

// Education

Ph.D. Instructional Technology (2015)

University of Nebraska–Lincoln

Dissertation: “Developing an understanding of how college students experience interactive instructional technology: A UX perspective”

Mixed Methods Research Certificate (2013)

University of Nebraska–Lincoln

M.A. Marketing, Communication and Advertising (2009)

University of Nebraska–Lincoln

B.F.A. Visual Studies (2001)

Semester abroad University of Wales, Swansea (2000)

Iowa State University, College of Design

// Experience

Associate Dean for Academic Programs

College of Journalism and Mass Communications
University of Nebraska-Lincoln, Lincoln, Nebraska
August 2021 – Present

Associate Professor of Advertising and Public Relations

College of Journalism and Mass Communications
University of Nebraska-Lincoln, Lincoln, Nebraska
August 2019 – Present

Director of Undergraduate Programs

College of Journalism and Mass Communications
University of Nebraska-Lincoln, Lincoln, Nebraska
May 2020 – August 2021

Courtesy Faculty Appointment in the Department of Agricultural Leadership, Education, and Communication

Institute of Agriculture and Natural Resources
University of Nebraska-Lincoln, Lincoln, Nebraska
November 2017 – December 2021

Assistant Professor of Advertising and Public Relations

College of Journalism and Mass Communications
University of Nebraska-Lincoln, Lincoln, Nebraska
August 2013 – July 2019

Research UX and interactive in advertising, communications, and education. Work on

projects with new technology. Teach interactive design, campaigns, and visual communications courses. Support interdisciplinary initiatives between communications, art, computer science, engineering, and humanities.

Digital Marketing Strategist

Hudl, Lincoln, Nebraska

November 2015 – May 2020

Hudl is a leading sports software company developing video analysis tools for coaches and athletes to prepare for and stay ahead of the competition. Embedded with the marketing team working on strategy, redesign, and measurement of Hudl websites. Additional work includes data analysis and visualization using various tracking platforms and marketing technologies.

Multimedia Instructional Designer

University of Nebraska-Lincoln, Lincoln, Nebraska

May 2012 – August 2013

Worked with internal and external clients designing websites, mobile apps, learning modules, and other interactive products at EdMedia, part of the Institute of Agriculture and Natural Resources (IANR). The products and strategies developed communicate complex messages to university and public audiences using interactive media.

Lecturer of Advertising and Public Relations

College of Journalism and Mass Communications

University of Nebraska-Lincoln, Lincoln, Nebraska

August 2006 – May 2012

Courses taught include: New Media Design, Social and Mobile Media Strategy, Visual Literacy, and Strategic Communications Graphics. Interdisciplinary initiatives include development of relationships with art, computer science, and humanities departments for grant projects and student programs incorporating interactive media.

Graphics Manager

US Expo & Conventions Services, Tucson, Arizona

January 2003 – August 2006

US Expo is a trade show decorator in Tucson, Arizona servicing the Southwest region of the United States. Responsible for all web and marketing materials for US Expo, clients, and exhibitors. Designed and printed a variety of large format signage, banners, and other tradeshow graphics for B2B communications.

Graphic / Web Designer

Time Frame Productions, Des Moines, Iowa

January 2001 – June 2002

Maintained the company's website and designed promotional materials for sales department. Other tasks: video production grip, DVD authoring, and video editing.

// Awards & Honors

Big Ten Academic Alliance Academic Leadership Program – 2021-2022

Program is to help a talented and diverse faculty and select executive-level professional staff further develop their ability to be effective academic leaders at all levels of research universities. It is intended to help those considering leadership positions understand the

university as dynamic and inclusive institutions, and to help them build awareness of the diverse, complex, and changing landscape of higher education while exploring their role in that landscape.

UNL Family & Friends Recognition Award – 2021

Received a certificate of recognition for contributions to students from the UNL Teaching Council and the Parents Association. The award is given to teachers who have positively impacted student's academic experience at UNL. This was awarded for outstanding teaching for ADPR 333: Design & Layout.

UNL Faculty Leadership in Academia: from Inspiration to Reality (FLAIR) – 2020

The (FLAIR) program helps faculty prepare to advance their careers by taking on formal leadership roles. This leadership development program is for faculty with strong, untapped leadership potential who have the rank of associate or full professor (tenured, practice, research or extension) and who are either considering a leadership role or are in their first leadership position and considering continuing on a leadership path.

Adobe Education Leader (AEL) – 2019

The Adobe Education Leaders program is an exclusive community of innovative thought leaders in education who effectively use Adobe tools to promote excellence and critical problem solving. Entry into the program is competitive and requires applicants to be an active member of the Adobe Education Exchange, demonstrate educational thought leadership in their institution and demonstrate their contributions to education and Adobe Community.

UNL Teaching Council Award – 2019

Received a certificate of recognition for contributions to students from the UNL Teaching Council and the Parents Association. The award is given to teachers who have positively impacted student's academic experience at UNL. This was awarded for outstanding teaching for JOMC 131: Visual Communications I.

Adobe Creative Jam Runner-Up – 2019

Adobe's Faculty Creative Jam design contest worked with SnapMD on UX design project. In collaboration with colleague Katie Krcmarik we won second place for our design for an appointment scheduling mobile application.

UNL Executive Vice Chancellor Faculty Fellows for Student Success – 2018-2019

The program is aimed at advancing student success by teaching fellows about current and future student success initiatives, both on campus and nationally. Fellows focus on discussing literature and research related to student success and data definitions and tools for identifying and analyzing student success trends.

Nebraska Book Award – 2017

Nebraska Center for the Book's Cover/Design/Illustration Honor for "Leaves of Absence" by Laura Madeline Wiseman; art by Sally Deskins; internal layout and design by Adam Wagler, *Red Dashboard Press*

UNL Teaching Council Award – 2016

Received a certificate of recognition for contributions to students from the UNL Teaching Council and the Parents Association. The award is given to teachers who have positively

impacted student's academic experience at UNL. This was awarded for outstanding teaching for ADPR 458/858: Interactive Media Design.

Nebraska Book Award – 2015

Nebraska Center for the Book's Cover/Design/Illustration Honor for "Intimates and Fools" by Laura Madeline Wiseman; art by Sally Deskins; internal layout and design by Adam Wagler, *Les Femmes Folles Books*

Top AEJMC Advertising Division Teaching Research Paper Award – 2014

"Teach like they build it: A user experience approach to interactive media in advertising education." Paper presentation at *2014 AEJMC Annual Conference*, 8/2014, Montreal, Canada.

Outstanding Research Poster Award – 2014

"Tweeting the 2012 drought in Nebraska: Understanding how public issues are discussed on Twitter" with Cannon, K. Paper presentation at the *2014 Annual Meeting of Southern Association of Agricultural Scientists, Agricultural Communications Section*, 2/2014, Dallas, TX.

R. Neale Cople Friend of Journalism – 2012

Awarded by the Nebraska High School Press Association for working with the board to develop an online submission process for their annual student competition. The system moved a traditional paper process to an online acceptance of submissions from high school journalism programs from around the state of Nebraska.

Apple Distinguished Educator (ADE) – 2011

Attended a week long workshop at Arizona State University's Walter Cronkite School of Journalism and Mass Communication in July, 2011 and was one of the 76 newly selected members for the ADE Class of 2011 in the USA. The ADE began in 1994, when Apple recognized education pioneers who are using a variety of Apple products to transform teaching and learning in powerful ways. Today, it has grown into a worldwide community of over 1,700 visionary educators and innovative leaders who are doing amazing things with technology in and out of the classroom.

UNL Teaching Council Award – 2011

Received a certificate of recognition for contributions to students from the UNL Teaching Council and the Parents Association. The award is given to teachers who have positively impacted student's academic experience at UNL. This was awarded for outstanding teaching for ADPR 458/858: New Media Design.

// Research

Wagler, A. (2023). Teaming up with technology developers in STEM: A capstone advertising campaigns course collaborations with engineering and computer science, *Journal of Advertising Education*, 27(1), 7-22.

Wagler, A., Martin, J. & Mesropov, K. (2022). The Experience Lab: Student-run Media Platforms from Day One at Scale. *Teaching Journalism & Mass Communications*. 12(2), 61-71.

Wagler, A., Krcmarik, K., & Yan, C. (2020). Proactive Approach to Diversity and Inclusion: Designing an Immersive Performance-driven Virtual Reality-based Diversity and Inclusion Training Program. *Journal of Design and Creative Technologies*.

Wagler, A. (2019). Understanding of How Communications Students use Interactive Instructional Technology from a User Experience Perspective. *Journalism & Mass Communications Educator*. 74(1), 79-91.

Wagler, A. & Hanus, M. (2018). Comparing virtual reality tourism to real life experience: Effects of presence and engagement on attitude and enjoyment. *Communication Research Reports*. 35(5), 456-464.

Krcmarik, K., Wagler, A., & Eno, A. (2018). *Communication Design: Developing Content and Ideas for Digital Media*. Dubuque, Iowa: Great River Learning.

Yan, C. & Wagler, A. (2018). Interactive Video Games and Childhood Obesity. In H. Fitzgerald & D. Davies (Eds.), *Obesity in Childhood and Adolescence (2nd)*. Santa Barbara: Praeger/ABC Clio.

Wagler, A. (2016). The Interaction Is the Message: A User Experience Perspective with Owned Media. In R. Brown, V. Jones, & B. Wang (Eds.), *The New Advertising: Branding, Content and Consumer Relationships in the Data-driven Social Media Era*. Santa Barbara: Praeger/ABC Clio.

Wiseman, L. M. & Wagler, A. (2016). Shaking the magic 8 ball: Social media for readers and writers. In T. Hetland (Ed.), *Teaching Literature with Digital Technology: Assignments*. New York: Bedford/St. Martins.

Wagler, A. & Cannon, K. (2015). Exploring ways technology and social media data inform public issues communication: An analysis of Twitter conversation during the 2012-2013 drought in Nebraska. *Journal of Applied Communications*. 99(2), 44-60.

Wagler, A. (2013). Embracing change: Exploring how creative professionals use interactive media in advertising campaigns. *Journal of Interactive Advertising*. 13(2), 118-127.

McCoy, B., Renaud, J., Wagler, A., Struthers, A. & Baker, J. (2011). Student perceptions of public relations and journalism: A pilot study of attitude shifts through curriculum innovation. *Journal of Media Education*. 2(4), 17-28.

Diamond, J., Gilbert, D., Wagler, A., Spiegel, A., & Schaben, C. (2010). *Exploring science through media: The Omaha Science Media Project 2009-2010*. Omaha Schools Foundation. Omaha, NE.

In Progress

Wagler, A. & Krcmarik, K. (*In progress*). Assessment of Curricular Innovation for a Communication Design Program: A Longitudinal Study of Student Experiences.

Wagler, A. (*In progress*). Product Development as a Form of Owned Media: Strategies for Brand Building with User Experience of a New Product.

Wagler, A. (*In progress*). Exploring the Metaverse as a New Platform for Owned Media.

// Presentations

"Exploring the Metaverse as a New Platform for Owned Media." Invited Guest Lunch and Learn at University of South Carolina College of Information and Communications, 1/2023, Columbia, SC.

"Leadership Opportunities in Academia Panel." *Faculty Leadership in Academia: From Inspiration to Reality (FLAIR) program Invited Panelist*, 10/2022, Lincoln, NE.

"Teaming Up with Technology Developers: A Capstone Advertising Campaigns Course Collaborations with Engineering and Computer Science." Paper presentation at *2022 AEJMC Annual Conference*, 8/2022, Detroit, MI.

"The Experience Lab: Student Run Media Platforms from Day One at Scale." Paper presentation at *2022 AEJMC Annual Conference*, 8/2022, Detroit, MI.

"Connecting Students to Industry, Leveraging Social Media and Competition." *Adobe Education Summit 2020 Roundtable Moderator*, 7/2020. Online.

"Rethinking Visual Communication Curriculum: The Success of an Emporium Style Teaching Model." *UB Tech Conference 2020*, 6/2020, Las Vegas, NV.

"How Virtual and Augmented Reality Are Transforming Teaching and Learning." *2020 Innovation in Pedagogy and Technology Symposium*, 5/2020, Lincoln, NE.

"What is VR and Why Should We Care?" *American Advertising Federation – Lincoln's Monthly Luncheon Keynote Speaker*, 1/2020, Lincoln, NE.

"Data Visualization using Google Data Studio." *Hudl Marketing Technology Annual Retreat*, 1/2020, Lincoln, NE.

"Emerging Pedagogies with Augmented Reality and Virtual Reality." *UNL Center for Transformative Teaching Presentation*, 12/2019, Lincoln, NE.

"The Many Faces of UX." *Nebraska UX Panel Moderator*, 10/2019, Lincoln, NE.

"Virtual Reality in Communications and Education." *UNL Emeriti and Retirees Association Research Presentation*, 11/2018, Lincoln, NE.

"User Experience Perspective of Virtual Reality." *2018 Mid-America College Art Association Conference*, 10/2018, Lincoln, NE.

"Strategies for Staying Current with Immersive Media." *University of Nebraska-Lincoln Teaching Symposium*, 10/2018, Lincoln, NE.

“Rebuilding from the Ground Up: Developing a New Approach to Visual Communications Curriculum.” Paper presentation at *2018 AEJMC Annual Conference*, 8/2018, Washington, DC.

“Rethinking Visual Communication Curriculum: The Success of an Emporium Style Teaching Model” *2018 AIGA Design Educators MAKE Conference*, 6/2018, Indianapolis, IN.

“Comparing Virtual Tourism to Real Life Experience: Effects of Presence and Engagement on Attitude and Enjoyment” *68th Annual ICA Conference: Voices*, 5/2018, Prague, Czech Republic.

“Rethinking Visual Communication Curriculum: The Success of Emporium Style” *2018 Innovation in Pedagogy and Technology Symposium*, 5/2018, Lincoln, NE.

“Mechanical Engineering Capstone Projects in Rehabilitation Design” ASEE Annual Conference and Exposition, 6/2017, Columbus, OH.

“A Year of Learning: Visual Communications Emporium Model” *2017 Innovation in Pedagogy and Technology Symposium*, 5/2017, Lincoln, NE.

“New Platforms, New Sources and New Metrics” Why We Need Data: The Importance, the Access and the Barriers to Marketing Data in a Digital World Panel. Chair and Presenter at *2017 American Academy of Advertising Annual Conference*, 3/2017, Boston, MA.

“Rebuilding from the ground Up: A new visual communications program using a mashup of an emporium model and challenge based learning” *2016 Adobe EDUMAX*, 11/2016, San Diego, CA.

“The Interaction is the Message” The New Advertising Panel. Paper presentation at *2016 AEJMC Annual Conference*, 8/2016, Minneapolis, MN.

“Rethinking Visual Communications Curriculum Through an Emporium Model” *2016 AIGA Design Educators Nuts + Bolts Conference*, 6/2016, Bowling Green State University, Bowling Green, OH.

“Visual Communications Emporium Model” *2016 Innovation in Pedagogy and Technology Symposium*, 5/2016, Lincoln, NE.

“Using Sports as a Way to Integrate Broadcasting with Advertising and Public Relations.” 2016 Broadcast Education Association (BEA), 4/2016, Las Vegas, NV.

“Importance of User Experience Design with Interactive Media.” Presentation at *Eureka! 2016 Extension Conference*, 3/2016, Lincoln, NE

“Developing an Understanding of How Students Experience Interactive Technology: A UX Perspective.” Paper presentation at the *12th Annual Online Learning Consortium Blended Learning Conference and Workshop*, 7/2015, Denver, CO

“Opportunities for Virtual Reality in Student Learning and Teacher Evaluation.”
Presentation at *2015 Innovation in Pedagogy and Technology Symposium*, 5/2015,
Lincoln, NE.

“The Interaction is the Message: A Meta-analysis of User Experience with Owned Media
in Marketing Campaigns.” Paper presentation at *2015 AEJMC Mid-Winter Conference*,
3/2015, Norman, OK.

“Teach like they build it: A user experience approach to interactive media in advertising
education.” Paper presentation at *2014 AEJMC Annual Conference*, 8/2014, Montreal,
Canada.

* *Winner of Top AEJMC Ad Division Teaching Research Paper Award*

“Social media monitoring to understand how public issues are discussed online” with
Cannon, K., Specht, A, Singh, V, & Colgrove, N.
Presentation at *Eureka! 2014 Extension Conference*, 3/2014, Lincoln, NE

“Tweeting the 2012 drought in Nebraska: Understanding how public issues are
discussed on Twitter” with Cannon, K.
Paper presentation at the *2014 Annual Meeting of Southern Association of Agricultural
Scientists, Agricultural Communications Section*, 2/2014, Dallas, TX.

* *Winner of Outstanding Research Poster Award*

“Using social media monitoring to track public issues” with Cannon, K.
Project Presentation at *2013 Association for Communication Excellence / National
Extension Technology Conference*, 6/2013, Indianapolis, IN.

“Marketing in a new era: An agriculture simulation”
Presentation at the *2012 NCEA Conference*, 10/2012, Grand Island, NE

“Exploring interactive media from the perspective of creative professionals at advertising
agencies in the midwest.”
Paper presentation at *2012 AEJMC Annual Conference*, 8/2012, Chicago, IL.

“AEJMC / Knight Foundation Bridge Grant Presentation: Global Eyewitness
Photojournalism Mobile App.”
Project presentation at *2012 AEJMC Annual Conference*, 8/2012, Chicago, IL.

“World of viruses iPad applications”
Interviewed for *TechEDGE Podcast*, 6/22/2012, Lincoln, NE

“Experimenting with technology in a changing media environment”
Keynote Presentation at *2012 TechEDGE Conference*, 3/2012, Lincoln, NE

“Student perceptions of public relations and journalism: Attitude shifts through
curriculum innovation” with McCoy, B., Renaud, J., Struthers, A. & Baker, J.
Paper presentation at *2011 AEJMC Mid-winter Conference*, 3/2011, Norman, OK.

“Turning points with new media: Discourses created by interactive advertising campaigns”

Paper presentation at *2011 No Limits! Conference*, 3/2011, Kearney, NE.

“iPads apps as learning tools”

Presentation at *UNL Distance Education Luncheon*, 3/2011, Lincoln, NE

“Mobile’s impact on media”

Presentation at *NET Television Lunch and Learn Series*, 3/2011, Lincoln, NE

“Informal learning using new technologies: Extending the classroom through media”

Paper presentation at *2010 AEJMC Annual Conference*, 8/2010, Denver, CO.

“What makes a good website?”

Presentation at *2009 Nebraska Broadcasters Association Annual Conference*, 8/2009, Omaha, NE

// Grants

Bridging the Gap: Middle School Learning Communities using Engineering Approaches to Generate Solutions to Local Challenges

Proposal In Progress

Role: Co-PI

A Track 2: Research in Broadening Participation in Engineering proposed project focuses on understanding how improving teachers’ competencies in engineering content knowledge and practices impacts their students’ learning, attitudes, interest, and enrollment in an engineering college curriculum.

University of Nebraska Inclusive Excellence Development Grant, 2019-2021

Role: Key Investigator

A \$5,000 internal grant called “A Proactive Approach to Diversity and Inclusion: Developing an Immersive Performance-driven Virtual Reality-based Diversity and Inclusion Training Program.” A VR application was developed and piloted to collect data around implicit bias training scenarios using a choose-your-own-adventure set of 360 videos.

***Imagine!:* Improving Kindergarteners Nutrition and Physical Activity Related Knowledge, Preferences and Habits through Virtual Reality Game in Rural Nebraska, 2017-2019**

Role: Key Investigator

\$20,000 Interdisciplinary Research Grant by the Research Council at UNL. The 2-year research project, aims to test the usability and effectiveness of an innovative, immersive early childhood obesity prevention program among rural kindergarteners in Nebraska. The interdisciplinary team comprises faculty from the College of Journalism and Mass Communications, the Department of Nutrition and Health Sciences, the Department of Child, Youth and Family Studies, the Nebraska Center for Youth, Family, and Student, Kinesiology and Sport Sciences Department. This project is the first to be managed by CoJMC’s Center for Health Promotion and Translational Research.

Closing the Health Gap: An Energy-balance Approach to Bridging Early Childhood Obesity Disparities among At-risk Children in Rural and Urban Nebraska, 2016-2017

Role: Key Investigator

A Food for Health planning grant with the goal to make significant and measurable impacts on reducing Nebraska's childhood obesity epidemic, we will leverage state-wide expertise and form a cross-campus team to develop a multilevel, multicomponent early childhood obesity prevention curriculum focusing on both nutrition and physical activity among early-age at-risk children in rural and urban Nebraska. Lead a team in the development of a virtual reality (VR) application for the Google Cardboard platform as well as conducted research on VR user experience and usability.

Seacrest-Kiewit Development Grant, 2014-2016

Role: PI

A grant for \$9,500 to research and develop virtual reality efforts at the College of Journalism and Mass Communications at UNL. The funds are being used to purchase equipment for the development of virtual reality experiences and 360° video for the College.

Biology of Human SEPA NIH-NCRR Grant, 2014-2016

Role: Key Investigator

The College of Journalism and Mass Communications at UNL received funding for an undergraduate student research assistant and technology including a 3D printer, 360 video camera, and Oculus Rift VR headset. The *Biology of Human*, \$1.3 million, project focuses on helping youth and adult audiences understand themselves by exploring scientific principles that shape modern research in human biology. Served as a co-leader for a middle school community-learning program. Duties included development curriculum and activities using 3D technology for the program, advisor to website and mobile app creation, and research into learning using emerging media.

Social Media Monitoring, 2013

Role: Project Lead

Internal funding for \$26,700 from the ALEC Department to support social media monitoring and data analysis in the field of communications. Funds were used to purchase Sysomos MAP, a tool to support research and student projects. The projects fueled other proposals and applications for sustained funding for additional projects.

Marketing in a New Era, Nebraska Soybean Board Grant, 2012-2013

Role: Interactive Designer

Marketing in a New Era is an agriculture market simulation developed as part of a \$40,000 grant from the Soybean Board of Nebraska. The project created a web-based and native app used across the state and region to teach audiences about how the ag market works. Features include realistic and customizable scenarios, a group game play mode, and visualization of progress throughout the season.

AEJMC / Knight Foundation Grant, 2011-2012

Role: Key Investigator

A \$8,000 AEJMC/Knight Foundation grant given to ten faculty across the country who are doing the best jobs integrating Knight Foundation news innovations into the work, publications, websites, or mobile apps. The grant helped fund the integration of

Document Cloud, Politiwidgets, and BookBrewer into an iPad app that promoted photojournalism and civic engagement as well as collaboration between advertising students and computer science students in the Raikes School.

World of Viruses Supplement to NIH-NCRR Grant, 2009-2012

Role: Key Investigator

A \$200,000 stimulus grant to create a website and mobile applications for the World of Viruses project. UNL Computer Science, Morrill Hall, CoJMC, Nebraska Center for Virology, and University of Nebraska Medical Center all partnered to develop interactive products for engaging audiences to learn about virology. Advisor to the project and a project manager for the HIV iPad application. Duties included development of ideas and interactive elements for the products. Conducting research on tablet usage and learning opportunities created using the iPad.

Omaha Science Media Project, 2008-2011

Role: Key Investigator

A \$1.8 million grant-funded by the Sherwood Foundation. The project was a collaboration among the Omaha Public Schools (OPS), University of Nebraska Medical Center, Nebraska Center for Virology, University of Nebraska State Museum, NET Television, CoJMC, Soundprint Media Center, Inc., and Northwestern University. "Media mentor" for the July 2009 workshop for OPS high school students and OPS teachers. Developed the second year budget for the CoJMC portion of the project and served as mentor during the 2010 summer workshop, which used DIY methods of creating video products. Additionally, managed a team of students that produced an award winning (Silver ADDY, 2011) website and designed a printed book for the project. The project included funding for equipment, two graduate assistants, three undergraduate workers, and travel for research presentations.

Minority Health-Related Grant: Delivering Health Science to Diverse Teens by Cell Phone, 2009- 2010

Role: Key Investigator

A \$75,000 grant project that produced an iPhone game that put students in control of how they learn about viruses. The game was developed as a pilot to see how mobile games could be used as an informal learning tool. NET, UNL Computer Science, Morrill Hall, CoJMC, and NCV all collaborated to develop the game. Served as a project advisor participating in brainstorming sessions, developing ideas for the game, and creatively incorporating science concepts into the game.

Strategic Discussions for Nebraska, 2007-2010

Role: Graphics Specialist

Strategic Discussions for Nebraska (SDN), began as an \$180,000 grant-funded research project in UNL's College of Journalism and Mass Communications. The mission was to promote discussions in communities throughout the state about vital national issues that affected Nebraska and the people who live here. Designed all materials, including magazines, the website and all other promotional materials.

// Special Projects, Professional Development and Creative Work

UNL Associate Deans Leadership Series, 2021-present

University of Nebraska-Lincoln, Lincoln, Nebraska

Faculty Affairs in the Office of the Executive Vice Chancellor has partnered with the Institute for Agriculture and Natural Resources to offer the Associate Dean Leadership Series: a series of workshops dedicated to the personal and professional development of the Associate Deans within our community.

New York City Media Tour, 2022

Role: Co-leader

Co-leader for a group of undergraduate students to visit advertising and public relations agencies, nonprofits and news outlets in New York City, New York. Visits include New York Times, National Basketball Association (NBA), Starcom, AP News, Kantar, Ogilvy, Ketchum, Day One Agency, and Hearst Magazines. It also included an alumni mixer for networking with industry professionals in the area.

Super Smash Showdown Esports Tournament, 2019-2020

Role: Coordinator

Led a small group of faculty on developing first Esports event for the college. Around 100 registered players from across campus, outside Lincoln and a local high school esports team. My ADPR 333 course worked with ADPR 323 to develop the brand and event materials, other faculty ran a pop-up course to live-stream the event on Twitch. The event cancelled the day before the campus closed due to COVID-19. An impromptu version happened the last day of the pop-up course, which was one hour after the closure announcement. Campus closed the next day. The team successfully ran our first stream on Twitch, had great response from the gaming community where we connected with the UNL Game Development Club and other game developers who planned to have tables during the tourney.

Summer Institute for Online Teaching, 2020

University of Nebraska-Lincoln, Lincoln, Nebraska

Four week institute to provide preparation and training, as well as a campus-wide faculty learning community, focused on online teaching offered by UNL's Center for Transformative Teaching.

Maker Hours at the CoJMC, 2013-2020

Role: Co-coordinator

Co-lead "Maker Hours" at the CoJMC with journalism professor, Matt Waite. Maker Hours is an open lab on Friday afternoons that creates a space for students to learn how to design, code, and work on a variety of creative projects. It is a great experience for students, but also serves as an opportunity to try out new technologies that may be integrated into future courses.

2015 State Games of America, 2015

Role: Co-leader

Planning and coordinating with the State Games of America marketing professionals to involve the CoJMC in the 2015 National Games held in Lincoln, Nebraska July 28-August 2, 2015. The State Games course will be held in the summer of 2015 and co-taught with Professors Sheri Sallee, Jerry Renaud, and Bernard McCoy. The project will serve as the documentation team for the State Games with the students producing and posting their coverage to websites and social media.

Learning Crossroads: The Digital Future: A National Forum, 2014

Internal travel funding to represent UNL's College of Journalism and Mass

Communications at the Fort Worth Museum of Science and History in Texas. Invited to attend the forum that explored new learning landscapes created by digital media. Discussions and emerging technology were showcased in the context of new learning environments.

Lake McConaughy Interactive Water Display, 2012-2013

Role: Interactive Designer

An interactive display was for the Institute of Agriculture and Natural Resources and the Water for Food initiative at UNL. The exhibit promotes the technological developments in agriculture in Nebraska and the impact on food production. The overarching theme was using water more efficiently to produce more food with less environmental impact. A 42" touchscreen is used to display short videos and interactive activities to learn about different aspects of the exhibit's goals. Additionally, a few of the activities were built as mobile apps for visitors to continue interacting with the exhibit after their visit.

Sochi, Russia 2014 Winter Olympics Mobile Lab, 2011

Role: Co-leader

Co-leader for a group of undergraduate students to participate in a study abroad course where they learned about Russian media in Moscow and the impact the 2014 Winter Olympics is having on the community of Sochi. Students and faculty worked closely with Russian colleagues to experiment with mobile technologies and workflows for producing media with mobile devices.

Colle+McVoy Visiting Professor, 2010

Minneapolis, Minnesota

Visiting professorship at one of the nation's leading digital advertising agency. Worked closely with Phil Johnson, COO of Colle+McVoy, to strengthen ties between the agency and the advertising program at UNL. Collaborated with creative department, developers, and interactive strategists.

Special Olympics 2010 USA National Games, 2010

Role: Co-leader

Planned and coordinated with Special Olympics media professionals to involve the CoJMC in the Special Olympics 2010 USA National Games held in Lincoln, Nebraska July 18-23, 2010. My Spring 2010 Advanced New Media course developed a website for our coverage. The Special Olympics course held in the Summer of 2010 was co-taught with myself, Professors Amy Struthers, Jerry Renaud, and Bernard McCoy. The project served as the documentation team for the Special Olympics with the students producing and posting their coverage to the website. During the weeklong event the students produced over 300 entries, covered 14 venues throughout Lincoln, and the website received over 100,000 page views from around the country.

Peer Review of Teaching Program, 2008-2009

University of Nebraska-Lincoln, Lincoln, Nebraska

The Peer Review of Teaching Project provides UNL faculty with a structured and practical model that combines inquiry into the intellectual work of a course, careful investigation of student understanding and performance, and faculty reflection on teaching effectiveness.

// Teaching

Graduate Committees

Committees:

| Name | Dissertation, Thesis, or Project Title | Program | Status |
|--|---|------------------|--------|
| Chris Flanery (Chair) | "Video 101: Video Production Basics, Visually Explained" | IMC M.A. | 2021 |
| Kaci Richter | "KRNU: Expansion and Realignment" | IMC M.A. | 2021 |
| Yvette Williams | "When Life Hurts: The Chronic Pain Chronicles Podcast" | Journalism, M.A. | 2021 |
| Abbie Perry (Independent Study Advisor) | "Approaches to User Experience for Account Managers in Advertising Agencies" | IMC M.A. | 2020 |
| Liz Ready (Independent Study Advisor) | "Supporting Millennial Women in the Midwest Through Storytelling: Campaign Development for the <i>Liz and let Liv.</i> Podcast" | IMC M.A. | 2019 |
| Chelsea Hampton (Chair) | "Expedition Be: A Health, Fitness, Travel, and Personal Development Podcast to Empower Women to Achieve Their Goals" | IMC M.A. | 2019 |
| Bill Wendl (Chair) | "Using Immersive Media to Connect cyclists and travelers with the Colombian Culture" | Journalism, M.A. | 2019 |
| Jamdan Clang (Chair) | "An Advertiser's Guide to Twitch: How Brands Can Reach Half of the Millennial Males in America" | IMC M.A. | 2018 |
| Emily Case | "Defining Yazidi Culture in Lincoln, Nebraska" | Journalism, M.A. | 2018 |
| Becky Dewey-Daniel (Chair) | "A Checklist for Mortals; How to Prepare for Death's Arrival" | IMC M.A. | 2017 |
| Monica Blaser (Chair) | "Marketability of an Interpretive Mobile Application for Self-Guided Tourism within the National Park System" | IMC M.A. | 2015 |
| Nic Colgrove | "TheoryTracks: Software Designed to Facilitate the Learning of Foundational Theories in Early Graduate Level Coursework" | ALEC M.A. | 2014 |
| Bonnie Ryan | "#socks4slamdunk: a Case Study Examining the Role of Social Media in a Collegiate Men's Basketball Campaign" | IMC M.A. | 2014 |
| Rebekah Giordano | "Tweeting the Boston Marathon Bombings: A Case Study of Twitter Content in the Immediate Aftermath of a Major Event" | IMC M.A. | 2014 |

Undergraduate Committees

Committees:

| Name | Honors Thesis, or Project Title | Program | Status |
|--|--|---------|--------|
| Mat Jackson | "Sports Marketing & Fan Experience for Husker Tennis" | ADPR | 2022 |
| Kaylee Langland | "Gen Z's View on Advertisements" | ADPR | 2021 |
| Bre TenHulzen | "New Brand Strategies on Social Media in Response to the Coronavirus (COVID-19) Pandemic" | ADPR | 2021 |
| Kaylee Langland (Chair) | "Gen Z's View on Advertisements" | ADPR | 2021 |
| Irwin Qi (UCare Project Advisor) | "User Experience Design for Emerging Media Platforms: Creating Content for VR and Immersive Media" | ADPR | 2020 |

Courses Taught

Fall 2023

- Design & Layout (ADPR 333): 3 credits, 20 students

Spring 2023

- Interactive Media Design (ADPR 458/858): 3 credits, 16 students

Fall 2022

- Design & Layout (ADPR 333): 3 credits, 20 students

Spring 2022

- Interactive Media Design (ADPR 458/858): 3 credits, 15 students

Fall 2021

- Design & Layout (ADPR 333): 3 credits, 20 students

Summer 2020

- Special Topics: Adobe: Digital Graphics (JOMC 191): 1 credit, 31 students (*online*)

Spring 2021

- Interactive Media Design (ADPR 458/858): 3 credits, 20 students
- Interactive Media Independent Study (ADPR 896): 1 credit, 1 student

Fall 2020

- Advertising and Public Relations Campaigns (ADPR 489): 3 credits, 25 students
- Design & Layout (ADPR 333): 3 credits, 21 students
- Interactive Media Independent Study (ADPR 496): 3 credits, 1 student
- Special Topics: Adobe: Digital Graphics (JOMC 191): 1 credit, 31 students (*online*)

Summer 2020

- Interactive Media Independent Study (ADPR 896): 3 credits, 1 student

Spring 2020

- Interactive Media Design (ADPR 458/858): 3 credits, 28 students
- Design & Layout (ADPR 333): 3 credits, 20 students
- Special Topics: Getting Started with AR/VR (JOMC 191): 1 credit, 23 students

Fall 2019

- Advertising and Public Relations Campaigns (ADPR 489): 3 credits, 15 students
- Design & Layout (ADPR 333): 3 credits, 20 students
- Visual Communications: Multimedia (JOMC 134): 1 section, 2 credits, 20 students

- Visual Communications: Core (JOMC 131): 1 section, 1 credit, 16 students

Spring 2019

- Advertising and Public Relations Campaigns (ADPR 489): 3 credits, 22 students
- Interactive Media Design (ADPR 458/858): 3 credits, 12 students
- Visual Communications: Core (JOMC 132): 1 section, 1 credit, 17 students

Fall 2018

- Advertising and Public Relations Campaigns (ADPR 489): 3 credits, 12 students
- Visual Communications: Core (JOMC 131): 3 sections, 1 credit, 20,22 & 22 students

Spring 2018

- Advertising and Public Relations Campaigns (ADPR 489): 3 credits, 23 students
- Visual Communications: Core (JOMC 131): 2 sections, 1 credit, 20 and 21 students

Fall 2017

- Advertising and Public Relations Campaigns (ADPR 489): 3 credits, 23 students
- Interactive Media Design (ADPR 458/858): 3 credits, 17 students

Spring 2017

- Advertising and Public Relations Campaigns (ADPR 489): 3 credits, 30 students
- Interactive Media Design (ADPR 458/858): 3 credits, 17 students

Fall 2016

- Advertising and Public Relations Campaigns (ADPR 489): 3 credits, 22 students
- Interactive Media Design (ADPR 458/858): 3 credits, 18 students
- Visual Communications: Design Thinking (JOMC 130): 1 credit, 270 students
- Visual Communications: Core (JOMC 131): 1 credit, 20 students

Spring 2016

- Advertising and Public Relations Campaigns (ADPR 489): 3 credits, 21 students
- Interactive Media Design (ADPR 458/858): 3 credits, 18 students
- Virtual Reality Independent Study (ADPR 496): 3 credits, 1 student

Fall 2015

- Interactive Media Design (ADPR 458/858): 3 credits, 19 students
- Design & Layout (ADPR 333): 3 credits, 20 students
- Interactive Media Independent Study (ADPR 496): 3 credits, 1 student

Summer 2015

- State Games of America (ADPR 491): 3 credits, 22 students

Spring 2015

- Interactive Media Design (ADPR 458/858): 3 credits, 21 students
- Design & Layout (ADPR 333): 3 credits, 17 students

Fall 2014

- Interactive Media Design (ADPR 458/858): 3 credits, 20 students
- Design & Layout (ADPR 333): 3 credits, 17 students

Summer 2014

- Interactive Media Design (ADPR 458/858): 3 credits, 5 students

Spring 2014

- Interactive Media Design (ADPR 458/858): 3 credits, 20 students
- Design & Layout (ADPR 333): 3 credits, 20 students

Fall 2013

- Interactive Media Design (ADPR 458/858): 3 credits, 17 students
- Design & Layout (ADPR 333): 3 credits, 20 students

Spring 2013

- Interactive Media Design (ADPR 458/858): 3 credits, 21 students
- Problems in Studio Art Independent Study (ARTP 496): 1 credit, 1 student

Fall 2012

- Interactive Media Design (ADPR 458/858): 3 credits, 18 students
- Problems in Studio Art Independent Study (ARTP 496): 3 credits, 1 student

Spring 2012

- Mobile & Social Media Strategy (ADPR 491/891): 3 credits, 15 students
- Interactive Media Design (ADPR 458/858): 3 credits, 19 students
- Communication Graphics (ADPR 333): LECTURE, 3 credits, 71 students
- Communication Graphics (ADPR 333): LAB, 3 credits, 19 students

Fall 2011

- Strategic Mobile Application Development (ADPR 491/891): 3 credits, 14 students
- Interactive Media Design (ADPR 458/858): 3 credits, 18 students
- Design & Layout (ADPR 333): LECTURE, 3 credits, 70 students
- Design & Layout (ADPR 333): LAB, 3 credits, 18 students

Summer 2011

- Interactive Media Design (ADPR 458/858): 3 credits, 18 students
- Sochi, Russia Study Abroad – Mobile Lab (ADPR 491/891): 3 credits, 20 students

Spring 2011

- Interactive Media Design (ADPR 458/858): 3 credits, 19 students
- Mobile Communications and Social Media (ADPR 491/891): 3 credits, 23 students

Fall 2010

- Interactive Media Design (ADPR 458/858): 2 sections, 3 credits, 19 and 18 students
- Design & Layout (ADPR 333): LECTURE, 3 credits, 71 students
- Design & Layout (ADPR 333): LAB, 3 credits, 18 students

Summer 2010

- Special Olympics Special Coverage (ADPR 498): 3 credits, 25 students
- Interactive Media Design (ADPR 458/858): 3 credits, 15 students

Spring 2010

- Interactive Media Design (ADPR 458/858): 2 sections, 3 credits, 19 and 18 students
- Advanced New Media Design (ADPR 498/898): 3 credits, 7 students

Fall 2009

- Interactive Media Design (ADPR 458/858): 3 credits, 17 students
- Design & Layout (ADPR 333): 3 credits, 15 students

Summer 2009

- Visual and Aural Literacy (JOUR 142): 2 credits, 19 students

Spring 2009

- Interactive Media Design (ADPR 458/858): 2 sections, 3 credits, 18 and 10 students
- Advanced New Media Design (ADPR 498/898): 3 credits, 5 students

Fall 2008

- Interactive Media Design (ADPR 458/858): 3 credits, 18 students
- Design & Layout (ADPR 333): 3 credits, 15 students

Summer 2008

- Visual and Aural Literacy (JOUR 142): 2 credits, 17 students

Spring 2008

- Interactive Media Design (ADPR 458/858): 3 credits, 16 students
- Design & Layout (ADPR 333): 3 credits, 14 students

Fall 2007

- Design & Layout (ADPR 333): 2 sections, 3 credits, 15 and 13 students

Summer 2007

- Visual and Aural Literacy (JOUR 142): 2 credits, 16 students

Spring 2007

- Visual and Aural Literacy (JOUR 142): 4 lab sections, 2 credits, 70 students

Fall 2006

- Visual and Aural Literacy (JOUR 142): 4 lab sections, 2 credits, 70 students

Course / Curriculum Development

- Fall 2022-present: Esports Media and Communications Undergraduate Certificate
- Fall 2022-present: Sports Promotion Graduate Certificate
- Fall 2022-present: CoJMC inclusion in new Data Science Major
- Fall 2021-present: Accelerated Masters Program
- Fall 2021-present: Health Communication Graduate Certificate
- Summer 2021-present: New Ph.D. Program at CoJMC
- Summer 2021-present: Name, Image & Likeness (NIL) CoB and CoJMC Collaboration
- Summer 2021-present: Global Eyewitness Revamp and Assessment
- Spring 2021-present: CoJMC Experience Lab Development and Assessment
- Fall 2022: After Action Enrollment Report for NU President Carter
- Fall 2022: Visiting Professor, Michael Svoboda, collaboration with Johnny Carson Center for Emerging Arts and Film Studies
- Fall 2022: Visiting Professor, Thomas Horky, international sports media scholar from Germany
- Fall 2022: New Honors SPMC course exploring sports, culture, and racial reckoning
- Spring-Fall 2022: Advertising and Public Relations Minor
- Summer 2021-Fall 2022: Accelerated Master's Program for IMC and PJ Graduate Degrees
- Summer - Fall 2021: 2021-2022 CoJMC Student Success Plan
- Fall 2020: Special Topics Pop-up Course on Adobe Digital Graphics using Adobe XD
- Summer 2020: Special Topics User Experience (UX) Research and Design
- Spring 2020: Special Topics Pop-up Course on Augmented and Virtual Reality
- Fall 2015-2022: Visual Communications Curriculum Development & Assessment (JOMC 130, 131, 132, 133, 134)
- Fall 2013-2021: CoJMC Maker Hours
- Fall 2017-Spring 2019: Computational Analytics and Informatics (CAI) Initiative
- Summer 2015: 2015 State Games of America Coverage (ADPR 491)
- Fall 2014-Fall 2015: New Curriculum Development of Digital Communications major
- Summer 2015: UNL Media Academy (High School Media Camp)
- Spring 2011: New course: Mobile Communications & Social Media (ADPR 491/891)
- Spring 2011: New course: Mobile Communications in Sochi, Russia (ADPR 491/891)
- Spring 2011: New course: Introduction to Computer Programming (CSCE 196)
- Spring 2011: New course: Multimedia Visual Literacy (JOUR 165)
- Fall 2010: Re-development: Strategic Communications Graphics (ADPR 333)
- Summer 2010: Special Olympics 2010 National Games Coverage (ADPR 491)
- Fall 2008: New course: Advanced Interactive Media Design (ADPR 498/898)
- Summer 2007: New course: Interactive Media Design (ADPR 458/858)

// Service

Discipline

- 2023: Reviewer for 2023 AEJMC Advertising Division Paper Competition

- 2023: Reviewer for 2023 AEJMC Communication Technology Division Paper Competition
- 2022: Reviewer, Ad Hoc Reviewer, University of Kentucky
- 2021: Reviewer for *Journal of Current Issues & Research in Advertising*
- 2021: Reviewer for *Journal of Communication Technology*
- 2010-2020: AEJMC Member
- 2008-2020: AAF-Lincoln Member
- 2020: Reviewer for *Journal of Current Issues & Research in Advertising*
- 2020: Reviewer for *Journal of Communication Technology*
- 2019: Reviewer for *Journal of Interactive Advertising*
- 2017-2019: Reviewer for *Journal of Advertising Education*
- 2016-2019: Reviewer for *Journalism and Mass Communication Educator*
- 2019: Reviewer for 2019 AEJMC Advertising Division Special Topics, Research, and Teaching Paper Competition
- 2016-2018 AAA Member
- 2018: Reviewer for 2018 AEJMC Advertising Division Special Topics, Research, and Teaching Paper Competition
- 2015-2017: Design Editor for the *Journal of Advertising Education*
- 2017: Reviewer for 2017 AEJMC Advertising Division Special Topics Research Paper Competition
- 2016: Reviewer for 2016 AEJMC Advertising Division Special Topics Research Paper Competition
- 2015: Reviewer for 2015 AEJMC Advertising Division Special Topics Research Paper Competition
- 2014 Summer AMA Marketing Educators' Conference
- 2014: Reviewer for 2015 American Academy of Advertising (AAA) Global Conference Research Paper Competition
- 2010-2012: Nebraska High School Press Association Committee Member
- 2010-2012: AIGA Member
- 2010-2011: The One Club Member

University

- 2022-present: Associate Dean Leadership Series Advisory Board
- 2021-present: University Assessment Committee
- 2020-present: University Undergraduate Curriculum Committee
- 2020-present: Academic Solutions Council
- 2019-2023: Chancellor's Environment, Sustainability and Resilience Commission
 - Executive Committee member
 - Community Engagement Action Team chair
- 2022: AVC Digital and Online Learning Search (Leadership interviews of finalists, CoJMC representative)
- 2021-2022: NU System-Wide Collaborative Task Force about Digital Education: Innovation Workgroup
- 2020: UNL Faculty Leadership in Academia from Inspiration to Reality (FLAIR)
- 2020: Husker Dialogues Conversation Trainer with the Office of Diversity & Inclusion
- 2018-2019: EVC Faculty Fellows on Student Success
- 2015-2018: UNL Faculty Senate Member
- 2017-2018: ITS Technical Support Associate Search Committee Member
- 2014: ALEC Assistant Professor Search Committee Member
- 2012: Sheldon Museum of Art Graphic Design Search Committee Member

- 2012: ALEC Assistant Professor Search Committee Member
- 2011-2012: UNL Digital Humanities Steering Committee Member
- 2006-2012: UNL Web Developer Network Member
- 2011: UNL Web Developer Network Information Architecture Committee Member
- 2010-2011: Visual Literacy Committee Member

College

- 2021-present: CoJMC Executive Committee Member
- 2021-present: CoJMC Graduate Program Committee Chair
- 2020-present: CoJMC Undergraduate Curriculum Committee Chair
- 2023: Director of Advising Search Committee Chair
- 2015-2023: ADDYs Student Submissions Coordinator
- 2020-2021: CoJMC Strategic Planning Undergraduate Academic Operations Taskforce Co-Chair
- 2020-2021: JOUR Visiting Photojournalism Professor Search Committee Chair
- 2018-2020: CoJMC Technology Committee Member
- 2014-2020: CoJMC Curriculum Committee Member
- 2019: JOUR Assistant/Associate Professor Search Committee Member (2 positions)
- 2018: ADPR Assistant Professor Search Committee Chair
- 2015-2017: CoJMC Technology Committee Member
- 2016: Visual Communications Assistant Professor Search Committee Member
- 2016: Visual Communications Professor of Practice Search Committee Chair
- 2015-2016: Social Media Data Monitoring Program Development using Nuvi
- 2015: ADPR Assistant Professor Search Committee Member (2 positions)
- 2015: Sports Communication Assistant Professor Search Committee Member
- 2013-2014: CoJMC Executive Committee Member
- 2011-2012: CoJMC Website Committee Chair
- 2010-2012: CoJMC Technology Committee Member