
Marketing Management Association Fall Educators' Conference, San Antonio, TX	<u>\$3,600</u>

AxcessCapon, Cengage Learning, ILS World, Interpretive Simulations, LINKS Simulations, MBTN, McGraw-Hill Education, Racom Communications StratX, Stukent, uSamp	Total	\$8,650
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2013

LINKS Simulations & MMA Legacy Fund Outstanding Teacher-Scholar Doctoral Student Competition		\$1,500
AxcessCapon Teaching Innovation Competition		\$1,500
AxcessCapon Doctoral Student Teaching Consortium*		\$1,000
AxcessCapon <i>Journal for Advancement of Marketing Education</i> Publication		\$2,500
Interpretive Sim. <i>Journal for Advancement of Marketing Education</i> Best Reviewer Award		\$100
Interpretive Sim. <i>Journal for Advancement of Marketing Education</i> Best Article Award		\$100
Cengage Learning Best Conference Refereed Paper Award		\$100
Interpretive Simulations Nametag Promotion		\$100
uSamp Awards Lunch		\$500
Marketing Management Association Fall Educators' Conference, New Orleans, LA		<u>\$2,000</u>
AxcessCapon, Cengage Learning, GfK Custom Research, Interpretive Simulations, LINKS Simulations, MBTN, McGraw-Hill Education, Racom Communications, The PhD Project, uSamp	Total	\$9,400

*developed and coordinated first year

2012

LINKS Simulations & MMA Legacy Fund Outstanding Teacher-Scholar Doctoral Student Competition		\$1,500
AxcessCapon Teaching Innovation Competition		\$1,500
AxcessCapon <i>Journal for Advancement of Marketing Education</i> Publication		\$2,500
Interpretive Sim. <i>Journal for Advancement of Marketing Education</i> Best Reviewer Award		\$100
Interpretive Sim. <i>Journal for Advancement of Marketing Education</i> Best Article Award		\$100
Cengage Learning Best Conference Refereed Paper Award		\$100
Interpretive Simulations Nametag Promotion		\$100
WARC Awards Lunch		\$500
Marketing Management Association Fall Educators' Conference, Minneapolis, MN		<u>\$1,200</u>
AxcessCapon, Cengage Learning, IBM, IIBD, Interpretive Simulations, LINKS Simulations, Racom Communications, WARC	Total	\$7,600

2011

LINKS Simulations & MMA Legacy Fund Outstanding Teacher-Scholar Doctoral Student Competition*		\$1,500
AxcessCapon Teaching Innovation Competition*		\$1,500
Interpretive Sim. <i>Journal for Advancement of Marketing Education</i> Best Article Award		\$100
Cengage Learning Best Conference Refereed Paper Award		\$100
Interpretive Simulations Nametag Promotion		\$100
Marketing Management Association Fall Educators' Conference, St. Louis, MO		<u>\$1,050</u>
Cengage Learning, Interpretive Simulations, Ivey Press, LINKS Simulations, The Magellan Exchange, Wiley & Sons	Total	\$4,350

* developed and coordinated the first year

2010

Interpretive Sim. <i>Journal for Advancement of Marketing Education</i> Best Article Award	\$100
Cengage Learning Best Conference Refereed Paper Award	\$100
Marketing Management Association Fall Educators' Conference, Indianapolis, IN	<u>\$850</u>
Cengage Learning, Interpretive Simulations, LINKS Simulations, Pearson Prentice Hall, The Magellan Exchange	Total \$1,050

JOURNAL EDITORIAL REVIEW BOARD, REVIEWER

Journal of Research in Interactive Marketing, Reviewer, 2019-present
Marketing Education Review, Senior Advisory Review Board Member, 2015-present
Marketing from Information to Decision, Scientific Committee Member, 2015-present
Journal for Advancement of Marketing Education, Special Issue Sales Education Reviewer, 2015
Journal of Marketing Education, Editorial Review Board Member, 2010-present
Journal of Marketing for Higher Education, Reviewer, 2010-2012
Int'l Journal of Technology & Educational Marketing, Editorial Review Board, 2009-2018
Business Studies Journal, Editorial Review Board, 2009-2011
Academy of Marketing Studies Journal, Editorial Review Board Member, 2008-2011
Journal of Marketing Theory and Practice, Reviewer, 2008-2013
Marketing Education Review, Editorial Review Board Member, 2008-2012
Journal for Advancement of Marketing Education, Editorial Review Board Member, 2007-2011
International Journal of Teaching and Learning in Higher Ed, Review Board, 2007-2014
Recruitment and Retention in Higher Education, Editorial Board Member, 2007-2013
Journal of College Student Retention: Research, Theory & Practice, Reviewer, 2004-2012
Marketing Management Journal, Special Section Reviewer, 2012

CONFERENCE PROCEEDINGS EDITORSHIP

Proceedings co-editor for the MMA Fall Educators' Conference, San Antonio, TX, Sept 2014.
 Proceedings co-editor for the MMA Fall Educators' Conference, New Orleans, LA, Sept 2013.
 Proceedings co-editor for the MMA Fall Educators' Conference, Minneapolis, MN, Sept 2012.
 Proceedings co-editor for the MMA Fall Educators' Conference, St. Louis, MO, Sept 2011.
 Proceedings co-editor for the MMA Fall Educators' Conference, Indianapolis, IN, Sept 2010.

CONFERENCE, PROGRAM AND TRACK CHAIR

Track chair for the Marketing Ed. Track of the SMA Conference, Orlando, FL, November 2021.
 Conference chair for the MMA Fall Educators' Conference, Virtual, October 2021.
 Conference chair for the MMA Fall Educators' Conference, Santa Fe, NM, September 2019.
 Conference chair for the MMA Fall Educators' Conference, Indianapolis, IN, September 2010.
 Program chair for the MMA Spring Conference, Chicago, IL, March 2015.
 Program chair for the MMA Fall Educators' Conference, San Antonio, TX, September 2014.
 Program chair for the MMA Fall Educators' Conference, New Orleans, LA, September 2013.
 Program chair for the MMA Fall Educators' Conference, Minneapolis, MN, September 2012.
 Track chair for the IMC Track of the MMA Conference, Chicago, IL, March 2012.
 Track chair for the Marketing Ed. Track of the SMA Conference, Memphis, TN, Nov. 2011.
 Program chair for the MMA Fall Educators' Conference, St. Louis, MO, September 2011.
 Track chair for the Services Marketing Track of the MMA Conf., Chicago, IL, March 2011.

Program chair for the MMA Fall Educators' Conference, Indianapolis, IN, September 2010.

CONFERENCE PAPER REVIEWS

Paper reviewer for the Social Media & Digital Marketing and Marketing Education Tracks of the MMA Conference, Virtual, March 2021.

Paper reviewer for the MMA Fall Educators' Conference, Virtual, September 2020.

Paper reviewer for the MMA Fall Educators' Conference, Santa Fe, NM, September 2019.

Paper reviewer for the Services Marketing Track of the AMA Winter Educators' Conference, Austin, TX, February 2019.

Paper reviewer for the MMA Fall Educators' Conference, Kansas City, MO, September 2018.

Paper reviewer for the Best Paper Award, MMA Conference, Chicago, IL, April 2018.

Paper reviewer for the AMA International Collegiate Conference, New Orleans, LA, April 2018.

Paper reviewer for the MMA Fall Educators' Conference, Pittsburgh, PA, September 2017.

Paper reviewer for the Trends in Marketing Education Track of the AMA Summer Educators' Conference, San Francisco, CA, August 2017.

Paper reviewer for the Branding, Strategy and Research Track of the MMA Conference, Chicago, IL, March 2017.

Paper reviewer for the Marketing Education Track of the SMA Conference, Atlanta, GA, November 2016.

Paper reviewer for the MMA Fall Educators' Conference, Providence, RI, September 2016.

Paper reviewer for the Marketing Ed. Track of the MMA Conference, Chicago, IL, March 2016.

Paper reviewer for the Services Marketing & Retailing Track of the AMA Winter Educators' Conference, Las Vegas, NV, February 2016.

Paper reviewer for the Marketing Education Track of the SMA Conference, San Antonio, TX, November 2015.

Paper reviewer for the MMA Fall Educators' Conference, San Juan, PR, September 2015.

Paper reviewer for the Trends in Marketing Education Track of the AMA Summer Educators' Conference, Chicago, IL, August 2015.

Paper reviewer for the Marketing Education Track of the SMA Conference, New Orleans, LA, November 2014.

Paper reviewer for the Trends in Marketing Education Track of the AMA Summer Educators' Conference, San Francisco, CA, August 2014.

Paper reviewer for the Excellence in Marketing Education and Teaching Innovation Track of the AMS World Marketing Congress, Lima, Peru, July 2014.

Paper reviewer for the Marketing Ed. Track of the MMA Conference, Chicago, IL, March 2014.

Paper reviewer for the Marketing of Services & Retailing Track of the AMA Winter Educators' Conference, Orlando, FL, February 2014.

Paper reviewer for the Marketing Education & Teaching Innovation Track of the AMA Winter Educators' Conference, Orlando, FL, February 2014.

Paper reviewer for the Services Marketing Track of the SMA Conference, Hilton Head, SC, November 2013.

Paper reviewer for the DMEF Direct/Interactive Research Summit, Chicago, IL, October 2013.

Paper reviewer for the Dynamics of Marketing Education Track of the AMA Summer Educators' Conference, Boston, MA, August 2013.

Paper reviewer for the Marketing Education Track of the AMS Conference, Monterey Bay, CA, May 2013.

Paper reviewer for the Marketing Ed Track of the MMA Conference, Chicago, IL, Feb. 2013.

Paper reviewer for the Marketing for Higher Education Track of the AMA Winter Educators' Conference, Las Vegas, NV, February 2013.

Paper reviewer for the Marketing Ed. Track of the SMA Conference, Orlando, FL, Nov. 2012.

Paper reviewer for the Marketing Education & Teaching Innovation Track of the AMA Summer Educators' Conference, Chicago, IL, August 2012.

Paper reviewer for the Services Marketing Track of the AMA Summer Educators' Conference, Chicago, IL, August 2012.

Paper reviewer for the Excellence in Marketing Education and Teaching Innovation Track of the AMS World Marketing Congress, Atlanta, GA, August 2012.

Paper reviewer for the Marketing Ed. Track of the AMS Conf., New Orleans, LA, May 2012

Paper reviewer for the MEA Conference, Long Beach, CA, April 2012.

Paper reviewer for the Faculty Track of the AMA International Collegiate Conference, New Orleans, LA, March 2012.

Paper reviewer for the Social Media Marketing Track of the MMA Conference, Chicago, IL, March 2012.

Paper reviewer for the Marketing Ed. Track of the MMA Conference, Chicago, IL, March 2012.

Paper reviewer for the Case Track of the SMA Conference, Memphis, TN, November 2011.

Paper reviewer for the Marketing Education & Teaching Innovation Track of the AMA Summer Educators' Conference, San Francisco, CA, August 2011.

Paper reviewer for the Services Marketing Track of the AMA Summer Educators' Conference, San Francisco, CA, August 2011.

Paper reviewer for the Excellence in Marketing Education and Teaching Innovation Track for the AMS Conference, Coral Gables, FL, May 2011.

Paper reviewer for the MEA Conference, San Diego, CA, April 2011.

Paper reviewer for the Faculty Track of the AMA International Collegiate Conference, New Orleans, LA, March 2011.

Paper reviewer and discussant for the Consumer Behavior Track of the MMA Conference, Chicago, IL, March 2011.

Paper reviewer for the Marketing Ed. Track of the MMA Conference, Chicago, IL, March 2011.

Paper reviewer for the Marketing Ed. Track of the SMA Conference, Atlanta, GA, Nov. 2010.

Paper reviewer and discussant for the Services Marketing Track of the SMA Conference, Atlanta, GA, November 2010.

Paper reviewer for the Marketing Education & Teaching Innovation Track of the AMA Summer Educators' Conference, Boston, MA, August 2010.

Paper reviewer for the Services Marketing Track of the AMA Summer Educators' Conference, Boston, MA, August 2010.

Paper reviewer for the Faculty Track of the AMA International Collegiate Conference, New Orleans, LA, April 2010.

Paper reviewer for the MEA Conference, Seattle, WA, April 2010.

Paper reviewer for the Marketing Ed. Track of the MMA Conference, Chicago, IL, March 2010.

Paper reviewer and discussant for the Services Marketing Track of the MMA Conference, Chicago, IL, March 2010.

Paper reviewer for the Marketing Education Track of the SMA Conference, New Orleans, LA, November 2009.

Paper reviewer for the Services Marketing Track of the SMA Conference, New Orleans, LA,

November 2009.

Paper reviewer for the Marketing Education & Teaching Innovation Track of the AMA Summer Educators' Conference, Chicago, IL, August 2009.

Paper reviewer for the MEA Conference, Newport Beach, CA, April 2009.

Paper reviewer for the Services Marketing Track of the MMA Conf., Chicago, IL, March 2009.

Paper reviewer and discussant for the Marketing Education Track, and discussant for the Global Marketing Track of the MMA Conference, Chicago, IL, March 2009.

Program reviewer for the NASPA Conference, Seattle, WA, March 2009.

Paper reviewer for the Marketing Education Track of the SMA Conference, St. Petersburg, FL, November 2008.

Paper reviewer for the Marketing Ed. Track of the MMA Conference, Chicago, IL, April 2008.

Paper reviewer for the Services Marketing Track of the MMA Conf., Chicago, IL, April 2008.

Program reviewer for the NASPA Conference, Boston, MA, March 2008.

Program reviewer for the NASPA and ACPA Joint Conference, Orlando, FL, March 2007.

SCHOLARLY JUDGE

Reviewer for the SMA Distinguished Teaching Competition, New Orleans, LA, November 2019.

Reviewer for the SMA Distinguished Teaching Competition, West Palm Beach, FL, Nov. 2018.

Judge for the Marketing EDGE Summit Case Writing Competition, Chicago, IL, October 2018.

Coordinator for the AMA EBSCO Academic Scholarship Competition, Community and Social Impact Scholarship Competition, and Diversity Leadership Scholarship Competition, New Orleans, LA, April 2018.

Coordinator for the AMA Exhibits Competition, New Orleans, LA, April 2018.

Judge for the AMA Chapter Plan & Annual Report Competition, New Orleans, LA, April 2018.

Reviewer for the SMA Distinguished Teaching Competition, Louisville, KY, November 2017.

Judge for the Marketing EDGE Summit Case Writing Competition, New Orleans, LA, October 2017.

Judge for the AMA Collegiate Website Competition, New Orleans, LA, March 2017.

Judge for the AMA Chapter Plan & Annual Report Competition, New Orleans, LA, March 2017.

Reviewer for the SMA Distinguished Teaching Competition, Atlanta, GA, November 2016.

Coordinator for the AMA Marketing Strategy Competition, New Orleans, LA, March 2016.

Coordinator for the AMA Collegiate Website Competition, New Orleans, LA, March 2016.

Judge for the AMA Chapter Plan & Annual Report Competition, New Orleans, LA, March 2016.

Reviewer and judge for the SMA Distinguished Teaching Competition, San Antonio, TX, November 2015.

Judge for the Marketing EDGE Direct/Interactive Research Summit Case Writing Competition, Boston, MA, October 2015.

Judge for the AMA Pearson Prentice Hall Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education, Chicago, IL, August 2015.

Coordinator for the AMA Marketing Strategy Competition, New Orleans, LA, April 2015.

Coordinator for the AMA Collegiate Website Competition, New Orleans, LA, April 2015.

Judge for the AMA Exhibit Competition, New Orleans, LA, April 2015.

Judge for the AMA Chapter Plan & Annual Report Competition, New Orleans, LA, April 2015.

Judge for the SMA Pride-Ferrell Cengage Innovations in Teaching Competition, New Orleans, LA, November 2014.

Reviewer and judge for the SMA Distinguished Teaching Competition, New Orleans, LA,

November 2014.
 Judge for the Marketing EDGE Direct/Interactive Research Summit Case Writing Competition, San Diego, CA, October 2014.
 Judge for the AMA Pearson Prentice Hall Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education, San Francisco, CA, August 2014.
 Coordinator and judge for the Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher Award, Indianapolis, IN, May 2014.
 Judge for the AMA Exhibit Competition, New Orleans, LA, April 2014.
 Judge for the AMA Chapter Plan & Annual Report Competition, New Orleans, LA, April 2014.
 Judge for the SMA Pride-Ferrell Cengage Innovations in Teaching Competition, Hilton Head, SC, November 2013.
 Reviewer and judge for the SMA Distinguished Teaching Competition, Hilton Head, SC, November 2013.
 Judge for the DMEF Direct/Interactive Research Summit Case Writing Competition, Chicago, IL, October 2013.
 Judge for the AMA Pearson Prentice Hall Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education, Boston, MA, August 2013.
 Judge for the AMA Marketing Strategy Competition, New Orleans, LA, March 2013.
 Judge for the AMA Collegiate Website Competition, New Orleans, LA, March 2013.
 Judge for the AMA Chapter Plan & Annual Report Competition, New Orleans, LA, March 2013.
 Judge for the DMEF Direct/Interactive Research Summit Case Writing Competition, Las Vegas, NV, October 2012.
 Judge for the AMA Collegiate Website Competition, New Orleans, LA, March 2012.
 Judge for the AMA Chapter Plan & Annual Report Competition, New Orleans, LA, March 2012.
 Reviewer for the SMA Sherwin Williams Distinguished Teaching Competition, Memphis, TN, November 2011.
 Judge for the DMEF Direct/Interactive Research Summit Case Writing Competition, Boston, MA, October 2011.
 Judge for the AMA Collegiate Website Competition, New Orleans, LA, March 2011.
 Judge for the AMA Chapter Plan & Annual Report Competition, New Orleans, LA, March 2011.
 Judge for the DMEF Direct/Interactive Research Summit Case Writing Competition, San Francisco, CA, October 2010.
 Judge for the AMA Collegiate Case Competition, New Orleans, LA, April 2010.
 Judge for the AMA Chapter Plan & Annual Report Competition, New Orleans, LA, April 2010.
 Judge for the DMEF Direct/Interactive Research Summit Case Writing Competition, San Diego, CA, October 2009.

TEXTBOOK REVIEWS

Reviewer for Hair, J. F. Jr., Harrison, D. E., & Ajjan, H. *Essentials of Marketing Analytics* (1st ed.). New York: McGraw-Hill Irwin, 2021.
 Reviewer for Armstrong, G., & Kotler, P. *Marketing: An Introduction* (14th ed.). Upper Saddle River, NJ: Pearson Prentice Hall, 2020.
 Reviewer for Armstrong, G., & Kotler, P. *Marketing: An Introduction* (9th ed.). Upper Saddle River, NJ: Pearson Prentice Hall, 2007.
 Reviewer for Johnston, M. W., & Marshall, G. W. *Relationship Selling and Sales Management* (1st ed.). New York: McGraw-Hill Irwin, 2005.

PROFESSIONAL ASSOCIATIONS

Digital Analytics Association, 2019-present
 Academy of Marketing Science, 2011-present
 American Marketing Association, 2008-present
 Marketing Educators' Association, 2007-present
 Society for Marketing Advances, 2007-present
 Marketing Management Association, 2004-present
 Academy of Business Education, 2010-2012
 Academy of Marketing Studies, 2008-2012
 Direct Marketing Educational Foundation Professors' Academy, 2004-2009
 National Association of Student Personnel Administrators, 1997-2008
 American College Personnel Association, 1998-2007
 American Association of Collegiate Registrars and Admissions Officers, 1998-2003
 National Association of College Admission Counseling, 1998-2003

NATIONAL SERVICE AWARDS AND FELLOWSHIPS

Marketing Management Association Fellow Award, 2018
 Aurora University Student Organization Advisor of the Year Award, 2018
 Direct Selling Education Foundation Fellow, 2018
 R. R. Donnelley & R. L. Polk & Company Direct and Interactive Marketing Fellowship, 2004

SERVICE

Community Interaction and Interviews

Sullivan, K. (2021, February 5). What you can expect from Super Bowl ads this weekend. *Fox59 and CBS4 Indianapolis News*. Quoted in segment from personal interview.
 Kendall, J. (2008, February 14). The Millennial generation is a huge market, but tough to reach. *Chicago Daily Herald*, p. 3-1. Quoted in article from phone interview.
 Barlow, K. (2007, March 8). Study looks at marketing summer sessions. *University Times*, p. 11. Quoted in article from personal interview.
 Barlow, K. (2006, December 6). On teaching. *University Times*, p. 3. Quoted in article from personal interview.
 Adams, L. (2006). Freshmen venture out into the world of business: Students create and manage their own companies, products and profits. *University of Pittsburgh at Bradford – Portraits* (Spring/Summer), p. 10-12. Quoted in article from personal interview.
 Adams, L. (2006). Professor extends learning far beyond the classroom: Takes students on a trip to Toronto. *University of Pittsburgh at Bradford – Portraits* (Spring/Summer), p. 12. Quoted in article from personal interview.
 Vander Schee, B. A. (2005, June). Management students named as best strategy invitational national champions. *Bradford Area Chamber of Commerce News*, p. 5.

Professional Associations

Marketing Management Association Executive Director, 2020-present
 American Marketing Association Collegiate Chapters Council Past President, 2017-2018
 Marketing Management Association Board of Directors Member, 2017-2020

American Marketing Association Collegiate Chapters Council President, 2016-2017
 Marketing Management Association, Immediate Past President, 2016-2017
 Marketing Management Association President, 2015-2016
 American Marketing Association Collegiate Chapters Council President-Elect, 2015-2016
 Marketing Management Association President-Elect, 2014-2015
 American Marketing Association Collegiate Chapters Council Member, 2013-2016
 Marketing Management Association Vice President of Marketing, 2013-2014
 Marketing Management Association Publication Council Member, 2010-2013
 Marketing Management Association Board of Directors Member, 2009-2013
 Marketing Insights Co-Editor, 2011

Session chair for the Social Media Track of the SMA Conference, Virtual, November 2020.
 Session chair for the MMA Fall Educators' Conference, Virtual, October 2020.
 Session chair for the MMA Fall Educators' Conference, Santa Fe, NM, September 2019.
 Session chair for the MMA Spring Conference, Chicago, IL, March 2019.
 Session chair for the MMA Fall Educators' Conference, Kansas City, MO, September 2018.
 Session chair for the MMA Spring Conference, Chicago, IL, April 2018.
 Session chair for the AMA International Collegiate Conference, New Orleans, LA, April 2018.
 Session chair for the MMA Spring Conference, Chicago, IL, March 2017.
 MMA Doctoral Student Teaching Consortium Faculty Colleague, MMA Fall Educators' Conference, Pittsburgh, PA, September 2017.
 Session chair for the MMA Spring Conference, Chicago, IL, March 2016.
 AccessCapon Doctoral Student Teaching Consortium Faculty Colleague, MMA Fall Educators' Conference, Providence, RI, September 2016.
 Session chair for the MMA Fall Educators' Conference, Providence, RI, September 2016.
 Doctoral Consortium Faculty Fellow, SMA Conference, San Antonio, TX, November 2015.
 AccessCapon Doctoral Student Teaching Consortium Faculty Colleague, MMA Fall Educators' Conference, San Juan, PR, September 2015.
 Session chair for the MMA Fall Educators' Conference, San Juan, PR, September 2015.
 Coordinator for the AMA Marketing Strategy Competition, New Orleans, LA, April 2015.
 Coordinator for the AMA Collegiate Website Competition, New Orleans, LA, April 2015.
 AccessCapon Doctoral Student Teaching Consortium Faculty Colleague, MMA Fall Educators' Conference, San Antonio, TX, September 2014.
 Coordinator for the AMA Marketing Strategy Competition, New Orleans, LA, April 2014.
 Coordinator for the AMA Collegiate Website Competition, New Orleans, LA, April 2014.
 Doctoral Consortium Faculty Fellow, SMA Conference, Hilton Head, SC, October 2013.
 AccessCapon Doctoral Student Teaching Consortium Founder and Coordinator, MMA Fall Educators' Conference, New Orleans, LA, September 2013.
 Conference co-chair for the MMA Fall Educators' Conference, Minneapolis, MN, September 2012.
 Session chair for the IMC Track of the MMA Conference, Chicago, IL, March 2012.
 AccessCapon Teaching Innovation Competition Founder and Coordinator, MMA Fall Educators' Conference, St. Louis, MO, Sept 2011.
 LINKS Simulations & MMA Foundation Legacy Fund Outstanding Teacher-Scholar Doctoral Student Competition Founder and Coordinator, MMA Fall Educators' Conference, St. Louis, MO, September 2011.

Conference co-chair for the MMA Fall Educators' Conference, St. Louis, MO, September 2011.
 Session chair for the Consumer Behavior Track of the MMA Conf., Chicago, IL, March 2011.
 Session chair for the Marketing Education and Marketing Research Tracks of the SMA Conference, Atlanta, GA, November 2010.
 Session co-chair for Issues in Salesmanship Session at the MEA Conf., Seattle, WA, April 2010.
 Session chair for the Marketing E. Track of the MMA Conference, Chicago, IL, March 2010.
 Session chair for the Newcomers Session and the Research and Collaboration Sharing Session at the MMA Fall Educators' Conference, St. Louis, MO, September 2009.
 Session chair for the Global Marketing Track of the MMA Conf., Chicago, IL, March 2009.
 Session chair for the Services Marketing Track of the SMA Conf., St. Petersburg, FL, Nov 2008.

Indiana University, Kelley School of Business - Indianapolis

Faculty Council Campus Planning Committee, 2020-2022
 Undergraduate Policy Committee, 2020-present
 Kelley Indianapolis Marketing Organization Faculty Advisor, 2020-present

Aurora University

Faculty Dispute Resolution Committee Member, 2017-2018
 Dunham School of Business and Public Policy Student Affairs Committee, 2017-2018
 Marketing Faculty Search Committee Member, 2017-2018
 Faculty Governance and Elections Committee Member, 2016-2018
 Graduate Affairs Committee Member, 2016-2017
 AU Undergraduate Research Conference Advisor (4 group presentations), April 2016
 Faculty Governance and Elections Committee Chair, 2015-2016
 AU Undergraduate Research Conference Advisor (5 group presentations), April 2015
 Faculty Governance and Elections Committee Member, Spring 2015
 Celebrating Arts and Ideas Lecture Series Keynote Speaker Introduction, February 2015
 AU Undergraduate Curriculum Committee Member, 2014-2016
 AU Undergraduate Research Conference Advisor (11 group presentations), April 2014
 Marketing Faculty Search Committee Member, 2013-2014
 AU Undergraduate Research Conference Advisor (9 group presentations), April 2013
 Marketing Faculty Search Committee Chair, 2012-2013
 AU Undergraduate Research Conference Advisor (4 group presentations), April 2012
 MIT Faculty Search Committee Member, 2011-2012
 Faculty Senate Member, 2011-2012
 Organizational Behavior Faculty Search Committee Member, 2011-2012
 AU Undergraduate Research Conference Advisor (6 group presentations), April 2011
 Faculty Governance and Elections Committee Chair, 2010-2012
 AU Undergraduate Research Conference Advisor (6 group presentations), April 2010
 Alpha Mu Alpha Honorary Chapter Advisor, 2009-2018
 Delta Mu Delta Resume Workshop Reviewer, October 2009
 Celebrating Arts and Ideas Film Series Discussion Leader, October 2009
 AU Undergraduate Research Conference Advisor (6 group presentations), April 2009
 American Marketing Association Collegiate Chapter Advisor, 2008-2018
 Faculty Governance and Elections Committee Member, 2008-2010
 Student Retention Committee Member, 2008-2009

College of Professional Studies Institutional Review Board Member, 2008-2012
College of Professional Studies Professional Activity Support Subcommittee, 2008-2009
AU Undergraduate Research Conference Advisor (6 group presentations), April 2008
Teresa Farnum (Consultant) Retention Workshop Participant, April 2008
Student Marketing Association Advisor, 2007-2008
College of Professional Studies Research Committee Member, 2007-2008
Admissions Open House Academic Fairs Participant (3 per year), 2007-2019

University of Pittsburgh - Bradford

Faculty Senate Vice President, 2006-2007
Educational Policies Committee Chair, 2006-2007
Planning and Budgeting Committee Member, 2006-2007
Bradford Area High School Marketing Advisory Committee Member, 2006-2007
Undergraduate Summer Research Grant Committee Member, 2005-2007
Summer Orientation Beginnings Program Planning Committee and Presenter, 2005-2007
Created and maintained academic advising progress sheets for all business management-related majors, 2005-2007
Freshman Seminar Program Director, 2005-2007
 Gained faculty senate approval to make the course required for all new freshmen.
 Selected instructors, modified course, and made necessary revisions based on feedback.
 Trained instructors on *College Student Inventory* interpretation and student meetings.
 Planned and executed freshman student international trip.
Admissions Open House and Opportunity Days Participant (3 per year), 2004-2007
Peer Review (2) and Search Committee (2) Member, 2004-2007
Alpha Beta Rho chapter of the Alpha Phi Omega service fraternity Faculty Advisor, 2004-2007
Academic Advisor (60 students per year average), 2004-2007
Seneca Highlands Summer Academy (High School Student Enrichment Program), Technology and Entrepreneurial Science Instructor, July 2004, July 2005, July 2006

Toccoa Falls College

Academic Affairs Committee Member, 2001-2003
Budget and Planning Committee Member, 2001-2003
Student Handbook Revision Committee Co-Chair, 2002-2003
Search Committee Chair (6) or Member (4), 2001-2003
School of Business Administration Advisory Council Member, 2002-2003
School of Communication Advisory Council Member, 2002-2003
Student Leadership Faculty Advisor, 2002-2003
Academic Advisor (10 students per year average), 2001-2003

Finlandia University

Evangelical Lutheran Church in America Chief Enrollment Officers
 Annual Conference Planning Committee Member, Phoenix, AZ, February 2001.
Academic Achievement Committee Member, 1998-2001
Budget and Planning Committee Member, 1998-2001
Curriculum and Instruction Committee Member, 1998-2001
Student Enrollment and Development Committee Chair, 1998-2001

Search Committee Chair (4) or Member (4), 1998-2001

Elementary Education Curriculum Work Group, 2000-2001

Included site visits to other institutions and to the state representative which ultimately led to the approval of offering a bachelor's degree program in elementary education

Liberal Studies Curriculum Work Group, 1999-2000

General Education Core Work Group, 1998-2000

Image and Marketing Work Group, 1998-2001