

ELIZABETH A. OPPE

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HIGHLIGHTS SUMMARY

- 20+ years Instructional Experience in workshop, seminar and classroom settings
 - 5000+ students have successfully achieved National Accreditation Standard
 - Mastery of strategies for diverse audiences in Individual & Group Communication
 - 20+ credits earned at the doctoral level in Educational Methodology
 - A realistic grasp of the corporate perspective through MBA studies & employment
 - Experience in Business & Non-Profit Sector Management
 - A dynamic, focused, bottom-lined approach to project development & implementation
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Education

Ph.D. 2001	Ohio University <u>Primary Area:</u> Instructional Communication <u>Secondary Area:</u> Organizational Communication <u>Dissertation:</u> "Service Learning: Discovering Effective Communication Strategies By Emphasizing the Community's Perspective"	Athens, OH
M.B.A.	West Virginia University <u>Emphasis:</u> Economics	Morgantown, WV
B. S.	Glennville State College <u>Major:</u> Business Administration <u>Emphasis:</u> Marketing	Glennville, WV

Areas of Specialization

Organizational Communication Instructional Communication

Professional Affiliations

National Communication Association	Speech Communication Association of Ohio
Eastern Communication Association	Public Relations Society of America
The Delta Kappa Gamma Society	American Red Cross Certified Lifeguard/Instructor
First Coast Coaches Association	

Honors and Awards

Award Winner:	2014 - 2015 Golden Quill Teaching
Designated Award:	2015 WVU Community Engagement Grant
Nominee:	2014 WVU Innovation Award
WVU Excellence in Civic Engagement:	2013 Faculty Excellence Award
Sideline Reporter:	CBS College Sports Div II Football
Departmental Award:	NCA RexMix Award of Excellence
Outstanding Service to Students Award:	Washington State Community College
Nominee:	Who's Who Among America's Teachers
Phi Beta Lambda:	Business Honorary

Publications

Guest Editor: "Service Learning Issue". *Communication Teacher*. (Summer 2003)

Professional Presentations

Eastern Communication Association

“Spotlight on Service Learning: What We Know and What We Are Learning”. Boston, MA (2004)

“For the Good of Students: Innovative Teaching Techniques to Help Build Educational Character – With a Tip of the Hat: Student Impromptu Speech Topics”. Washington, DC (2003)

“Ridiculing the ‘Rubes’: A Re-examination of Southern Identity/ies Prompted by CBS’ The Real Beverly Hillbillies – Situating the Appalachian Educator: An Examination of Student Perceptions of Southern Identity”. Washington, DC (2003)

“Service-Learning and Community-Based Research: Students’ Perspectives – Group Presentation”. Washington, DC (2003)

“Service Learning: Discovering Effective Communication Strategies Emphasizing the Community’s Perspective – Reporting the Results”. New York City, NY (2002)

“Strategies for Addressing Student Resistance to Intercultural Communication: A Roundtable Discussion”. New York City, NY (2002)

“From Paradigms to Practice: Building Community Through Hands-on Learning in the Organizational Communication Classroom”. New York City, NY (2002)

“Service Learning: Discovering Effective Communication Strategies Emphasizing the Community’s Perspective”. Portland, ME (2001)

“Discovering and Sharing Diversity in the Classroom: A Roundtable Discussion”. Portland, ME (2001)

“Constructing an Instructional Communication Research Agenda for the Twenty-First Century: Examining Contemporary Issues Impacting our Classrooms”. Pittsburgh, PA (2000)

Speech Communication Association of Ohio

“Exploring Participant-Observant and Textual Analysis: Students Present Their Projects: Respondent”. Otterbein College, Westerville, OH (2002)

“Contemporary Challenges in Teaching: A Roundtable Discussion”. Otterbein College, Westerville, OH (2002)

“Integrating Service Learning in Communication Classes.” Otterbein College, Westerville, OH (2001)

“Successfully Crossing the Bridge from Undergraduate to Graduate Studies: From Portfolio Development to Surviving Comprehensive Exams and Dissertation.” Otterbein College, Westerville, OH (2001)

3rd Annual International Conference: Advances in Service Learning Research

“Service Learning: Discovering Effective Communication Strategies Emphasizing the Community’s Perspective”. Salt Lake City, UT (2003)

2nd Annual International Conference: Advances in Service Learning Research

“Studying Connections: Chair/Respondent”. Vanderbilt University, Nashville, TN (2002)

Service Learning Institute

“Service Learning: Discovering Effective Communication Strategies Emphasizing the Community’s Perspective: Workshop”. Ohio University, Athens, OH (2001)

West Virginia Wesleyan College

“Ethical Decisions in Communication, Business, and Health”. WV Wesleyan College, Buckhannon, WV (2004)

“Responsible Communication: Ethical Decisions in Business”. WV Wesleyan College, Buckhannon, WV (2003)

“Got Service? Community Partners, Upshur County Community Agencies and West Virginia Wesleyan College Student Volunteers: What Are the Qualities of an Ideal Volunteer Placement? WV Wesleyan College, Buckhannon, WV (2003)

Research

Service Learning is an extension of campus-based education that transcends the classroom and prepares students to become service providers to the community. In return, students receive college credit for meeting academic service learning requirements that reflect course goals and learning objectives. Student participation in experiential learning fosters a relationship of mutual benefit with the community partner. Formal reflection upon the community’s perception of the student contribution reveals the underlying communication strategies that facilitate a positive and productive experience.

Administrative Experience

1995

Marietta College

Assistant Director of Advancement

RESPONSIBILITIES: Fund raising and alumni event planning

Instructional Experience

2011-Present

West Virginia University

Teaching Assistant Professor

MBA COURSES: Communication and Public Relations for Executives

ONLINE COURSES: Integrated Marketing Communication, Introduction to Public Relations, Public Relations Writing & Application, Strategic Communication Writing & Application, Global Service Learning: Community Development in Rural Jamaica w/Jamaican Immersion

SEATED COURSES: Introduction to Public Relations, Strategic Communication Writing & Application, Introduction to Mass Communication, Honors for Introduction to Mass Communication, First Year Seminar: Service Learning, First Year Seminar: Adventure WV, Strategic Communication Senior Capstone
GLOBAL SERVICE-LEARNING: Community Development in Rural Jamaica

2010-2011

Florida State College at Jacksonville

Assistant Professor

ONLINE COURSES: Business Writing, Customer Relations for Managers, Organizational Behavior, Management Theory & Practice

SEATED COURSES: Business Writing, Customer Relations for Managers, Management & Supervision Capstone, Management Internship

2007-2010

Glennville State College

Associate Professor

COURSES: Introduction to Business, Contemporary Computer Applications, Quantitative Business Analysis, Risk Management & Insurance, Small Business Management, Applied Business Communication, Introduction to Public Speaking, Technical Business Writing, Introduction to Management & First Year Experience

2006-2007

University of Charleston

Associate Professor

COURSES: Accounting, Business Writing, Marketing Management, Organizational Behavior, Interpersonal Communication, Macroeconomics, Microeconomics

EMBA COURSES: Leadership, Change & Innovation

2005-2006

West Virginia State University

Assistant Professor

COURSES: Speech Communication, Mass Communication, Introduction to Public Relations

- 2002-2005 **West Virginia Wesleyan College**
Assistant Professor
COURSES: Public Speaking, Fundamentals of Oral Communication, Introduction to the Communication Discipline, Communication Theory, Intercultural Communication, Interpersonal Communication, Organizational Communication, Introduction to Management, Public Relations Campaigns, Public Relations/Communication Internships, Freshmen Seminar
- 2001-2002 **West Virginia University**
Visiting Assistant Professor
COURSES: Rhetorical Communication, Interpersonal Communication, Introduction to Public Speaking
- Summer 2002 **Ohio University – Eastern**
Adjunct Faculty-Distance Learning Via Satellite
COURSES: Interviewing, Communication Theory
- Fall 2005 & Fall 2001 **Glenville State College**
Adjunct Faculty
COURSES: Consumer Behavior, Introduction to Public Speaking
- 1997-2002 **Ohio Valley College**
Adjunct Faculty
COURSES: Intro to Public Speaking, Economics, Human Resource Management
- 2000-2002 **West Virginia University- Parkersburg**
Adjunct Faculty
COURSES: Management Information Systems, Microeconomics, Fundamentals of Speech
- 1993-2001 **Washington State Community College**
Assistant Professor (1997-2001)
Adjunct Faculty (1993-1997)
COURSES: Marketing Communication, Management Supervision, Business Management, Sales, Human Resource Management, Small Business Management, Business Law, Consumer Behavior, Economics, Accounting, P.C. Applications

Additional Employment

- 1992-1993 **Account Representative & Executive Trainee** – MetLife Insurance Co.
Parkersburg, WV
- 1989-1990 **Inside Sales Representative** – Queue Systems
Parkersburg, WV

Service

Association for Educators in Journalism and Mass Communication

Reviewer: Mass Communication & Society Research Paper Competition (2012-2013)

Eastern Communication Association

Representative: ECA Executive Council for Instructional Practices Interest Group (2003-2005)
Secretary: Interpersonal/Organizational Communication Interest Group (2002-2004)
Appointee: Committee to Assess ECA Sponsorship of Graduate Student Awards (2000)
Judge: Undergraduate Poster Competition – Pittsburgh, PA (2000)

West Virginia University

Founder:	Once A Mountaineer, Always A Mountaineer Campaign/Event	(2014-2015)
Nominee:	WVU Innovation Awards (Once A Mountaineer, Always A Mountaineer)	(2014)
Presenter:	WVU Center for Service and Learning Community Engagement Week	(2015)
Presenter:	WV Brownfields Conference	(2014)
Recipient:	WVU Climb Higher Award	(2014)
Developed:	MBA Course: Communication and Public Relations for Executives	(2014)
Developed:	Global Service Learning Course: Community Development in Jamaica	(2014)
Member:	WV Economic Initiative – Fairmont: Your Neighborhood, Your Future	(2015)
Member:	WV Economic Development Committee	(2014-2015)
Member:	Graduate Thesis Committee – Yijia Wang	(2014)
Participant:	WVU Teaching & Learning Commons	(2015)
Participant:	“Feedback” Radio Talk Show Panel Guest - U92	(2014)
Participant:	Pi Beta Phi Faculty Appreciation Dinner	(2014)
Co-Advisor:	Public Relations Student Society of America	(2011-2013)
PRSSA Project:	Wyoming Co. Economic Development: Barker’s Creek Industrial Park	(2013)
PRSSA Project:	American Cancer Society Fundraising Event – Date Auction	(2013)
PRSSA Project:	Promotion of a novel, <i>Brackets</i> , by David Sloane	(2013)
Reviewer/Judge:	PRSA Bronze Anvil Competition - Nonprofit Social Media Category	(2013)
Presenter:	Experience WVU Event	(2013)
Participant:	6 th Annual Global Service-Learning Institute	(2013)
Coordinator:	Amizade Jamaica Field Visit and Course	(2012-2014)
Participant:	WVU Integrated Marketing Communication Conference	(2012-2013)
Instructor:	West Virginia High School Journalism Competition & Workshop	(2011-2013)
Member:	Center for Service & Learning Advisory Committee	(2011-2014)
Member:	Advising Team	(2011-2013)
Member:	Strategic Communication Faculty Committee	(2011-2013)
Member:	Graduate Thesis Comm.– Candace Nelson, Anan Wan, Rebecca Deihm	(2012-2013)
Member:	School of Journalism Scholarship Committee	(2012-2014)
Member:	School of Journalism Strategic Communication Faculty Search	(2012-2013)
Instructor:	First Year Academy Activities – School of Journalism	(2012)
Volunteer:	Emergency Water Collection – WVU Coliseum	(2012)

Florida State College at Jacksonville

Member:	Curriculum Committee	(2010-2011)
Member:	Open Campus Committee Advisory Board	(2010-2011)
Member:	Dean of Workforce Development Selection Committee	(2010-2011)

Glennville State College

Presenter:	Faculty Development Series: Plagiarism/Electronic Communication	(2009)
Presenter:	MLK Day of Service Ceremony	(2009-2010)
Coordinator:	American Humanics-Non-Profit Minor-Temporary Position	(2009)
Member:	“Get Tanked” Faculty Development Committee	(2009)
Member:	Electronic Digital Communication Device Committee	(2009)
Member:	Sport Management Selection Committee	(2008)
Member:	GSC Athletic Committee	(2008-2010)
Member:	GSC Hall of Fame Athletic Committee	(2007-2010)
Co-Advisor:	Students In Free Enterprise	(2007-2010)
Co-Coach:	GSC Varsity Cheerleading Squad	(2007-2008)
Coordinator:	Service Learning & Go Green Initiative	(2007-2008)

University of Charleston

Chair:	Finance Department - Jones Division of Business	(2006-2007)
Co-Advisor:	Students In Free Enterprise	(2006-2007)
Member:	Communication Roundtable	(2006-2007)
Member:	Communication Resource Center Search Committee	(2007)
Representative:	Experience UC Scholarship Day – February 3 rd	(2007)

West Virginia State University

Co-Advisor: Public Relations Student Society of America (2005)
Radio Guest: Craig Braddick's Political Views (2005)

West Virginia Wesleyan College

Academic Standards Committee (2003-2005) Faculty Search Committee (2002-2004)
Admission Recruitment Dept. Rep. (2003-2005) Spring Sing Co-Host (2004)
Fleming Hall Hollywood Squares (2004) Homecoming Banner Judge(2004)

Washington State Community College

Business Program Review Comm. (1998-1999) Academic Standards Comm(1999-2000)
Curriculum Committee (1997-2001) Tech Prep Program Review (2001)

Professional Development

Training

Assessing Written Work. WriteCycle Academy. Turnitin.com (Fall 2010)
Managing Students & Assignments. WriteCycle Academy. Turnitin.com (Fall 2010)
Teaching Effective Source Integration. WriteCycle Academy. Turnitin.com (Fall 2010)
Teaching the Writing Process. WriteCycle Academy. Turnitin.com (Fall 2010)
Teaching the Millennial Student Online e-Workshop. Society for the Teaching of Psychology. Ball State University and Georgia Southern University Psychology Departments. (Winter 2009)
American Humanics Management Institute. Embracing High Standards in Nonprofit Management and Governance. Indianapolis, IN (Winter 2009)
American Humanics Management Institute. Communications in Fund Raising: Utilizing best practices in public and media relations. Indianapolis, IN (Winter 2009)
How to be a Better Trainer. Padgett Thompson (Summer 2000)
Dealing with Difficult People. Washington State Community College (Fall 2000)
NCA Pre-Conference: Redefining Our Road Map: Radicalizing Actions Through Training and Development. Atlanta, GA (November 2001)
NCA Short Course: Teaching the College Course in Communication in the Workplace: An Applied Approach. Atlanta, GA (November 2001)

Instruction

NCA Short Course: Teaching Public Speaking As Public Dialogue. New Orleans, LA (November 2002)
NCA Short Course: Teaching the College Course in Communication Theory. New Orleans, LA (November 2002)
NCA Short Course: Communication for Teachers: Teaching Beginner Teachers to Communicate Effectively with Their Students. Atlanta, GA (November 2001)
Learn to Teach Via Interactive Video: A Short Course. Ohio Appalachian Center for Higher Education (Summer 2000)
Second Century Instructional Strategies: Making the Transition from Lecture to On-Line and Balanced Learning Formats. Franklin University (Spring 2000)

Service Learning

ECA Short Course: Teaching Communication Training and Development Using a Service Learning Model. New York City, NY (April 2002)
NCA Short Course: Directing Communication Internship Programs. Atlanta, GA (November 2001)
NCA Pre-Conference: Workshop on Service Learning. Seattle, WA (November 2000)
2nd Annual National Conference on Service Learning Research. Vanderbilt University (October 2002)
1st Annual National Conference on Service Learning Research. UC/Berkeley (October 2001)
Service Learning Institute. Ohio University (December 2000)

References

Available upon request.
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