

CHAY REES RUNNELS

Curriculum Vita

P. O. Box 13014 • Nacogdoches, TX 75962 • (936)468-2060 • E-mail: runnelsc@sfasu.edu

EDUCATION

- 9/04 – 8/09 Stephen F. Austin State University
Doctor of Philosophy in Forestry with an emphasis in
Resource Interpretation
- 9/97 – 12/00 The University of Texas at Austin
Master's degree in Architectural Studies (Historic Preservation)
- 9/92 – 5/96 The University of Texas at Austin
Bachelor's of Arts in American Studies

EXPERIENCE

- 5/19- present STEPHEN F. AUSTIN STATE UNIVERSITY NACOGDOCHES, TEXAS
Professor
- 9/07 -present *Program Coordinator, Hospitality Administration*
- 9/15- present *Co-Graduate Coordinator, School of Human Sciences*
- 9/14-4/19 STEPHEN F. AUSTIN STATE UNIVERSITY NACOGDOCHES, TEXAS
Associate Professor
- 9/09-8/14 STEPHEN F. AUSTIN STATE UNIVERSITY NACOGDOCHES, TEXAS
Assistant Professor
- 8/05 -9/09 STEPHEN F. AUSTIN STATE UNIVERSITY NACOGDOCHES, TEXAS
Instructor
Teach undergraduate courses in Hospitality Administration program. Instruct graduate students through thesis committee participation and independent studies. Assist with advisory roles relating to student professional organization, student advisement, counseling and mentoring. Assume normal faculty responsibilities including assessment, committee service, university and college related activities and community service. Work with Human Sciences faculty and staff and establish positive teacher/student relationships.
- 9/02 – present TIME AND PLACE STUDIOS AND CONSULTING
Co-Owner

Assist individuals and organizations with interpretation of historic sites, museum exhibit design, building surveys, social media and marketing consulting,

- 12/99 – 8/05 TEXAS FOREST TRAIL REGION NACOGDOCHES, TEXAS
Regional Coordinator
Developed, in conjunction with the board of directors, heritage tourism strategies based on historic preservation and economic development. Developed and conducted ongoing public awareness, education and training programs to enhance appreciation of the region's heritage. Assisted regional heritage attractions with improvement projects; provide advice and guidance to heritage attractions, chambers of commerce and convention and visitor's bureaus. Built partnerships and coordinated efforts between local, state, and federal agencies and organizations. Conducted speaking engagements, media interviews and personal appearances. Supervised interns and volunteers. Planned internship program. Developed newsletter, web-site and other printed promotional materials. Developed and coordinated fundraising efforts and annual special events. Managed all administrative aspects of the Texas Forest Trail Region, including purchasing, record keeping, budget development, and reporting. Coordinated and advise board and committee activities, assists committees with implementation of work plan.
- 6/98 – 9/00 HINSDALE COUNTY MUSEUM LAKE CITY, COLORADO
Director
Designed, developed and implemented educational programs for general public and children. Supervised care of historic property and museum collection. Developed and design permanent and temporary exhibits. Trained and supervised docents and volunteers. Designed and produced newsletter and printed promotional materials. Planned and conducted guided tours. Cataloged extensive collection. Conducted oral history interviews. Developed curatorial handbook for museum and collection.
- 5/99 – 6/00 PRESERVATION TEXAS, INC. AUSTIN, TEXAS
Membership/Communications Coordinator September 1999-June 2000
Special Event Coordinator March 1999 – May 1999
Collaborated on promotional materials and fundraising activities. Coordinated board meetings and mailings. Wrote a successful grant for a statewide historic preservation awareness campaign. Edited and wrote quarterly newsletter. Developed and designed membership forms. Answered and researched member and prospective member inquiries. Assisted executive director in all aspects of non-profit administration. Coordinated annual fundraising dinner and silent auction for statewide preservation group. Secured sponsors and donations for event. Designed and produced auction catalog. Supervised volunteers and staff. Prepared budget for event.

8/96 – 6/98

ELISABET NEY MUSEUM

AUSTIN, TEXAS

Program Specialist

Assisted in care of historic property and museum collection. Researched and developed exhibit, "Friends of Elisabet Ney". Designed and maintained museum world wide web page. Responsible for the research of historic landscape preservation project. Collaborated on designing, developing, and implementing educational and cultural programs for at-risk youth and general public. Participated in the design and production of printed promotional materials. Recruited, trained and supervised docents and volunteers. Scheduled and conducted guided tours.

REFEREED ARTICLES AND BOOK CHAPTERS

Causin, G. **Runnels, C.** (2018) "Student perceptions of engagement in a mandatory programmatic

service learning." *Events and Tourism Review*. 1,(1), 46-52.

Runnels, C. (accepted) "Integrated Marketing Communication." in Godwin Charles Ogbeide (ed.) *Destination Marketing textbook*.

Causin, G. G., Olle, M., **Runnels, C.**, & Barrios T. (2016, July). Student perceptions of engagement in a service learning mandatory component embedded in course curriculum: A pilot study. Proceedings of the 2016 Annual International CHRIE Conference and Marketplace, Dallas, Texas.

Runnels, C. (2014). Bridging town and gown for successful meetings: a small meeting market/university partnership case study. Published by IAEE for the 2014 IMEX Convention Faculty Engagement Conference, Sands Expo, Las Vegas.

Pfaffenberg, C. J., **Runnels, C. B.** and Darville, R. (2014) The IPAD2: A Survey Facilitator. *Journal of Information Systems Technology & Planning*, Volume 7, Issue 18, pp. 40-52

Runnels, C. (2014). "Industry Associations and Ratings." in Robert Brymer & Misty Johanson (Eds.) *Hospitality and Tourism: an Introduction to the Industry*. Dubuque, Iowa: Kendall/Hunt. 89-95.

Runnels, C. (2009). Interpreting the Alaska National Park Experience. NIW Sourcebook. Ft. Collins, CO: National Association of Interpretation.

Runnels, C. (2009). Using Texas Friendly Curriculum in the Classroom (pp. 16-17). Austin, TX: TAFCS.

Runnels, C. (2008). "Industry Associations and Ratings." in Robert Brymer & Katherine Hashimoto (Eds.) *Hospitality and Tourism: an Introduction to the Industry*. Dubuque, Iowa: Kendall/Hunt. 41-51.

Forbes, W., **Runnels, C.**, Legg, M., Coble, T. G. (2006). Ecotourism Promotion in East Texas: Changing Perceptions of the Piney Woods. 9, 42-50.

REFEREED PRESENTATIONS

Martin, L., Olle, M., Runnels C. "Developing a Competency Based Education Model." West Federation CHRIE Conference. Pomona, CA (February 7, 2020)

Laird S., **Runnels, C. (author only)** "The Future is Now: VR and AR in Curriculum Design." National Association for Interpretation National Conference. New Orleans, LA. (November 30, 2018).

Runnels, C., Laird, S., Causin, G., Abbott, J., Coble, T., Galan, R. "Creating a framework for indigenous interpretation through outreach, education, collaboration and cocreation." National Association for Interpretation National Conference. Corpus Christi, Texas. (November 9, 2016).

Newquist, J., **Runnels, C. (author only)**, Mize, L., Prince, M. Let's Have Fun: The Importance of Togetherness, Recreation, and Leisure in Everyday Family Life. South East Council on Family Research Annual Meeting, Orlando, FL. (March 10, 2016).

Pfaffenberg, C., **Runnels, C.**, Darville, R. "The Ipad2: A Survey Facilitator." Intellectbase International Consortium. Nashville, TN (May 22, 2014).

Runnels, C. National Interpreter's Workshop, "Telling Your Story with Emerging Technologies: QR codes, microsites and more" National Association for Interpretation. Hampton, VA (November 14, 2012).

Beisel, J., **Runnels, C.**, Coble, National Interpreter's Workshop, "Preserving and Interpreting the Sacred "Great Places" of East Texas through a Preserve America Community-based Cemetery project." National Association for Interpretation, St. Paul, MN. (November 9, 2011).

Runnels, C., Coble, T., Morris, J. National Interpreter's Workshop, "Capturing the Alaska Experience: Developing Marketing Products and Strategies for Alaska National Parks" National Association for Interpretation, St. Paul, MN. (November 12, 2011).

Runnels, C., Coble, T., Morris, J. National Interpreter's Workshop, "Visualizing Meanings: Using "Ka" to Fine Tune Alaska National Park Marketing Strategies poster presentation" National Association for Interpretation, Las Vegas, NV. (November 17, 2010).

Runnels, C., Tri-Cluster Conference, "Using the updated Texas Friendly curriculum", Family and Consumer Science Teachers Association of Texas, Dallas, TX. (August 5, 2010).

Coble, T. G. (Presenter & Author), **Runnels, C. (Author Only)**, Morris, J. (Author Only), NAI International Conference, "The Alaska Experience: Developing an Interpretive Marketing Strategy for Alaska's National Parks", National Association for Interpretation, Townsville, Queensland, AUSTRALIA. (April 2010).

Runnels, C. (Author) Texas Association of Family and Consumer Sciences 91st Annual Conference, "Using the Texas Friendly Curriculum in the Classroom", Texas Association of Family and Consumer Sciences, Austin, Texas. (February 27, 2009).

Runnels, C (Author)., Coble, T. G. (Author), National Interpreter's Workshop, "Using Adventure an Authenticity as Key Marketing Factors", National Association for Interpretation, Hartford, Connecticut (November 17, 2009)

Runnels, C (Author), Coble, T. G. (Author), National Interpreter's Workshop, "Interpreting the Alaska National Park Experience", National Association for Interpretation, Portland, Oregon. (November 14, 2008).

Runnels, C. (Author), Lake, B. (Author Only), Wittenbach, S. (Author Only), Hung, I. (Author Only), The 13th Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism, "Using GIS to Visually Identify the Relationship between Attendance and Advertising and Marketing Efforts for the Texas Blueberry Festival," Orlando, Florida. (January 2008).

REFERRED POSTERS

Adams, H. , Olle, M, **Runnels, C.** "Food Insecurity Awareness, Acknowledgement, and Actions on a University Campus." International Council on Hotel, Restaurant, and Institutional Education Annual Meeting. New Orleans, LA. (July 2019).

Causin, G., **Runnels, C.** "Tourism job outlook: A guide to events, hospitality, interpretation jobs for the Lakota people." IMEX America, Las Vegas, NV (October 11-12, 2017).

- Runnels, C.,** Barrios, T. D., Symposium on Arts and Research, "Using Technology for Evaluations in the Culinary Cafe", SFA Center for Teaching and Learning, Nacogdoches, TX. (April 19, 2017).
- Causin, G., Laird, S. G., **Runnels, C.,** Abbott, J., Ross, S., Texas NAME Conference 2017, "Giving voice to the Lakota people", National Association for Multicultural Education, Early Childhood Research Center, SFASU, Nacogdoches, TX. (April 8, 2017).
- Causin, G., Laird, S. G., **Runnels, C.,** Abbott, J., Ross, S., Diversity Conference, "Lakota studies: Interpretation and tourism", Office of Multicultural Affairs, SFASU, Nacogdoches, TX, Baker Pattillo Student Center, SFASU, Nacogdoches, TX. (January 28, 2017).
- Olle, M., **Runnels, C.,** Causin, G., Barrios, T. D., 2016 Expo! Expo! Annual Meeting Faculty Poster Sessions, "Best practices developing service learning protocol for hospitality administration", Center for Exhibition Industry Research, Anaheim, California. (December 6, 2016). Retrieved from <http://www.ceir.org/expo-expo-faculty-poster-sessions>
- Olle, M., **Runnels, C.** Causin, G., Barrios, T. D. , IMEX America 2016, "Best practices developing service learning protocol for hospitality administration", IMEX Group, Sands Expo, Las Vegas, Nevada. (October 19, 2016).
- Causin, G., Olle, M., **Runnels, C.,** Barrios, T. "Student perceptions of engagement in a service learning mandatory component embedded in course curriculum: a pilot study. International Council on Hotel, Restaurant, and Institutional Education Annual Meeting. Dallas, Texas. (July 2016).
- Runnels, C,** Causin, G., Olle, M., Barrios, T., Fish, B., Cook, P., "Creating a Culture of Engagement: SFA Hospitality Administration Program and Service Learning" Bright Ideas, Stephen F. Austin State University, Nacogdoches, TX (May 4, 2016)
- Runnels, C.** (2015) Big Nac Fest: Student engagement in music festival planning, a case Study. IMEX America, Las Vegas, NV (October 14, 2015).
- Runnels, C.** IMEX Faculty Engagement, "Bridging Town and Gown: Partnerships for Successful Meetings", IAEE, Las Vegas, NV. (October 15, 2014).
- Runnels, C.,** Coble, T. G., Bright Ideas, "Defining the Alaska National Park Experience", Stephen F. Austin State University, Nacogdoches, TX. (April 8, 2010).

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- Runnels, C.** "You've Been Here How Long? How The Texas Treasure Business Award Helps Businesses." Texas Historical Commission Real Places Conference. Austin, Texas. (January 17, 2019).
- Runnels, C.,** Causin, G., Abbott, J., Laird, S., Stephens Williams, P., Coble, T., (2018) "Giving voice to our First Nations: creating a framework for indigenous interpretation through education, and collaboration ." *Tribal College Journal*. Vol. 29 (3).
- Runnels, C.,** Eddins, E., "More than hospitality- engaging residents to enhance the visitor experience." Real Places Conference Texas Historical Commission, Austin, TX. (June 14, 2016).
- Runnels, C.** "Using Research Everyday" Travel and Tourism College, Texas Travel Industry Association, Bastrop, TX. (June 25, 2014).
- Runnels, C.** "Using Principles of Interpretation to Connect Visitors to Marketing Strategies" Travel and Tourism College, Texas Travel Industry Association, Bastrop, TX. (June 25, 2014).
- Runnels, C.** Prince, M. "Social Media Strategies for Connecting to Your Audience." Annual Meeting, Texas Forest Trail Region, Nacogdoches, TX. (April 24, 2014).
- Runnels, C.** "Marketing your Message." District Director Meeting, Texas AgriLife Extension, Nacogdoches, Texas. (February 21, 2014).
- Runnels, C.** "Research Roundup" Travel and Tourism College, Texas Travel Industry Association, Denton, TX. (June 18, 2013).
- Runnels, C.** "Using Principles of Interpretation to Connect Visitors to Marketing Strategies" Travel and Tourism College, Texas Travel Industry Association, Denton, TX. (June 18, 2013).
- Pfaffenberg, C., **Runnels, C.,** Darville, R.D. "A Tourism Impact Study Impacts How You Do Tourism." Annual Meeting, Texas Forest Trail Region, Nacogdoches, TX. (April 11, 2013).
- Pfaffenberg, C., **Runnels, C.,** Darville, R.D., "Looking Back to Look Forward: The visitor intercept survey for Nacogdoches Convention and Visitor's Bureau," Stephen F. Austin State University, Nacogdoches, TX. (April 11, 2012).
- Runnels, C.** Lake, B. Texas Forest Trail Regional Summit: A taste for partnership. "You're welcome: featuring hospitality and good business practices on the menu at your business." Texas Forest Trail Region, Palestine, TX. (May 12, 2011).

Runnels, C. Lufkin Chamber of Commerce Academy. "Social Media for your business – beginner, intermediate and advanced sessions." Lufkin Chamber of Commerce, Lufkin, TX (March 31, 2011)

Runnels, C. State of the Arts 2011: Leading the Creative Economy, "Social Media 101", Texas Commission on the Arts, Austin, TX (January 31, 2011).

Runnels, C. Texas Forest Trail Regional Summit: Sowing the Seeds of Partnership, "Guess Who's Coming to Your Town: identifying and marketing to your community's tourism audience," Texas Forest Trail Region, Mt. Vernon, TX (November 4, 2010).

Runnels, C., Hospitality Educators of Texas Annual Meeting, "Using the updated Texas Friendly Curriculum in a high school setting", Hospitality Educators of Texas, Arlington, Texas. (November 16, 2010).

Runnels, C., Regional Tourism Workshop, "Using ROI to determine effectiveness of online marketing", Texas Travel Industry Association, Lufkin, TX. (August 3, 2010).

Runnels, C., Regional Tourism Workshop, "Using ROI to determine effectiveness of online marketing", Texas Travel Industry Association, Waco, TX. (July 7, 2010).
Abstract: Presentation included information on using Return on Investment (ROI) measurements to understand the effectiveness of online marketing and social media

Runnels, C., Texas Tourism College, "Like it or not, social and push media are here", Texas Travel Industry Association, San Marcos, TX. (June 17, 2010).

Runnels, C., Cultural and Heritage Tourism Workshop, "Using Social Media and Twitter to Promote Your Destination." Texas Travel Industry Association, Corpus Christi.

Runnels, C.(panelist), Parmley, B. (Panelist), Turner, M.(Panelist), Annual Conference, "Creating a Shared Interpretation Model on Historic Trails", Texas Historical Commission, Houston, Texas. (April 24, 2010).

Runnels, C., Coble, T. G., Bright Ideas, "Defining the Alaska National Park Experience", Stephen F. Austin State University, Nacogdoches, TX. (April 8, 2010).

Runnels, C., Lunch and Learn, "Determining who your visitors are", Texas Forest Trail Region, Jacksonville, TX. (December 2, 2009).

Runnels, C. (Moderator and Presenter)

Creating Connections: Using New Technology to Reach Cultural and Heritage Tourists at Your Site. Texas Travel Industry Association Tourism Summit, Arlington, Texas, (September 28, 2009).

Runnels, C. "Is this for the birds? Using twitter and facebook to promote your historic sites." Texas Travel Industry Association Tourism Workshop, Nacogdoches, Texas. (August 15, 2009).

Runnels, C. Avery, G. Community Development in a Time of Change, "Heritage Tourism at Mission Delores in San Augustine", Center for a Livable World, Stephen F. Austin State University, Nacogdoches, Texas. (April 23, 2009).

Runnels, C., Coble, T. G. Texas After Dark, "Dead Men [and Women] Do Tell Tales: Community Cemetery Interpretation", Texas Forest Trail Region, Nacogdoches, Texas. (March 6, 2009).

Runnels, C., Coble, T. G. "Interpreting the Alaska National Park Experience," National Park Service, Anchorage, Alaska. (August 22, 2008).

Runnels, C., Bright Ideas Conference, "Yes we have a blog: Connecting alumni, students and industry partners through technology," SFASU, SFASU. (April 25, 2008).

Runnels, C., El Camino Real de Los Tejas Teacher Workshop, "Teaching with Heritage Tourism," Stone Fort Museum, Stone Fort Museum. (February 28, 2008).

Runnels, C., Beisel, J. P., Fall Program, "Drive-by Surveys of Historic Resources in Nacogdoches County," East Texas Historical Association, Nacogdoches, Texas. (September 28, 2007).

Runnels, C., Salinas, F., Dombeck, M., East Texas Forest and Nature Tourism Symposium, "National Forests Panel Discussion," Texas Committee on Natural Resources, Lufkin, Texas. (January 23, 2007).

CONTRACTS, GRANTS AND SPONSORED RESEARCH

Grants (funded)

Burrow, L., Pruett, J., & **Runnels, C.**, (September 2017 – December 2017). "Book Bites", Sponsored by Office of Student Affairs, **Stephen F. Austin State University, \$500.00.**

Abbott, J. (Lead Co-PI), **Runnels, C.** (Co-Principal), Stephens-Williams, P. (Co-Principal), Laird, S. G. (Co-Principal), Wright, C. (Co-Principal), Causin, G. (Co-Principal), Sharing Knowledge and Perspectives Gained through Time: Partnering to Develop Indigenous Interpretive Curriculum and Strengthen Indigenous Interpretive Programing. Sponsored by the National Park Service. **Federal \$71,435.**

Martin, L.J, Olle, M. & Runnels, C. & Shepherd, N. (2015-2016).SIRC Statewide Instructional Resource Center Grant for Human Services, Hospitality and Tourism and Education and Training Center Career Clusters - Maintenance Grant. Texas Education Agency **State, \$60,000**

Martin, L. J. (Co-Principal), **Runnels, C. (Co-Principal)**, Olle, M. (Co-Principal), (September 2013-August 2014). SIRC -Career and Technical Education State Leadership Project: Education and Training, Hospitality and Tourism, Human Services Cluster," Sponsored by Texas Education Agency, **State, \$292,064.**

Runnels, C. (January 2010 - May 2010). "SFA/Nacogdoches Day at the Waskom Travel Information Center", Sponsored by Office of Student Affairs, Stephen F. Austin State University, \$500.00.

Unger, D. R. (Co-Principal), Hung, I. (Co-Principal), Kulhavy, D. L. (Co-Principal), Williams, J. (Co-Principal), Galan, R. B. (Co-Principal), Coble, T. G. (Co-Principal), **Runnels, C.** (Co-Principal), Beisel, J. P. (Co-Principal), Jackson, J. L. (Co-Principal), "Preserve America: Community-based Cemetery Interpretation Project," Sponsored by National Park Service, Federal, \$250,000. (October, 2008-June 2013).

Runnels, C. (Co-Principal), Coble, T. G. (Co-Principal), "Interpreting the Alaska National Park Experience," Sponsored by Great Lakes Northern Forest Cooperative Ecosystem Studies Unit, Federal, \$45,000.00. (September 2007 - Present).

Runnels, C. (Co-Principal), Coble, T. G. (Co-Principal), Galan, R. B. (Co-Principal), Runnels, S. (Co-Principal), "Capulin Volcano: Interpreting the Forces that Shape Our World," Sponsored by Great Lakes Northern Forest Cooperative Ecosystem Studies Unit, Federal, \$38,000.00. (September 2007 - Present).

Pfaffenberg, C. (Principal), Wittenbach, S. A. (Co-Principal), **Runnels, C.** (Co-Principal), Sponsored by Deep East Texas Tech Prep Partnership, Private, \$4,500.00. (February 6, 2006).

Grants (not funded)

Catton, H. (Lead Co-PI) Maxit, I. (Co-Principal), Causin, G. (Co-Principal), Bacarisse, A. (Co-Principal), **Runnels, C.** (Co-Principal). Virtual and Collaborative Study Abroad Experiences for First Generation College Students. Sponsored by U.S. Department of State Office, of Global Educational Programs, U.S. Study Abroad Branch and Partners for the Americas. \$49,995 (not funded)

Bullard, S.(Lead Co-Principal), Coble, T. G. (Co-Principal), **Runnels, C. (Co-Principal)** Coble, D, (Co-Principal), Middlebrook, S. (Co-Principal)

The Meanings and Memorialization of Sacrifice: Public Perceptions of American WWI and WWII Cemeteries in Europe,” Sponsored by the American Battlefield Monuments Commission, Federal, \$1,009,986. (not funded)

Sponsored Research

Runnels, C., Pfaffenberg, C., Darville, R., “Visitor Services Study for Nacogdoches Convention and Visitor’s Bureau,” Sponsored by Nacogdoches Convention and Visitors Bureau, \$55,000 (October 2011- September 2013).

Runnels, C. (Principal), "Understanding ingredient selection at a culinary school in Sweden", Funded, Sponsored by Office of Research and Sponsored Programs, Stephen F. Austin State University, \$750.00. (April 1, 2013 - August 31, 2013).

Runnels, C., Beisel, J. P., Avery, G., Barringer, M. D. , Forbes, W., Rust, D. M. , Cecil, L. G., Williams, J., McDonald, D. L. , "Rural Heritage Resource Development," Sponsored by SFASU, Stephen F. Austin State University, \$92,334.91. (November 2007 – present)

PROFESSIONAL CONSULTING

National Association for Interpretation, Membership Survey, 2019- present

National Examination Writer for the National Restaurant Association Educational Foundation, 2012-2017.

Consultant for Durst-Taylor House exhibition team selection, Fall 2011.

Consultant for Center High School Vocational Technology Program, Center, Texas. April 2008-September 2009.

Private consultant for Texas Historical Commission Caddo Lake Interpretive Planning project, June 2007 – December 2008.

Developed promotional brochure for the Durst-Taylor House, Fall 2007 – Summer 2008
Assisted in the development of Charter and By-laws for the Friends of the Stone Fort Museum, Summer 2007

Assisted in the development of interpretive signage for the Durst-Taylor House, Fall 2006

UNIVERSITY, COLLEGE AND SCHOOL PROFESSIONAL SERVICE

GenJacks Success Coach, Mentor 2017 – present

University Mentoring Committee (co-chair) – 2018 – present

College of Fine Arts Tenure Committee Outside Reviewer - 2017

University Social Events Committee 2017-2018

Woodrow Wilson Fellow Host Committee – 2015

University Academic Integrity Committee – 2016

University Grievance Committee –2010 – 2015

James I. Perkins College of Education College Council - 2015 – 2018

James I. Perkins College of Education Tenure Committee – 2012 – 2015

James I. Perkins College of Education Diversity Committee

Member 2011-2012

Chair September 2009-September 2011

Hospitality Administration Program Area Coordinator – November 2007 – present

- Coordinate team of faculty within the program area to work together for the mission of the program
- Enrollment management (i.e. scheduling, recruitment and retention)
- Supervise accreditation process for the program area
- Coordinate the advisory board and advisory board meetings
- Manage curriculum changes to stay current with the program mission
- Act as ambassador for interdisciplinary activities for the program
- Coordinate public relations
- Supervise assessment strategies for continued improvement of the program

School of Human Sciences Co-Graduate Coordinator – September 2014- present

- Manage marketing of graduate programs
- Enrollment management (i.e. scheduling, recruitment and retention)
- Assist in the coordination of graduate faculty to work together for the mission of the program

Hospitality Administration Society Advisor 2007- present

- Mentor and advise over 60 students each semester in the student organization
- Assisted the organization in affiliating with Eta Sigma Delta, the national student honor society
-

School of Human Sciences Periodic Review of Tenured Faculty Policy Committee 2017-2018

School of Human Sciences Assessment Committee 2012-2016

School of Human Sciences Social Media Committee 2016 – present

Certified Online Instructor, SFA

Member of the Graduate Faculty 2007- present

Recruitment and Retention Committee – 2007 - 2009

Co-leader of Parenthood Juggle Teaching Circle, Teaching Excellence Center – January 2007 - 2011

PROFESSIONAL SERVICE

LSUS Scholars Forum, poster presentation judge 2018

National Association for Interpretation (NAI) College/University Academics Section Director 2017-present

Professional Convention Management Association Faculty Taskforce Member 2016 present

Professional Convention Management Association Student Session Facilitator, Convening Leaders, Nashville, TN - January 2018

National Restaurant Association – prepare and edit national certification examinations for ManageFirst Curriculum exams. (2017)

Peer Reviewer for *Foodservice Management: Principles and Practices*. Payne- Palacios (2017) Pearson.

National Restaurant Association – prepare and edit national certification examinations for ManageFirst Curriculum exams and On Cooking and On Baking national certification examinations 2012-2013

Peer Reviewer for *Foundations of Menu Planning* (2013) Columbus: Pearson

Peer Reviewer for Council on Hotel, Restaurant and Institutional Education, February 2008

COMMUNITY SERVICE

NOBLE Scholar Annual Recognition Ceremony Keynote Speaker 2018
Girl Scout Troop 1025 and Troop 102002 Co-Leader, Troop Cookie Manager 2012-present
SFA Girl Scout Alumnae Organization – Faculty Advisor 2018 to present
Chairished Blessings Service Team Leader – 2017
African American Read In 2017 - Reader
University Women’s Club Delegate to Nacogdoches Federation of Women’s Clubs 2015
University Women’s Club President 2012-2014
Friends of the Stone Fort Museum, Vice President 2007 -2008
Friends of the Visual Arts, President 2004-2006
Friends of the Visual Arts, member 2007- 2010
Historic Sites Board, City of Nacogdoches appointed 2005 – August 2007 (board dissolved)
Nacogdoches Junior Forum member 2005 - 2014

PROFESSIONAL ORGANIZATIONS

Texas Travel Industry Association Board Member 2016 - present
Texas Travel Industry Association, Education Council member 2010-2014
Texas Forest Trail Region Board Member Emeritus
Texas Forest Trail Region Board Member 2009-2015
Texas Forest Trail Region President 2011-2012
Texas Travel Industry Association – vice-chair Cultural and Heritage Tourism Council 2009-2011
Travel and Tourism Research Association - Texas
National Trust for Historic Preservation

HONORS AND AWARDS

2018 Leadership SFA inaugural cohort
2017 Willie Lee Glass Award, SFA School of Human Sciences
2016 Jim Towns Mentoring Professorship
2013 Willie Lee Glass Award, SFA School of Human Sciences.
2010 TTIA’s Mark of Distinction Award
2010 Texas Scholar Award- National Trust for Historic Preservation
2009 Teaching Excellence Award, SFA School of Human Sciences
2006 National Association for Interpretation Graduate Scholarship Award
2005 Preserve America Presidential Award program recipient
1999 Historic American Buildings Survey Petersen Prize, Third Place
1998 Phi Kappa Phi Honor Society
1999 Keeper’s Preservation Education Fellowship

OTHER RELATED EXPERIENCE AND CERTIFICATIONS

- Certified Meeting Professional
- Texas Friendly Instructor
- Certified Tourism Ambassador
- Completed Preservation Leadership Training with the National Trust for Historic Preservation
- Advocate for preservation issues on local and state level
- Completed preservation internship with the Charles W. Moore Foundation in Austin, Texas
- Wrote successful National Register nomination for Austin Daily Tribune Building
- Assisted in neighborhood architectural survey