

Craig L. Engstrom, PH.D., CPTD

Director, SIU Center for Teaching Excellence & Associate Professor

Former Director of Undergraduate Studies & First-Year Success Program Coordinator

Southern Illinois University Carbondale, School of Communication Studies

(618) 203.1997 | craig.engstrom@siu.edu | www.craige.info

[linkedin.com/in/craigengstrom](https://www.linkedin.com/in/craigengstrom) | [youtube.com/craigengstrom](https://www.youtube.com/craigengstrom)

RELEVANT LEADERSHIP HIGHLIGHTS

- **Lead SIUC Center for Teaching Excellence (Academic Affairs):** 16 direct reports; ~\$1.1M annual budget
- **Capacity building:** redesigned faculty onboarding into an LMS-first onboarding ecosystem (learning pathways, how-to guides, developmental touchpoints) followed by in-person training; use AI to scale projects with fewer staff
- **Advanced institutional measurement:** Implementing HLC-aligned outcomes/PLO measurement processes within the LMS (D2L Brightspace; also comfortable with Canvas and Blackboard Ultra)
- **Leading data-informed improvement:** managing development of an enterprise learning analytics dashboard (engagement, outcomes, student success indicators)
- **Future-facing governance:** Member SIU System High-Impact Practices (HIP) and Learning and Employment Records (LER) task forces; Co-chair, SIU System AI task force
- **Promoting Faculty Development and Achievement:** Leading 150+ faculty through ACUE's Effective Teaching Practices Certification; Conceived and launched [SIU Instructor Medallion Club](#)
- **Delivered recognized innovation:** [2024 D2L Excellence Award](#) for instructional innovation and impact

PROFILE SUMMARY

Senior Academic Affairs leader and interdisciplinary communication scholar with 20+ years of experience designing learning experiences and building institutional systems that strengthen faculty excellence and student success. Currently Director of the Center for Teaching Excellence at Southern Illinois University Carbondale, leading a cross-functional unit that advances faculty development, instructional design, LMS administration, accessibility compliance, assessment, and learning analytics through close partnership with the Provost's Office, college deans, and IT. Previously served as Director of Undergraduate Studies and First-Year Experience Curriculum Coordinator (Saluki Success Program); led program growth initiatives, curricular redesign, advising and pathway improvements, transfer partnerships, and enrollment/course planning refinements that supported accelerated time-to-degree. In these roles, oversaw curriculum development and assessment across 40+ core curriculum and degree courses, including the university's first-year experience (UNIV 101), online public speaking (CMST 101), an online CMST minor, and a professional communicator credential. Experience teaching business communication and rhetoric at public and liberal arts institutions.

Fiscal & Operational Leadership: Generated \$1.3M+ in realized cost savings, recovered value, and new revenue through alumni donations, federal investment, vendor renegotiation, and cost-recovery models; strengthened academic operations by expanding faculty services, accessibility compliance, and assessment/quality-review processes.

Academic Systems & Learning Technologies: Canvas; D2L/Brightspace; Blackboard; EAB Navigate; Slate; HubSpot, SharePoint; Excel/PowerPoint/Power BI; assessment & quality frameworks (OSCQR, QM/QCTIP); instructional design (ADDIE); learning content standards (SCORM, xAPI); media tools (Adobe Express, Adobe Captivate, Camtasia); CRM/SaaS vendor management and negotiation.

EDUCATION

Doctor of Philosophy, Southern Illinois University Carbondale | 2010

Concentrations: Organizational & Business Communication, Communication Pedagogy & Training

Master of Arts, Southern Illinois University Carbondale | 2006

Concentration: Culture and Communication

Bachelor of Business Administration (BBA), Summa cum laude, Colorado Mesa University | 2000

Concentration: HR-Organizational behavior and economics

CERTIFICATIONS & RECENT CONTINUING EDUCATION

Master Online Leader and Administrator Certificate, U of I Springfield, 2020

youracclaim.com/badges/50342e31-6192-4569-b9c7-8f16c1074a82

Certified Professional in Talent Development, Association for Talent Development, 2020

youracclaim.com/badges/6534dd64-8868-42c3-b5fb-9436190ea809

Advanced Online Teaching Certificate Program, Online Learning Consortium, 2019

credly.com/credit/20955648

PROFESSIONAL EXPERIENCE

Director of The Center for Teaching Excellence | July 2022–Current

Southern Illinois University Carbondale

Role & Scope

- **Lead the university's central faculty development and instructional innovation unit**, responsible for educational technology strategy, ADEI pedagogy, LMS administration and support, classroom technology (135 AV-enabled spaces), instructor assessment, and teaching and learning support.
- **Supervise 16 direct reports** (professional staff, graduate assistants, and student employees) and **manage a ~\$1.1M annual budget**.
- **Serve as a key institutional partner to the Provost, CIO, Online & Extended Campus Director**; work in partnership on various initiatives with Chancellor's Office, Graduate School, Offices of the College Deans, and academic units to improve instructional quality, efficiency, and compliance.
- **Currently serve as key member of taskforce for institution-wide assessment and improvement initiatives for HLC compliance**; responsible for designing outcomes-aligned review processes, supporting program learning outcomes reporting, and coaching departments to use evidence to strengthen undergraduate learning, curriculum coherence, and student success in in-persona and online modalities.

Strategic Leadership & Systems Building

- Since 2022, **fiscal initiatives have generated over \$1.3M in realized cost savings, recovered value, and new funding**, while **expanding faculty services**, accessibility compliance, and instructional capacity.
- Regularly **negotiate and manage enterprise instructional technology contracts** in partnership with OIT, ranging from **\$23K to \$2.3M over 3–5-year terms**, emphasizing data transparency, faculty experience, and long-term value.
- Successfully re-negotiated **\$30K within an active D2L contract** (mid-cycle) toward higher-impact services; currently serving as **project lead** for a campus-wide **D2L analytics dashboard** to track engagement, learning outcomes, and student success initiatives in real time within the LMS.

- Developed methods for **instructional technology utilization tracking**, enabling data-informed decisions and achieving **>\$75K in annual savings by eliminating Zoom (FY23) & Echo360 (FY26) licensing costs**.
- Designed, funded, and launched a **multi-camera video recording and livestream studio** for faculty use (**\$40K; delivered ahead of schedule and under budget**).
- Serve as a **primary liaison with the Director of Office for Access and Accommodation on WCAG 2.2 digital accessibility compliance** in response to DOJ guidance; led CTE efforts to translate requirements and develop campus-standard accessibility mandates into scalable, faculty-facing practices; created checklists, manuals, documentation workflows, and trainings, now adopted across academic units.

AI, Automation, and Data-Informed Teaching

- Oversaw implementation of **AI-enabled course review workflows** using Microsoft Copilot, reducing reliance on one instructional design FTE and generating **~\$70K in annual savings**.
- Leading a cross-unit initiative with the **Provost's Office and Chancellor's teams**—in preparation for the **HLC visit**—to develop a scalable **Program Learning Outcomes (PLO) measurement process in D2L**, with a goal of integrating with institutional dashboards.
- Engage regularly with **Illinois COLOs** and system-level partners on AI governance, instructional automation, and responsible adoption in higher education.

Faculty Experience, Training, and Support

- Revitalized faculty development through micro-sessions, workshops, focus groups, SPARK Week, and SME-led programming, resulting in a **10× increase in training participation** in the first year, **2x YoY**.
- Led an initiative to increase adoption of **D2L End User Support**. the **24/7 premium support call center**, improving operational efficiency and achieving **90%+ user satisfaction** while increasing usage.
- Implemented a proactive feedback model that combines **engagement tracking with direct outreach to faculty and staff**, generating qualitative insights to continuously improve services and vendor partnerships.
- Coordinated partnerships with **SIU Events and Outreach** to develop new revenue streams and expand professional learning offerings.

Key Accomplishments (Selected)

- **Federal Investment:** Secured **\$500K in Congressionally Directed Spending** (Sen. Dick Durbin; original approval \$1M) to enhance classrooms and expand HyFlex teaching capacity.
- **LinkedIn Learning:** Led a multi-year effort to bring LinkedIn Learning to campus (launched Spring 2024); CTE–OIT adoption strategy achieved a **12% activation rate**, exceeding LinkedIn's benchmark by 1%.
- **Project manager of D2L Course Merchant launch**, a continuing education shopping cart platform; currently onboarding new courses with long-term revenue potential. FY26 new revenue (~\$10K to date)
- **D2L Excellence Award (2024):** Recognized for institutional innovation and impact in instructional technology leadership.
- **Illinois Online Higher Education Symposium (IOHES):** Founding planner and institutional lead, positioning SIU as a statewide convener for online learning leadership. (Obtained \$4K in sponsorship)
- **Instructor Medallion Club:** Launched recognition and engagement initiative to elevate teaching excellence and instructional innovation.
- **Automation & AI:** Established CTE as a campus leader in responsible AI adoption for instructional quality, assessment, and operational efficiency.
- **Faculty Mentoring & Training:** Developed and launched with Provost's Faculty Fellows a comprehensive faculty mentoring program called STARS to support faculty development across their career

Course Advisor & Coordinator, Saluki Success Program | Spring 2019–Summer 2024

Southern Illinois University Carbondale, Office of the Provost

- Fully responsible for administrative coordination (schedule, faculty recruitment, assessment) of UNIV 101; assist with UNIV 103, UNIV 301 curricula
- Work directly with the SIU Provost to administer the administrative and curricular components, including assessment, of the first-year experience course for all first-year Salukis (~1400 per year)
- Responsible for coordinating curriculum through the semester, ensuring that 50+ sections of the course remain engaging and on schedule; collect reports and assess learning objectives
- Plan multi-party guest visits and co-curricular activities with Advising, Student Health Services, First Saluki Center, Residential Learning, and Center for International Education
- Facilitate weekly meetings; conduct after-action reviews to obtain qualitative feedback for short- and long-term improvements of courses, solicit instructor and learner input to improve learning outcomes
- Chaired hiring committee (2019 & 2022); onboarded, trained, and supervised 12 NTT during launch year, and ~35 tenured, tenure-track, and NTT instructors each academic year
- Designed master shell for learning management system (D2L) that is deployed across ~60 sections of course per term; use continuous improvement process to improve and automate course YoY
- Revised first-year experience curriculum to focus on professional and career development; revised learning objectives, curated content, and wrote/revised workbook content
- Solicit feedback from all stakeholders annually; improve course YoY with high satisfaction and improvement among instructors and student services staff
- Built SharePoint and OneNote system to streamline communication among instructors, recruitment, and retention coordinators, teaching assistants, and directors of university units

Director of Undergraduate Studies & Internships | Spring 2018 – August 2022

Southern Illinois University Carbondale, School of Communication Studies

1-minute Highlight: Led recruitment and retention strategy efforts that resulted in securing a **\$500K alumni donation** to support undergraduate student development, **31% increase in new majors**, 3x increase in first-year students in 2021, and six 2+2 articulation agreements with Illinois colleges in < 1 year.

- Serve on strategic committees: Undergraduate (Chair, 2017–Current), Personnel, Steering, Planning & Development, EAB Navigate Early Warning Committee, First Year Experience Committee
- Led undergraduate academic operations by coordinating curriculum governance (requirements, sequencing, and policy updates), maintaining catalog/bulletin-aligned documentation, and conducting enrollment and course planning reviews; oversaw student exceptions/appeals workflows (substitutions, waivers, late adds/overloads) to support progression and timely graduation.
- Spearheaded curricular reorganization, innovation of undergraduate curriculum, and Advising partnerships: developed core curriculum, streamlines specializations, increased class enrollment sizes, decreased administrative intensity, expanded student choice, and improved degree completion time
- Oversaw COVID-19 transitions, including oversight of conversion of all CMST 101 courses to an online format (scaled/converted the OSCQR-reviewed course for deployment across 100+ sections)
- Led effort to secure a mega-donation of \$500K to support undergraduate program development
- Led initiatives that delivered over \$80,000 in scholarship money to CMST students, \$6,000 from new donors in 2019-21 (a 1,533% increase over historical averages)

- Assisted in arranging six articulation 2+2 agreements with Illinois community colleges in < 1 year
- Developed and administered turnaround recruitment strategy that led to 210% YoY increase in students declaring major or minor; including a 330% increase in first-year students in 2020/21, 31% increase in new majors in 2018, 63% increase in new first-year students in 2019
- Conducted focus group and survey research to develop learner/marketing personas of students choosing CMST major; led to improved recruitment/retention advertising and marketing communication
- Initiated “Project Recruit 3%” that uses an inbound marketing strategy to increase conversion of students in lower-level courses into majors; 2022 launched strategy to focus on transfer student recruitment
- Developed strategic marketing plan for CMST social media; in 2018-21, assisted 40+ students through HubSpot training and certification (8+ graduates placed in jobs to date due to program)
- Oversaw social media strategy for academic unit; manage two content creators; snapshot of YoY analytics (2019/20): Instagram: +793.5% increase in content interactions, +14.3% growth in followers; Facebook: 1,614% increase in post engagement; 467% increase in followers; 80% YoY avg. growth rate
- Administer internship program; actively engaged in creating new partnerships with area organizations, prepare MoUs, monitor and evaluate internship quality, assess program
- Developed and launched the Professional Communicator Credential, a badging program designed to drive enrollment into courses and elevate CMST program on LinkedIn
- Oversaw strategy, managed a team of 6 reports, raised sponsorship, and coordinated all activated needed to develop, launch, and deliver BrandU, a one-day professional development event that has featured NYT best-selling authors, award-winning trainers, and early career professionals; delivered over 10 sessions with ~600 unique attendees, ~650 hours of watch hours per year
- Reviewed 10-year history of course enrollment data to develop a predictable 4-year course sequence for the program, crafted user-friendly degree audits
- Led effort to create a predictable curriculum, which has streamlined advising efforts, improved learning pathways, and increased student satisfaction with the program by 23%
- Oversaw a significant number of recruitment efforts, including social media and letter-writing campaigns, calling campaigns, high school visits, on-campus visits, CMST’s website redesign; started Gaymer Lounge at Saluki Con (600+ attendees over two yrs.)
- Oversee retention efforts, which includes using EAB Navigate to track “murky middle” students in need of additional support services; intervene by referring students to key services; increased student retention by ~22% YoY; on track for 9% increase in 2022
- Implemented a new faculty pre-advising option for students; planned and delivered first-ever academic and social recognition events for undergraduates
- Started Communication Career Council (C3); organization focuses on co-curricular skills development, retention, and recruitment efforts
- Revised online CMST 101 course (Oral Communication) and used continuous improvement processes to enhance learners’ experiences, improve LOs, increase student engagement, decrease course dropouts; course was rated highly from OSCQR peer-review and D2L Engagement reviews
- Over two years, developed three online courses toward a five-course online minor in CMST and assisted other faculty in converting to online courses (pre-pandemic); soft-launched online CMST minor in 2021
- Organized multiple recruiting events, including the CMST Day in Morris Library (2018-19, 2021); regularly attend Open Houses, SIU Day, and other activities to recruit students

Associate Professor | 2019–Current
Assistant Professor | 2015–2019

Southern Illinois University, Dept. of Communication Studies

Courses taught: Communication Skills for Career Development, Business & Professional Communication, Dynamics of Organizational Communication, Social Media (Developed), Case Studies in Organizational Communication, Leadership Communication (Developed), Public Speaking Online/DE (Developed), Communication & Conflict, Communication Theory,

Select Activities & Accomplishments

- **Five-year average teaching evaluation score of 4.7/5.0** across all instructor and course categories; **4.825/5.0** average on **students' perceptions of instructor investment in student success.**
- Supervise professional HubSpot certifications of ~10 students per semester, 2017–2021
- College of Liberal Arts Outstanding Teacher Award, 2018
- Dept. of Communication Studies Outstanding Teacher of Year Award, 2017
- Produced and currently manage online version of CMST 101: Oral Communication (revenue-generating), responsible for training and coaching between 2 and 6 GTAs/faculty per semester
- Restructured CMST 280: Business Communication into a hybrid course, saving 1 FTE per semester (teach the same number of sections with two rather than three instructors); revenue-generating

Assistant Professor | 2011–2015

Adjunct Professor | 2015–Current

Elmhurst University (formerly Elmhurst College), Dept. of Communication Arts & Sciences

Courses taught: Organizational Communication I & II, Case Studies in Organizational Communication, Business and Professional Communication, Digital Business Communication, Training and Development, Senior Capstone, Intercultural Communication, Intercultural/International Films

Select Activities & Accomplishments:

- Continue to teach COM419: Digital and Online Business Communication and BID385: Exploring Conscious Capitalism through Documentary Film Analysis; currently preparing a course Exploring Communication Theory through International Films
- Reorganized organizational communication specialization; added intro-level organizational communication course that increased CAS's exposure to non-majors
- Received two internal Center for Scholarship and Teaching grants (~\$4K each)
- Developed and launched the C! Team (departmental social media team), an officially recognized student organization
- Collaborated with a colleague in the Department of Marketing to create a bi-disciplinary course for the Elmhurst College Integrated Curriculum. The course "Exploring Conscious Capitalism through Documentary Film Analysis"; 10+ years, and still seats 40+ students per year (25% above avg. for college)

Assistant Professor (1-year appointment) | 2010–2011

University of Montana, Dept. of Communication Studies

Courses Taught: Entrepreneurship and Communication, Practical Issues in Organizational Communication, Communication and Conflict, Persuasive Speaking and Criticism, Small Group Communication, Introduction to Organizational Communication

Instructor | 2005–2007; 2009–2010

Southern Illinois University Carbondale, Dept. of Management | Spring 2010

Course taught: Organizational Structures and Design; supervised by Dr. William McKinley

Southern Illinois University Carbondale, Dept. of Speech Comm. | 2005–2007; 2009

Courses taught: Business & Professional Communication; Introduction to Oral Communication; Public Speaking

Editorial Assistant, Human Studies | 2007–2009

Springer Netherlands (Philosophy); Southern Illinois University Carbondale

- Proofed and edited pre-typeset and typeset manuscripts, general administrative tasks.

Faculty Advisor | Summers 2004–2006

International Scholar Laureate Program, Business Delegation (China and Tibet)

- Fully responsible for the coordination and movement of undergraduate delegates through four major cities (Xi'an, Beijing, Shanghai, and Lhasa), curriculum and group facilitations, coordination with local guides, and other administrative tasks.

Global Young Leaders Conference (U.S. and Europe)

- Adapted and delivered lesson plans on current global affairs, international economics, and UN policy for 100+ delegates from over 80 countries.

U.S. Peace Corps Volunteer – Economic Development Program | 2001–2003

Kazakhstan, Economic Development Program

- Taught over 1000 hours of business and English to pupils in grades 7–11 at a lyceum in Ridder, Kazakhstan. (Provided instruction in both English and Russian.)
- Established a Junior Achievement regional center in Ridder, Kazakhstan. Trained local teachers to operate the center. Received \$14K grant from Exxon for summer debate camp.
- Provided consulting services and grant writing support for “Nyezabudka,” a women’s help center in Ridder, Kazakhstan.
- Assisted with grants; planned a seminar on project management and grant writing for local NGOs with USAID and Counterpart Consortium consulting firm located in Ust-Kamenogorsk, Kazakhstan.

RESEARCH & CREATIVE ACTIVITY

Current Projects

- Tewogbolo, Promise & Engstrom, Craig. Accelerated Online Public Speaking Course: Effective or Ineffective? What Assessment Data Reveal (5-year longitudinal study)
- Communications Skills for Career Development Training Guide (OER; 10% complete)
- Crafting Business Communication Competence through Real World Cases (an OER Book; ~33% complete)
- “Writing a strategic plan: A problem-based learning project for business communication courses.” Submitted to *Sage Open*, Revise and resubmit, Aug 2020; withdrew (considering alternatives)

Grant Support

- **AY2025:** Support NIH grant (UE5 NS144228-01) through instructional design, training, and curriculum development: Educating Biomedical Researchers on Scientific Design, Strengthening Inferences, and Interpretation; NINDS Materials to Enhance Training in Experimental Rigor (METER) Cooperative Agreement; SIU PI: Nafisa Jadavji (\$10K for CTE)
- **AY2026** (if funded; under review): NSF ART Grant Technology Transfer Grant (lead SIU PI: Robert Patino); provide ID and LMS support (\$300K for CTE, including hiring new instructional designer)

Grants Applied for But Not Funded

- **2022: “DVL-STEM: Data Visualization Literacies in STEM,”** Warne, Robin; Weber, Jennifer; Engstrom, Craig; Henson, Harvey. 2023.. NSF: \$291,415
- **2017: National Endowment for the Humanities, \$32,000.** Planning a Cross-Disciplinary Minor in Environmental Rhetoric. Co-authors: Jonathan Gray, Ph.D. & Leslie Duram, Ph.D.
- **2015: National Science Foundation, \$235,000.** The Role of Organizational Persuasion in Sustaining Institutional Legitimacy in Situations of Depletion. Co-author: Jessica Crowe, Ph.D.
- **2014:** Canvas/Instructure EdTech Grant. Submitted proposal for \$10,000 to build Tumblr API for Learning Management Systems. (Category: New models of content sharing.)

Grants Authored and Received

- **2018: “Using LRSs and digital badges: Do these increase student engagement and learning outcomes?”** *SIU Foundation Grant*, \$8,900 to conduct research into the use of Learning Record Stores.
- **2014: “Microblogging as viable pedagogy: Using Tumblr and Twitter in the classroom,”** *Elmhurst College Center for Scholarship and Teaching Faculty-Student Collaborative Research Grant*. \$6,000 to conduct summer research with undergraduate student.
- **2008: “Enhancing ethnography through technologies.”** *Graduate Technology Grant, SIUC Graduate School*. \$3900 to purchase equipment for video/ethnographic research.
- **2003: “Evaluation of Curriculum at Summer Debate Camp.”** *Exxon-Mobile Kazakhstan Development Fund*. \$14,000 for evaluation of pedagogy and curriculum improvement of annual summer debate camp held in the Altai Region, Kazakhstan.
- **2003: Junior Achievement Kazakhstan.** \$5,500 for the purchase of educational materials for local schools in Ridder, Kazakhstan.

Honors and Awards

- “Outstanding Service Award,” *Training and Development Division* (National Communication Association), 2020
- “Outstanding Mentor Award,” 2020 Summer Research Institute (McNair Scholars; mentee: Martiece Arrington)
- “Diamond Anniversary Award” (for top paper), *Organizational and Professional Communication Association* (Central States Communication Association), 2020
- “Rising Star Award,” *Training and Development Division* (National Communication Association), 2017
- Top paper, Engstrom, C., Forst, M., & Brown, L. (2017, November). In search of civil service: An á la carte approach to training university dining staff in conflict reduction. National Communication Conference (Training & Development Division), Dallas, Texas

- Top paper, *Training and Development Division*, “Rhetorical visions of gadget geekdom havens and hipster candidates: Analysis of the fast-growth businesses’ job ads—implications for job search.” NCA Annual Convention, 2016
- Nominated by members, “Rising Star Award,” *Training and Development Division* (National Communication Association), 2016 (Did not win)
- Top panel, *Practical connections to an ancient art: Rhetorical approaches to contemporary professional consulting*, NCA Annual Convention, 2013.
- Southern Illinois University Carbondale Dissertation Research Award Recipient, 2009–2010 (financial scholarship)
- SIUC Department of Speech Communication “Excellence in Graduate Student Research/Creativity Award,” 2009
- Top paper, “*Alcohol talk*” as social glue: Students’ referencing of alcohol in everyday speech, SSCA Annual Conference, 2006

Papers and Presentations at Professional Meetings:

Competitive Papers

- Engstrom, C., & Wegmann, S. [under review], “Talk Like a Human: Generating Shared Rhetorical Visions of AI in Education,” *Communication Education*
- Engstrom, C. [under review], Teaching WCAG Compliance in Business Communication, *Communication Teacher*
- Engstrom, C. & Koushan, A. [revise & resubmit]. *Bloat and clarity: Rhetorical arrangement and its influence on analyst Q&A*. Central States Communication Association (Organizational and Professional Communication Division). Minneapolis, MN.
- Engstrom, C., & Bardhan, N. (2020, November). *Using symbolic convergence theory to prescribe D&I: A fantasy-theme analysis of PRSA’s Diverse Voices*. National Communication Association (Public Relations Division). Indianapolis, IN. **[Top Paper Award]**
- Engstrom, C., & Helens-Hart, R. (2020, April). *Four Domains of Instructional Communication as Areas of Expertise for Communication Faculty Who Train and Consult*. Central States Communication Association (Organizational and Professional Communication Interest Group). Chicago, IL. **[Top Paper; Diamond Anniversary Award]**
- Helens-Hart, R. & Engstrom, C. (2019, November). *Empathy in action: Surviving and thriving in training and development*. National Communication Association (Training and Development Division). Baltimore, MD.
- Bardhan, N., Gower, K. K., & Engstrom, C. (2018, November). *Diversity and inclusion in PR industry, stories from leaders and practitioners*. National Communication Association (Public Relations Division). Salt Lake City, UT.
- Petre, J., & Engstrom, C. (2018, April) *Taking a rhetorical approach to teaching millennials*. Central States Communication Association (Communication Education Interest Group), Milwaukee, WI.
- Engstrom, C. (2018, April). *Hiring managers’ impressions of business communication: Recommendations for teaching and advising*. Central States Communication Association (Organizational & Professional Communication Division), Milwaukee, WI.

- Engstrom, C. & Duncan, O. (2018, April) *Writing a strategic plan: A problem-based learning project for business communication courses*. Central States Communication Association (Organizational & Professional Communication Division), Milwaukee, WI.
- Engstrom, C., Forst, M., & Brown, L. (2017, November). *In search of civil service: An à la carte approach to training university dining staff in conflict reduction*. National Communication Conference (Training & Development Division), Dallas, Texas [T&D Top Paper]
- Engstrom, C., Brown, L., Forst, M., Brenneise, A., Petre, J., Petre, E. et al. (2017, November). *Popular perks for hipsters,” “epic fails,” and unconscious bias: A critical examination of identification strategies in fast-growth companies’ job ads*. National Communication Association Annual Convention, Organizational Communication Division, Dallas, Texas.
- Engstrom, C., Petre J., & Petre, E. (2016, November). *Rhetorical visions of gadget geekdom havens and hipster candidates: Analysis of the fast-growth businesses’ job ads—implications for job search*. National Communication Conference, Philadelphia, Pennsylvania [T&D Top Paper]
- Engstrom, C. (2016, November). *Riffing about the organization communication curricula: Teaching bricolage and improvisation*. National Communication Conference, Philadelphia, Pennsylvania.
- Engstrom, C. (2016, March). *Experiences of time in organizations: A diary method study*. Qualitative Research in Management and Organizations, Albuquerque, NM.
- Engstrom, C. (2013, November). *Introduction: Practical connections to an ancient art: Rhetorical approaches to contemporary professional consulting*, National Communication Association Annual Convention, Training and Development Division, Washington, D.C. [Top Panel Award]
- Wood, M., Engstrom, C., & McKinley, W. (2011, August). *Endings and visions of new beginnings: Does lay off increase entrepreneurial intent?* Academy of Management Conference, San Antonio, TX
- Engstrom, C. (2011, July). *(Ac)counting others’ prosaic practices: Private eyes translating surveillance into ‘billable time.’* European Group for Organization Studies Conference, Gothenburg, Sweden.
- Engstrom, C. (2011, April). *Rhetorical framing in inter-organizational conflicts: An analysis of the rhetorical situation of Radosti, et al., v. Envision EMI, LLC*, Central States Communication Association Conference, Milwaukee, Wisconsin
- Engstrom, C. (2010, April). *Shadowing practices: Means, motives, and opportunities*, Qualitative Research in Management and Organization Conference, Albuquerque, New Mexico.
- Engstrom, C. (2009, November). *Rhetorical criticism in institutional theory*, National Communication Association Annual Convention, Organizational Comm Division, Chicago, Illinois.
- Engstrom, C. (2009, November). *A visual ethnography of college life*, National Communication Association Annual Convention, Ethnography Division, Chicago, Illinois.
- Engstrom, C. (2009, August). *Rhetorical criticism as a method for examining cultural/discursive pressures on organizational form*, Academy of Management Annual Convention, Research Methods Division, Chicago, Illinois.
- Engstrom, C. (2008, November). *Doing “college life” through “alcohol talk”: An ethnomethodologically oriented ethnography of communication (EM-EOC)*, National Communication Association Annual Convention, Ethnography Division, San Diego, California.
- Engstrom, C. (2008, November). *Sobering “binge discourse”: A critical communication pedagogy response to student drinking on college campuses*, National Communication Association Annual Convention, Critical Cultural Studies Division, San Diego, California.

- Engstrom, C. (2008, November). *Possibilizing problem posing pedagogy: Towards a Freirian-Hayekian governmentality*, National Communication Association Annual Convention, Student Paper Division, San Diego, California.
- Engstrom, C. (2007, March). *(Auto)ethnography and self-reflexivity: Methods for intercultural communication training*. Southern States Communication Association Annual Convention, Intercultural Communication Division, Louisville, Kentucky
- Engstrom, C. (2006, April). *“Alcohol talk” as social glue: Students’ referencing of alcohol in everyday speech*. Southern States Communication Association Annual Convention, Language and Social Interaction Division, Dallas, Texas. [**Top Four Paper**]

Panel Papers/Presentations

- Engstrom, C., & Wegmman, S. (2025, May 30), “Talk Like a Human: Generating Shared Rhetorical Visions of AI in Education.” Teaching and Learning with AI Conference, University of Central Florida. Orlando, FL
- Engstrom, Craig, & Wegmann, S. (2025, April 1). “Enhancing Policy Development with an AI University Administrator.” Online Learning Consortium’s 2025 Innovate. Online.
- Engstrom, Craig, & Wegmman, S. (2024, November 8). “Fostering Collaboration among COLOs, Academic Excellence Centers, and Instructional Support.” Illinois Online Higher Education Symposium. Online.
- Wegmann, S., Engstrom, C., Benedict, P., AI Bot (2023, September 25). The Ultimate Mashup: AI and Common Course Assignments. Teaching and Learning with AI Conference, University of Central Florida. Orlando, FL
- LaGrone, N., Scott, A., & Engstrom, C. (2023, May 24). Designing Universal and Inclusive Spaces: AI’s Revolutionary Potential for Higher Education. Faculty Summer Institute, Champaign, IL
- Engstrom, C. & Bardhan, N. (2021, October 5). The Way PR Leaders Communicate Matters,” PRSA ICON [Virtual Conference]. <https://www.prsa.org/conferences-and-awards/icon-2021/conference-agenda>
- Engstrom, C. (2020, November). A Training and Development Division Special Program: Real-Time Training Session: Advanced On-Line Synchronous Instruction and Accelerated Student Learning. Topic: Microcredentials, National Communication Association, Chicago, IL
- Engstrom, C. (2020, April). Speaking on the Level: Breaking through Communication Barriers with Professional Adult Learners, Central States Communication Association, Business & Organizational Communication, Chicago, IL.
- Engstrom, C. (2019, April). Break on Through: Training & Development Strategies to Transcend Boundaries, Central States Communication Association, Training & Development Division, Chicago
- Engstrom, C. (2019, November). Conflict resolution for survival: Lessons from the classroom, industry and community, National Communication Association, Training and Development Division, Baltimore, MD.
- Engstrom, C. et al. (2018, April). *Communicating the good life: Taking a rhetorical approach to finding meaning in our lives*, Central States Communication Association, Rhetorical Theory and Criticism Interest Group and Intercultural Communication Interest Group.
- Engstrom, C. (2015, November). *The President’s promise . . . Am I my brother’s keeper? Exploring communication strategies, initiatives, and best practices for working with men of color at community colleges*, National Communication Association Annual Convention, Community College Division/Black Caucus, Chicago, IL.
- Engstrom, C. (2014, April). *Elevating our expectations: Strategies for promoting academic rigor in the classroom*, Central States Communication Association Annual Convention, Environmental Division, Minneapolis, Minnesota.

- Engstrom, C. (2014, April). *“Breaking through rural resistance to sustainability: The rhetoric of material technologies and social change.”* Central States Communication Association Annual Convention, Environmental Division, Minneapolis, MN.
- Engstrom, C., Nicholas C., & Warren, J. (2007, November). *Untitled*. National Communication Association Annual Convention, Language and Social Interaction Division, Chicago, Illinois
- Engstrom, C. (2006, November). *“Doing” autoethnographic reflexivity as resistance: My (un)healthy body in an environment of hyper-excessive consumption.* National Communication Association Annual Convention, Ethnography Division, San Antonio, Texas.
- Engstrom, C. (2006, April). *“Alcohol talk” in a college campus.* Panel presentation, Southern States Communication Association Conference, Intercultural Comm. Division, Dallas, TX, April 2006.

Panel Respondent

- *Centering the Trainer in T&D Research and Practice.* National Communication Association Annual Convention, Training & Development Division, Salt Lake City, Utah, November 2018.
- *Building Our Future: An Interactive Debate about the Future of the Training and Development Division.* National Communication Association Annual Convention, Training & Development Division, Salt Lake City, Utah, November 2018.
- *Critique in Ethnography of Communication: Renewing the Dialogue.* National Communication Association Annual Convention, Language and Social Interaction Division, Chicago, Illinois, November 2007.
- *Bodies as sites: Making sense of lived experiences.* National Communication Association Annual Convention, Ethnography Division, San Antonio, Texas, November 2006.
- *Process as family value: ‘Becoming’ ethnographer and the epistemics of ethnography,* Southern States Communication Association Annual Convention, Intercultural Communication Division, Dallas, Texas, April 2006.

Poster Sessions

- Engstrom, C. (2008, November). *Promoting peace, yet sustaining conflict: A fantasy-theme analysis of Seeds of Peace publications,* National Communication Association Annual Convention, Peace & Conflict Division, San Diego, California.

Panel Organizer

- *Advances in training and development.* National Communication Association Annual Convention, Training and Development Division, Chicago, Illinois, 2014.
- *Practical connections to an ancient art: Rhetorical approaches to contemporary professional consulting,* National Communication Association Annual Convention, Training and Development Division, Washington, D.C., November 2013. [**Top Panel Award**]
- *The politics of the taken-for-granted: Reflexive openings for negotiating cultural identities,* National Communication Association Annual Convention, Ethnography Division, Chicago, Illinois, November 2009.

Other

- *Round Table: A Show-and-Tell Roundtable: Click Less, Achieve More –Tools & Techniques for Greater RSI,* 2nd Annual Illinois Online Higher Education Symposium, November 2025
- *Short Course: Getting Started in Communication Training and Consulting.* Central State Communication Association, Chicago, IL, April 2020

- *Business Meeting*, Chair. Training & Development Division, National Communication Association National Convention, Baltimore, MD, November 2019
- *Business Meeting*, Co-Planner. Training & Development Division, National Communication Association National Convention, Salt Lake City, UT, November 2018
- *Business Meeting*, Secretary. Training & Development Division, National Communication Association National Convention, Dallas, TX, November 2017

PUBLICATIONS & CREATIVE WORKS

Books

- Engstrom, C., & Frye, J. (Eds.) (2016). *Qualitative communication consulting: Stories and lessons from the field*. Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2014). *Business communications for professionals and consultants: A rhetorical approach* (2nd ed.). Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2014). *Public speaking in the digital age: A practical approach*. Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2012). *Business communications for professionals and consultants: A rhetorical approach*. Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2012). *Business communications for professionals and consultants: Workbook*. Dubuque, IA: Kendall Hunt Publishing.

Articles in Professional Journals

- Engstrom, C., & Helens-Hart, R. (2023). In-demand instructional communication competencies for organizational trainers. *Business and Professional Communication Quarterly*. doi.org/10.1177/23294906221149408.
- Bardhan, N., & Engstrom, C. (2021). Diversity, inclusion, and leadership communication in public relations: A rhetorical analysis of *Diverse Voices*. *PR Journal*, 14(2), prjournal.instituteforpr.org/wp-content/uploads/Bardhan_PRJ14.2-1.pdf
- Helens-Hart, R., & Engstrom, C. (2020). Empathy as an essential skill for talent development consultants. *Journal of Workplace Learning*, 33(4), [doi: 10.1108/JWL-06-2020-0098](https://doi.org/10.1108/JWL-06-2020-0098)
- Engstrom, C. (2019). Hiring managers' impressions of business communication: Recommendations for teaching and advising. *Business and Professional Communication Quarterly*, [doi: 10.1177/2329490619859356](https://doi.org/10.1177/2329490619859356)
- Engstrom, C. (2018). Practicing invention and style: Writing a persuasive résumé profile summary. *Communication Teacher*, [doi: 10.1080/17404622.2018.1536797](https://doi.org/10.1080/17404622.2018.1536797)
- Engstrom, C., Petre, J. T., & Petre, E. A. (2017). Rhetorical analysis of fast-growth businesses' job advertisements: Implications for job search. *Business and Professional Communication Quarterly*, 80(3), 336–364. [doi: 10.1177/2329490617723117](https://doi.org/10.1177/2329490617723117)
- Wood, M., McKinley, W., Engstrom, C. (2013). Endings and visions of new beginnings: The effects of source of unemployment and duration of unemployment on entrepreneurial intent. *Entrepreneurship Research Journal*, 3(2), 171–206.
- Engstrom, C. (2012). "Yes..., but I was drunk": The (re)production of hegemonic masculinity on a college campus. *Communication Quarterly*, 60(3), 403–423.

- Engstrom, C. (2012). An autoethnographic account of prosaic entrepreneurship, *Journal of Critical Organizational Inquiry*, 10(1), 41–54.
- Engstrom, C. (2012). Who wants to identify a fallacy?: Using game shows to teach formal and informal fallacies. *Communication Teacher*, 26(2), 69–75.
- Engstrom, C. (2010). Rhetorical criticism as a method for examining cultural pressures on organizational form, *Qualitative Research in Organizations and Management*, 5, 259–279.
- Engstrom, C. (2009). Performance pedagogy through visual ethnography: Examples from college life, *Transformations*, 20, 19–30.
- Engstrom, C. (2009). Promoting peace, yet sustaining conflict: A fantasy-theme analysis of Seeds of Peace publications, *Journal of Peace Education*, 6(1), 19–36.
- Engstrom, C. (2008). Autoethnography as an approach to intercultural training, *Rocky Mountain Communication Review*, 5, 17–31.

Chapters in Professional Books

- Engstrom, C., Helens-Hart, R., & Haugen, J. (forthcoming). Serving up sustainability: Institutionalized leadership communication in the restaurant industry. S. Pensoneau-Conway, N. Bardhan, & S. Eddington (Eds.). *Leadership Communication Theory and Practice: An Advanced Introduction*. Routledge.
- Engstrom, C., Forst, M., & Brown, L. (2018). The communication trainer as bricoleur. In J.D. Wallace & D. Becker (Eds.), *Handbook of communication training*. New York: Routledge.
- Petre, J., & Engstrom, C. (2018). A rhetorical approach to teaching and mentoring millennials in the classroom. *Millennial culture and communication pedagogies: Narratives from the classroom and higher education*. Lanham, MD: Lexington Books
- Engstrom, C. (2018). Cycling in the city: An Actor-Network-Theory perspective on urban practices. In J. Brower & A. Atay (Eds.), *Communication, culture, and making meaning in urban environments: Ethnographic engagements of the city*. Lanham, MD: Lexington Books.
- Engstrom, C. (2017). The ethically dubious line of covertly gathering data at RoboWorks, and other challenges. In D. Anderson (Ed.), *Cases and exercises in organization development & change* (2nd ed.). Thousand Oaks, CA: Sage. **[Peer Reviewed]**
- Engstrom, C. (2016). The ethics of dating colleagues in professional organizations. In A. Prasad (Ed.), *Contesting institutional hegemony in today's business schools: Doctoral students speak out*. Bingley, UK: Emerald.
- Engstrom, C. (2016). Sophisticated communication: A tale of contemporary sophistry. *Qualitative communication consulting: Stories and lessons from the field*. C. Engstrom & J. Frye (Eds.). Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C., & Williams, D. (2013). Prisoners “rise, rise, rise”: Hip hop as a Ciceronian approach to community protest and care. *Working for justice*. S. Hartnett, E. Novek, & J. Wood (Eds.). Champaign: University of Illinois Press. **[Peer Reviewed]**
- Engstrom, C. (2012). Shadowing virtual work practices: Describing subjects and objects as action nets. *Virtual work and human interaction research: Qualitative and quantitative approaches*. S. Long (Ed.). Hershey, PA: IGI Global **[Peer Reviewed]**

Book Reviews

- Engstrom, C. (2008, January). The interdisciplinary lessons in Sanjay Seth's *Subject Lessons*, *Education Review*, (<http://edrev.asu.edu/reviews/rev623.htm>)

Dissertation & Theses

- Dissertation: *Shadowing Practices: Ethnographic Accounts of Private Eyes as Entrepreneurs* (SIUC, 2010)
- Thesis: *“Alcohol Talk,” “College Life,” and the “Real World”: An Ethnography of Communication of Undergraduate Students’ Ways of Speaking* (SIUC, 2006)

Other

- “The way PR leaders communicate about diversity, equity, and inclusion matters” with Dr. Nilanjana Bardhan – Blog for Institute for Public Relations: instituteforpr.org/the-way-pr-leaders-communicate-about-diversity-equity-and-inclusion-matters
- “The U.S. PR Industry: Spotlight on the role of leadership” with Drs. Nilanjana Bardhan (SIUC) and Karla K. Gower (University of Alabama) – Whitepaper for Plank Center, University of Alabama: plankcenter.ua.edu/wp-content/uploads/2020/01/Handout-Updated.pdf

PEDAGOGY & ADVISING EXPERIENCE

Teaching Interests and Specialties

- Public Speaking, Training & Development, Business Communication, Rhetoric/Persuasion, Qualitative Methods

Teaching and Training Grants

- **2016: DE Course & Program Development Grant.** *SIUC Distance Education & CTE.* \$5,000 to convert basic course (CMST 101) to online format.
- **2014: Bi-disciplinary course development grant.** *Elmhurst College Center for Scholarship and Teaching.* \$3000 to develop a hybrid COM/BUS documentary film course on corporate social responsibility.

Teaching Honors and Awards

- 2018 College of Liberal Arts Outstanding Teacher Award
- 2017 Department of Communication Studies’ Outstanding Teacher of the Year

Summary of Advising Activity

Master’s and Ph.D. Committees

- Currently advising one master’s student and one PhD candidate
- Advised or served on committee to completion 8 master’s and 14 doctoral candidates
- Total committees served on 31 committees (9 outside of department)

Formal Undergraduate Mentorship

- Martiece Arrington, “Well Spoken: A Neo-Aristotelian Rhetorical Criticism of Barack Obama’s ‘2008 Victory Speech.”
Summer Research Institute, McNair Scholars Program, SIUC
Summer 2020
- Clair Monroe, “Using Tumblr & Twitter in the Classroom”
Summer Faculty/Student Research Grant, Elmhurst College
Summer 2014

- DeAngelo Williams, Jr. “Blaxploitation in *Hancock*”
McNair Scholars Program, Southern Illinois University Carbondale
Summer 2009

Co-curricular mentorship/advising

- Founder and Faculty Advisor, Communication Career Council (C3), 2017–current
www.siu/cmst.org
- Provide regular career development and résumé writing workshops and private consultations, approximately 80+ hours per academic year
- Founder and Faculty Advisor, C! Team (social media organization for department), 2012–2015
- Faculty Advisor, Student Government Association (Elmhurst College), 2012–2014

RELEVANT CONTINUING EDUCATION (NOT LISTED ON PAGE 1)

- 2025: [Gamification Principles and Strategies](#), Online Learning Consortium
- 2025: [Accessible Course Design Using WCAG](#), Online Learning Consortium
- 2025: [Creating a Supportive and Inclusive Learning Environment \(8-week\)](#), ACUE
- 2025: [Fostering a Culture of Belonging \(4-week\)](#), ACUE
- 2023: [OLC Course Quality Review \(OSCQR\) Trainer](#)
- 2021/2023: UX Foundations: Accessibility (LinkedIn Learning)
- 2021: Microsoft Accessibility Fundamentals (LinkedIn Learning)
- 2017: Instructional Developer (SCORM & Tin Can API). LinkedIn Learning: [certificate: Instructional Developer](#)
- 2017: Collaborative Institutional Training Initiative (CITI), Basic Research Course verify/?w14e34f63-c555-4b98-85d0-5b97f3b03504-17369088
- 2016: Social Media Marketing Specialization (6-course certification). Northwestern University via Coursera: [certificate/684E478HR38S](#)
- 2016: Data Analysis & Visualization (2-courses). Delft University via EdX: [certificates/24236fbfbcad4d18919da9823149952c](#) | [certificates/f280597e428c416e8ebe3551db7fa3f5](#)
- 2014: Accounting Information Systems (Elmhurst College)
- 2013: Intermediate Accounting I & II (Elmhurst College); Insight Summit Social Media Conference
- 2010, 2013: Gateway Entrepreneurship Conference on Design Thinking (St. Louis University)

SIU SYSTEM LEVEL SERVICE

SIU System Committees and Working Groups

- Co-Chair (SIUC Rep), SIU System 2026 AI Task Force Implementation Plan
- 2025 LER Accelerator Initiative, funded by AACRAO, SIU Campus Representative
- Co-Lead, ACUE Certification Program 2024–Current
- 2024 Institute on High-Impact Practices and Student Success, sponsored by the *American Association of College & University Educators*, SIU Campus Representative 2023–2024
- NASH, SIU System Course Share Program, ad-hoc representative, 2023–Current
 - NASH–Google Microcredentials Integration CoP, 2025–Current

UNIVERSITY SERVICE

College and University Committees and Councils

- Sustainability & Classroom Utilization Working Group (led by Cannon Design), 2024–Current
- Student Success Council, Member; Co-Chair, Faculty Technology Sub-Committee, 2024 – Current
- Student Success Council – Data Reporting Action Group, 2025–Current
- SIU Online & Extended Campus Council, 2022–Current
- Provost, FERPA Working Group, 2024–Current
- Early Alert Working Group, CTE Representative/Member, 2023–2025
- Faculty Professional Development Working Group, 2024
- New Faculty Orientation Working Group, Chair, 2023–2025
- Student Communication Policy Committee, 2022–2024
- Carnegie Community Engagement Reclassification Working Group, Section 6 – AY 2024
- Lecture Capture Working Group Committee, AY 2024
- SIU Regulatory Compliance Committee, AY 2024
- D2L Announcements/Communications Working Group – Chair, 2023-2024
- SIU Campus AI Policy Committee, 2024
- SIU Campus Communication Platform Committee, 2023
- Dr. Seymour Bryson Future Scholars Program, Summers 2021, 2022
- SIU First-Year Experience (FYE) Committee, 2022–2024
- SIU Enrollment Committee (Community Outreach Task Force), 2020–2023
- EAB Early Warning Committee, Recruitment/Retention, 2019–2020
- CoLA Council, Department Representative, 2017–2020
- CoLA Council Teaching and Learning Committee, member, 2017–2020
- CoLA Undergraduate Directors Committee, member, 2018–current
- SIU Days Committee, member, 2018–2019
- SIUC Program Review, Qualitative Review Committee – Ad-hoc (Provost Office), April 2017
- SIUC Maker-Space Committee, member, 2018–current
- Campus Book Store New Vendor Selection Committee (Elmhurst College), 2013–2014
- Campus Innovation Committee (Elmhurst College), 2014–15

Department Committees (Communication Studies & Center for Teaching Excellence)

- CTE Advisory Council, Center for Teaching Excellence, Founder & Chair, 2023–Current
- Quarter Review for Accreditation, Communication Studies, 2019
- Undergraduate Committee, Chair, Communication Studies, 2017–2022
- Steering Committee, Communication Studies, 2017-2022
- Planning & Development, 2019–2021
- Personnel Committee, Communication Studies, 2017–2018

- Graduate Committee, Communication Studies, 2016–2017
- Undergraduate Committee, Communication Studies, 2015–2016

Other

- Chancellor’s Scholars Interview Committee, Fall 2022
- First-Year Experience Hiring Committee, Summer 2022
- Gray Associates Workshop Group (program evaluation), AY 2022
- State Advisory Committee for programs of study in the Arts & Communication sectors, Illinois Community College Board, 2021–2022
Provided SME to develop model programs of study as part of the Illinois State Plan for Strengthening Career and Technical Education for the 21st Century Act (also known as the Perkins V Plan). The role of the Advisory Committee is to provide expertise and guidance on trends in the industry, promising credentials and degrees, and future of work implications. The Committee informs key decision-points in this process, including the pathway map, selecting strategic early college credit courses, and identifying key competencies (building from the existing State technical competencies).
- Planner & Faculty Leader, BrandU 2020 (~600 unique attendees)
- Planner & Faculty Leader, BrandU 2.0: www.siuicmst.org/brandu (link no longer active)
- Planner & Team Leader, Official Ignite Talk Event (Internationally recognized – “Ignite SIUC”), April 2019
- Planner, “DAWG Talk” Event, Da Vinci Days (Office of Vice Chancellor of Research & Development), April 2017

PROFESSIONAL SERVICE

Membership in Professional Associations

- Association for Talent Development, 2017–Current
- National Communication Association, 2005–2021
- Central States Communication Association, 2017–2021
- Academy of Management, 2008–2012
- European Group for Organization Studies, 2011–2012
- Southern States Communication Association, 2006–2007

Offices Held and Honors Awarded in Professional Associations

- National Communication Association, Legislative Assembly, November 2019–2021
- Co-Chair, Training & Development (T&D) Division, November 2018–2019
- Program Planner, T&D Division, National Communication Association, 2017–2019
- Co-Secretary, T&D Division, National Communication Association, 2016–2017

Consultantships

- LinkedIn Career Expert Program, LinkedIn Corporation, Palo Alto, CA: 2017–2022
- CPTD Item Writer & Reviewer, Association for Talent Development, Washington, D.C., Spring 2021–2022
- LinkedIn Professional Interview Pilot Project, LinkedIn Corporation, Palo Alto, CA, 2019–2020

- APTD Competency Model Revision & Review, Association for Talent Development, Washington, D.C., Summer 2019–Spring 2020
- Item Writer & Reviewer, APTD Certification Exam, Association for Talent Development, Washington, D.C., Summer 2018; Fall 2019, Fall 2020
- LinkedIn ProFinder Services Advisor, LinkedIn Corporation, Palo Alto, CA, 2015–2020

Evaluation of Manuscripts for Journals and Book Publishers and of Grant Proposals for Agencies

- Editorial board member, associate editor, *Kaleidoscope: Graduate Journal of Qualitative Communication Research*, 2012–2020
- Ad-hoc reviewer, *Business and Professional Communication Quarterly*, *Communication Teacher*, *Eidos*, *International Journal of Strategic Communication*, *International Journal of Communication*, *Administrative Science Quarterly*, *International Journal of Qualitative Research in Organizations and Management*, *Journal of Media and Communication Studies*, *Kaleidoscope*

Professional Meetings

- National Communication Association, Training & Development Business Meeting, 2016, 2017, 2018, 2019

Other Service to Profession

Illinois Online Higher Education Symposium | 2023–Current

- Founding member & Lead planner (Inaugural and 2nd Annual Events)
- SIUC hosted the first two events; fully responsible for all planning, marketing of event (~400 unique attendees at each event)
- Obtained \$4K in sponsorships

Textbook reviewer

- *Organizational Communication: A Critical Approach* (2nd ed.), by Dennis K. Mumby, Sage Publications, 2014
- *Gratitude Communication at Work*, by Ross Brinkert, Cognella, 2018

Conference paper and panel reviewer

- Reviewer, National Communication Association Conference (Training & Development and Organizational Communication Divisions), 2006–Current
- Reviewer, Central States Communication Association Conference (Organizational & Professional Communication Division), 2017–Current
- Reviewer, Academy of Management Conference (Entrepreneurship Division), 2008–2012

Invited/Paid Lectures, Trainings, Workshops

- “The Six Practices of Successful Professional People,” [keynote]. PRSSA Fall Professional Development Retreat. November 3, 2025.
- “Collaborating on Higher Ground: AI’s Role in Elevating Institutional Partnerships and Outcomes.” **[Featured Presentation]. Higher Learning Commission Annual Conference**, Chicago, IL, April 14, 2024.
- “Blasting Off with Bongo: How Interactive Video Assignments Fueled an 80% Increase in Operational Efficiency,” D2L Fusion. July 9, 2024

- “Beyond Big Data: How Bite-Sized Data Can Motivate Students & Sweeten Retention” [**Featured Presentation**] – **D2L Fusion**, Anaheim, CA, July 14, 2023.
- “Pedagogy for Online.” SIU Law School All-Day Retreat. May 11, 2023.
- “Beyond Big Data: How Bite-Sized Data Can Motivate Students & Sweeten Retention” – D2L Rise Summit, Chicago, IL, May 2, 2023
- “Endnote Wizardry,” SIU Graduate School – April 11, 2023
- “Gamifying PowerPoint/Slide Decks for Presentations,” SIU Digital Media Lab Summer Camp – July 11, 2022.
- “Search Like Royalty on LinkedIn.” Heidelberg University – Business Conference, January 26, 2022.
- “Leveraging LinkedIn: Tips from a Vetted LinkedIn Vendor.” Greater Toledo Association for Talent Development, November 17, 2021.
- “Practicing ‘Yes, And...’: Techniques to Think Quick and Speak Without Fear,” SIUC Extended Campus, October 8, 2019 (Half-Day Workshop)
- “Simple Yet Effective Persuasive Strategies for Sales, Marketing, and Negotiation,” Chamber of Commerce of Southern Illinois, September 17, 2019
- “From Blah to Ka-Blam: Superpower tips for a super powerful pitch,” SIUC Leadership Development Program, January 27, 2019.
- “How to Ignite a Fire Under Your Audience’s A**,” SIUC Honors Program, October 30, 2018.
- “Interpersonal Collaboration in the Workplace,” Federal Public Defenders Office, Southern Illinois (Benton, IL), August 29, 2017.
- “Art & Science of Résumé Writing,” Leadership Development Program (SIUC), April 19, 2018.
- “Job Hunting with Aristotle: The Art & Science of Resume Writing,” SIUC DAWG Talks (Da Vinci Days), April 3, 2017.
- “Figure It Out: Which Presidential Candidates Have the Best Figures of Speech?” SIUC Student Programming Council (SIUC Talks). PechaKucha Talk, October 11, 2016.
- “Resolving Workplace Conflict Using Communication Jujitsu” for SIUC Food Services (100+ trainees), Jan. 2016, Aug. 2016, Jan. 2017.
- “Résumé Hacks,” Adult Services, Helen Plum Library, May 14, 2015.
- “Latest Trends in Résumés,” Adult Services, Helen Plum Library, April 10, 2014.
- “Unconventional Résumé Advice,” Brand U, Southern Illinois University Carbondale, March 31, 2014.
- Host, moderator, and introduction of Chris Hughes’s (Facebook co-founder and editor-in-chief of *The New Republic*) visit to Elmhurst College – “Brave New Media World.”
- “Improving your LinkedIn Profile,” Center for Professional Excellence, Elmhurst College, March 4, 2014.
- “Working for Justice in the Age of Mass Incarceration,” Black History Month, Southern Illinois University Carbondale, February 20, 2014.
- “Building Your Brand in Web 2.0/3.0 World,” Brand U, Southern Illinois University Carbondale, April 6, 2013.
- “Improving the Persuasiveness of Your Resume,” Adult Services, Helen Plum Lib., Feb. 21, 2013.
- “Job Search Strategies: Invention to Delivery,” Public Relations Case Studies and Campaigns (Class Meeting), Southern Illinois University Carbondale, March 21, 2012.

- “Writing and Publishing Portfolios and Resumes,” Public Relations Student Society of America, Southern Illinois University Carbondale, April 6, 2011.
- Graduate Seminar in Ethics and Social Justice in Education, 2 three-hour discussions on ethics and non-traditional research approaches, 2009.
- “Masculinity in a Bottle,” Progressive Masculinities Mentors, Southern Illinois University Carbondale, March 27, 2008

COMMUNITY SERVICE

In addition to ad-hoc volunteer work, the following represents more intensive engagements:

- Prison Entrepreneurship Program, Business Plan Advisor, 2009–2019
- Big Brothers/Big Sisters, 2005–2007
- Rainbow Café (LGBTQIA+), 2004–2006
- Junior Achievement - Dallas, 2003–2004

PROFESSIONAL CERTIFICATIONS

- 2026 (expected April): *Certification in Effective Teaching*, Association for College and University College Educators (ACUE)
- 2020: Master Online Leader and Administrator (MOLA), University of Illinois Springfield
- 2020: Certified Professional in Talent Development (CPTD). Association for Talent Development. (Valid until December 2026)
- 2017: Associate Professional in Talent Development (APTĐ). Association for Talent Development

HONORS & RECOGNITION

- 2024 D2L Excellence Award for the Overhaul of the ITA Oral Interview Process ([Read Case Study](#))
- Nominee, Student Employment Supervisor of the Year | 2023, 2024, 2025
- 8 top paper and panel presentations at regional and national conferences